

DIC EMAIL

Disrupt

Intrigue

Click

Subject line: 4 Emotional Triggers that Sell

FEAR is the emotion that triggers the most...wrong.

But I can tell you the emotions that can sell ANYTHING.

Understand NESB, the 4 emotions of copywriting

And watch your persuasion skills skyrocket

You can learn this for FREE in just a short 15-minute video.

<https://youtu.be/j3tTNo0nnuA?si=guJNNpANVC9uHkcZ>

Do better!

Kyle Milligan”

1. What value is being given?

The knowledge that there are some emotional triggers that he doesn't know about which will help him + free YouTube video.

2. Why is the value important?

These emotional triggers will make him understand humans better and have a better influence.

PAS EMAIL

Pain/Desire

Amplify/Agitate

Solution

Subject line: Haven't made money with copywriting?

You can learn how to become rich with copywriting.

But,

What would you choose?

Comfort but Average OR Discomfort but Rich

Choose your pill wisely because the first option is not for the **7-figure copywriter**.

It is for the broke and scared guy that will die losing.

Harsh truth

If you still want the financial freedom.

Then learning from experienced guys is the best.

This Free video will help

The choice is yours

<https://youtu.be/PkbG9EkjeJs?si=NC-lv8hr9BEz8l3B>

Kyle Milligan

1. What value is being given?

Encourage you to do the right thing when it comes to copywriting + free YouTube video.

2. Why is the value important?

The value is important because they have to be aware that comfort won't lead to success.