

Short-Form Copy

D-I-C Framework: Charles Atlas Training book

Disrupt is highlighted in Yellow

Intrigue is highlighted in Blue

Click is highlighted in Green

Subject: The Atlas Method is changing men's lives FOREVER

There is a quick way that allows you to easily achieve the muscular manly figure all women admire.

The best part is, you need ZERO equipment!

All you need is commitment , hardwork and vision,
and of course, **The Atlas Method.**

These set of unknown techniques have been developed by the great man himself, *Charles Atlas, the world's most perfectly developed man.*

Who after years of training has mastered everything related to muscle development and bodybuilding.

And now you too can benefit from his expertise.

Dont let excuses hold you back any longer.

[Click here to Discover all about the Atlas Method](#)

Subject: Charles atlas disproves the **genetics myth**

Most people will say genetics, is the only determinant factor when it comes down to bodybuilding.

Little do they know that they have all been deceived by the mainstream fitness industry.

That just tries to Sell them useless/dangerous supplements, impractical routines, and unnecessary coaching.

Charles Atlas, winner of **The World Most Perfectly Developed Man** award, is now day by day changing the life of millions of men around the world.

The results of his training method are astonishing and have left even the most professional of doctors, bodybuilders and fitness “gurus” perplexed.

[Click here to learn more about Charles Atlas and his revolutionary training method](#)

P-A-S Framework:

Pain/Desire is highlighted in Yellow

Amplify is highlighted in Blue

Solution is highlighted in Green

Subject: How to ACTUALLY get jacked

Are you sick of being the skinny, insecure guy that everyone picks on?

Consider for a moment how much better your life would be if you could change your physic right now.

The incredible confidence boost you would experience.

Women are drooling over you, and no man will ever dare to mess with you.

Even the way people view you and treat you.

Everything would CHANGE

If your ready to embrace change and live the best life you deserve.

Then click here to learn more about how to actually get jacked

Subject: Tired of being skinny?

Let me ask you this,

How many times have you looked to yourself in the mirror and ever felt proud?

How many times have you wished you could defend yourself from that bully who always picked on you in school?

How many times have you wished you had the confidence to go talk to that girl you have a crush on?

When will you stop allowing yourself to live such miserable life?

As a former skinny guy myself, I understand how it feels to be stuck in that cycle of insecurity and frustration.

The good news is, **Change is very much possible.**

But you need the right guidance because as you probably already know not every diet/exercise routine will work for your body type and your goals.

Don't spend another day living like this, and start building the life you deserve TODAY!

[Click here to achieve all your fitness goals and boost your confidence in all areas of your life.](#)

H-S-O Framework:

Hook is highlighted in Yellow

Story is highlighted in Blue

Offer is highlighted in Green

Subject: I finally got my revenge , and it felt GREAT

There I was, on a sunny evening playing volleyball with my friends at the beach when my high school crush just came by.

Things were going great. But then, the situation took a turn for the worse

As I was playing volleyball ,in one rough move, I accidentally spilled sand on a large and intimidating man, who became furious.

Before I could even say sorry he stood up grabbed me by the neck and stuck my head straight into the sand and said *"That's what you get toothpick!"*

I was humiliated and ashamed in front of everybody in the beach.

I went back home that day and I just couldn't sleep, I was so angry and frustrated at my impotence, I was literally helpless.

Sick and tired of being that skinny dude everybody picks on. I knew something had to change, but how?

I had already tried it all, but I never succeeded in building muscle.

Luckily I stumbled upon this crazy muscle building method developed by Charles Atlas, that transformed me completely.

I couldn't believe it, I was finally looking jacked.

All my friends started to take notice and they would ask me *"What's your secret?"*,

To make things even better my crush came up to me in class and asked me out on a date.

I was really living my best life!

Then, one day I went downtown for some drinks for my friend's birthday and I couldn't believe my eyes,

Right across the room I saw that same guy, the same bully who put my face in the sand last summer.

However this time, I was ready.

I knew this moment would eventually come,

So I left my drink at the table and walked straight to him.

Then BOOM straight to his FACE!

I landed the best punch I could ever throw and knocked him out cold.

I now finally lead the life I deserve and take pride in myself every time I look in the mirror.

And I must admit, without **Charles Atlas's bizarre training regimen.** I don't believe I could have completed it by myself.

[Click here to discover how anybody can build a crazy physic with the Atlas Method](#)