

Avatar

Name & Age: Bobby 16 yr old high school student

Current state: timid, weak, anti-social, small circle of friends, always seeking approval, hopeless, depressed, anxious, and poor sleep, his grades are starting to take a hit he was a straight-A student before entering high school, sad, has attempted to ignore the bullies but its made it worse, constantly feeling like he's fallen into a downward spiral where help is nowhere to be found, lacks confidence.

Dream state: strong buff, positive social circle, accepted, confident, secure, positive mindset, more friends. No longer be bullied and to help his friends with their bullies

Day-in-the-life: Bobby a 16-year-old high school student used to have straight A's in middle school when he only had a part-time bully named Tom, but now that he is in high school couple of months into he middle school bully caught up to him and upped the bullying more frequently. And just recently he picked up a new bully Brian. Brian and Tom would bully Bobby physically and verbally. It was as if they took turns throughout out the week. Bobby barely had only three friends at school. And they also had their bullies, So his close circle was in the same boat. Bobby has notified his school teachers and counselor for help but it would just make the situation much worse as they would bring the bullies into the office and talk to them as a verbal warning. But in return days later the bullies would retaliate against Bobby for snitching. So not much was done by the school

4 questions from the winners circle

- Who am I writing to? Who is my avatar? Who is reading this copy?

I am writing to middle, and high school, and graduated students or anyone who has a bullying issue. Ages from 14-30 yrs old

2 - Where are they now? Where are they emotionally and mentally? What problems are they dealing with? What are their dreams? What are they thinking/feeling? Where are they inside my funnel? etc.

Currently depressed, timid, weak, anti-social, small circle of friends, always seeking approval, hopeless, depressed, anxious, and poor sleep, grades are starting to take a hit, sad, has attempted to ignore the bullies but it made it worse, constantly feeling like he's fallen into a downward spiral where help is nowhere to be found, lacks confidence.

His dreams are to put an end to the bullies, to be left alone, and to have more friends. Get a girlfriend and regain his confidence.

They found my funnel because they had run out of way to solve this issue, have told teachers, friends, and parents, and the issues haven't been resolved so now he is Google searching, and the algorithm took him to my funnel.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go? What objective do I want to achieve with them?

Sign up to get the free E-book on how to gain strength in a short period, by doing so he will subscribe to my newsletter, and after a couple of emails in he will be upsold to the second part of the e-book.

4 - 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 steps that I need to guide them through to take them from where they are now to where I want them to go?

Replayed similar situations that the reader must have gone through and walked him into the solution and how it was achieved in a short period. After it was achieved not only did they gain strength it came with confidence, respect, more friends, and girl's attention potentially leading the reader to get a girlfriend. Then added a P.S. reminding him of the issue he is trying to avoid vs the solution he will receive after he puts his email in. (Red pill or blue pill)

Roadblock: The roadblock is he doesn't know what to do, with his bullies. Asked for help and the issue just grew more. Doesn't have the funds to get a gym membership or join a boxing club. So he is clueless on how to resolve the issue so he starts to search the web. funnel is like a cold approach funnel.

Landing page

ARE YOU GETTING BULLIED?

IF PARENTS, TEACHERS, OR SCHOOL STAFF AREN'T MUCH HELP, YOU'RE NOT ALONE! HERE'S A SOLUTION.

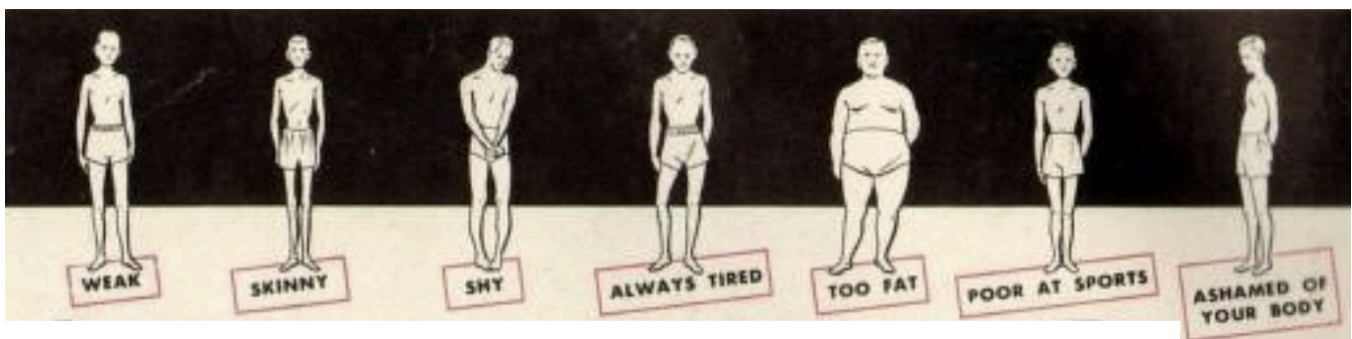
Here's something you need to know about Charles Atlas: he had a bully from the beginning of middle school through college, always making fun of him for being a nerd simply because he was a straight-A student in middle school. He had his lunch money taken away, was pushed around between classes, and occasionally locked inside his locker until the janitor passed by to open it so he could get to class.

Eventually, his grades started to decline slightly, and that's when his parents noticed and began asking what was going on. However, due to their tight work schedules, they couldn't do much as they were always working to make ends meet. Charles eventually talked to teachers and school staff about his situation in hopes of resolving it, but it only made the situation worse as his bully retaliated because he had "snitched."

He attempted to avoid the bully, but the problem persisted. Although he could ask his friends for help, he only had a handful, and they also had their bullies, so there wasn't much help there.

CHARLES UNDERSTANDS WHAT IT FEELS TO BE "PICKED ON"— NOT ANYMORE!

"This should be considered illegal, but I'm going to tell you anyway,
and it **doesn't matter how you look.**"



**Soon you'll be able to grab that bully by his neck,
slam him onto the floor, and slap him silly**

Soon Charles discovered the secrets of **Dynamic Tension** which worked wonders and developed muscle mass in a short period. A natural method that develops a skinny, weak, shy bullied high school student into a now worldwide known CHAMPION!

Thousands are following Charles's method and finally stopping their bullies. And it's easy it can be done from the confront of your own home, with no need for special gadgets, gym equipment, or weights. All you need is a corner of any room from the privacy of your home, your body weight, and watch those muscles swell up in as little as 7 days. This is a proven method that even athletes, police force, military, and martial arts enthusiasts use daily.

**Bullies are very simple creatures — they only respect that which they
FEAR.**

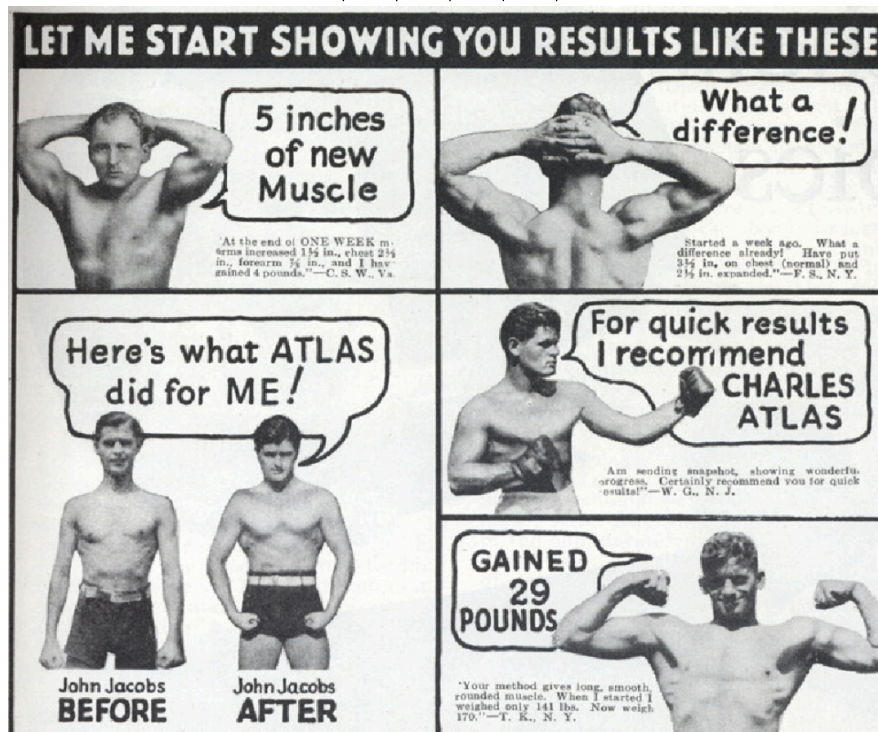
..... AND DID I MENTION THAT IT ONLY TAKES 15 MIN A DAY!

Charles has reserved a copy of his step-by-step Illustrated 32 Page Book for you
Not for \$19.99 or \$5.99 but for **FREE!**

So to what EMAIL do we send it to?

Email:

BUT DON'T TAKE OUR WORD FOR IT!

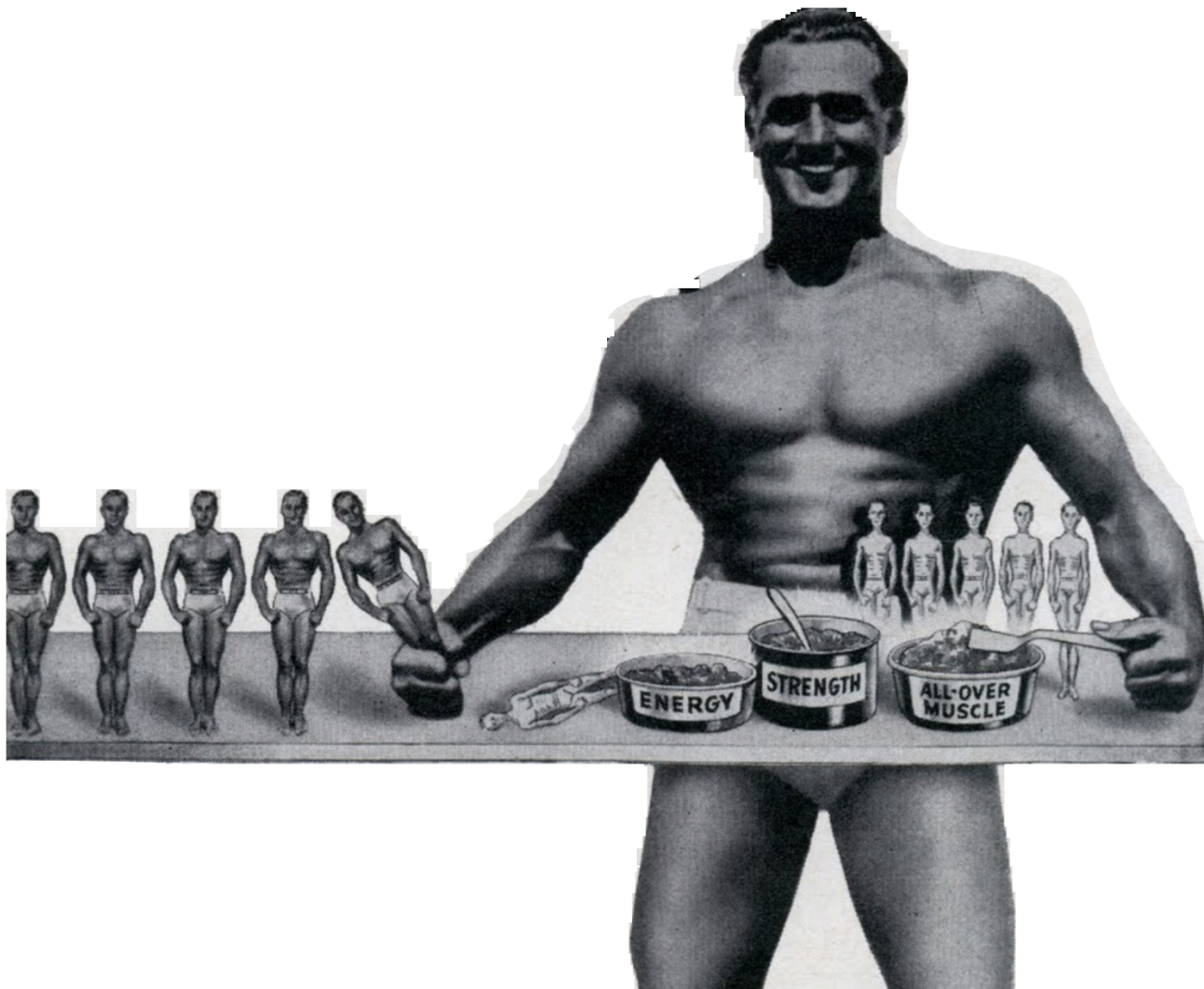


So are you going to continue letting your bully make your life miserable sending you home so on an empty stomach because he took your lunch money away after locking you inside a locker?

Or will you become like Charles Atlas, gain muscle mass, and remind your bully that he is allergic to knuckles?

The choice is obvious, so stop wasting time
All we need is an email so we can click send and you will have it in your inbox within seconds.

Email:



Email 1

Subject line: IMPORTANT: Confirm your subscription to gain access to your “Everlasting Health & Strength” book

Body:

Thanks for signing up.

Click the link below to confirm your subscription and you'll be on your way to a more improved body physique. Once you confirm you will be sent a copy of my “Everlasting Health & Strength” 32-page book.

[Confirm your subscription](#)

In just a short period you will start your journey towards improvement in your physique. All that is needed from you is consistency.



“15 minutes a day! Give me just this and I'll prove I can make you a new man” - Charles Atlas

Email 2

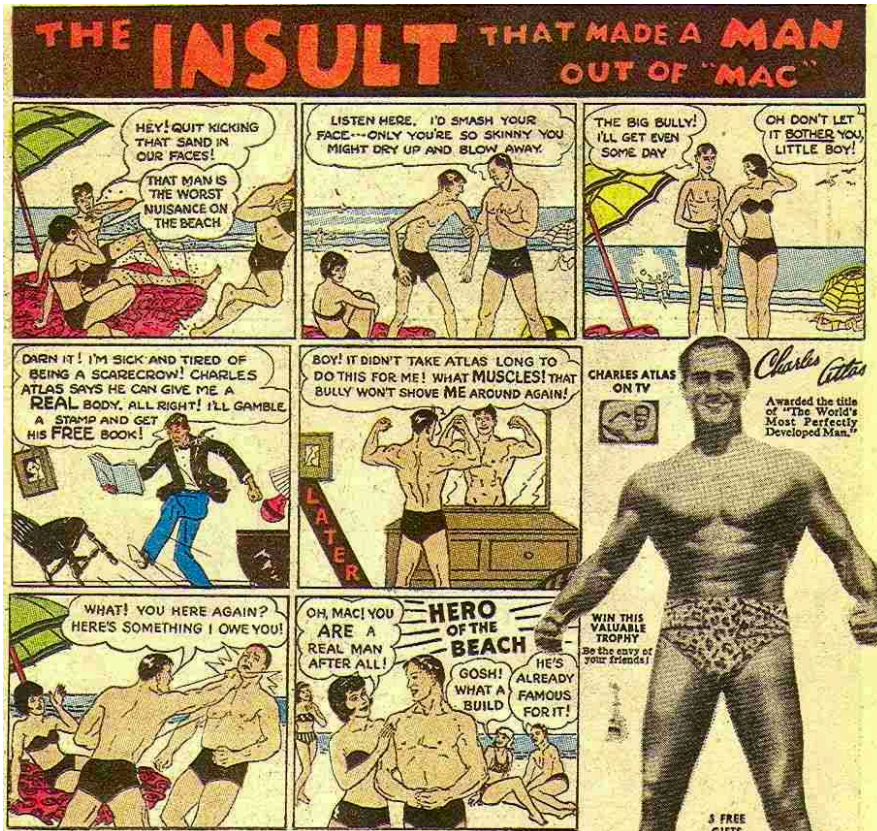
Subject line: would you believe I was once a 97 lb. half-alive, bullied weakling?

Body: Angelo Siciliano, later known as Charles Atlas, grew up in Aciri, Italy, moving to Ellis Island at 10.

Bullied for his weakness in Brooklyn, a beach incident led him to transform by using isometric exercises.

One day spotted by an artist he began a successful career in modeling going from studio to studio. Later, teaming up to start a mail-order business to sell an exercise routine and parted ways with Frederick Tilney shortly after.

Soon after with the help of Charles Roman, they revolutionized fitness marketing with the term "Dynamic-Tension" followed by iconic ad campaigns like "Hey, Skinny!", "97-Pound Weakling" and "The INSULT that made a Man out of "MAC".



Fast forward to today, we are still helping people of all ages, just like yourself, build the body they've dreamt of from the comfort of their own home—no need for extra gadgets, expensive equipment, or gym memberships. If you stay consistent with the program day in and day out without quitting, you'll see results in as little as 7 days.

Just imagine strolling down the beach, where every man acknowledges you with respect and every woman you pass by blushes just by looking at your built body. Wouldn't that be an awesome feeling? If you ask me, sure it is! Now, you can show your bully that he's allergic to knuckles. Your confidence will skyrocket as you walk in the hallways of your school radiating a sense of strength and power. Nobody would dare to mess with you anymore.

So don't give up keep pushing every day. All you need is 15 minutes of fully determined focus and you will start to see a difference in your body.

If you have any questions, feel free to reach out at any time by simply replying to this email.

Sincerely your friend Charles Atlas

Email 3

Subject line: Hey! Your bully just got his copy of “Everlasting Health & Strength”!!!

Body

Hey Bobby,

Charles here, how have you been? Just checking in on your progress since the last time we spoke. I bet you are a bit soar. That's ok, It means that you are expanding your muscles well, stretching, and ripping the fibers that keep them intact. That progress does not stop continue religiously.

But remember everything that gets exhausted needs rest, and no I don't mean take a day off. Your bully isn't going to take a day off and decide “You know what I'm not going to bully Bobby today, it's my rest day.” And carry on with his day.

The rest I'm talking about is your night's sleep. Aim to sleep 7+ hours, Without proper sleep your damaged muscle fibers won't have enough time to rebuild and expand causing them to delay the growth process. Like the food you consume, if you prioritize HEALTHY carbs and protein with 7+ hours of sleep, your muscles will have enough fuel to grow.

Just imagine you got done playing a football game, now you are off to play a basketball game, and after that take some swimming classes. Do you think you will perform great in swim class...? Nope, you will be exhausted. The same goes for your muscles. Always remember to get proper sleep.

If you ever have any questions or comments, feel at liberty to write me at any time,

Sincerely your friend and instructor,
Charles Atlas

Email 4

Subject line: With Great Mass Comes Great Power And Commitment

Body:

Hey Bobby,

Just like any building, it sits on a strong foundation, and that strong foundation is supported by a well-prepared site to hold the foundation. Without proper preparation to lay down the footings and rebar for the concrete, the foundation won't endure for a long time, causing it to crack and eventually fail.

The same goes for your body,

- An unbalanced body (muscles) will make you look weird
- It will affect your movement in your day-to-day activities
- If not addressed it can lead to your whole body struggling to adapt
- Also can lead to discomfort and loss of performance which will develop into chronic pain.

But don't worry, with my "Everlasting Health & Strength" book. If followed correctly, it will fix any imbalances after a couple of weeks.

By the way, did you know that after achieving your desired body sculpture, you don't have to do all the exercises mentioned in my 'Everlasting Health & Strength' book? Only a few are needed to keep you fit for LIFE. Yes, it's true! [Get all the details here](#)

Sincerely your friend and instructor,
Charles Atlas

PERSONAL ANALYSIS

Dig much deeper into the reader's mind to stir up more pain in their current situation. Work on better subject lines that grab attention right away. Write less but say more. I tend to write too much overly explaining, I had to break it down smaller to not bore the reader or even attempt to look and discourage the reader of not reading by seeing how long the copy is.

I think my copy is a bit dry.