

Product: F*ck Jobs - Jason Capital

1. Who am I talking to? Who is reading my copy?

Young men, within 20 to 30 years old, want to quit their job to make money on their own.

Aspirant freelancers, they're afraid as they don't know how or where to start, so we have to make sure to clear their ideas while they're reading our ebook.

2. Where are they now? What are they thinking/feeling? Where are they inside my funnel?

They're inside my landing page, where I offer them a free ebook in exchange for their email, so that they can join my world.

They might be like: "Oh I don't have time to read this book, and I won't pay for it".

SO, I have to make sure their prejudice is killed from the beginning.

I don't think saying: "Hey, this book is short, so read it!" would work.

I think the best way to make my audience read it is to make them evaluate its content more than the potential time they could waste if it's not good.

So, make them believe its content is so good they can't miss out on this.

3. What do I want them to do after they read my copy?

We plan on them giving us their email, reading our copy and thinking about actually going up our value ladder by, later on, after building a trustful relationship, purchasing low-ticket products.

AS Right now, my main focus is to make them actually read the book and make them feel like they're already a part of the winning team.

They're inside now, they know stuff, they're not new anymore.

Yet, they don't know the TRUE secrets...

That we want to reveal to them ONLY along with a purchase.

4. What do they need to feel to go from where they are right now to where I want them to go?

As I said, they need to see themselves in that portrait of a “self-made millionaire”, they have to feel THEY CAN get to that level.

They need to relate to my statements and not-statements in my copy.

The title of the ebook is kind of provocative, so I can use “spicy” fascinations.

I’m not talking to fragile kids, who fear being hurt: I’m talking to men who most likely have been in the “self improvement” world for a while, yet never did any big step.

This is their occasion.

READ THIS FREE EBOOK

Quit your **ugly** job **NOW** and go down your million-dollar path!

Are you ready to shift from a **9-5 employee** to a **completely free millionaire**?

The information I'm going to reveal to you it's a **game changer**.

The reason why most people **stay broke** is because they **refuse to learn**.

But if you're here, you most likely are ready to do **whatever it takes** to achieve your transformation.

F*CK JOBS JUST GET RICH NOW

CONFESSIONS OF AN EX-BOSS
TURNED SELF-MADE MILLIONAIRE

JASON CAPITAL
"THE JOB KILLER"

- **INSTANTLY** earn *tons of money* by becoming **indefatigable**

- The real **TRUTH** about why 99% of men **stay broke** all their life
(And *how you can avoid* that fate)

- Discover **why** your boss and the society **wants you to be weak**

GET. RICH. NOW.

Now, quit that talking and **join** the other men that - *exactly like you* - *started from* **scratch** and managed to become **millionaires**.

Here is a **completely FREE ebook** including **EVERYTHING** you need to take that major step.

Enter a valid email address

SEND IT TO ME!