

# DIC

Selected product: Focus pills (Qualia Mind).

Disrupt is highlighted in yellow.

Intrigue is highlighted in turquoise.

Click is highlighted in green.

**Subject line:** Routine to **unlimited** focus so you can “do it ~~tomorrow~~ today”.

We get it - foggy focus and mind blanks are no fun.

And all this time management? It would be much easier if only remaining aware wasn't that tiring...

Everyone knows that focus plays a major role here and **its lack** is the reason for the instant vanish of motivation that you face every-single-day.

That's why we formed a like-minded team of experts and decided to put an end to endless fatigue for good.

NO MORE: anxiety, pressure or sleepless nights. **PERIOD.**

And just to be clear - it's not your daily average caffeine kick.

The best part?

It's terrifyingly fascinating how **30 seconds a day** can lead to **upgraded focus even in two weeks...**

So....

Think you'll “do it tomorrow”? Think again! Here's the secret to breaking the cycle of excuses.

Word count: 143

---

**Subject line:** ~~Ever wondered how to make 'I'll do it tomorrow' happen today?~~

~~"Is it possible to shrink 'tomorrow' into just a few moments today?"~~

Not only that, we do not define 'Tomorrow' as '24 hours later'.  
Could be 1 hour... or perhaps 45 minutes? Let's go with 30 minutes.  
Now, imagine this: Within those 30 minutes, you've crafted an essay so compelling, it's beyond critique.  
Distractions? They're a thing of the past.  
And just to be clear—this isn't your average caffeine kick.  
I call it "Permanent focus at the cost of 30 seconds a day".

👉 If you're tired of the 'doing it tomorrow' excuse, discover the real solution.

---

The one made made with GPT:

"Feeling Burnt Out, Josh? Unlock the Simple Trick That Turns Your Daily Struggle On Its Head."

"Every day feels like a marathon, doesn't it? From missed classes to endless distractions—TikTok, YouTube, you name it. You're juggling studies, work, and personal life, but nothing seems to stick. Imagine flipping a switch that clears the fog in your mind and reignites your motivation. We're not talking about another caffeine fix but something completely different and tailored just for you."

"Curious? Tap here to discover how you can reclaim your time and energy today. It's not magic—it's science tailored just for you."

**It was just a test, forget it and leave just in case.**

---

## SOURCES:

[https://www.reddit.com/r/getdisciplined/comments/8f1sgp/needadvice\\_struggling\\_uni\\_student/?rdt=62629](https://www.reddit.com/r/getdisciplined/comments/8f1sgp/needadvice_struggling_uni_student/?rdt=62629)  
[https://www.reddit.com/r/GetStudying/comments/17m2ycw/struggling\\_mentally\\_at\\_university/](https://www.reddit.com/r/GetStudying/comments/17m2ycw/struggling_mentally_at_university/)  
[https://www.reddit.com/r/college/comments/zyuff2/what\\_is\\_the\\_thing\\_you\\_struggle\\_most\\_as\\_a\\_student/](https://www.reddit.com/r/college/comments/zyuff2/what_is_the_thing_you_struggle_most_as_a_student/)  
[https://www.reddit.com/r/careerguidance/comments/1bhdv1h/community\\_notes\\_what\\_are\\_the\\_most\\_common/](https://www.reddit.com/r/careerguidance/comments/1bhdv1h/community_notes_what_are_the_most_common/)

1. **Who am I writing to? Who's my avatar?**
  - a) Josh, 22 years old. He's a student.
2. **Where are they now? What do they think and feel? Where are they inside my funnel?**
  - a) He's on the bus, scrolling on his phone (habit). Returns from University.
  - b) They think and feel, do or also struggle with:

- mentally drained,
- overwhelmed + anxiety,
- foggy brain,
- burnt out,
- struggle with mental well-being.
- tasks don't take minutes, but hours.
- lack of motivation,
- lack of discipline,
- procrastination habits (yt, tiktok, surfing the internet).
- balancing work, university and relationship responsibilities,
- afraid of getting back to work/school,
- afraid of difficult work/subjects,
- time management struggle,
- missing classes to catch up with material,
- not living up to one's potential,
- depression,
- lack of confidence,
- unable to maintain hobbies,
- unable to maintain healthy schedule,
- sense of failure and guilt,
- never having learned discipline,
- demanding profession,
- unable to conceptualize problems effectively

- c) He's at the beginning of my funnel. They are **LEVEL 2 - PROBLEM AWARE**. My mini goal here is to make them interested by the headline and click to read more. They do not know me and my solutions yet, meaning they are not solution (therefore product) aware. They see all the problems and even try to look for something on the internet but nothing seems to be the "sweet spot".

### 3. What actions do I want them to take at the end of my copy? Where do I want them to go?

- a) I want them to feel like there's no BS talking and a **solution** to "the only thing keeping them away from success" **is on their phone** at the exact

moment of finishing the reading. They have to be more interested and the goal here is to make them click the “Read more” button.

#### 4. What do they need to experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps?

a) In the:

- **Disrupt part** - the subject line has to be short yet appealing enough to make them stop whatever they are doing and click the email notification. Here, they have to think “Oh, that’s me.” or “Oh, that’s happening to me literally every time.”
- **Intrigue part** - here I have to build up the interest. I need to relate to the reader with every single sentence. I can do it by building up curiosity, intrigue and mentioning benefits.  
Maybe surprise them with something unusual, yet original and attractive. Introduce them to how our product is different from their daily coffee.  
What are the benefits? *Maybe I should make them feel like “It’s already promising and more benefits are just poppin’ in”.*
- **Click part** - maybe a fascination that covers all of the above and if the reader just scrolls to the bottom and sees that his attention is grabbed, he’s interested and starts from the beginning, eventually clicking the “read more” caption because of how it resonates with him.

b) The steps:

- Disrupt part:
  - Use only the subject line. ✓
  - Disrupt, catch the attention. ✓ ?
  - Immediately interrupt, ✓ I guess ?
  - Not sound salesy, ✓ I think so ?
  - Don’t be boring, ✓ I think so ?
  - Be straight to the point, ✓
  - Use fascination and alternatively moderate it, ✓
  - First, create the Intrigue and Click part and adjust the Subject Line to it.

**EXPECTED OUTCOME: The reader is interested in what I initiated.**

- Intrigue part:

- Every sentence relates to either **curiosity, intrigue or benefits**, ✓ I think ?
- Most sentences relates to the reader (mentioning about every day struggles and dream outcome could potentially build up intrigue since they see that the text resonates to their state, even tho it's not PAS framework), ✓
- Ask straight up questions that can build up **CIB**,
- Don't make big logical jumps between sentences,
- If I want to relate to the reader, I've got to hit all the underlined (most important IMO) roadblocks, dream states in the Intrigue Part. ✓

**EXPECTED OUTCOME: Throughout the whole Intrigue Part, the reader was curious about the product and felt like he's been understood.**

- Click part:
  - It should be a one to two sentence fascination that covers "D,I and Call to Action" part in a "small pill". ✓ I think it works ?
  - Straight to the point, ✓
  - prompting excitement to learn more and the product. ✓ I suppose ?

**EXPECTED OUTCOME: If the reader just scrolls to the bottom and sees the Click Part, he's interested and returns to the beginning.**

**If the reader doesn't jump to the end, it has to be tempting enough to make the reader more curious about the product and click the "Read more" button.**

## 5. What is their current state?

Josh is very overwhelmed with how the world turned out to be a harsh environment for young adults. He's scared of action, does it mainly when he's forced to. He studies programming/web design.

When is he sad/angry/scared:

- Waking up at 6:00 A.M.
- When things don't go the way they were supposed to,
- At university,
- 2 hours before going to bed (another harsh day soon),
- When there's an upcoming exam session or a test,
- When lacking motivation,

- Unable to maintain hobbies,
- when there's sense of failure and guilt

When is he happy:

- play video games,
- spending time on hobbies,
- watching a movie,
- talking with someone,
- showering,
- eating sweets,
- scrolling on social media,
- procrastinating.

All of this is short-term pleasure.

He could be happy if he saw that his work paid off.

#### **6. What is their dream state?**

- Feeling happy and proud to finally graduate,
- no more sleepless nights,
- less pressure,
- no crying,
- no more missed bus stops,
- less stress/anxiety,
- just left a crappy part-time job and now working in one related to hobbies and degree + making good money from it
- comes home and do whatever he wants,
- healthy relationship,
- buying/having a nice house,
- social life is not a problem,

#### **7. What roadblocks do they run into?**

- incapable of focusing for more than 30 minutes,
- creativity blocks (staring at blank Word Document and getting lost, thinking about something else),
- lack of honest support or support that actually works,
- lack of motivation,
- easily distracted,
- time management/not enough time to do everything one needs/wants,
- can't find the "sweet spot" solution,
- imposter syndrome (kind of? It's doing really good job but feeling like it's not enough),

- self-doubt,
- stuck,
- maybe they try to learn too fast, rather than to actually understand?  
They try to rush it, expect results rather than trust the process?

## 8. What sophistication level are they on?

I'd say it's is either:

- **3rd stage (Market tires of claims),**

If so, I have to be specific on the **method**, **outcome**, **time**.

Example:

"New 'Keto' diet let's you **lose 45 lbs** in **6 weeks**",

- **5th stage (Market is tired of everything),**

If so, I have to pick either:

- Niche Down <- my pick
- Identity Play (I don't think it's good idea to use it here),
- Experience.

Niche down. I have to specify at least **what is it**, **who is it for**, example being:

"**Weight Loss program** designed specifically for **Truck drivers**"

Here I think it is necessary to use the **method**, **outcome**, **time** too.

But since this is DIC i can't say straight up this is a supplement/focus pills.

## 9. What is their market awareness level?

Level 2 - they are problem aware, but not solution aware.

They looked for some solution but nothing seems to work.

Here they don't care about what's the product name, discounts etc.

Show the most important (top 3?) benefits from the product that helps to solve the problem

(like the super-duper car in the roadblocks Tao of Marketing),

Show the most important (top 3?) feared consequences from the product that helps to solve the problem

This fits PAC framework more, not gonna use it here I think since I want them to:

Remember, emails are to get them CURIOS about the solution/mechanism you'll help them with, so keep this anonymous and lead in with curiosity/intrigue/benefits

^ So that's my goal ^, to get them curious about how I can help them solve the problem, building up curiosity, intrigue and mentioning benefits (3 main are underlined)

---

What mistakes I made and what I have to avoid now:

- Using overused statements like “What if I tell you...”
- Sounding salesy,
- Being vague - I have to be more specific, but do not reveal that my product is a supplement.
- Earlier I mixed attention span issue with fatigue, it can be not a clear transformation between those two domains. I could connect that but maybe try not to overcomplicate.
- Stop the waffling - talk straight to the point without unnecessary words.
- If I want to mention studies, I have to build up trust by providing an example (without being boring),
- no research on the market

---

Fascinations (20 + 5 bonus | those in **bold** are ones I liked the most):

1. How to ACTUALLY finish your essay tomorrow.
2. Secret to finally conquering your studies in just one day.
3. Why “I’ll do it tomorrow” doesn’t work for you and how to fix that.
4. What to do if you’re tired of saying ‘I’ll do it tomorrow’.
5. **What will NEVER let you down when deadlines are closing in.**
6. **PLUS, unlock the secret to turning ‘I’ll do it tomorrow’ into ‘I’ve done it today’**
7. **30 seconds a day to permanent focus so you actually can “do it ~~tomorrow~~ today”.**

**or**

**Solution to permanent focus so you can “do it ~~tomorrow~~ today”.**

8. You’ll do it tomorrow, right? We all now how it ends, unless...
9. WARNING! Don’t say “I’ll do it tomorrow” if you don’t know this ultimate focus method.
10. Are you fed up with all those promised “I’ll do it tomorrow”s?
11. This one little gimmick can permanently take your focus to the next level.
12. Sneaky trick of befriending with never-ending focus.



or

Discover the sneaky trick to unlock endless focus and turn procrastination into productivity

13. Permanent focus in LESS than a MONTH.

14. **Ever wondered how to make 'I'll do it tomorrow' happen today?**

15. If you're tired of the 'doing it tomorrow' excuse, discover the real solution.

16. When "I'll do it tomorrow" doesn't actually become a lie.

17. Safest way to conquer fatigue and keep your energy soaring.

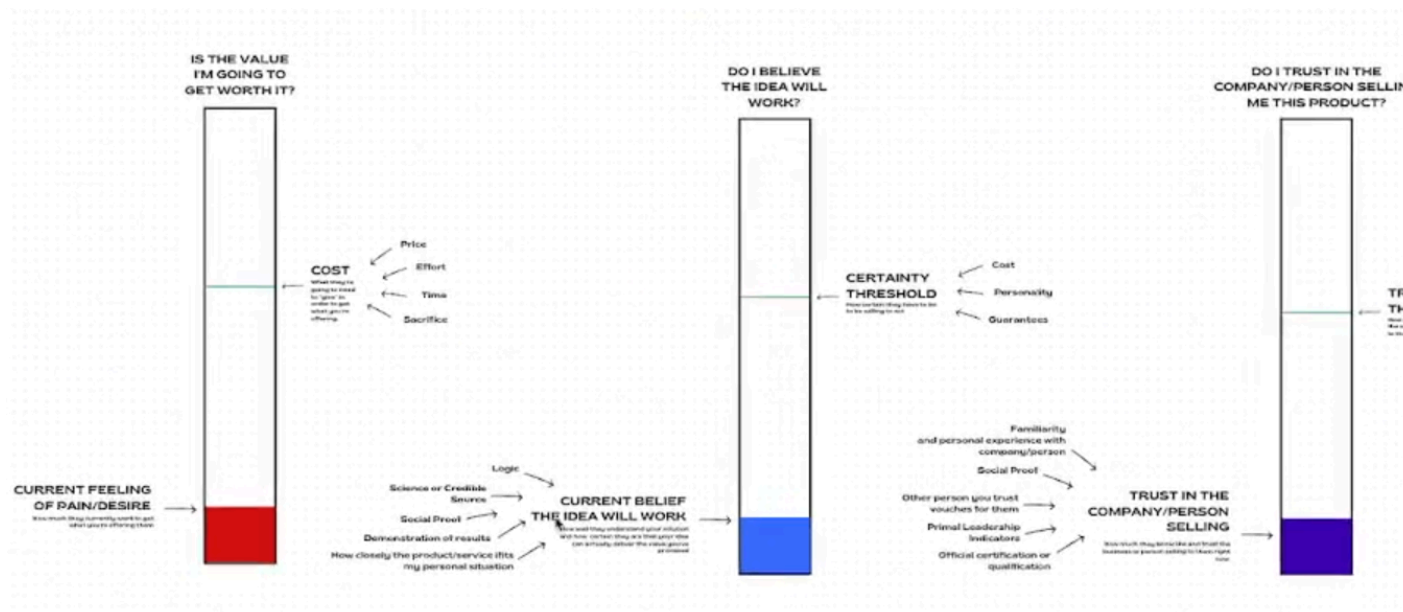
18. Truth is, that's the ONLY thing you need to do if "I'll do it tomorrow" doesn't work for you.

19. Better than your daily coffee. Discover the key to beating fatigue for good.

20. Single action a day to forget about fatigue for good.

5 additional fascinations:

1. If focusing feels foreign, this method will bridge the gap.
  2. Forget about multiplying distractions with this single action.
  3. **Can 'I'll do it tomorrow' transform from excuse to action overnight?**
  4. Does "I'll do it tomorrow" and avoiding the action sound familiar?
  5. **Think you'll do it tomorrow? Think again! Here's the secret to breaking the cycle of excuses.**
-



## How do I amplify “Pain/Desire”?

1. Price - in the swipe file, the big document with Qualia Mind products, there's information about discount, since this is DIC framework I theoretically could mention the discount, but since I do not want to reveal the product does that make sense? As mentioned in the 9., they don't really care about it at this stage.

It's like “Hey yo, we got the product, it's nice and we do not tell you what exactly that is but there's a discount”. I think I have to cut out that part from DIC and let the long form copy cover that.

2. Effort - Although I do not mention what the product is in the DIC framework, I can say that our team of experts has been involved and to build-up credibility there could be a redirect to the site specifically talking about those experts.

**Make the word “experts” as a link? It is pretty intuitive and I do not have to mash up some weird information.**

Besides that, the effort is really small - that's a plus. All it takes is 30 seconds a day (take a glass of water, take supplement, get more focus in 30 minutes).

3. Time - in order to get **permanent** focus one must take the medication for 2-4 weeks, so it takes time. I could remind customers that it's just a nice touch to products already existing benefit, which is increased focus in 30 minutes.

4. Sacrifice - I believe that the sacrifice is not a big deal here.

Everything the customer has to sacrifice:

- 30 seconds a day,
- wait 2-4 weeks,
- spend 40\$ (first time, original price is 140\$)

How do I amplify “Belief the idea will work“?

1. Cost - customer saves 100\$ with first order, so the price “to try” is 40\$.

If we do “how-much-coffies-for-40\$-count”:

**Starbucks Menu Prices in 2023 ☕ – Cost of Coffee ...**  
18 paź 2023 — A regular 12 oz tall brewed coffee at Starbucks costs **between \$2.45-\$3.15** depending on location. Smaller 8 oz short coffees are \$2.10-\$2.75 ...

$40 / 2.45 = 16$  coffees

16 coffees = 16 days.

Time is also a cost, if we count time and expect results the same day - cost being 30 minutes.

If we talk “permanently”, 2-4 weeks.

What’s worth mentioning, that’s how Qualia Mind talks about the price:

We’re so confident that Qualia Mind can help summon inspiration when it’s needed most... that **we offer a 100% money-back guarantee.**

Try it for 100 days.

We recommend 5 capsules a day, 5 days a **week**.

Giving yourself 2 days off is important for preventing habituation — so every time you take Qualia Mind, you’ll feel an effect that lasts throughout the workday.

**If you don’t love it for any reason, just let us know and we’ll refund every penny of your purchase. (And you’ll still get to keep the supplements).**

But that's the part I think I need to save for the long form copy.

That's why I actually don't mention the price in the DIC framework. In 9. I mentioned that they don't care about cost, money etc. They care about a solution to their problem.

2. Personality - I am aiming to speak with students with struggles mentioned earlier, therefore I'd speak like someone with the same struggles so they feel like there is a second "themselves" talking. If I can understand them and I found the solution, they are gonna believe the idea and me. Can't be too formal, but not too loose.
3. Guarantees - I backup the promises with links to the experts, like suggested in the "Pain/Desire, 2. Effort" part or the fact that focus is permanent - the rule being using the product, but the detail is in the long form copy so it's not the moment (DIC framework) to mention the necessity to use it 5x/day for 5 days/week.

### **How do I amplify "Trust in me"?**

1. Cost
2. Personality

Both points are sort of covered in the earlier part - **IS IT OK TO LEAVE IT AS IT IS?**