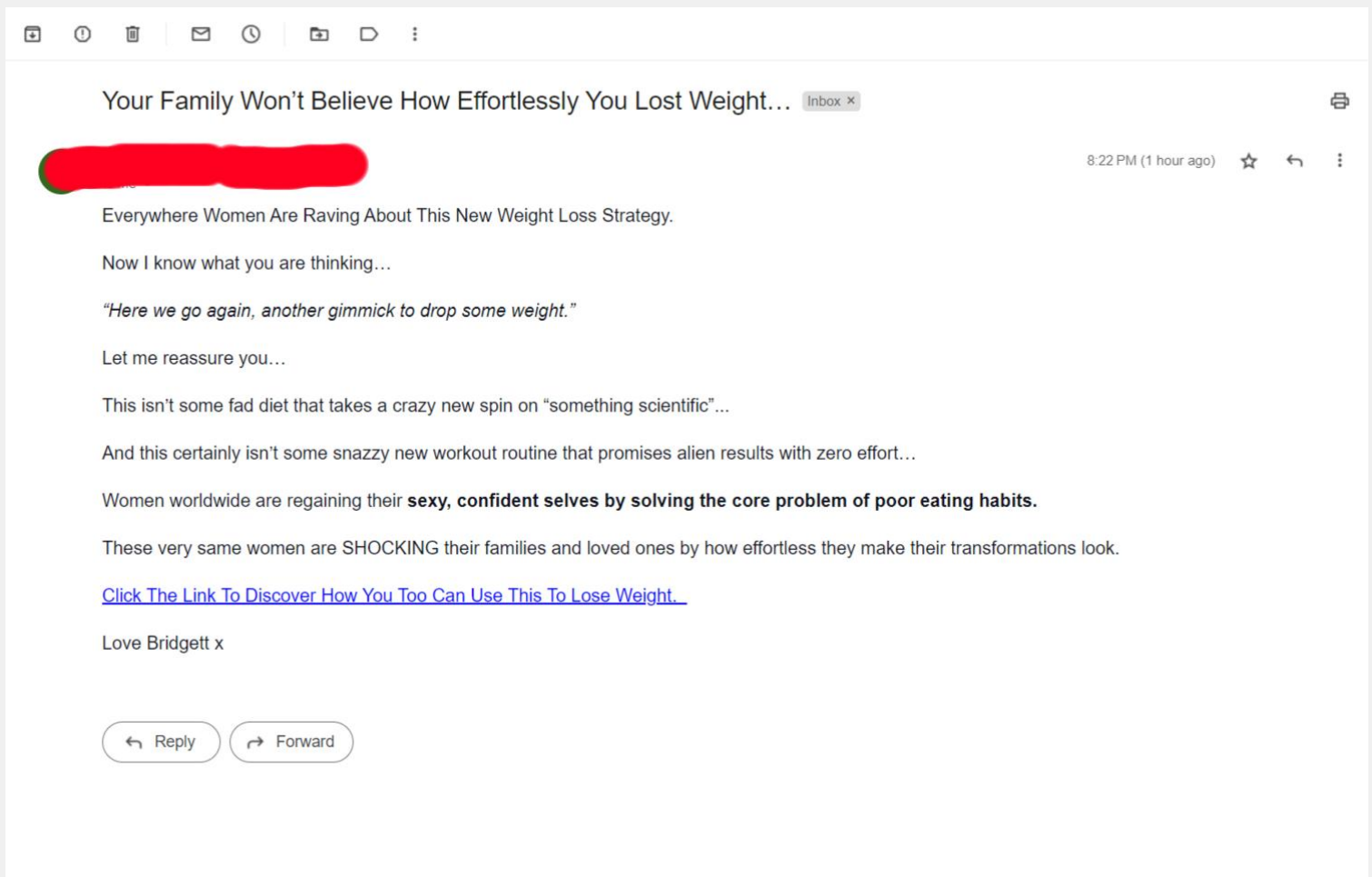


# New Approach

This email follows a **Disrupt, Intrigue, Click** format but approaches from a new angle, building up massive amounts of intrigue and driving the reader to the sales page!

These sorts of emails are perfect for when new leads have just come into your business and are unfamiliar with what you offer.



The screenshot shows an email client interface. At the top, there is a toolbar with icons for archive, refresh, delete, compose, undo, redo, and a menu. The email subject is "Your Family Won't Believe How Effortlessly You Lost Weight..." with an "Inbox" label. The sender's name is redacted with a red oval. The email content includes a redacted line, a timestamp of "8:22 PM (1 hour ago)", and several paragraphs of text. The text describes a weight loss strategy, uses a quote, and includes a call to action link. At the bottom, there are "Reply" and "Forward" buttons.

Your Family Won't Believe How Effortlessly You Lost Weight... Inbox

8:22 PM (1 hour ago) ☆ ↶ ⋮

Everywhere Women Are Raving About This New Weight Loss Strategy.

Now I know what you are thinking...

*"Here we go again, another gimmick to drop some weight."*

Let me reassure you...

This isn't some fad diet that takes a crazy new spin on "something scientific"...

And this certainly isn't some snazzy new workout routine that promises alien results with zero effort...

Women worldwide are regaining their **sexy, confident selves by solving the core problem of poor eating habits.**

These very same women are SHOCKING their families and loved ones by how effortless they make their transformations look.

[Click The Link To Discover How You Too Can Use This To Lose Weight.](#)

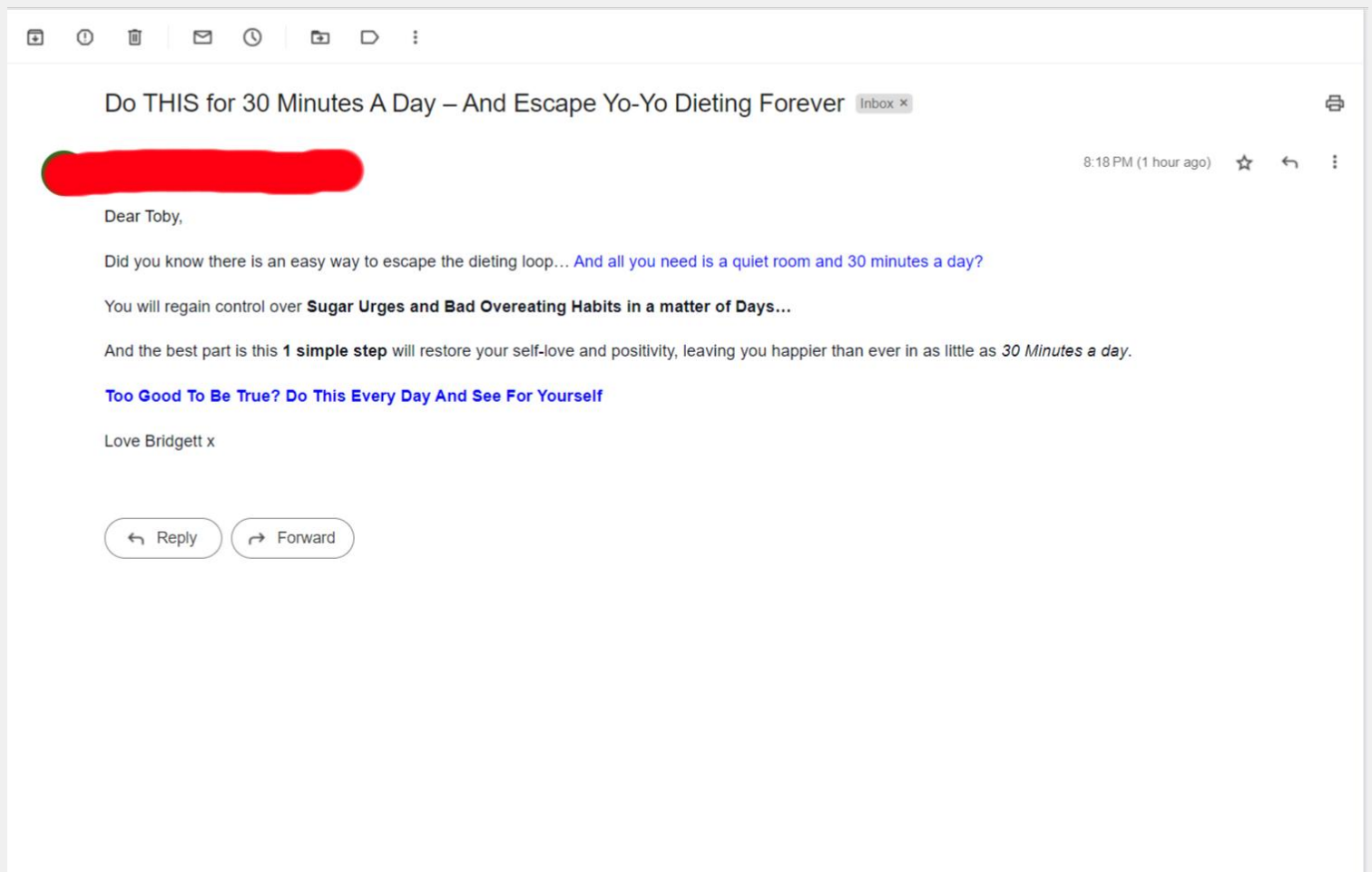
Love Bridgett x

↶ Reply   ↷ Forward

# Open Question Email

Short open question emails like this are great for quickly capturing attention and providing a massive benefit to go to the stage.

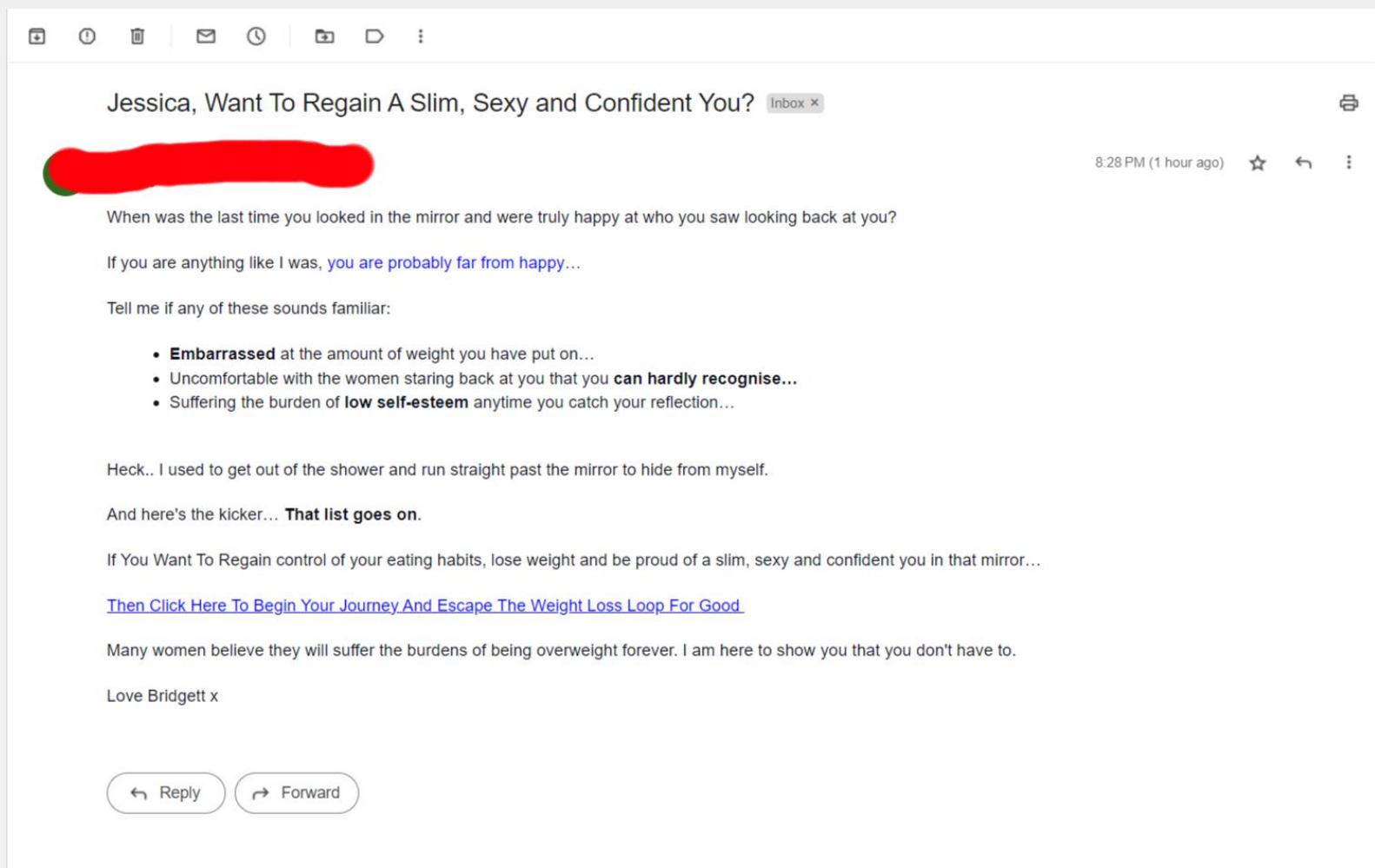
Many businesses make the common mistake of doing all the selling in the email when it should be the website or sales page that does this. The goal of the email is simply just to get people to click and move onto the next stage. This is especially important if you aim to sell anything high ticket.



# PAS Email

This email follows a Pain, Amplify, Solution format that really targets a key fear or pain of your target market and promises a solution which results in them clicking the link.

These emails are especially useful when someone is familiar with your brand and business but hasn't yet taken the next step. By amplifying their pain you can push them over the edge and get them onto your sales page!



The screenshot shows an email client interface. At the top, there's a navigation bar with icons for home, search, trash, mail, clock, folder, and a menu. The email title is "Jessica, Want To Regain A Slim, Sexy and Confident You?" with an "Inbox x" tag. The sender's name is redacted with a red oval. The email content follows the PAS format: it starts with a question about looking in the mirror, amplifies the pain of weight gain and low self-esteem, and then offers a solution by linking to a weight loss program. The email ends with a sign-off "Love Bridgett x" and "Reply" and "Forward" buttons.

Jessica, Want To Regain A Slim, Sexy and Confident You? Inbox x

8:28 PM (1 hour ago) ☆ ↶ ⋮

When was the last time you looked in the mirror and were truly happy at who you saw looking back at you?

If you are anything like I was, [you are probably far from happy...](#)

Tell me if any of these sounds familiar:

- **Embarrassed** at the amount of weight you have put on...
- Uncomfortable with the women staring back at you that you **can hardly recognise...**
- Suffering the burden of **low self-esteem** anytime you catch your reflection...

Heck.. I used to get out of the shower and run straight past the mirror to hide from myself.

And here's the kicker... **That list goes on.**

If You Want To Regain control of your eating habits, lose weight and be proud of a slim, sexy and confident you in that mirror...

[Then Click Here To Begin Your Journey And Escape The Weight Loss Loop For Good](#)

Many women believe they will suffer the burdens of being overweight forever. I am here to show you that you don't have to.

Love Bridgett x

↶ Reply   ↷ Forward

# Classic D.I.C Email

This email again follows the classic disrupt, intrigue, click format using a powerful headline to disrupt your target avatar and get them engaged with your email.

Then it builds up some intrigue and uses a classic CTA at the end to direct people to take action and go to the next stage.

