

Business objective - Increase Checkout Conversion Rate With A Retargeting Email Sequence

Niche - Education about Linux in cybersecurity (through an ebook)

Who am I talking to? - long version ->

- People interested in learning Linux to get into cybersecurity
 - Location -> USA
- Interests:

Where are they at now?

- **Dream State:**
 - Want to become penetration testers
 - Cybersecurity professionals
 - Earn \$150k/year
 - Be a cool hacker
 - Pass Linux+
 - Pass Network+
- **Current State**
 - Loser



○

- Dead End Job

- **What do they have in common?**

- They all play video games
- They are all super dopamine addicted
- A lot of them seem to be in the military and planning to learn cybersec after that
- A lot of them are first taking a Google certificate before anything else - (though they do know Linux+/Network+ are more credible)
- They have a self belief issue

- **What enjoyable new experiences would they have?**

- They like helping people, being in control of something, seeing it go from broken to fixed with their own power, solving a challenging puzzle that they finally fix and they get dopamine from that
- It's like fighting, who will win, the red team, or the blue team, this audience wants to be red teamers, which means attack the system to find a way to breach it, and the blue team will have to find a way to patch that vulnerability they found.

- **How would others perceive their dream state in a positive light?**

- Others perceive them as experts and as high-earning, well orientated people because the IT industry is pretty high status as it's not so easy to get in, if you're lazy at least.

- How would they feel about themselves if they made that change?
 - They would feel meaningful, like people value them and they're in control, they want to be the ones controlling and managing the thing, because they would probably be protecting multi-million dollar companies from attackers

- **Roadblocks**
 - What is keeping them from living their dream state today?
 - Not having a community they can ask for help when they need one, and they constantly need one

- **What mistakes are they making that are keeping them from getting what they want in life?**
 - Not practicing but just learning and trying to memorize Linux commands and other concepts. When learning any skill in IT, and everywhere else, it's mostly just using it and practicing it. But there also aren't many resources to practice especially for beginner level in Linux.
 - Not having a clear guide line or path to follow to learn cybersecurity - yes they find some udemy or coursera course, go through half of it, it gets super confusing and hard to understand as they've reached the advanced part and the teacher still continues to explain everything like it's from a textbook and has ZERO exercises or stuff you can do with all that info, so they switch to another course, and thus get lost on what, where, and how to learn

- **What part of the obstacle does the avatar not understand or know about?**
 - They might not really know that you **MUST** be practicing constantly and 80% of the time rather than learning new stuff, otherwise their brain will filter this knowledge and forget it.

- **Solutions They've Tried To Learn Linux So They Become A Penetration Tester:**

- Using Udemy courses
- YouTube tutorials
- TryHackMe & HackTheBox labs

- **Problem**

- Not familiar enough with Linux to do the commands/scripts/etc.
- To understand 1 command, they must know how 10 other things work in Linux (e.g. to write a text file you first must know how to create an empty one to then fill it with text)

- **Solution**

- Understand the basics of Linux
- Develop proficiency with scripts and commands

- **Product**

- Start with the core basics that most courses skip/overlook
- Get them a series of exercises/challenges to do (by hacking i.e. it being fun) to allow them to become a penetration tester

- **Why is it the best**

- It is better than any other Udemy, and youtube course because it is all organized into steps starting from the basics so they don't miss anything and don't get confused by unknown stuff, layered in with exercises so they develop proficiency rather than having to google "How to X in Linux" every 5 min they run into a problem in Linux

- **Concerns and Things they've tried before**

- Other courses go too fast, skip basics
- Too long and boring
- Left alone confused with errors from incorrect commands
- This might be for people that are more advanced, some programmers, and not for me who wants to start from zero
- Confused with complicated terms

- **Statistics**

- I'm running FB ads, here are the stats:

	Unique link clicks	Amount spent	CTR (link click-through rate) ↓	CPC (cost per link click)	CPM (cost per 1,000 impressions)	Results	Cost per result
463	13	\$19.74	2.47%	\$1.41	\$34.88	—	—
1,476	43	\$46.22	2.33%	\$1.05	\$24.52	Website Purchase 2	Per Purchase \$23.11
1,726	48	\$56.23	1.87%	\$1.10	\$20.58	Website purchases 3	Per Purchase \$18.74

-
- Product price is \$17 without upsell
- Sales Page CR -> 7%
- About 35 sales, not profitable yet

- **What do they say - (all other info is in their words)**

-
- “I feel dumb trying to learn linux”
- “i feel so stupid and don't know where to start”
- “Do I learn bash? is that the language the terminal uses?”
- “Are there any resources for noobs?”
- “Most of the guides/resources i found kinda assume you have basic knowledge and seem to move very fast. ”
- “Most give you commands to type in but I barely understand what anything im typing even means.”
- “learn linux from the bottom up”
- “sorry for being so noob”
- “I've been using Linux Mint for 2 days now and it is super frustrating.”
- “Why do I have to type all these codes in terminal to get a program working?”
- “How in the fuck is a consumer going to main a Linux distro when the stupidest things break sometimes, and the solutions require you to have extensive knowledge of the OS and/or terminal? ”
- “Linux noob here coming from years of Windows use. ”
- “every guide there is is soooo long and often don't work in the end anyway”
- “But I am nervous. I've never used Linux, and I've always heard it's built more for programmers, not for an average joe like me.“

- “ if I've been using windows for over 20 years, never really doing any programming other than looking up how to lock an external drive with command prompt, how user friendly will Linux feel?”
- “ I learn a lot more whe I'nm actually doing something,”
- “most of the guides and reddit posts I read mentioned some new things I don't know (kernel, systemd, snap, wayland, X, window manager, tiling window manager, config, bash, dots)”
- “Is there any good written guides of videos that teach Linux from zero?”
- “I'm looking for a consensus choice, that way I can get asisst from someone else who's also read the guide.”
- “I know some stuff, but not enough to, say, confidently transtion to it from Windows”
- “My end goal is to become a penetration tester but right now I'm in a dead end IT job that has nothing to do with IT, trying to get into help desk”
- “I'm extremely stuck on how to do X thing”
- “Just here to say that I passed Linux+ with a 812 score”
- “There's not a lot of Lab Practice, but OverTheWire.org really helped me out with practice,”
- “I am not a good manager of time on -ANY- exam that I take and this was no different. ”
- “ I wrote out notes for every single objective and made Anki flash cards, about 500 of them.”
- “I work full time and have been finding it challenging not to take at least 3 months when preparing for A+, N+.”
- “Anyway, fast-forward 10 months working with Linux I feel extremely overwhelmed and useless. There aren't many things I can do and I mostly have nothing to do because other more experienced team members solve all issues.”

- “After 2 months, this problem might come to me to fix it, but I will already have forgotten why I'm doing what I'm doing; the only thing I will have will be a guide I will (mostly) blindly follow. :(”
- “I've done hundreds of tutorials and watched hundreds of videos, but I gain knowledge I never use which I end up forgetting it.”
- “I'm currently trying to learn Linux and I feel hopelessly lost on the most basic things. ”
- “ My biggest problem is that I have installed Linux already and I've been experimenting with it. But every time I try to figure out the most basic thing it takes forever. Googling things around it, I end up only finding stuff that is entirely irrelevant, doesn't work, or is in a much different context than what I'm working with.”
- “One example is learning how to just run files, or turn files into programs. I have c files that compile, though they depend on references to other files, and I've spent the last 4 hours trying to figure out how to turn them into an executable program from the command line. ”
- “Everything online just points me in the wrong direction or gives me advice on a different problem, like running a standalone script, or turning a bunch of programs into one single program at the command line.”
- “It's like every solution I have to look at as potentially viable requires learning a whole different situation, and then when it ends up being the wrong solution, it takes me forever to even figure out that it's wrong, and then that's only one possible solution out of potentially thousands, if I can even find them and not have my searches clogged by a similar more common, yet very different problem.”
- “ interacting with servers took around 7 hours to figure out, I was trying to do two things at the same time that couldn't be done at the same time- i have no clue how I'm ever gonna be able to use this stuff properly if it takes me that long to find an answer online that actually helps. ”
- “ I seem to run into a problem every 5 minutes I'm actually working on a project.”

- “On the other hand, textbooks and videos never seem to help cause they just go over lists and lists of stuff and focus on the theory of things rather than the exact examples.”
- “Is there anywhere I can learn that just shoots it straight? Something very practically oriented at absolute beginning concepts? Something that can explain things generally like what a program even is or analyze and categorize the parts of the command line and files in a way that makes sense?”
- “I am not very technically minded and so it is a slow slog sometimes.”
- “Figuring out what’s wrong and what to do about it can sometimes be a pain in the ass but it’s usually doable and worth the effort.”
- “Linux is annoying”
- the tutorial went into vi so I had to look up another tutorial on how to use vi, and then I had to do some command lines and okay it was THAT hard since there was a step-by-step tutorial after all, but I later learned
- whenever I try to do anything in Linux, and try to either follow online tutorials or ask questions on forums, etc... people always seem to insist on doing things the hardest way possible.

- **Awareness Level**

- L4 - Product Aware 
- Sophistication - Between level 4 and 5, will incorporate Niching Down(to be a Pentesters ONLY + Linux+ & Net+ ONLY) and Identity Role (become, embody the identity of a pentester/hacker)

- **Personal Analysis**

- Pretty good, used a good model, the only problem might be that the second and 3rd email’s headlines are kind of bland, but I’m not sure if I should change them as I used

a model so it might be good to first test like this and then improve them. I also just saw my emails are going to spam which I'll fix in my next GWS

Sales Page before checkout:

“New book reveals a counterintuitive approach to learn Linux & Networks from the bottom up and land a Penetration Testing Job”

Without any confusing advanced terms, skipping over any of the basics, having to dig through 3 year old Stack Overflow threads for answers - And best of all never having to resort to tedious flashcard study

What is Command Line Hacker?

Command Line Hacker is a counterintuitive approach to learning Linux and networks, which allows you to build sustainable skills to start a long-term penetration testing career, without creating 500 flashcards just to remember all commands you'll use.

We use a systematic approach, focusing on building foundational cybersecurity skills rather than just memorizing commands to correctly guess the interview questions.

And as a result...you'll not only learn Linux but then use that to apply for a \$120 or even \$180k position in cybersecurity and land it.

Command Line Hacker is a Shortcut

Before I created the Command Line Hacker model – I was struggling with learning Linux for years and was on the verge of giving up on this whole hacking thing.

I was learning for hours on end each day, trying to get how to install this damn software, what symbolic links are, and how processes worked, only to feel extremely stuck after spending 4h on it.

I felt so stupid that I couldn't really get the hang of it.

Which led me to question if this was even worth it, and turning my whole plan to learn Linux to become a Penetration Tester upside down, stopping to follow all the guru's advice on how you should learn Linux and Networks.

After months of trial-and-error, testing every learning and practice method for Linux and Networks the hard way – without anyone guiding me I've now finally reached a point where I could both pass Linux+ and just use Linux as my daily OS.

Now, you have the opportunity to duplicate the entire Command Line Hacker system I built by downloading a \$16.97 book called the Command Line Hacker

Here's how it works:



And here's what you'll learn:

[book preview]

That is how every programmer and Linux expert has learned Linux:

- They start with the basics and fundamentals like file management, navigation, scripting, etc.
- They apply this knowledge through projects and exercises
- They use that to land their first job in IT thanks to the real-world experience they've built

This way, you don't get overwhelmed by moving too fast through the massive amount of info in Linux.

Because all you need is to understand the fundamentals, practice them step-by-step, and then you'll actually prefer using Linux as you'll GET IT.

This is the proven path. And you can take it directly from them:

"In my personal experience as a Data Engineer, a broad understanding of Linux, networks, and basics in at least a few programming languages helped me determine which specialization was most suitable for me, and grow as a specialist (...)" - Gabriela Yordanova Data Scientist

"Foundations of computer science are important for every developer, as this knowledge increases the quality and delivery time of their projects, thus helps to climb faster the corporate ladder (...)" - Irina Naskinova Ph.D. senior AI Product Engineer

"I appreciate you taking care of this issue, as I am interested in your project. I have been a Linux user for over 25 years and currently utilize Kali and Parrot Sec OS daily (...)" - Seth Cybersecurity Professional

(that's the pre-sell I do above, below there is a long-form sales page)

Checkout:

 **Security AI Lab**

[Need Help?](#) Email Now
command-line-hacker@securityailab.com

 

----- Contact Details -----

First Name

Email Address

----- Order Summary -----

Command Line Hacker × 1	16,97 \$
Python Scripting × 1	26,90 \$
Subtotal	43,87 \$

**Here's What You'll Get:**

 The 249 page Command Line Hacker ebook

**BONUS** The 10 tricks will help you use Linux smarter and faster than even most experts (**Value = \$59 FREE**)

**BONUS** The most structured Linux cheatsheet to review everything before the job interview or the certification exam (**Value = \$667 FREE**)

**BONUS** 280+ quiz-like questions that improve your cognitive function and thus help you master all topics from Command Line Hacker by heart. (**Value = \$400 FREE**)

**BONUS** 120+ project-based hacking exercises & hands-on challenges going from basic to advanced topics (**Value = \$597 FREE**)

**BONUS** So many additional bonuses, they won't even all fit in here!

**Your Unconditional Money-Back Guarantee**

If you're not happy for any reason whatsoever (and I mean, any reason), I'll refund you *everything*.

Subtotal

43,87 \$

VAT

0,00 \$

Total

43,87 \$

Have a coupon?

 **Add Python Scripting?**

26,90 \$ ~~\$59,90 \$~~

Learn the basics of Python scripting in just one evening to start coding AI tools for penetration testing. Add this for \$26.90 if becoming an expert pentester is important to you. Note: This offer is separate from the \$16.97 advertised offer.

 Credit card / debit card

Card number



Expiration date

Security code



Country

☐ I agree to the terms and conditions

DOWNLOAD EBOOK NOW

     

 If you're not happy for any reason whatsoever (and I mean, any reason), I'll refund you *everything*. That's how confident I am!

You don't have to commit with a "yes" right away. Just say "maybe" and give it a try for a full year before making your decision.

**Secure Processing**

Your order is processed through a secure payment gateway with 256-bit encryption to ensure your privacy. Rest assured, we cannot see or access your card information at any time.

Email Sequence:

- **Answer these points in the sequence:**
 - **Why are you the best**
 - It is better than any other Udemy, and youtube course because it is all organized into steps starting from the basics so they don't miss anything and don't get confused by unknown stuff, layered in with exercises so they develop proficiency rather than having to google "How to X in Linux" every 5 min when they run into a problem in Linux
 - **Why should they trust you**
 - Make them feel I've been through this by using the exact words, pains, desires, etc. they'd describe their situation, thus make them think I've solved this problem already
 - I'm the CEO and founder
 - **Whats in the book**
 1. Basics of Linux
 - a. The foundational commands to at least use Linux on a basic level (e.g. see which folder they are in, change folders)
 2. Text Management
 - a. Read, display, write text files with commands
 3. Basics of networks
 - a. Change IP address
 - b. Change DNS settings
 - c. List connected wireless devices
 - d. List physical drives/devices
 4. How to install software and update the system
 5. How to define permissions for files, etc.
 6. Manage processes running on the system:
 - a. Terminate, start, pause, inspect processes
 7. Basic bash scripts
 - a. Display hello
 - b. Display the name of user after their input

- c. Automatically scan for open ports of a system you can try to breach
- 8. Archive compress and manage files
- 9. Manage the storage of your Linux machine
 - a. Display taken up space, clear up space, types of disks, copy your whole disk
- 10. Exploit a web server
 - a. Set a webserver with Apache
 - b. Connect to the MySQL database of the server
- 11. Basics of how to be secured online
 - a. VPNs, proxy servers, encrypting email
- 12. Wi-Fi analysis, inspection and cracking
 - a. Basic Networking terms and commands
 - b. Crack access to Wi-Fi to gain access to data exchanged online
 - c. What is bluetooth how it works
- 13. Automate tasks with scripts:
 - a. How does task scheduling work
 - b. Automated backups
- **What's the process / philosophy that makes you different**
 - Start with the core basics that most courses skip/overlook
 - Get them a series of exercises/challenges to do (by hacking i.e. it being fun) to allow them to become a penetration tester
 - This way they develop proficiency in these skills to be able to apply for high paying Penetration Testing positions and deliver in their role

Email #1

Outline

- Catch attention to open email:
 - Use a heading with "Re: ____" to make them feel like there is something special to them that they shouldn't miss, you're warming them up, thinking they've already talked with you, there won't be a sales email
- Continue warming up through mentioning my name & who I am to boost credibility and increase certainty this is worth reading
- Get them intrigued by starting to talk about unintended drama out of nothing "Here's what's going on"

- Make it seem like I intended the launch to be not big, but in reality it blew up because of how good the book is
 - Start by telling my expectations and initial little actions - “created a simple FB post for this little book I wrote”
 - Drop more drama with a reentering point “The next thing I know....”
 - Show social proof how people have liked the product so they tried to help others and many people started purchasing it - making it seem like this book is recommended from a close friend
 - Increase trust through ultimate ego and by being over even this - I intended to not get anything, but got dozens of sales, but this is nothing, it’s usual for someone like me
 - Another drama reentering point “THE PROBLEM IS”
 - People like record, being above the system, breaking the system, and unexplainable paradox - make such by saying Stripe didn’t expect us to sell so much so they blocked orders after X sales’
 - If you can compare yourself as more powerful(even on a physical standpoint) than an authority figure, you gain it’s credibility - show how Stripe freaked out and was scared from the massive amounts of sales we got
- **CTA**
 - When you paint a person like a victim he’ll gain trust in you and start feeling like someone that needs help - “you might have not been able to purchase cause of this”
 - You can use the “this is only for you” move only if you’ve gained trust, otherwise they won’t understand why someone would do something like that when you don’t even know/trust him - “I’m giving access only to you, go ahead”
 - Nobody likes to buy things, they like to get thing though, so use another word not purchase/buy - Direct CTA to download the book
 - The best way to make a person want to buy something is to give it to them to use it, then take it. They’ll have liked it and want it - “tease the biggest problems/desires/secrets revealed in the book through bullet point fascination”
 - To make something seem real you need to make it official, if you’re saying you helped your client, say the results you produced - Say on which exact page each of those things I tease are located
- **P.S.**
 - Add a guarantee for complete risk reversal

Copy:

Re: Problem With Your Order

Hey there,

Dobri here...

...the guy who wrote the "Command Line Hacker" book.

Here's what's going on:

I didn't have a "big launch" in plan for this book.

What I did was literally create A SINGLE Facebook post informally announcing that I had written a book about learning Linux...

...And how to become a penetration tester with it...

So the next thing I know...

...Word got out and I guess people shared it in various Facebook groups and a flood of people rushed to order the book.

Which is cool and all - I was on my way to becoming a best selling author...

BUT here's a very small problem...

You see...we kind of didn't plan on the thing taking off and didn't notify Stripe (our merchant provider) that we would be doing "volume" with our book.

Anyway...

Once we hit a certain amount of sales - they started blocking all new orders from coming in...

...Which makes sense - it freaked them out to have a new account go from ZERO to hundreds of orders within an hour.

Which means, that...you along with a few others couldn't get in.

In either case, here's what I'm going to do to make up for it, I'm holding a spot just for you!

You can get it here:

<https://securityailab.com/checkout/?add-to-cart=4983>

And download the Command Line Hacker book.

Here's a bit of what I cover in the book:

- How to stay fully anonymous online through altering your IP settings (see page 71)
- How to crack Wi-Fi passwords with airack-ng (see page 213)
- How to scan for open ports of devices you can breach (see page 134)
- The 78 Linux commands to become a Linux System Administrator (see the entire Command Line Hacker book)

Go here:

And grab the Command Line Hacker Book:

<https://securityailab.com/checkout/?add-to-cart=4983>

To your success,

Dobri

P.S. The Command Line Hacker Book comes with a 100% no-questions asked 365 day refund policy - if you're not happy for any reason. Just let us know and we'll gladly refund your purchase.

Email #2

Outline

- **Subject Line**
 - Intrigue them by teasing unanswered questions - "Questions & Answers"
- **Intrigue them**
 - Again start by personalizing it with my name
 - Sometimes it's better saying "I expected little to no results, but it blew the scale" while other it's good to have the bare confidence "As expected it blew the scale"
 - Gain social proof by mentioning I've become a star people can't stop asking questions about - "As expected - I got a lot of questions...."
 - The more specific you are the more real you seem - mention I got 300+ emails asking me questions about the book
 - People want to get the best filtered, not the waste - tell them I've collected the BEST and MOST asked question and answered them for the reader
- **FAQ**
 - **Who is this for?**
 - The more specific you can be with your 1 target audience better you'll persuade that 1 audience, so pick the biggest audience and analyze it clearly - this is for people who want X, because they I've experienced X, or Y, and want Z
 - **What Is Command Line Hacker?**
 - People like long-term things and new at the same time, because this means it will 100% work and not break - "It's not something that comes and goes it's a system..."
 - **I want this. What exactly am I getting?**
 - You should put urgency in every part of your copy even slight - "say how this offer is so special you'd feel stupid to not get it if you want X "
 - List the biggest issues and struggles they face that you've solved to immediately make them think this is better then everything out there as it solves these stuff
 - **How is this different than all the other stuff out there?**
 - If you completely hate everything else and go to the extreme people know you're lying cause it's not true other stuff does work but they lack something - "Explain the problem with competitors focusing on theoretical BS and skipping over the basics, which get's them confused and present how we cover the basics with fun hacking challenges to both make it not boring and develop proficiency to master the skill"
 - **Do you offer more in-depth help?**
 - Tease an upgrade to cover those who are more advanced and remove the objection of "this is too basic not for me"

- **CTA**
 - Straight up give them a link to buy
- **P.S.**
 - Get more questions from the audience itself by prompting them to ask
 - A risk reversal guarantee

Copy:

Command Line Hacker Questions & Answers

Hey there,

Dobri here...

And as expected - I got a TON of questions from people about the Command Line Hacker book.

When I say a TON...

I'm talking about a solid 300+ emails.

And instead of replying to each and every single email.

I decided to just write this email that answers MOST of them.

So here we go:

Question:

Who is this for?

Answer:

This is for people wanting to learn Linux and become Penetration Testers or Linux SysAdmins because they want to earn \$120+ per year and/or work remotely

Question:

What is Command Line Hacker?

Answer:

Command Line Hacker is a digital book and an approach to starting a cybersecurity career. It's not a learning method that comes and goes. It contains the fundamentals of Linux, networks, security, and even scripting that account for 94% of all penetration testing tasks so you can fast-track your progress. It's the most simple way to start working in IT as soon as possible.

Question:

I want this. What exactly am I getting?

Answer:

The Command Line Hacker offer really is special. We wanted to make it so good that it feels crazy not to order if you want to become a penetration tester and learn Linux. What you'll get includes the Command Line Hacker eBook, a no-nonsense guide to Linux and networks, a method to writing automation scripts as easily and fast as possible, over 400+ hacking challenges and exercises to develop proficiency in Linux, and a method to never get stuck googling for the right Linux command.

Question:

How is this different than all the other stuff out there?

Answer:

Generally, all the other stuff out there is good but has a real lack of practical skills. They focus on theoretical tedious study whereas we focus on challenges only. Anyone can use YouTube courses and then run into problems when they realize they lack the exact skills and knowledge to use Linux and land a job.

Question:

Do you offer more in-depth help?

Answer:

Yes. Nothing was held back when writing this digital book but for the people who want further assistance, we do offer opportunities to 'upgrade' your order after purchasing.

If that answers your questions then you can grab the book here:

<https://securityailab.com/checkout/?add-to-cart=4983>

To your success,

Dobri

P.S. If I didn't answer your question - feel free to reply to this email and ask me anything.

P.P.S. The Command Line Hacker Book comes with a 100% no-questions-asked 365-day refund policy - if you're not happy for any reason. Just let us know and we'll gladly refund your purchase.

Email #3

Outline

- **Headline**
 - Again tap into drama and unexpected point -> "Your order is not complete"
- **Intrigue:**
 - Again start by personalizing it with my name
 - Again tap into credibility from social proof by saying how many people want me "the celebrity" to explain how this book blew up
 - Make it seem real by making it seem like I'm sharing a specific achievement - 1000 sales
 - Increase credibility by reminding of the dream state I've achieved that people are asking me as a celebrity - "asking me how I learned so Linux so good to where I could pass Linux+ in such a short amount of time"
 - Presenting how the solution is simple, there is no magic about it makes it seem real as it's down to earth - say how there's nothing special about it, I followed the blueprint
- **CTA:**
 - Make them feel like a victim and you checking if they're alright so they take the solution you're presenting - I wanted to make sure you don't have a problem and can join us inside
- **P.S.**
 - Another CTA with the link mentioning the thing they'll get
 - Risk reversal through money back guarantee

Copy:

Your order is not complete

Hey there!

Dobri here -

And, I've been getting a lot of questions lately about how the Command Line Hacker Book has already helped so many people, with all different learning challenges...

(I'm so happy to say there are more than 1,000 of us now!)

And people have also been asking how I was able to master Linux so well to where I could pass Linux+ in such a short amount of time....

But the funny thing is - the answer to this question is the same...

There's no "magic about it" it really is just as easy as following the blueprint.

Seriously - hundreds of members post their success stories in our private Discord server... !

Anyway - I just wanted to reach out and make sure there were no issues with your order that prevented you from joining all of us inside...

You can finish your order now by going here and completing the form:

<https://securityailab.com/checkout/?add-to-cart=4983>

We'll see you in there!

Dobri

P.S. Get the 78 Linux commands to become a Linux System Administrator here -

<https://securityailab.com/checkout/?add-to-cart=4983>

P.P.S. The Command Line Hacker Book comes with a 100% no-questions-asked 365 day refund policy - if you're not happy for any reason. Just let us know and we'll gladly refund your purchase.

Email #4

Outline

- Subject Line
 - Again tap into drama of loss - “Are you in or are you OUT?”
- Lead
 - Continue the drama by mentioning this is serious, the person confirms this is something they should invest time cause it might matter a lot
- Body
 - Accept their current decision of “maybe” as normal to make them feel you understand them
 - Use identity play to say how all successful people don’t use maybe’s but are decisive, this way they don’t want to be “not successful i.e. a loser” and will do the thing successful people do
- CTA
 - Present them a solution to make this “successful decisive” choice of whether they want to achieve their dream state - the answer to this is always yes, and you leverage it by then connecting YES to them wanting to buy the book
 - Present the other path which is to not want this dream and to leave the email forever

Copy:

Are you in or are you OUT?

Dobri here,

And I want to ask you a VERY serious question...

Are you IN or are you OUT?

Here's what I mean:

Often times, we find ourselves "in between decisions".

We tend to live in the world of MAYBE's.

And you know what...

The most successful people all have one thing in common.

And that one thing is...being VERY decisive.

So you should make a decision...

...The decision whether whether you want to master Linux or not.

It's that simple.

If the answer is YES...

Then go here:

<https://securityailab.com/checkout/?add-to-cart=4983>

And take action today!

And if you're not...

Then X out this email and make a decision that it's not for you.

See you on the other side,

Dobri

P.S. Get the 78 Linux commands to become a Linux System Administrator here -

<https://securityailab.com/checkout/?add-to-cart=4983>

P.P.S. The Command Line Hacker Book comes with a 100% no-questions-asked 365-day refund policy - if you're not happy for any reason. Just let us know and we'll gladly refund your purchase.