

DIC EXAMPLE

Disrupt-
Intrigue-
Click-

Subject Line: Escape the chaos

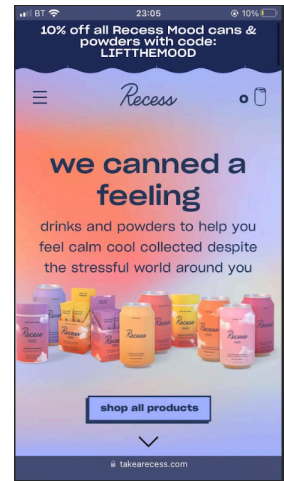
Ever wondered how to turn stress into ease? Restless into Calmness?

You DON'T need a Psychiatrist, You DON'T need meditation and
You DON'T need to rest.

You need a very specific set of nutrients. Nutrients designed to
Improve your mental state.

That is Recess! Where Wellness is Priority.

[CLICK HERE TO FIND OUT MORE](#)



PAS EXAMPLE

Pain/Desire-

Amplify-

Solution-

EMAIL

Subject line: Your Secret Weapon Against Stress

Have you ever found yourself drowning in the chaos of
Everyday stress? Have you ever found yourself seeking
that moment of calm?

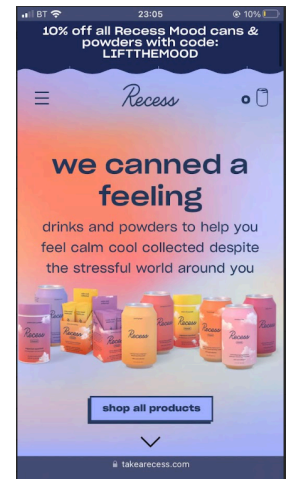
Picture a life where everyday is as peaceful as a morning by the lake. The gentle ripples of
the water combined with the soothing sounds of nature.

Your mind is free, You have no worries, No stresses and you can effortlessly navigate the
challenges for your day ahead.

Yet reality often feels like the weight of anxiety and stress crushing against your shoulders
Turning even the most simple tasks into monumental objectives.

If you are exhausted by this constant weight and are ready to conquer monumental
objectives.

[Then click here to begin your journey to a stress free life](#)



HSO EXAMPLE

Hook-

Story-

Offer-

Ever dreamt of a sip that transports you to utopia?

Well, James did! James lived in a very complex world, Trying to Navigate his way through a very overwhelming existence. His struggles with stress, Anxiety and the feeling of constantly Being tired made it incredibly hard to battle his way through the day. From work pressure, Relationships and even his health. James Was always aligned with uncertainty.

On numerous attempts to fix his problems, He failed! A diet change didn't work. Exercising didn't work, Even talking to a professional did not work! He had started To lose hope until he discovered Recess. A drink that promises to help you feel Calm and collected, relieving stress in the world that surrounds you. A single sip That transports you to utopia!

Curious to find out how recess became james' stress relief?

Click here to uncover the magic behind a single sip and discover your utopia

