



Read This FREE Book

**No Boss. No Job.
No Problem.**

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Research for “F*CK JOBS”

Target Market

- What kind of person is going to get the most out of this product?

The kind of person who is going to get the most value out of this product is someone who hates their **9 to 5 job** and **wants to fulfill their dream lifestyle** of living successfully and wealthy. No matter if you're already a businessman or plan to be one, they need this book because **they will relate to this person more than they could ever think**. It reveals the secrets and mindset of a self-made millionaire which is the best tool to **fulfill the problem/desire they are experiencing**. That is the person who can guarantee the most value from this product.

- Who are the best current customers, with the highest LTV?

Assuming it's the **desperate people** who have a **problem to solve** or **run towards their desires**. They are drawn in by the company amplifying their problem they need to solve or by amplifying their desire to become successful and wealthy. **They are drawn in** because they **desperately need the tool** to the solution to reach their dream state.

- What attributes do they have in common?

The common trait is that they are all looking for the tool to the solution, keyword; **desperate**. They know they have a roadblock to overcome, they all comment on the fact that business is hard or they want to become a successful businessman but **they don't know how to overcome that or even get started**. It's a common trait because this market wants to become **rich as quickly as possible**. Another trait is that they are **money motivated**. These people will (if it benefits them financially) **put themselves in the majority of any scenario that puts them a step closer towards becoming financially free**.

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

(Explain tomorrow, ask in the campus because I'm confused on this part)

- **Background and mini life history.** You need to understand the general context of their life and previous experience. (Do More Research on The History of People who want to become rich/have lived a life of poor and how it makes them feel)

Most likely been brought up to think **money is happiness, money is everything**. They could have been dealt a bad card. Meaning they could have had a bad upbringing and they **no longer want to keep entertaining that lifestyle** or generally **don't want to put their kids through the same thing**.

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them. (Do More Research on A Day in the Life of a 9-5 worker and the struggles of it, how it makes them feel)

Get up, work for someone else and repeat. Simply put... Their lives consist of working a 9 - 5 job on a fixed wage **waiting for the day to get a small raise** to improve their lifestyle. If they are looking at a book to become rich, successful or even wealthy they are taking action because they cannot stand it anymore. The key is to **constantly relate back to that individual** and amplify their desire/problem on a **human to human level**, connect with them to build that trust and warmth.

- **Values.** What do they believe is most important? What do they despise? (Do research on the values of someone who has lived an average lifestyle/been poor)

This person values a **healthy/wealthy lifestyle** and **happiness** but has yet to discover it. They think the answer is money. They would do anything to entertain that lifestyle and **pursue their happiness** for themselves or **close family**. This person despises the fact that they are not where they want to be, the fact they have **X amount of money in their bank and not X**. (Explain more tomorrow)

- **Outside forces.** What outside forces or people does the Avatar feel influences their life? (Research outside forces that would affect the person's day to day life)

The parents constantly remind him that a 9-5 job is the way forward and keeps everything afloat. And **he hates that**, he believes the modern world is different from what is portrayed on social media. That is what influences his life. (Explain more tomorrow)

Current State

- What is painful or frustrating in the current life of my avatar? (Do More Research on the disadvantages of being poor)

'I've read probably over 200 business books. I also have a business and its damn hard sometimes, no, all of the time. Sometimes I think I should give up, and horror of horrors, get a JOB. Afterall, I've been at this entrepreneur thing for over a decade and I'm not still not rich. Not even close. I've been considering throwing in the towel, then this book comes along. FINALLY! A book that ADMITS this is hard work'

They feel like **no one understands their situation** because they feel lonely in such a crowded lifestyle. It's **painful for them to keep silent and push forward** because **everyday is the same and nothing changes**. **The amount of money that goes into their account each month, the bills they can't pay** and so many more factors. Social media has an effect on this person. **Seeing people live luxury lifestyles, wearing jewelry, driving fast cars** really makes this person think deeply about their current situation. **How much money they earn, where they live** etc resulting in them feeling frustrated. (Explain more tomorrow)

- What annoys them?

Their job. They want to be **their own boss earning money**. They're stuck serving in retail but **they could** be out there making business moves in their own name creating a lifestyle they dream about. They are annoyed because they are not there. **The boss tells them what to do, exploits them like a working machine and does not meet them on a human to human level** that is what annoys this person. He is stuck in the rat race and doesn't want to be.

- What do they fear? **(Research poor people on what they fear the most)**

They fear being stuck in the **same loop forever**. They fear they are **unprepared for something to happen**. They are always **uncomfortable** because of their low cost lifestyle. They fear they **will be a failure** and will **regret not doing something to be more financially free**. **(Explain more tomorrow)**

- What do they lie awake at night worrying about? **(Research what poor people/average people toss and turn over at night)**

Not being able to pay the rent, afford food shopping, they have work in the morning and they are going to be **getting less sleep**. They don't want to work a 9-5, they want to explore their dream lifestyle but afraid they never will. They toss and turn and become stressed over all of it. **(Explain more tomorrow)**

LEFT OFF HERE AT 2:49AM 11/05/23 - RESUME TOMORROW FOR PRACTICING RESEARCH FOR LIKE REAL FIELD CLIENTS

- How do other people perceive them?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

Hard, throwing in the towel, giving up, horror, exploited, sacrifice, tough, intense, strange,

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- What enjoyable new experiences would they have?
- How would others perceive them in a positive light?

- How would they feel about themselves if they made that change?
- What words do THEY use to describe their dream outcome?

Roadblocks

- What is keeping them from living their dream state today?
- What mistakes are they making that are keeping them from getting what they want in life?
- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Solution

- What does the avatar need to do to overcome the key roadblock?
- "If they <insert solution>, then they will be able to <insert dream outcome>"

Product

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?

Research:

'As a successful business man in the making, I am always looking to successful business men and women to see what kind of insight they can provide. I came into this expecting no fluff and clear practical advice and to a high degree I got that.

I've read probably over 200 business books. I also have a business and it's damn hard sometimes, no, all of the time. Sometimes I think I should give up, and horror of horrors, get a JOB. Afterall, I've been at this entrepreneur thing for over a decade and I'm not still not rich. Not even close. I've been considering throwing in the towel, then this book comes along. FINALLY! A book that ADMITS this is hard work

This book opened my eyes about the employee-owner relationship. I've been an employee most of my life, and I no longer wish to be mere "talent" that will be exploited by the owners. That's how much of my life has been so far ... What Dennis writes about accurately describes my experiences as an employee. And why be an employee? I'd rather be an owner.

I wish I had this book when I was in my early 20s. It's like Rich dad, poor dad from an author who walked the talk. Main lessons: get property, do not obsess about managing things because there are thousands of good managers out there, pay attention to closure costs, and the most important one, the pursuit of making money always has a cost.

I am a college student that recently started pursuing my own business gigs. I read Rich Dad Poor Dad which although "very basic" gave me a foundation for developing the business mindset and knocked me out of the liberal spin which had been ingrained in me by my parents and college professors. After that I started to take more personal responsibility for my life and the discontentment of the situation I was in. I began working harder and eventually decided to quit 3 jobs (internships) and drop my college classes for the semester to pursue my own business. This was the first book I read at that time and boy was it one of the best decisions of my life. Felix Dennis gives a good account of the trials and tribulations of becoming rich and the sacrifices involved. One must truly know themselves before they can embark on this journey. It's rough, lonely, and takes dedication but if you're up for it you'll know by the end of this book.

I rarely leave reviews on Amazon, for the reason that books don't generally deserve a review. This book is great for anyone in the late-teens or early twenties. If you want to be wealthy, this book shows both sides of the spectrum: what it takes to get there, and why it might not be worth it after all.

If you're searching for truth, raw and harsh truth, about how to get rich yourself, then this is the book!

Written with originality and wit, the book contains much wisdom and practical advice.

One of the best books to learn what it's like to acquire wealth.

You know you are in for a treat when you read a "How to get rich" book and the very first thing the author talks about is why you should NOT get rich.

*Far from it. This book takes a brutally-honest, *philosophical* look at what it takes (read: sacrifices) to acquire great wealth.*

Having gone through the path, I wholeheartedly recommend this book for anyone interested in the tradeoffs you will make to become rich.

My husband read the book years ago and kept recommending it to me. I'm an entrepreneur but my business seems to move slowly. This book helps you figure out for yourself where your weaknesses are. Maybe a little tough to read if you feel like you already know everything, but essential reading if you expect to be successful.

I would highly recommend this book for anyone who is in business, thinking about getting into business for themselves or even a gift for a new graduate just entering into the business world. This book will surely give them another way of looking at the business world.

I have found this book refreshing,entertaining, and a quick read. Don't expect any 10-step programs or any get-rich-quick ideas from this.

I would recommend this to anyone that wants success and wealth.

I have this strange, intense feeling that life has so much more to offer than the average one that others around me are living. I'm ready to take a step into a different direction. I'm ready to do what one else is willing to do so I can be where others probably will never. I'm going to be a millionaire in 5 years. 5 years.

My boyfriend has introduced me to this book that changed his whole life and perspective on things around him, he's such an amazing person that I look up to and can't wait for many more futures to come between us

I've listened to this every single day in the morning for I have no idea how many months or a year. My mind is always at the very least running my goals in the background.

It's been 2 nights I've been sleeping with this book, my dreams are transforming. My days have been full of limitlessness! Thank you for having this here.'