

//Hso: short form copy

Subject Line: I looked at the car shop and starred . . .

At that moment i questioned my life

I wondered if it was all for nothing

Most people give up but i was lucky

I have been working for the same company for 10 years as a minimum wage security guard
Years of working night and day shifts and still i'm broke barely got enough money to cover the
rent

As i finished my shift i was walking home and then i saw the car shop

It was a **Ferrari**296GTB the car of my dream sitting next to that skinny 18 y old boy that's about
to buy it

How can a 18 year old afford such a car ?

As they shook hands the reality hit me. What did I do wrong ?

Fast forward 3 years I have my dream car my own apartment and everything I ever desired
How did this happen you may ask

Today I will tell you how copywriting changed my life

[Find out how to do the same](#)