

# Example short form copy

## DIC EXAMPLE:

Disrupt is highlighted with Yellow

Intrigue is highlighted with Blue

Click is highlighted with Green

## EMAIL:

**Subject line: ESCAPING THE RAT RACE**

There is a reason why you can't escape your 9-5...

It's not because you're TOO OLD or TOO YOUNG.

Age doesn't matter, only one thing really matters...

And that's the secret that made me feel like I OWN MY LIFE again.

If that's how you want to feel again, I'll show you the way...

Click [HERE](#) to WIN THE RACE.

## **PAS EXAMPLE:**

Pain/Desire is highlighted in Yellow

Amplify is highlighted in Blue

Solution is highlighted in Green

## **EMAIL:**

**Subject line: How to take control over your own life**

Don't you feel PISSED OFF when you look at yourself in the mirror, analyze your life and lie to yourself saying that it's okay to keep living that way?

Working for a Boss that CAN REPLACE YOU anytime, not getting the respect that you deserve, watching someone driving a car that you COULDN'T EVEN BUY after years stuck in the same routine.

At the end of the day you have two options, REPEAT or EVOLVE...

Some people are NOT made to evolve EVERY DAY.

But if you feel like you're CAPABLE of breaking the repeat cycle and want to EVOLVE...

Then [CLICK HERE](#) to be PROUD everytime you see your reflection

## HSO EXAMPLE:

Hook is highlighted in Yellow

Story is highlighted in Blue

Offer is highlighted in Green

## EMAIL:

**Subject line: A SINGLE CLICK ECHOED FREEDOM, LEAVING ME CRAVING THE EXTRAORDINARY.**

I had the single most life-changing opportunity and was just ONE CLICK AWAY from taking action and changing my lifestyle.

I quit my cooperative job in the spring of 2022. My wife did the same. We moved into a trailer park outside the city.

Soon enough, we understood that the money we had was not enough, but there was a bigger problem...

We both didn't want to go back to the 9-5 rat race, but we also didn't know any other way of making money without working for someone else.

Imagine looking into your wife's eyes and feeling like you're unable to provide for her.

Imagine the feeling in my stomach everytime i looked at her, thinking it would be that way forever... Afraid of her finding another man with more status and replacing me.

But there was this one thing I didn't expect that gave me the opportunity to provide for my wife and to take control over my life again...

Only [CLICK HERE](#) if you want to know what that thing was and if you're **REALLY SERIOUS ABOUT WANTING TO GRAB LIFE BY THE BALLS.**

