100 pushups video

4 Questions

<u>Who am I talking to?</u>
I am talking to 16-30 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)

<u>Where are they now?</u>
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 so they feel like they can't really see how to use it in real "hacking examples" and scenarios and "don't explain nice".

<u>What are they thinking/feeling?</u>
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 him(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)

<u>Where are they inside my funnel?</u>
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, no home page)
4. They then read the copy and want to buy the book
5. Puts his credentials
6. Before he confirms his payment, in the middle, he gets a cross-sell on the next page
7. 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(not about me, 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 full ebook pack, join and be active in the community so that he gets used and addicted to the community and 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" and a famous quote as a source to get them over the edge and committed to learning Linux, providing valuable info(you don't need a Linux OS for Linux)).
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 $35 => **$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 really really want to buy(by giving them all the bonuses for free only till 1 Jan.)
8. Have the ebook cover on the sales page for credibility

My personal analysis:
I think it is good now and the only thing I might be lacking is that I don't focus as much on how much easier it will be with me

I also am not selling as much as I would like to sell "the hackers identity" rather than the product because I don't know how I can squeeze it here and still not make the sales page long.(an image of a hacker maybe?)

Otherwise, I think it is good and would work nicely. Thank you very much for the advanced copy review!

Landing page:

Linux for Hackers: The Beginner's Guide to Command Line & Bash

If you are overwhelmed by all the confusing Linux tutorials or still haven't started learning, then I have good news.

There is a much better way to learn than watching 20 hours of tedious Udemy courses that don't teach anything practical about Linux for hacking.

And no, it is not by paying $500 for "the best Linux course in the world", with a crazy-looking teacher.

It is by learning through bite-sized lessons, that instead of blabbering gibberish you've never heard before, explain from the core basics in human terms and language, and show you how to apply all commands and write clean and effective bash script as a hacker.practical exercises in actual penetration testing scenarios you will be in.

Just like what you will get in my ebook, plus the 5 things I wish I had when starting to learn Linux that others simply won't give you,

Which are:

- Lessons that are explained in a way even a toddler would get them.
- A Discord community to help you when stuck,
- a daily checklist and roadmap to quickly track your progress.
- The only Bash cheat sheet you'll ever need
- A step-by-step guide to connecting to Linux from another OS
- The Linux tools you will use daily as a pentester.

100% GUARANTEE
If you are not in love with your order, just email [email] with
your order confirmation code, and we will refund your entire
order.

Testimonial:
[Testimonial]

Daily checklist and roadmap (valued at $16—FREE)
17 exercises on each chapter with solutionguides to improve your skills (valued at $30—FREE)
Cheat Sheets (valued at $20—FREE)

The top 10 Command Line Hacks(valued at $20—FREE)
Hacking Quizzes & Challenges (valued at $25—FREE)
Expert Discord Community (valued at $17/mo—FREE/Forever)
"Linux for Hackers" ebook (valued at $40—$6.99)
A Total Value of $168 For Only **$6.99 Till 1 Jan. 2024**

<u>Give me the ebook!</u>

Cross Sell:

The Hacker's Pack; Ultimate toolkit to become a hacker

As a pentester, you want to learn networks and scripting for a high-paying position,

That's why if you are serious about this career, then you should definitely consider getting the "Hacker's Pack" that comes with:

Linux for Hackers + All Bonuses (valued at $168—$7)
Network for Hackers: How Networks Work & How they Penetrate(valued at $38 —— $3)
Scripting for Hackers: How to Build Python & Bash Scripts (valued at $30 —— $1)
Guide to writing a tool to scan, connect, and listen to wireless networks (valued at $20—FREE)
A shell script creation checklist & template (valued at $17—FREE)
End Test and Certificate (valued $35—FREE)

A Total Value of $308 For Only **$10.99 Till 1 Jan. 2024**

<u>Yes! I want the pack.</u>

No, thanks

[Testimonial]