

DIC EXAMPLE.

DISRUPT

INTRIGUE

CLOSE

Subject line: Break free from fear and master self-defense

Are you brave enough to go to the grocery alone today because someone might stab you?

Are you afraid of even walking around the city without thinking about someone robbing you?

Would you believe me if I told you I can make your problems go like a magician's vanishing act, leaving behind a sense of relief and a clear path ahead?

Don't believe me.

Okay.

Keep staying in bed, scrolling through TikTok with your biggest vulnerability, and keep hoping on luck that one day you don't end up stabbed or robbed on the streets.

OR

[click this link to explore and learn everything about self-defense.](#)

PAS EXAMPLE

PAIN/DESIRE

AMPLIFY

SOLUTION

Subject line: Dont let bullying destroy your young days

If you are afraid of getting pushed around by your classmates have to change some things in your life.

Just imagine yourself being beaten by your peers from class in front of other people.

Beaten up by the ones who aren't able to count to 10.

Just imagine that level of shame.

Where other people just laugh at you and you end up alone.

Beaten up.

Day after day.

OR

Maybe you want things to develop in a different way.

Maybe you want them to embarrass themselves by trying to attack you.

And that level of respect from others toward you seeing that you are capable of defending yourself.

If you want to be that person [click this link](#) and learn everything about self-defense.

HSO EXAMPLE

HOOK
STORY
OFFER

Subject line: Tired of glancing over your shoulder every few steps?

Imagine a world where you can walk confidently, head held high, knowing you have the tools to protect yourself from any threat that comes your way.

Once there was a guy named Mike.

He suffered through his twenties every single day from being insecure.

He suffered from vulnerability, lack of confidence, and fear of someone even trying to stab him or rob him.

But the biggest problem was that he didn't even care.

He believed in a civilized society and today's government system to a degree where he thought there are no such people that will harm you.

UNTIL

One day while he was, without any worries, walking down the street some guy attacked him and robbed him completely.

He took everything from him.

Mike was desperate.

He fell into depression because of the guilt of being naive.

One day while he was looking on his phone for therapy sessions to cure depression, he came across a self-defense course.

He decided to try it because of the tempting course description.

Fast forward 6 months Mike was no longer depressed.

Something changed.

He was no longer feeling insecure or vulnerable.

A few days later another criminal attacked him looking to stab him.

Only this time thanks to the course Mike finished, he was able to successfully defend without a single scratch.

He was not aware of the value of this course until he defended himself.

If you want to feel secure, knowing whoever tries to attack you, you will be able to defend yourself [click this link](#) and have a peaceful mind.