

Professional Literary Services

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Sweet Cheeks Malloy

Treatment by: Brad M. Bucklin from an original idea by Robert Nagao.

The Premise:

A nerdy geek from Millview New Jersey, escapes the stigma of his small town by going to Europe. He transforms himself into SWEET CHEEKS MALLOY, one of Europe's biggest model sensations. Discovered by a top female agent from the U.S. while at a promotional party in Switzerland, she convinces Malloy that he could be just as famous in his native country. So the once nerdy geek returns as a hunky model stud and comes face to face with a past he thought he left behind.

The Story:

Millview, New Jersey - ALVAN TILSON MALLOY is being harassed by the Jocks in his school because he is a nerd, a geek, a braniac. Basically the high school version of a Bill Gates with better cheek bones. His two buddies, DOUG SMILEY and MARTIN MILLS confer with each other on their nerdy plight when Alvan declares that when he gets older, he will be a babe magnet, a hard core stud. Doug and Martin have a good laugh until they see that Alvan is serious.

MAE WHEELER, a female version of Alvan with ugly glasses, has a huge crush on Alvan but he doesn't know it. He thinks she is ok but, since he plans to be a babe magnet, she is beneath his attention as a potential partner.

After graduating high school Alvan's parents send him on a trip to Europe for a vacation prior to his entering college. Once there he sees that people act differently towards him, they don't think he is strange or nerdy and he likes it - a lot. After meeting JENETTE BARCOS, a sexy ex model and promoter, Alvan is asked if he wants to do some modeling for men's clothes at some of the local restaurants and tea rooms. He is surprised to be asked but accepts, getting his first induction into the lunch modeling circuit, where old ladies get thrills from feeling the fabric on the insides of men's pockets and pants legs.

Alvan is quickly transformed by Jenette into the very thing he told his friends he would be, a hunky model stud. Within a year he goes from the lunch circuit to major events and becomes the talk of Unified Europe. Specializing in modeling jeans and being known for his tight butt, he is named SWEET CHEEKS MALLOY.

At a promotional event in Switzerland Malloy meets the dynamic, non-stop, super agent, DARLA MEYERS. She is taken with Malloy and introduces herself. Jenette is initially protective of her protégé but Darla convinces her she could make Malloy big in the U.S. They make a deal behind Malloy's back and when he finds out, is horrified that he will have to face his nerdy past. Jenette insists that no-one will recognize him and that it was about time he visited his family anyway.

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Alvan returns home, shocking his parents and practically causing his grandmother to have a coronary. He meets up with his two best friends who are equally shocked. He gets all of them to promise not to let people know who he really is.

Just as Darla predicted, his rise to the top of the male modeling world is swift. Along the way he unintentionally acquires some enemy EVIL MALE MODEL STUDS, who do not appreciate his meteoric rise. They conspire to bring him down and dig into his past. Getting wind of the plot, Doug and Martin go into action, using all of their nerdy ways to foil the Evil Male Models plans.

Meanwhile, Malloy accidentally runs into Mae Wheeler who he doesn't recognize at first because she too has changed into a gorgeous woman. They fall in love and are soon drawn into the fray to save Doug and Martin from the Evil Male Model Studs and to help both of them discover their own inner studliness.

Finally, Malloy and Mae win out by revealing their true identities to a surprised world, not caring what anyone thinks of their past because their love is what truly counts.

The End

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