Desired outcome/goal for the copy

Opt in page that will convert cold traffic from FB ads into leads and then into sales

Which part of funnel it's going to be

This funnel consists of 6 major steps, this exact part starts **from step number 4 till step number 6.**

1. The reader is scrolling on FB
2. He sees our ad.
3. Gets interested and clicks it, which converts him to the sales page
4. **He reads the copy on the opt in page**
5. **Puts his email, and on the thank you page get's a reminder/upsell to get the $20 eBook**
6. **In his inbox, downloads his guide**
7. Reads the guide thinks it's amazing
8. With the last chapter that cranks up the curiosity decides to click the link
9. It redirects him to the $20 eBook sales page, and he decides to buy

Research on who the avatar is

📄 Kali Linux Sales Page - Market Research Template

Research on where the avatar is right now (Awareness, Sophistication, Current State, Dream State etc.)

Dream state - Learn Kali Linux, understand Linux processes and tools, and become a penetration tester, get certificates like CEH, CPT, CEPT

Painful state - No real guidance, don't know what the next step is, what they should learn in Linux next, no exercises, no help, no way to ask, etc. so they feel lost, alone, hopeless, and overwhelmed

Mechanism/Solution - Guided, structured and step-by-step tutorials that take them through everything they need to become a professional pentester

Opt in product - Guide of 25 basic commands in Linux which are explained pretty well and as short/quick as possible, so that they start their journey into ethical hacking with a guided path.

Product to Upsell them after reading the guide - Structured, bite-sized eBook that takes them through the fundamental and core topics in cybersecurity and penetration testing(i.e. Linux, Networks, Python as a Programming language), 300+ exercises and questions, and a discord ethical hacking community

Awareness Level - Between level 2 and level 3, more leaning toward being Level 3 - Solution aware
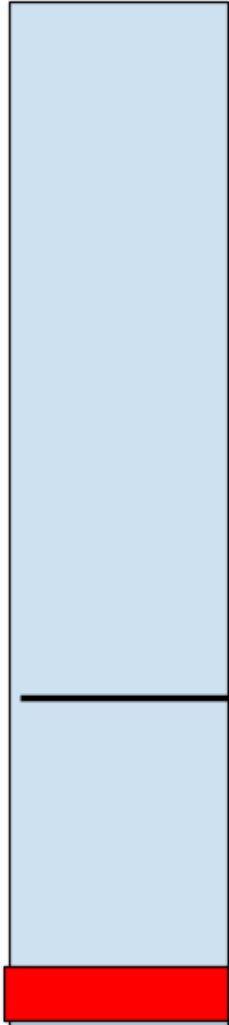
3 Levers - Biggest one to increase is trust in which I have the weakest weapons to use

Sophistication - Between level 4 and 5, will incorporate Niching Down(to be a Pentesters ONLY) and Identity Role (become, embody the identity of a pentester/hacker)
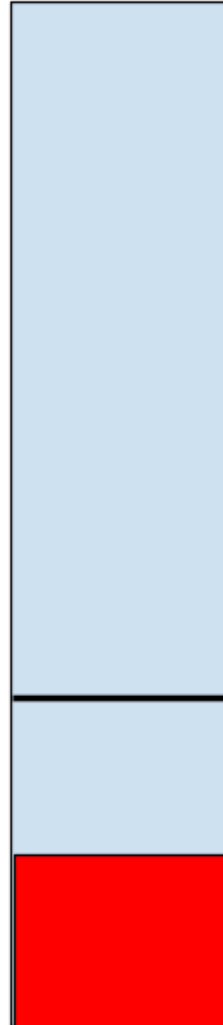
Awareness Level	PROBLEM	YOUR SOLUTION	YOUR PRODUCT
L1 - Problem Unaware	✅	✅/❌	❌
L2 - Problem Aware	✅	✅/❌	❌
L3 - Solution Aware	✅	✅/❌	❌

L4 - Product Aware	✅	✅/❌	❌

Do I WANT to buy this

Will the idea work

Do I trust this guy

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Stage 4 - Market tires of your mechanism

Other businesses are using your mechanism so you must show your market that your version of the mechanism is better than theirs

Best Move - Position your version of the mechanism as unique, bigger and better

Example - "Keto program with 151 alternative, keto-friendly recipies for all your favorite 'cheat' meals so you never fall off the diet"

Stage 5 - Market tired of everything..

They no longer believe your claims of and the mechanisims in the market appear the same

Best Move - Several Options. Lead with identification, niche down, connect to bigger outside desire, focus on creating an "experience" or invent a new mechanism

Example - "6 Week 'Soccer Mom to MILF' Challenge"

Niche Down

Tailor your product to a very defined demographic or sub-market... this increases the perceived likelihood of the product working for THEM
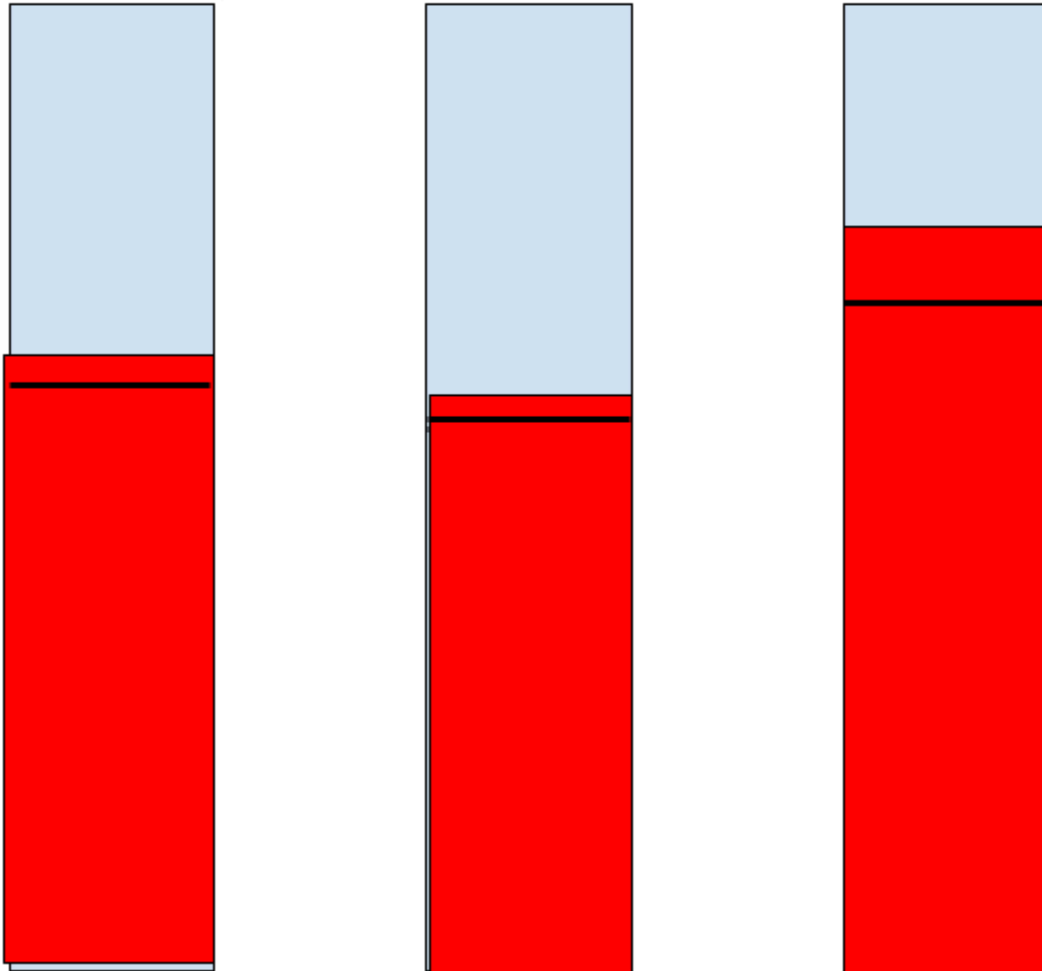
Example - Weightloss program designed specifically for Truck Drivers

Identity Play

Connect your product with a specific ideal or set of values beyond the immediate benefit of your product that

Research on where I want the avatar to go

Do I WANT to buy this?   **Will the idea work**   **Do I trust in this guy**

Get the guide, read it and at the end get persuaded to buy the whole book.

The 25 Kali Linux Commands for Penetration Testing Beginners

The 25 Kali Linux commands you must know to pass CEH.

This simple guide with the 25 most crucial and important Linux commands will teach you the basics *every* penetration tester should master.

As soon as you download the PDF guide, you have the 25+ *bite-sized* commands, with **simple explanations.**

PLUS you get practical examples on EVERY command.

And even a *secret mini-project* involving gathering <u>ALL</u> info from a live site with *one click*.

No typos, "*Command Not Found*" errors, confusing descriptions, and non-practical examples, or any of that BS.

Get your guide, completely for **FREE**, and learn the basics for pentesting in under **5 minutes**.

Here is the opt in page link:

https://securityailab.com/25-linux-commands/opt-in/

Also, here is the final chapter from the little guide which persuades them to get upsold to the $20 eBook sales page:

The last and crucial part…

All these commands are amazing, but they *aren't* enough to become a pentester, right?

And after all, just knowing Linux commands isn't enough, you *must* also learn Networks, scripting, and at least 1 programming language…

And where can you practice all these things?

There might be other ways, but I am sure of one that **does** work…

It's guided, step-by-step, and bite-sized, specifically for a beginner in pentesting.

Where it is?

What it is?

How to do it?

Everything is on the other side of this link: What is the right way to learn cybersec?