

E-mails short-form copy mission (remake, again)  
 I did market analysis properly, I searched on Reddit,  
 Youtube, and Amazon reviews and lastly, I asked value  
 and beliefs to my friend because it was hard to find.  
**ALL EMAILS ARE BELOW THIS IMAGE**

**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 SPASH 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!

WHEN I'M SICK AND TIRED OF BEING A SCAREDY-COW! CHARLES ATLAS SAYS HE CAN GIVE ME A REAL BODY. ALL RIGHT! I'LL GAMBLE A STOMP AND GET HIS FREE BOOK!

BOY! IT DIDN'T TAKE ATLAS LONG TO DO THIS FOR ME! WHAT MUSCLES! THAT BULLY WON'T SHOW 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  
 HE'S ALREADY FAMOUS FOR IT!

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

WIN THIS VALUABLE TROPHY

**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 77-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, "Dow 3258, 115 E. 23rd St., New York, N.Y. 10010.

**CHARLES ATLAS, Dept. 3258**  
**115 East 23rd St., New York, N. Y. 10010**  
*Does Charles Atlas Have the Kind of Body I Want*

(Check as many as you like)

Broader Chest and Shoulders  More Energy and Stamina  
 Greater Strength Muscles  More Vigorous Personality  
 Firmer Legs  More Weight-Build-Up  
 Slimmer Waist and Legs  The Ideal Frame

I enclose 10c. Please send me a copy of your famous book showing how "Dynamic-Tension" can make me a new man. 22 Pages illustrated with photographs, answers to vital health questions, and much more. You'll find me call me in 15 to 20 days.

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

DIC Email

Disrupt is highlighted by Yellow

Intrigue is highlighted by Blue

Click is highlighted by Green

Subject Line: **QUICKEST** way to gain muscles and become stronger for **BEGINNERS**

This method only works on disciplined men.

No, this is not moving some weight around. And no, it's not push-pull legs.

It's a method that unlocks the hidden potential of your body that will make you bigger and stronger at an astonishing rate.

Are you going to apply the method seriously?

[Then click here to learn more about the method to build muscle.](#)

## PAS Emai

Pain/Desire is highlighted **yellow**

Amplify is highlighted **Blue**

Solution is highlighted **Green**

Subject Line: **How to FEEL big and strong.**

When you look at the big weights at the dumbbell rack, what do you feel?

Is it a feeling of strength, power, confidence, and that you can curl the 50s with ease?

Someone that everyone looks up to?

Or is it a feeling of weakness, powerless, unconfidence of feeling like built like a stick,

Invisible gains every time you put on an XS shirt?

Here's a twist.

Can you go up with weight at dumbbells without feeling miserable about how weak you feel?

If you're tired of feeling weak and ready to do what it takes to become big and feel personal POWER

[Then click here to begin your journey to the power you gonna establish.](#)

## HSO Email

Hook is highlighted **Yellow**

Story is highlighted **Blue**

Offer is highlighted **Green**

Subject Line: **I dropped down, and started doing it...**

**Earth-shattering moments can go either one of two ways.**

**Months of eating, struggling to build muscle, doing different exercises I could think of, eating protein thinking it was going nowhere.**

**But then I checked how much progress I was doing with weights but it left me miserable.**

**It went up only 1.5kgs..**

**ONLY 1.5KGS WITH HARD WORK.**

**Because of no matter how hard I trained, I didn't grew muscle.**

**And the food I ate didn't helped.**

**In a moment like this I had 2 options.**

**I could either give up, keep working harder but achieving no results.**

Or I could find another method to build muscle and give the same hard work.

Post hard work no results or post hard work different method,

The choice was mine.

Thankfully I've received an e-mail that not only gave me the dream body to achieve from that dire moment and upgrade my confidence on being 5X stronger.

(Plus now to fit tight on an M shirt)

I have the method I've received to thank for that.

[Discover the method that I've received to achieve your own dream body you've always wanted.](#)

