

NEW VERSION

FUCK JOBS BOOK FB AD- DIC PAS HSO Mission REFINED

Pushups: <https://rumble.com/v4pldgo-pushups.html>

1) Business Objective I'm trying to achieve

- To get cold traffic from FB to the webpage to enter their email and download the free book**

Why is this important?

- To get leads to further market higher ticket products and build trust**

2) What part of their online presence/funnel is needed to achieve this business objective?

- FB ad**

3) Who am I talking to?

- I am talking to men who work at a shit job with minimum pay just enough to pay the bills and support his family, he is tired of his job because he didn't like the job and he couldn't enjoy a better life and he couldn't achieve financial freedom to live a more stressless life. He tried to talk to his boss for higher pay but he got rejected. His age range is 25+, they make an average income wage.

4) Where are they now?

Painful current state -They feel angry about their jobs because they can't make enough money to pay the bills and take great care of their family let alone live a good life. He makes around 2000 USD a month and eats boring

foods every day, which is depressing af, they live in the US. They have tried to ask their boss for a raise in their wage but their boss rejected them

Desired dream state - They could make enough money to support their family and pay the bills, making enough money so that money won't be a problem, and they could travel around the world without sacrificing their career. Financial freedom is the goal, they could provide an amazing life for his family and he could work less

Where are they in my funnel?

They are on their FB just scrolling through their day, and suddenly the ad from the company pops up, it intrigues them because they follow people about making money and are interested in the other options for making money

Awareness Level - Level 3

Problem / Roadblock, Solution/Mechanism AWARE & Product UNAWARE

>They understand the shit financial problem they are facing right now and they are on Facebook randomly scrolling, but they haven't found out about the product yet

Roadblock/Problem- Working at shit jobs that pay minimally

Mechanism/Solution- Having better options as work

Product/Vehicle- FUCK JOBS free Ebook

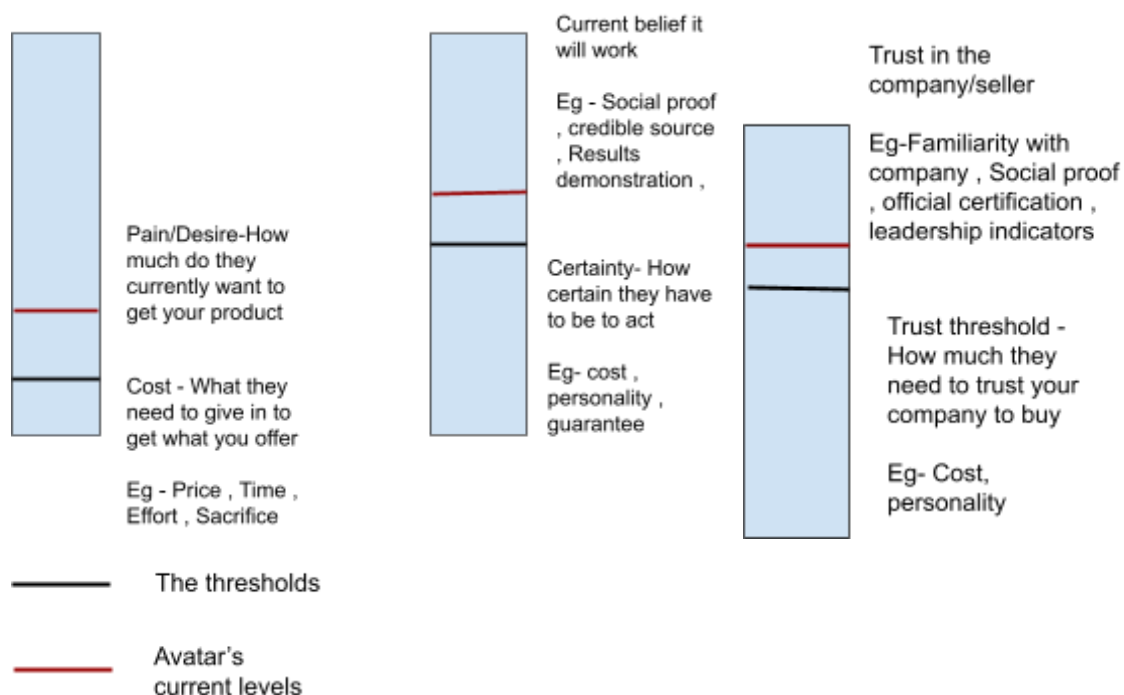
(PLAN: Call out the **solution** and offer the **product** as the best **vehicle**)

Sophistication Level - Stage 4, The Market is tired of your mechanism

****Other businesses are using your mechanism, so you should show your mechanism as better than theirs ****

>The target audiences have tried different methods ways to make money such as starting side hustles, asking the boss for a raise, and investing without enough money so they have tried these methods online that taught them but weren't right for them or failed

(PLAN: **Niche down** and position your version of the mechanism, as unique, bigger, and better)



5) Where do I want them to go?

I want them to go to the landing page of the free book opt-in page

What specific action do I want them to take?

Click the link under the FB ad

Enter their email & download the free book


6) The steps to go from where they are to where I want them to go
- Using established DIC, PAS, and HSO Framework

 **NEW VERSION** 

My takeaways after Charlie reviewed my old version:

- 1) Must always meet the awareness level**
- 2) Must stand out and make it intriguing**
- 3) Give more specificity**
- 4) Let reader know**
 - “Why should I read this over Hustler’s University?”**
 - “What is in here I won’t see on HORMOZI’s Insta ?”**

DIC Framework
(Disrupt, intrigue, click)

Being stuck working your minimally paid jobs all day whilst looking to dominate your financial goals? Then you’ll need this **Book** “FUCK JOBS”. 

This Book is specifically designed to pull you out of the hole of working endlessly just to make enough to pay the bills by following the formula I call **“The Moneybag Method”**.

The Moneybag Method is about cutting through the BS and focusing on accomplishing your financial dreams no matter how unique or devastating your current situation seems.

As an ex-9-5 worker who turned millionaire with the prowess I have gathered over these years, It is now my purpose to help 9-5 job workers achieve the same goal as simply as possible in this **Free book** “FUCK JOBS”

This is the exact roadmap to go from “someone who builds yachts” to “someone who owns yachts”.

So Click the Link below to begin your financial evolution and say goodbye to your boss ASAP! 📌

PAS Framework **(Pain/Desire, Amplify, Solution)**

Look at the day-to-day reality of your life. What level of financial satisfaction do you have deep in your heart?

Is it full of staying back in the office, just to make less than the average income? Where Financial Freedom seems impossible...

With anxiety rushing every day worrying you and your family could only live in a basement someday, nothing but devaluation from your boss and friends.

Or

Is it having the capability of buying your dream house of a wimp, your family could live happily and proud of you, and be able to travel around the world with ease?

As an ex-9-5 worker turned self-made millionaire who was in your shoes, it's now my job to share the **No-BS Moneybag Guide** I have gathered with the world in my new **Book** for **Free** today.

“FUCK JOBS, JUST GET RICH NOW!”

The No BS Moneybag Guide is a simple tailored roadmap for **ANY job worker** to dominate their career without jobs to accomplish their financial dreams.

So if you are sick of the rat race and ready to achieve True Financial INDEPENDENCE.

Then Click the Link to begin your Financial Evolution Today!

HSO Framework

(Hook, story, offer)

Earth-shattering moments can go either one of two ways

As an ex-worker in the 9-5 rat race, there was this point in my life where my reality seemed catastrophic.

Living in my girlfriend's basement, trying to make enough just to pay the bills, endless stay backs in the office, just enough to support my family ~

... For a **below-average** life ... Is this what all of us were meant for?

At this point, I only have two choices

I could either do this for my entire life endlessly or take the leap of faith into achieving my financial goals.

Fast forward to 3 years later, Now living in a mansion in Dubai, able to provide a wonderful happy life for my lovely wife and 4 children.

All of this happened only after I discovered a secret method I call "The Moneybag Method".

It blows my mind how only 5% of people understand this, and after it worked dramatically for me, I knew I must share it with the world.

Discover the power of The Moneybag Method in my **Free Book** "Fuck Jobs, Just Get Rich Now".

Every secret sauce and knowledge are now at your fingertips to transform your life.

So Click here to follow the journey and accomplish financial freedom Today!