

THE INSULT THAT MADE A MAN OUT OF "MAC"

HEY! QUIT KICKING THAT SAND IN OUR FACES!

THAT MAN IS THE WORST NUISANCE ON THE BEACH

LISTEN HERE, I'D SMASH YOUR FACE... ONLY YOU'RE SO SKINNY YOU MIGHT DRY UP AND BLOW AWAY.

THE BIG BULLY! I'LL GET EVEN SOME DAY

OH DON'T LET IT BOTHER YOU, LITTLE BOY!

DARN IT! I'M SICK AND TIRED OF BEING A SCARECROW! CHARLES ATLAS SAYS HE CAN GIVE ME A REAL BODY. ALL RIGHT! I'LL GAMBLE A STAMP AND GET HIS FREE BOOK!

BOY! IT DIDN'T TAKE ATLAS LONG TO DO THIS FOR ME! WHAT MUSCLES! THAT BULLY WON'T SHOVE ME AROUND AGAIN!

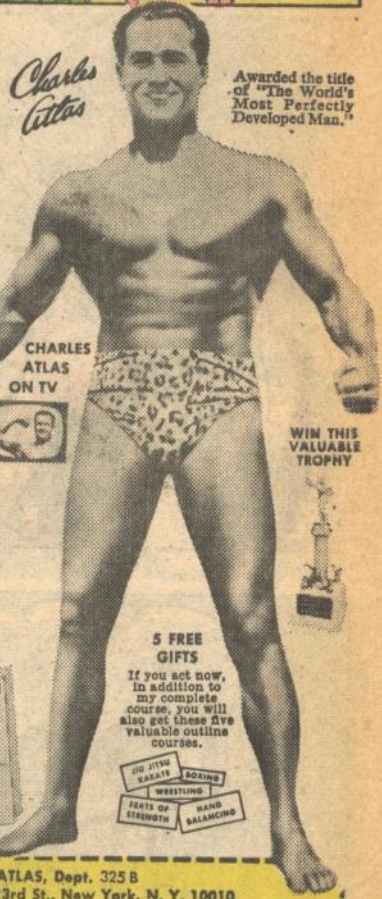
WHAT! YOU HERE AGAIN? HERE'S SOMETHING I OWE YOU!

OH, MAC! YOU ARE A REAL MAN AFTER ALL!

HERO OF THE BEACH

GOSH! WHAT A BUILD

HE'S ALREADY FAMOUS FOR IT!



Charles Atlas

Awarded the title of "The World's Most Perfectly Developed Man."

CHARLES ATLAS ON TV

WIN THIS VALUABLE TROPHY

5 FREE GIFTS

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

- JUVENILE KAZOES
- BOXING
- WRESTLING
- HAIR OF STRENGTH
- HAND BALANCING

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.

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)

☐ Broader Chest and Shoulders	☐ More Energy and Stamina
☐ Ironhard Stomach Muscles	☐ More Magnetic Personality
☐ Tireless Legs	☐ More Weight—Solid—in the Right Places
☐ 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 Code.....

In England: Charles Atlas, 91 Poland St., London, W.1

100 squats video: <https://rumble.com/v4luvqr-100-squats.html>

I haven't tested this copy as it is from a Bootcamp Mission.

1. Who am I talking to?

- I'm referring to young men between the age of 16-35 that are specifically physically weak. They are weak and feel they are being left behind in the world.
- Beautiful women tend to not engage with the type of person the reader is and they feel they are missing out on that.
- They want all women to be talking about them and be in the high echelons of society. Elevating their status.
- These young men don't like what they see in the mirror and are desperate to change to a desirable state.

2. Where are they now?

- These men are problem and solution aware. They know they are in that current state and they know it takes a lot of dedication and sacrifice to get to the highest levels.
- They encounter themselves in a position of complete weakness where big men take them down in any social status matter.
- They might have tried different ways to grow muscles but none of them have resulted.

3. What actions do I want them to take?

- I want them to apply for my course at the end of the emails.

4. What must they feel or experience in order to take them from where they are to where I want them to be.

- I must amplify their pain and explain to them that my product will be the best one to achieve the solution of becoming a greater and bigger man.
- The reader must play such a movie in their head that they think they will ACTUALLY get an instant result after clicking the link.
- The reader must feel how it could be so great to be strong and loved by the most beautiful women. To achieve success in life. To be desirable.

RoadBlocks and Solutions

- The main Roadblock they are encountering is they can't find an easy and quick solution to get bigger.
- They do know they need to elevate their physique to make women want them but they don't seem to know the best way to achieve it.
- The solution, as referred, is to grow a better and astonishing physique that women admire. That thrives respect in society.

Dream State

- The dream state is clearly to not get beaten up by life. They want to be strong and healthy. They also want to have the most beautiful women and have everyone's conversation be about them.

Mechanism

- The product offers a great and easy way to achieve the solution and as it was referred before by the professor, it worked and it generated millions of dollars.

My personal analysis

- I feel the copy could be a little bit longer but I don't wanna add anything as quantity isn't the equivalent quality.
- The title could be shorter.

FREE EBOOK

THE EASIEST WAY TO BUILD MUSCLE SO ALL WOMEN RAVE ABOUT YOU

- Are you tired of looking in the mirror and seeing a fragile, soft and weak man?
- The most beautiful women are NEVER going to be attracted to men that don't look masculine.
- Discover how to achieve the greek-god physique in the comfort of your home. PLUS, having all women drop on your knees.
- Thousands of boys like you have already turned into REAL MAN by using this method.

👉 SIGN UP HERE AND DISCOVER THE SECRET OF BECOMING A MAN 👉