

Squads <https://rumble.com/v4r4qk5-100-squads-2.html>

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

I want to create an Email sequence and sell a James Atlas 32-page illustrated book.

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

They sign up for a gift and how I need a Welcome sequence. 3 Emails

Who am I writing to? Who is my avatar?

- Young men 16 - 22
- Skinny or flabby, floppy, “runt”, fairly, scared, not confident
- He is a 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, and not easy to get “beat”.

**Where are they now? What are they thinking and feeling?
Where are they inside my funnel?**

Current state:

Skinny

Weak

Lack of confidence

Lack of women

Dream state:

Big

Strong

Confident

Women are looking at him

“Greek God”

He wants to be treated as a man, not a child.

Awareness:

He knows that he must train but doesn't know exactly how, that's why I need to call a **solution and then offer a product as the best form of solution.**

Sophistication:

Level five.

Nished down for skinny young guys who want to build muscle.

Dynamic-Tension - new method.

15 minutes a day of training.

Roadblock/Solution/Product/Solution Mechanism

Roadblock:

What is stopping them from getting what they want on their own?

They don't know how to train to gain muscle.

What mistakes are they making knowingly or unknowingly that rob them of their dream state?

They don't train, and eat in a specific way.

What did the people who have reached the dream state do differently than the people stuck in the current state?

They have specific training plans.

Solution:

Get a workout plan.

Product:

Build muscle fast because of a "Dynamic tension workout"

Easy to understand

Simple

Solution Mechanism:

If you train in a smart, planned way you will gain muscle and become attractive to girls.

What actions do I want them to take at the end of my copy?**Where do I want them to go?**

In the first one, I need to convince them to set this email as not spam. And make them feel that I am not only selling.

In the second one, I want them to direct them to more value. I want to make him curious about the next emails.

In the third one, I want them to be super curious and click a link to a sales page.

What must they experience inside of my copy to go from where they are 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?

1Email:

- Confirm email!
- It's not like some other newsletters
- Introduction
- If you don't want you can unsubscribe
- If you want to stay do this
- Thank you

2Email Story

2Email: I weighed 100 pounds as 6-foot-tall adult
They need to know my story + some small lesson.

Pure value email gives the reader new knowledge about their roadblocks and what needs to happen if they want to get to their dream state.

4Email: Disrupt:

Is usually A dic email focused 100% on driving the newly educated and excited reader to go to the sales page.

1 EMAIL

Gift so the first threshold is low, I am going to lower it even more by adding a small gift.

I will say that they will get more value in the next emails.

I will convince them to add this email to the spam category.

After reading authority stories about James' mistakes as a beginner and how he built his physique they will trust him more and believe that will work.

I need to focus on shifting beliefs

Outline:

Email 1

- Is a simple introduction and the actual “beit” they signed up for.
- You will also want to tease the content they will be getting in the next email so that they will want to come back and read it.

Email 2

- is usually an HSO email where they get the opportunity to know the guru/brand's discovery story and shift some beliefs.
- You can make them value emails where you teach a small lesson or direct them to some type of media asset like a YouTube video.
- Hook
- Story
-

Email 3

- is often some type of pure value email that gives the reader new knowledge about their roadblocks and what needs to happen if they want to get to their dream state.

- Hook

Email 4

- is usually A dic email focused 100% on driving the newly educated and excited reader to go to the sales page.
- Disrupt
- Intrigue:
- Click:

My analysis:

- "I am satisfied with emails 1 and 3, and I think they are pretty good.
- The purpose of email number 2 was just to let them know who Atlas is, but it looks like some motivational story. I completely rewrote it three times and did a few drafts, and I don't know if it's good. I think it is the worst of these four emails. I see that I have a problem with writing stories.
- In the fourth email, I am happy with the call to action, but I am not sure about the headline because it's a little bit offensive. Also, I'm not sure what to think because it doesn't quite fit with the rest. My question is, should every email follow each other and create a series, or can it be like a separate film?"

Additional Gift

Nice to meet you, [Name].

Thank you for downloading the E-book.

You can expect it to flip the switch for you, exactly like it did for me.

Additionally, now you are a member of my newsletter, which receives daily emails with lessons about:

- Ignored mistakes people make that slow them down from achieving their dream physique.
- Recipes, tips, and hacks (my secret sauce).
- Occasionally, I will announce new events or products I launch.
- Sometimes, I even send out total workout plans.

Think of it as your “guardian fitness angel” that prevents you from future problems.

However, if you want to learn independently, feel free to unsubscribe (at the end of the email).

Even if you don't read our newsletter, I check weekly to see who's inactive, and I'm kicking them out forever.

This helps maintain the quality of our newsletter and prevents it from becoming just another spam-filled inbox clutter.

I want to help only ambitious people and make this letter a goldmine for them.

But if you want to make the most of it, I need to ask you for two things:

1. Reply to this email with "I want to learn."
2. If it landed in your spam/promotion category, please drag this email into your primary inbox or mark it as "not spam."

This will ensure that you won't miss any emails.

Cheers,

Atlas

I was 100 lbs 17yr (6ft)

Say hello to a guy (me) who was called a 'runt'

[Picture when he was skinny]

Every time I stay in front of the mirror, it reminds me that I wasn't always who I am now.

It's not like someone magically built their physique.

Or that someone was born with discipline for training.

Each of us had to forge our armour like a Japanese blacksmith.

Hundreds of thousands of hammer strikes.

Firing, tempering, striking, and so on, round and round...

And it wasn't as hard as you can think

But believe me, it was even more worth it than you can imagine.

If I could build 250 lbs from a 100 lbs r

[Picture now]

Cheers,

Atlas

One of the biggest mistakes I see most people make...

Ladies and gentlemen!

Over in the red corner, we've got the underestimated, often ignored... major gain killer - THE WARM-UP!

Lots of people skip it like it would be Mike Tyson in his prime.

Count me in too...

I learned the hard way that a few arm swings and leg stretches don't cut it for a proper warm-up.

Sadly, it wasn't a lightbulb moment, but more like a nagging pain that kept me up at night.

I brushed it off, thinking, "It'll pass by tomorrow or in a couple of days... or a week..."

Haha, 3 days? A week?

Three months sidelined from training, all because I thought skipping warm-ups would boost my workout effectiveness - which is totally wrong.

Warming up primes you for intense sets, it doesn't tire you out.

When your body's warmed up, your muscles are more flexible and less prone to injury. That's why it's crucial to do it right.

Here are some simple rules and tips for a proper warm-up:
Fifteen minutes is ideal.

- First 5 minutes: Medium cardio like jogging or jumping etc.
- Next 5 minutes: Dynamic stretches.
- Last 5 minutes: Practise planned exercises with 50% effort.

If you're sweating, you're ready for the main workout.

Cheers,

Atlas.

Why your workout plan SUCKS

Creating a workout plan is not just sets and reps.

It's a whole strategy, whole organism, whole structure.

What type of progression?

How long will the warm-up be?

What a faze of training you are?

Which tempo should you use?

Should you use RPE9 or 10?

How many reps are the best?

All these things need to be selected carefully.

That's why doing it on your own isn't the smartest move.

Of course, you would get some of the results you want

But the question is...

[Who wants "some" when you can have the whole cake just by...](#)