

Take the landing page you wrote for your last mission,  
And write a welcome email sequence (3-5 emails) driving readers to purchase the associated products.

Email 1: Introduction

Greetings, ..., and welcome to Charles Atlas's website 😊

This is a welcome and special gratitude from the team for providing us with your contact information.

Here's your link to download the ebook...

For the next email, you can expect our brand's mission on shaping men's health and fitness. Moreover, fitness exercises you can apply to make your workout more effective. 💪

Email 2: HSO -> sales or value emails

(Do research:

Got into fitness at a young age, saw athletes training in the YMCA gym, but were too poor to sign-up => inspire a new method of training.

"Dynamic Tension" coined by Charles Roman

Charles Atlas read a lot of Physical Culture -> gives inspiration to Dynamic Tension

Great for building strength (example: Joe Lewis, Bruce Lee, Joe DiMaggio, Rocky Marciano, etc.)

Saw a tiger with their incredible strength and wonder - how can they achieve and maintain such vicious explosiveness without any barbell or dumbbell.=> Dynamic Tension)

Greetings,...

Are you curious as to how this muscle-building technique is strictly utilised by the most explosive athletes in history such as Bruce Lee, Joe Lewis, and Rocky Marciano?

Well, before getting into that, let's look at the origin behind such a method. Charles Atlas was born as a poor boy with a skinny physique. However, at a young age, he was extremely into fitness and wishes to train in the YMCA - a hotspot for athletes. He learned the techniques

but never got to train in there due to his finances which gives him the inspiration to seek alternatives. Moreover, as a coincidence of travelling to the zoo, he saw a majestic tiger with such large, twitching muscles roaming its kingdom and Charles wondered: "How does this beast achieve and maintain such vicious explosiveness without any barbell or dumbbell?" And at that very moment "Dynamic Tension" was born. However, it was later called by its current name by Charles Roman. And the rest was history for Charles Atlas as he began to transform in the coming years.

What are the exercises that I can do to achieve Charles' body?

Very simply checking out the attached routine.

### Chest Exercises

Exercise	Sets/Reps	Info
2 Chair Press Up	Sets of 25 100-200 daily	Place hands on seat of 2 chairs 18" apart in a press up position.
Finger Lock Chest Pull	Repeat until tired. Do not strain.	Lock both middle fingers together. Pull hard & as doing so, slowly lift hands from waist to above head & back down again.

### Back Exercises

Exercise	Sets/Reps	Info
Good Morning with Leg Resistance	Repeat several times. Then work with other leg.	Bend forward & grasp hands behind lower part of left thigh. Slowly raise body to upright while lifting but resisting with left leg.
Squat Thrusts	Repeat until tired.	Crouch down squatting. Place hands on ground and sharply extend legs out behind you then quickly return to squat position.

### Shoulder Exercises

Exercise	Sets/Reps	Info
Lateral Shoulder Raise with resistance	Repeat both sides until tired.	Grasp right hand with left hand in front of you. Gradual force R.hand out & up, resisting with L.hand.
Front Shoulder Raise with resistance	Repeat both sides until tired.	Let R.arm hang to side & slightly back. Grasp R.elbow from behind back with L.hand. Pull R.arm forward & resist with L.hand.

### Bicep Exercises

Exercise	Sets/Reps	Info
Bicep Curl with front resistance	Repeat both sides until tired.	Grasp L.wrist with R.hand & force L.wrist towards shoulder. Resist with R.hand
Bicep Curl with rear resistance	Repeat both sides until tired.	Place R.arm down to side & rear. Place L.hand in R.palm & bring R.hand up to R.shoulder with resistance from L.hand.

### Tricep Exercises

Exercise	Sets/Reps	Info
Tricep Pulldown with resistance	Repeat both sides until tired.	Place L.hand up to L.shoulder. Grasp R.hand over L.hand & move slowly down, resist with R.hand
Tricep Pulldown across chest with resistance	Repeat both sides until tired.	Keep R.upper arm into side of body & place R.forearm across chest. Place L.hand over R.hand & slowly force R.hand out & down while keeping upper arm still. Resist with L.hand.

### Ab Exercises

Exercise	Sets/Reps	Info
Prone Leg Raise	Repeat several times.	Lie flat on back. Hands by side, raise both straight legs up & right over towards your head, then return slowly.
Body Flex with chair	Repeat several times.	Back to floor, place feet on chair, hands only on floor keeping arms straight. Allow body to flex & sink slowly then return to straight body.

### Thigh & Legs Exercises

Exercise	Sets/Reps	Info
Cross Leg Squat	Repeat until tired.	Squat down, cross legged.Head leaning towards knees,with hands behind back lift yourself up and stand upright. Can put arms out in front for balance to start with.
Toe Raise Squat	15x slow 15x fast 15x slow	Stand straight, heels together & toes apart. Raise high on toes & lower body by bending at knees to squat keeping toes raised.

### Calves Exercises

Exercise	Sets/Reps	Info
Stepped Toe Raise	Repeat alternately until tired.	Stand 1 foot in front of other.Rise up on toes as high as possible, with opposite hand try to reach as high as you can, pushing that little bit higher.
Heel Raise	Repeat until tired. Advanced-1 foot at a time.	Stand heel of foot on edge of a step. raise toes higher than edge of step then lower to below edge, keeping weight on your heels at all times.

## Email 3: Pure Value Email Greetings,...



Bruce Lee was a prime example of the physique that “Dynamic Tension” can produce.

After 2-3 weeks of training, we suppose you have noticed results not just physically but mentally. However, if you have not seen such results, Don't Worry!, there's always value we can provide for you to reach your dream. Remember, Rome wasn't built in a day, much similarly your physique, the better you want to look, the longer the journey will take. However, we are here to lend a helping hand. Firstly, it is common knowledge that muscle training and nutrition and recovery must go hand in hand. In terms of nutrition, you may have heard of the "1 pound of protein per body weight" "calorie surplus for putting on mass" or "calorie deficit for cutting weight" and they are indeed factual. However, if you are calorie-tracking your food and tracking your progress, it may be bothersome.

Here are 7 tips that can speed up your muscle-building progress:

- Use a scale to weigh your food and track its macro on MyFitnessPal - it's completely free
- Always prioritize wholefood over powders such as protein powders
- Make sleep your priority, get at least 8 hours of sleep every night
- Always stay hydrated, and always carry with you a waterbottle (you don't need to drink 2 litres per day)
- Don't compare yourself to other fitness influencers (less stress, better recovery)
- When training, always try to reach muscular failure (your muscle won't move even when your mind tells it to move)
- Try your best to train harder than last time

If you find this helpful and want to read more, here's the link:

Email 4: Brings to Sales Page:

Roadblocks: eating enough macronutrients for goals, getting enough sleep, keeping their staying away from food, the self-doubt of how is their weight losing any different from history,

Greetings,...

We hope that we have been providing you with nothing but hopeful information. As we understand, the journey to gaining muscle may not always be easy such as maintaining the calorie threshold that will promote muscle growth or getting stronger in the gym or struggling to get enough sleep. We understand this and most importantly, we have products that can not just make your progress faster, but the problems just go away.

Click this link now to buy more of our supplements.

P.S. 60% of our customers have reported success after 3 months of usage.

Email 5: PAS

Greetings,...

How does it feel if this attempt at building muscle and strength for you didn't work? Like the previous chances that you took, the pain, the suffering all for nothing. After months of hard work, determination, and sacrifices. It ended in failure. If you fail at something that means so much to you, does that mean you are a failure? Does that mean that the kind of person you think you are is a fraud?

Most of the people who faced a similar problem always refer back to help such as our supplement store. It's time to invest in yourself.

P.S. As our supplement store has been successful, in the next 24 hours, our stock will soon run out!