

Welcome Sequence - Charles Atlas' fitness book

Email 1 (delivering the free eBook and priming them for email #2)

SL: Here's "Dynamic-Tension By Charles Atlas"

Preview Text: *Download your eBook*

Hey [name]!

It's awesome to see that you're interested in building an aesthetic body and putting on some good-looking muscle.

There are TONS of insights I want to share with you that I learned throughout my bodybuilding career...

But we have to take one step at a time!

Here's the free eBook I promised you (the first step)

[LINK TO eBOOK DOWNLOAD](#)

Give it a read, then come back to your inbox for Step 2 in your journey towards physical greatness (*and a true story about how a crucial injury almost ended my career*)

- Charles Atlas

Email 2 (HSO and Welcome email)

SL: My almost career-ending injury that changed everything

Preview Text: *And how can you change too... without the injury part*

Hey [name],

My name is Charles Atlas.

Six years ago, I learned that 99% of people into bodybuilding completely misunderstood the basic concept of working out.

The problem itself was simple as could be, but discovering the solution?

Well...

It nearly killed me.

October 15, 2017, 2:30 pm

Suffocating and not being able to shout, desperately hoping for ANY kind of help, while time was ticking at light speed.

It was literally a **deadly** feeling. All my memories went through my head.

Then everything became fuzzy and dark. My remaining feelings and thoughts were blurry. There was only one thing going on in my head: ***“Am I going to die?”***

I found myself in a cold hospital room lying on an uncomfortable steel bed.

At the time, I was training like everyone else in the gym.

Sunday afternoon, I was already 30 mins into my workout session,

Next exercises: Bench press

Of course, I do bench press, after all... everyone does it, right?

What could possibly go wrong? - Little did I know what was about to happen...

I clearly remember after the 7th rep, ***CRACK***

The bar fell on my chest,

and you know the rest.

And I wanted us ALL to learn from my experience, and train in the right way,

WITHOUT such injuries, and dangerous outcomes.

So with all the years of experience in bodybuilding, and a team of scientists, we spent the last 2 years building a detailed and fine-tuned training plan.

It grants a great solution for all the individuals out there who just have the feeling...

They could do it better.

We didn't want to bore you with all the science stuff...

We just wanted to give EVERYONE an opportunity to experience what it's like to train without *any* safety concerns at the absolute top level.

That's why we created Atlas-12.

The latest cutting-edge physiology discoveries, applied to YOU and YOUR WORKOUTS...
Right now.

If you liked it so far,

Take Step 2.

>>> [Company website link](#)

- **Charles Atlas**

Email 3 (Hard-sell email)

SL: Reach Your Maximum Training Efficiency

Preview text: *And don't let any gains lose*

Most people's complete training routine is based on YouTube and TikTok Academy,

Which is a perfectly fine place to educate yourself if you don't mind not getting the most out of what you invest in training.

There's really only a little more effort you should do...

No, don't just look for random online workout plans, or other programs only because there are muscular men in the ads...

We don't just teach what *we think is best*, we teach what we **KNOW is best**.

There's a safer, better solution than just going ALL IN on all the separate exercises, and just doing the traditional "until failure" method,

There are 3 main principles that make up the core of our teaching:

- dynamic tension
- power isotonics
- mental and physical resistance for overall success

A team of scientists and physiologists recently developed these training methods, which aim to utterly change YOUR physique, supercharge your stamina and also give a boost to your energy levels.

So if you want to attain **broader chest and shoulders, iron-hard abs**, and overall an **absolutely stunning look**, go no further,

[Click here for the BEST solution](#)

- **Charles Atlas**