

The copy is not tested i just wrote this all based off research and copywriting skills

Who am I writing to? Who is my avatar?

9-5 workers who want to quit their job live a rich free financial life and escape the rat race but either don't know how or are too afraid or worried to do it and keep bouncing back from “should i quit? Or should I stay?”

Where are they now? What are they thinking? Where are they inside my funnel?

They are living a boring old wojak wagie life through simply going through the same motions of waking up early in the morning hoping on their computer or going inside the office and then hitting a solid 14-16 hour work shift coming home all tired and drained feeling miserable and full of themselves

The questions they ask themselves and the things they are thinking is mostly questions like

“Is this it? Is this the rest of my life”

“Is this what the rest of my life is going to look like? Is there any way out of here?”

“If I quit my job, how am I going to pay the bills? What am I going to do? How am I going to generate money without a job?”

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

I want them to click on the link im going to propose at the end which then leads to a ebook called 'F*CK JOBS' and then it's a simple opt in form where they give me some contact information for this free ebook and then we all know what will happen from there

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

They must experience me really pressing my thumb in the wound and amplifying the pain state as well as also showing the dream state because they will only act once they realise "enough is enough i can't do this anymore" which is literally 99% of them

What are the steps that I need to guide them through the whole process?

The steps i need to take to guide them through this is through using words they use to describe both pain and dream state, give a snippet of their current life to ensure they think i also resonate with them on how it is to do a slave job as well also amp the curiosity because most of them have read trillions of self help books which A do nothing or B give them some insight on how to escape but they still have ZERO CLUE on how to actually implement what they've learnt so I need to propose this e-Book in a different more compelling way

ROADBLOCKS

Not having enough energy or motivation due to their mind numbing home office job which they are spending 15+ hours on which then leads to them feeling even more unfulfilled more miserable they feel as if no one cares about them and they feel drained out of their mind they keep overthinking and over stressing on how they are working for someone else and they don't even know WHO they are

working for they ponder deeply and ask questions like “is this what is going to happen for the rest of my life?”

This all leads to them barely focusing on themselves as well as due to the INSANE lack of energy, focus, willpower and strength they do not feel compelled to even try for themselves they are complacent and EXTREMELY LAZY on the weekends doing circle jerk bullshit but the burning desire to escape is always there

SOLUTION/MECHANISM

The ebook which shows them a blueprint or step by step guide on quitting their job promising them they'll never have to work for anyone else again there is no boss no last minute deadlines wake up whenever they want to and live the life they always desired and not having to worry about waking up at the crack of dawn ready to slave away for 19 hours

The mechanism is simply just a ebook which tells them and shows them and also gives them a way on how they can achieve their dream state and finally quit their job

LEVEL OF AWARENESS AND SOPHISTICATION:

They are mostly problem aware as they know how difficult it is to maintain the 9-5 job and how stressful it is everyone is describing it as, depressing, miserable, they feel anonymous, they feel as if no one cares about them or even appreciates their work

They are quite solution aware and the sophistication level is also quite high as they have tried to find out different solutions on how they could finally escape such as through reading trillions of self help books, trying to save their way out of the game or even just trying to pitch themselves a promotion

Product aware I have no clue as I don't know the amount of email subscribers this opt in form has or the success rate of the opt in but based off the looks of it these does seem like a successful ad and I'm sure a shit ton of people opted in and went for the product

PERSONAL ANALYSIS:

I got some further reviews which gives me an idea of what I can change but before that i honestly had no clue other than few flow mistakes

Context: This is a eBook specifically made for those who want to quit their 9-5 job and live a rich and free life but are either to confused on how to do it or are to afraid to do due to the fear of leaving their job and wondering how they'll be able to generate money without their job

A Detailed Guide To 'Ditch The Desk' And Finally Start Living Life On Your Own Terms!

How I Made Over \$10,000 A Month & Was Able To Quit 'My Draining Job' Within less Than 58 Days

- Learn **the stupid-easy mistakes** that keep most employees from EVER being able to quit, PLUS how you can sidestep them immediately.
- Follow **the exact blueprint** to go from \$0 to plenty of enough money to be able to book a new dream holiday every week without having to worry about any deadlines.
- The ability to wake up whenever you please not having to worry about the rent and be able to stay in any penthouse you want without caring about the cost.

Email: Orangutanster@gmail.com  (example)

Name: [Mr. Orangutan](#)  (example)

F*CK JOBS

JUST GET RICH NOW

*CONFESSIONS OF AN EX-BOSS
TURNED SELF-MADE MILLIONAIRE*

JASON CAPITAL

"THE JOB KILLER"

