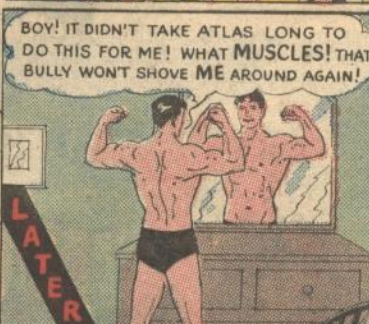
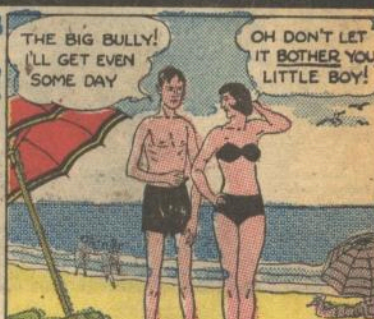


100 Squats:

<https://rumble.com/v4otv9e-100-squads-1.html>

THE INSULT THAT MADE A MAN OUT OF "MAC"



Let Me PROVE I Can Make YOU A NEW MAN!

ARE you "fed up" with seeing the huskies walk off with the best of everything? Sick and tired of being soft, frail, skinny or flabby — only HALF ALIVE? I know just how you feel. Because I myself was once a puny 97-pound "runt." And I was so ashamed of my scrawny frame that I dreaded being seen in a swim suit.

The Secret of How I Got My Build

Then I discovered a wonderful way to develop my body fast. It worked wonders for me — changed me from the scrawny "runt" I was at 17, into "The World's Most Perfectly Developed Man." And I can build up YOUR body the very same natural way — without weights, springs or pulleys. Only 15 minutes a day of pleasant practice — in the privacy of your room.

My "Dynamic-Tension" method has already helped thousands of other fellows become real he-men in double-

quick time. Let it help YOU. Not next month or next-year — but Right NOW!

"Dynamic-Tension" Builds Muscles FAST!

If you're like I was, you want a powerful, muscular, well-proportioned build you can be proud of any time, anywhere. You want the "Greek-God" type of physique that women rave about at the beach — the kind that makes other fellows green with envy.

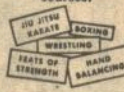
Mail Coupon Now for My 32-Page Illustrated Book

Mailing the coupon can be the turning point in your life. I'll send you a copy of my 32-page illustrated book, "How Dynamic-Tension Makes You a NEW MAN." Tells how and why my method works; shows many pictures proving what it has done for others. Don't delay. Mail coupon NOW. CHARLES ATLAS, Dept. 325B, 115 E. 23rd St., New York, N.Y. 10010.



5 FREE GIFTS

If you act now, in addition to my complete course, you will also get these five valuable outline courses.



CHARLES ATLAS, Dept. 325B
115 East 23rd St., New York, N. Y. 10010

Dear Charles Atlas: Here's the kind of Body I Want:

(Check as many as you like)

- | | |
|--|--|
| <input type="checkbox"/> Broader Chest and Shoulders | <input type="checkbox"/> More Energy and Stamina |
| <input type="checkbox"/> Ironhard Stomach Muscles | <input type="checkbox"/> More Magnetic Personality |
| <input type="checkbox"/> Tireless Legs | <input type="checkbox"/> More Weight—Solid—in the Right Places |
| <input type="checkbox"/> Slimmer Waist and Legs | |

I enclose 10c. Please send me a copy of your famous book showing how "Dynamic-Tension" can make me a new man. 32 Pages, crammed with photographs, answers to vital health questions, and valuable advice. This does not obligate me in any way.

Print Name.....Age.....
Address.....
City & State.....Zip.....
In England: Charles Atlas, 21 Poland St., London, W.1

1. What specific business objective am I seeking to accomplish with this project? Why is it important?

- I want to create an Opt in page with a hypothetical bait” Charles Atlas Nutrition tips” to get email information.
-

2. What part of their presence/funnel is needed to achieve this business objective?

- Free gift→Optin

3. Who am I writing to? Who is my avatar?

- Young men 16 - 22
- Skinny or flabby, floppy, “ runt”, fairly, scared, not confident
- He is beginner in fitness



Mac is a young man who is studying in high school. He is a skinny guy without muscle. He wants to change his physique to be reached by women and be more grim, strong, not easy to get “beated”.

4. Where are they now? What are they thinking and feeling?

Where are they inside my funnel?

- He is a beginner and he doesn't know how to do it.
- For sure he feels overwhelmed by the amount of information he researches.
- HE clicked on a link to my landing page after watching a video about the importance of nutrition.
- **After watching the video for sure he is overloaded with information and he thinks that is a complicated thing, HE is “scared” because in the video there will be things that “ You wont get your 6 pack if you don't eat right. and he is scared that he won't build muscle and DON'T GET GIRLS**
- They click from social media post/ youtube that was about “ NUTRITIONS IS AS IMPORTANT AS TRAINING” you won't build muscle without propel nutrition
- He is scared.

Current state

- Skinny
- Weak
- Lack of confidence
- **Lack of women**
- Overwhelmed by information
- They want to get muscles because they

Dream state

- Confident
- Strong
- big-looking muscular
- Lots of women

Awareness

- He is solution aware
- He knows that he needs to train and eat in a specific way but dont know exactly how.
- He is a beginner in fitness.
- He knows that you need to eat protein but not exactly which one etc., he don't know how to make it adaptable because he can't just choose what he eats.

Sophistication

- lvl 5
- Nutrition rules for young ones who don't have much money and have to eat what mama makes.
- nutrition rules without counting calories or other bulshit.

5. What actions do I want them to take at the end of my copy?

Where do I want them to go?

i want him to opt in for free gift "Nutrition rules"

i want him to think that is very valuable gift for him

6. What must they experience inside of my copy to go from where they are you now to taking the action I want them to take? What are the (what do they need to think, hear, and imagine) that I need to guide them through to take them from where they are now to where I want them to go?

DIC adding thrust

Headlines

1. Headlines are just a fascination
2. Usually, you will want the headline to contain a big promise related to their biggest pain or desire.
3. You want to break their brain
4. It should be so good that they tell all of their friends for the rest of the day.

Intrigue

1. You want to build enough intrigue about what's on "the other side" of submitting their info, that they will be haunted if they never opt in. - The powerful way is to stack fascinations.
2. Fascination- Curiosity bullets.
3. Authority and trust

- Once the reader gets excited about discovering whatever valuable information you're offering on your Opt-In page.
- You need to remove any fear they might have about the quality of the info.
- Usually, this is done by demonstrating authority and building trust.
- You demonstrate Authority by showing your track record, and successes.

7. Roadblock

- **What is stopping them from getting what they want on their own?**
 - He doesn't know what exactly he should eat to gain muscle.
 - Moms meals could be a problem because they are always different and its impossible to count calories.
 - they can't just choose what the eat
- **What mistakes are they making knowingly or unknowingly that rob them of their dream state?**
- **What did the people who have reached the dream state do differently than the people stuck at the current state?**
 - They eat in a specific way. My audience don't know exactly how and what

8. Solution

Eating in specific way

9. Product

Ebook " NUTRITION RULES FOR YOUNG MEN WHO LIVE WITH THEIR PARENTS

- Easy adaptable rules what they should eat
- Don't count calories
- Don't lose your mind ON THIS
- get maximum gains with simple rules

10. Solution Mechanism

if you will eat in specific way than you will gain muscle, get strong, and be more attractive for women

11. Free gift(just a brainstorm of free gift)

- 10 nutrition rules?
- 1. You need to eat more
 - If you want to build muscle effectively you need to eat more.
 - There is 2 easy ways to do it
 - 1. Eat until you are close to full and then add “desert/Liquid calories
 - 2. Eat until you are close to full but add one meal to your regular numbers of meals
 - Don't get crazy with eating to the point you want to puke. You just need 300-500 calories more than usually with is like
- 2. Foods to avoid?
 - Seed oils are not your friend for overall health, choose Butter, olive oil, Ghee, Pork fat,
- 3. When to eat?
 - Don't eat minimum 3 hour before sleep
- 4. How to eat when on a family trip?
 - Trips with family is usually end with breaking “ Diet” make sure to
- 5. Hydration
 - Drink mostly water, Coffee and tea are okay,
- 6. How to structure your diet when mum is cooking
 - Everyone faced that problem but saying “ Mum I go on a diet buy me this, this and this won't help you.
 - start from helping your mum with task he needs to do: Hang clothes without asking her and don't tell about it.
 - Then went on a shopping with her and stay next to the butcher for : Ground beef
- 7. How much protein, fats, carbs

- Everything is needed to build muscle
 - Proteins are the “hardest” to get that’s why you should think about them the most. How to get enough of it ? Focus your meal on: Meat, eggs, (dairy- not too much). Take your hand and size your animal food
- 8. How much should i eat
 - If you want to build muscle you need to eat more than usually for a long period of time. Biggest mistake people do is bulk for a few days and and
- 9. What foods i should eat
 - Every animal food is your friend.
- 10 Can i eat sweets?
 - Use a rule that if you ate a quality meal before you can eat some of dessert but be smart about it.

My personal analysis

- Chat gpt said that my copy is good but I am not really sure about the headline, so I changed it multiple times. I tried to break their brain but I am not sure about it. Is it too much? idk.
- I didn't focus on the pain associated with the lack of girlfriends because earlier I had assumed that they stumbled upon a youtube video about dieting which should have scared them a bit about how complicated it is, and without a proper diet, they won't achieve big muscles, hence no girlfriends either - I'm not sure if I did it completely right.
- I'm not entirely sure about my research; should it be more detailed? I see some people have up to 20 pages of just research.

Thank you Captain for reviewing my copy. Have a nice day!

Copy

Don't lose your gains due to a poor diet!

10 Quick And Easy Nutrition Rules To Not Get Crazy About Eating And Make Your Diet By Yourself For Maximum Muscle Gains While Living With Your Parents.

Without Counting Calories!

1. How to eat the right amount of food without counting calories to MAXIMIZE your gains.
2. Foods you should eat to avoid injuries, get strong, and get an effect of HARD muscles as rocks.
3. When you should eat to improve your sleep and energy level to never lack energy.
4. How to adapt your eating to unexpected situations while being off of the house.
5. Why hydration is NOT as simple as you think and how to always stay perfectly hydrated.
6. How to make your diet work if you are living with parents and mum is cooking.
7. How much protein, fat, and carbs you should eat to build HUGE amounts of muscle faster than others?
8. How many calories should you eat to get HUGE as fast as possible?

9. What NEVER eat because it worsens your testosterone levels and overall health.

10. When eating, SUGAR will help you with building muscle.

Sign up for FREE rules from James Atlas!

Hey there, I'm James Atlas.

I get it. I've been in your shoes, maybe even tighter ones. I was once on the journey you're on now, striving for the physique of my dreams. But let's face it, the flood of information out there can be overwhelming. Videos, books, endless opinions... it's enough to make your head spin. I've been there, trying to stick to a diet only to find myself back at square one within days. Why? Because the advice out there is often black and white. Eat this, not that. Follow this plan exactly or else. But reality isn't so cut and dry, especially when you're just starting.

That's why I created a set of rules - guidelines, really - to help you navigate the noise and achieve your goals without losing your sanity. And here's the kicker: these aren't just random rules I cooked up yesterday. They're the same principles I've lived and breathed since I was 17. They've been tested, tweaked, and proven effective repeatedly in my journey and the lives of countless others.

So, if you're tired of spinning your wheels and ready to cut through the confusion, stick around. I've got the roadmap you need to reach your destination.

Let's do this together.

Atlas.

Picture when he was a "runt" vs picture now