

100 pushpus:

<https://youtu.be/E-KkPOekRRw>

4 Questions

Who am I talking to?

I am talking to 16-21 people who are in school/uni or already working but want to change their career to ethical hacking, more specifically penetration testing because it is in demand and a high-paying job.

To do that, they know or have heard that Linux is what hackers use and that they should learn Linux.

Never had or had very little experience with Linux before(completely new to Linux)

Where are they now?

They are searching for where to learn Linux and Bash(the programming language in Linux) and have already probably “started learning from some resources like tryhackme but don’t understand it well” because they don’t have a lot of exercises, and practice so they feel like they can’t really see how to use it in real “hacking examples” and scenarios and “don’t explain nice”.

Reader's roadblocks:

The main problem is that they can’t find anybody and anywhere where they actually teach Linux/Kali Linux good and well, and are now “frustrated and discouraged”, and think that they’re not smart enough and there isn’t anybody that will teach them Linux so that they understand it.

Reader's solution:

“A step-by-step guide that will take me from beginner to expert”, “A community of people who I could connect with and learn from”, and exercises explained exactly how to be solved and why.

How the product speeds up the solution:

The product has all the needed info and practices to help the target market learn as fast and easy as possible, it has exercises explained, it has a community, it is very easily explained and in simple plain English so that everybody understands it.

What are they thinking/feeling?

"I'm starting to think I should just give up on my hacking dreams. Linux is just too hard for me. I'm just not smart enough."

"I'm so tired of all the trial and error. I just want to find a step-by-step guide that will take me from beginner to expert."

They are feeling a bit overwhelmed and confused because it is hard to get used to no GUI(only have code terminal) and neither they know how to get around Linux nor do the courses they are using explain, so now they are frustrated and think Linux is impossible to learn and that there isn't anything good just for them(personalized).

They think that being a hacker(an ethical hacker) is cool like they show it in movies.(so I should try to as much sell the hackers identity not just the product)

Where are they inside my funnel?

This whole ebook is a part of a funnel, where we:

1. Sees a post or a video and goes to our profile
 2. Clicks the link in bio
 3. Gets them to the sales page(directly, not the home page)
 4. They then read the copy and want to buy the book
 5. Puts his credentials
 6. And then after they have bought and finished the book, and they are not so cold, I will give them an email/popup/etc with a proposal to join my penetration testing course(which is much bigger and of course more expensive), and they would be much more likely to do it cause they are now warmer and a regular customer of mine
- They might not trust me because the only interaction they had with me is through social media(where we don't post about my client, just about Linux and some tips for learners, and hacking stuff they can do) so I should build credibility.

What actions do I want them to take at the end of my copy?

Buy the ebook pack, join, and be active in the community so that he gets used and addicted to the community and so that when he finishes the ebook he doesn't want to leave that community so when I propose to them to learn penetration testing they would have another reason to do so.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

What are the steps I need to guide them through to take them from where they are now to where I want them to go?

1. I should be very credible and trustworthy(fairly cheap price, community, testimonial, [someone] just bought popup, I mention a person from "the group that knows", show them how easy it is) - we still don't have a lot of customers so we can't flex on the students we have.

2. I should present I have the best info they need(to be hackers) for the best price
3. I should make a list like in long-form copies so that they see just how much bonuses they are getting(Total value \$100 => \$7)
4. I should present their biggest roadblocks(They are lost and don't know where to start and are very confused by everything else they have tried) and how I solve them(with concise and easy-to-understand info, clearly explain to them what they are gonna learn, why, and how)
5. Address the dream state(the identity of a hacker, expert at Linux, and eventually a penetration tester)
6. I should show them how I will explain it, very easily
7. I should make something so that it creates a FOMO effect and makes them want to buy(by giving them all the bonuses for free only till 1 Feb.)
8. Have the ebook cover on the sales page for credibility

My personal analysis:

I really like how my copy turned out the only problem is that I don't have credibility and authority because I don't have anything to put there(my client is just starting out). I can change the name of the solution, I don't really like it, but I don't know what else to call it, would be glad to hear your opinion.

Script kiddy - is a famous term in the hacking niche that refers to someone(generally a kid or has kid-like behavior) that is hyped about hacking from all the cool movies and tries to be a hacker, when in reality he is just some kid in his mothers' basement sitting all day on the computer. It is like saying "mama's boy" in the Dr. Squatch add.

Landing page:

NEW BOOK BY LINUX EXPERT AND PENETRATION TESTER

The Secrets of a Hacker; How to Learn Linux Shell, Networks, and Scripting in Bash & Python

If you are *serious about learning Linux to become a hacker* or a pentester, then I have good news.

Instead of *wasting 12 hours on tedious YouTube tutorials that don't teach you even 10% of the practical side of Linux for hacking, meant just confuse you.*

Or paying \$400 for courses, filled with typos, errors, and impractical exercises *that keep you from actually becoming a professional hacker*

Because of which, you end up *thinking you aren't smart enough to learn Linux*, whereas you would've already learned Linux and started hacking machines,

If you had learned from the **SCRIPT KIDDY TO HACKER SYSTEM** designed to **turn anyone who is actually serious about pentesting into a real hacker,**

Through a set of *bite-sized lessons* on Linux, networks, and scripting(...which are *the hacking superset*), explained from the *core basics in plain English*, with *real-world pentesting exercises and challenges*, plus access to an exclusive hacking community ready to help you when stuck.

With my ebook, I want to once again prove my system's efficiency.

You can now get my book and all the bonuses it comes with at a **40% discount only till Feb. 1st 2024** and become an actual hacker... or not, and stay a script kiddy.

Give me the book!

Here is everything you get:

- **Daily checklist and roadmap, that will 2x your learning progress(...with the exact steps you should take)** (valued at \$30—FREE till 1 Feb 2024) BONUS
- **The single in-depth Bash & Linux cheat sheets that'll skyrocket your skills** (valued at \$42—FREE till 1 Feb 2024) BONUS
- **What are the Top 10 Command Line Tips you Must Know to be a Hacker** (valued at \$40—FREE till 1 Feb 2024) BONUS
- **Hacking Quizzes & Challenges** (valued at \$45—FREE till 1 Feb 2024) BONUS
- **1 Year Access to our Exclusive Hacking Community** (valued at \$250.95+—FREE till 1 Feb 2024) BONUS

- Over **200 guided and explained hacking exercises** spread throughout every topic(valued at \$147—FREE till 1 Feb 2024) BONUS
- How to **write a tool that scans, connects, and listens** to wireless networks (valued at \$45—FREE till 1 Feb 2024) BONUS
- How to **write shell scripts, and what are the key elements your scripts must have** (valued at \$40—FREE till 1 Feb 2024) BONUS
- **End Test and Certificate** (valued at \$99.95—FREE till 1 Feb 2024) BONUS
- How to write scripts with Bash(... and automate tasks like **finding vulnerable targets that you can exploit**) (valued at \$25—FREE till 1 Feb 2024)
- What are networks, and how to build tools(... like **spy cams**) with them (valued at \$45—FREE till 1 Feb 2024)
- What are the **Python fundamentals** that every hacker must know (valued at \$40—FREE till 1 Feb 2024)
- How to exploit Apache and MySQL services(... to **get access to secret databases**) (valued at \$30—FREE till 1 Feb 2024)
- How to stay anonymous and cover your tracks(... **when breaking into a machine and when searching for forbidden information online**) (valued at \$25—FREE till 1 Feb 2024)
- How to navigate around the Linux file system(... thus **find and access sensitive data you can exploit**) (valued at \$35—FREE till 1 Feb 2024)
- How to use the Linux kernel and it's drivers(... to find and **exploit vulnerabilities and create hacking tools**) (valued at \$45—FREE till 1 Feb 2024)

A Total Value of \$984.95 For the **Book With the 10 Bonuses For \$47 Only Till 1 Feb. 2024**

Give me the ebook!

Testimonials:
[Testimonial]

Start hacking!

At the end of this book, we will create a fully customized, security-focused Linux distribution tailored for ethical hacking and cybersecurity applications. This distribution will embody the practical application of all the concepts, skills, and techniques discussed throughout the book, culminating in a powerful toolset uniquely suited for professional security analysts and enthusiasts alike.

