

## Quiz Template

Which of the following do you think is the MOST important **(for result they want)?**

- A. Option
- B. Option
- C. Option
- D. Option

Choose your answer. Even if you're **(experienced in topic)**, I doubt it's the one you think it is. The answer is counter intuitive.

And here's the worst part. If you **(make this mistake)** it could keep you from **(ever getting desired result)**.

So act now and **(stop making mistake)** today.

>>> Click here to find out the answer

>>> **another link text (possibly same as subject line if you didn't use "question")**

Talk soon,  
Your name

### **Original email - I wrote this for a survival business I owned for a bit**

Which of the following do you think is the MOST important thing in a survival situation?

- A. Water
- B. Fire
- C. Shelter
- D. Knife

Choose your answer. Even if you're a hardcore prepper, I doubt it's the one you think it is. The answer is counter intuitive.

And here's the worst part. If disaster strikes and you don't already have this #1 survival skill...then it's already too late.

So act now and prepare yourself.

>>> Click here to find out the answer

>>> When you need THIS, it's already too late.

To your freedom,  
Josh

### **Original email - I wrote this for a client in the health space**

Sub line 1: Question

Sub line 2: Belly Fat Quiz

Sub line 3: Quiz

Sub line 4: [QUIZ] Stop eating THIS?

Did you know there's one so-called "health food" that can actually force your body to hoard fat?

Which one do you think it is?

- A. Protein powder
- B. Apples
- C. Avocados
- D. Vegetable oil

Click on the one you think is the answer. [HYPERLINK EACH OPTION]

Even if you're a health expert, you may not know what it is. The answer is counter intuitive.

And here's the worst part. If you're eating this food, it could actually be making you fatter AND aging your body at an accelerated rate/.

So act now and stop eating THIS food today.

>>> Click here to find out the answer [HYPERLINK]

>>> Stop eating THIS food today [HYPERLINK]

To your health,  
NAME