

Training to write copy

Product: All-in-one Home Gym machine

Target market: Sport enthusiasts, age 25- 60, higher average income.

Avatar: John, 35 y.o. , graphic designer, chunky but thin arms, small, brown hair.

Pains: aching knees and back, feeling older than he is, walking stairs is exhausting, belly, doesn't like his shape, wants to workout but always stressed, no time.

Dream State: would like to have less pain, combine work schedule and a healthy life, be like Tate (fit and successful), sixpack

Low-ticket: 5\$ a month training course

Perceived b.o.: doesn't have many friends (only 1 good friend), working much so nobody outside work sees him really.

DIC Examples

Disrupt is highlighted in Yellow

Intrigue is highlighted in Blue

Click is highlighted in Green

Subject Line: **The million dollar workout trick!** 💪

Did you ever ask yourself, HOW IN THE WORLD are these Entrepreneurs that fit?

Andrew Tate, Tony Robbins, Richard Branson...



They're putting hours and hours into pushing their business, traveling the world, enjoying life and still be able to flex their Abs on Facebook, HOW IN THE WORLD is this possible?

They are all using a timeless technique to stay fit with low time effort.

I found this old but gold trick and I will show it to you!

[Click here if you want to learn how to get on top of your game!](#)

PAS Example

Pain/Desire is highlighted in Yellow

Amplify is highlighted in Blue

Solution is highlighted in Green oscar wildm

Subject Line: **Become a Top G!**

Look in the mirror! Who is staring back at you?

Do you see someone wasting his potential, **feeling ancient** and **exhausted** with aching bones and a **flabby physique**?

Or do you see a man like **Andrew Tate**, an apex predator strong and fierce, eagerly salivating at the thought of feasting on challenges?

If you were to gaze into the same mirror in the future, which of those two would you want staring back at you?



If you want to fulfill your daydreams and become an unstoppable force:

[Click here to get a rock solid physique in 30 Days!!](#)

HSO Example

Hook is highlighted in Yellow

Story is highlighted in Blue

Offer is highlighted in Green

Subjectline: From powerless to hercules (My journey)

I was in my mid 30s when I thought my life was over...

Since I was a kid, I've always had that dream of me being that successful, chiseled and handsome man.

So I decided to take a leap of fate and start a business from scratch.

After countless hours of hard work and endless sleepless nights, I finally hit my stride and felt like I was playing a winning hand.

Oh boy, I should've seen it coming!

I remember waking up in my bed in *excruciating pain nearly unable to move* -I even had to call an ambulance!

The doctor dropped a bombshell when he told me what's wrong!

I had multiple slipped discs and my cardiac health looked like I was 70!

Too much *stress and a lack of exercise*, he told me...

Suddenly I remembered the old saying: “**health is not everything, but everything is nothing without health.**”

Lucky for me the doctor knew how to cure this and I perfected the process!

Don't make the same mistakes that I did:

[click here if you want to end the pain and lose the dad bod!!](#)