

Content Ideas

Robert

Content ideas Overview

- 1 How to use positive affirmation A carousel reel showing how to use positive affirmation**
- 2 Affirmations to help you overcome work hurdles A carousel reel with affirmation about work hurdles**
- 3 7 true ways to regain motivation A carousel reel on regaining motivation**
- 4 Do positive affirmation really works A carousel reel explaining how Positive affirmation impact your brain**
- 5 Power of Morning Affirmations Towards Healing**

A carousel reel about how morning affirmation play a role in healing

6 Tips for setting positive affirmations that stick

A carousel reel on Tips for those people who just started positive affirmation

7 How Can I Make My Affirmations work?

A carousel reel on tips to make your affirmation work more effectively.

Yousef

Carousels:

1. Social Media Metrics

<https://sproutsocial.com/insights/social-media-metrics/>

2. How To Create A Social Media Content Calender

<https://planable.io/blog/social-media-calendar/>

3. Social Media Marketing Mistakes To Avoid At All Cost

<https://www.linkedin.com/pulse/top-8-social-media-marketing-mistakes-needs-avoided-all-costs/>

4. Guide To Social Media Advertising

<https://www.mayple.com/blog/social-media-advertising>

5. Secrets Of Growth Marketing/Strategies To SkyRocket Your Business

<https://www.linkedin.com/pulse/unlocking-secrets-growth-marketing-strategies-skyrocket/>

6. 7 Steps For IDentifying The Right Influencers For Your Brand

<https://www.outbrain.com/blog/7-steps-for-identifying-the-right-influencers-for-your-brand/#:~:text=In%20order%20to%20find%20the,media%2C%20which%20social%20networks%20they>

7. Measuring and Optimizing Your Influencer Marketing Content

<https://www.winsavvy.com/crafting-content-for-influencer-marketing-campaigns/>

8. Why Content Matters in Influencer Marketing

<https://www.winsavvy.com/crafting-content-for-influencer-marketing-campaigns/>

9. How Do You Measure ROI of Your Influencer Marketing campaigns?

<https://www.linkedin.com/advice/1/how-do-you-measure-roi-your-influencer-marketing-campaigns#:~:text=Costs%20can%20include%20influencer%20fees,100%20to%20get%20a%20percentage.>

10. Ethical Influencer Marketing: Navigating Disclosure, Transparency, And Responsibility

<https://blog.ainfluencer.com/ethical-influencer-marketing/>

Single Images:

1. Understanding Your Audience In Influencer Marketing:

<https://www.winsavvy.com/crafting-content-for-influencer-marketing-campaigns/>

2. Crafting Content That Resonates

<https://www.winsavvy.com/crafting-content-for-influencer-marketing-campaigns/>

3. Key Components Of Google Ads

https://www.linkedin.com/pulse/mastering-art-google-ads-comprehensive-guide-razia-sultana-vvzhf/?trk=article-ssr-frontend-pulse_more-articles_related-content-card

4. Benefits Of Google Ads

https://www.linkedin.com/pulse/mastering-art-google-ads-comprehensive-guide-razia-sultana-vvzhf/?trk=article-ssr-frontend-pulse_more-articles_related-content-card

5. Best Practices Of Google Ads Success

https://www.linkedin.com/pulse/mastering-art-google-ads-comprehensive-guide-razia-sultana-vvzhf/?trk=article-ssr-frontend-pulse_more-articles_related-content-card

6. How To Create A Paid Ad On Instagram

https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.lairedigital.com%2Fblog%2Fheres-everything-you-need-to-know-about-paid-advertising&psig=AOvVaw1TEkx_KFxK0Nv7c7fgPilg&ust=1701811366032000&source=images&cd=vfe&opi=89978449&ved=0CBIQjRxqFwoTCJCyzMTb9oIDFQAAAAAdAAAAABAD

7. How Do I Plan a Paid Social Media Campaign

https://www.google.com/url?sa=i&url=https%3A%2F%2Fmedium.com%2F%40ishakalia%2Ftop-6-tips-to-plan-a-paid-social-media-campaign-b5e5e8cadd2&psig=AOvVaw1TEkx_KFxK0Nv7c7fgPilg&ust=1701811366032000&source=images&cd=vfe&opi=89978449&ved=0CBIQjRxqFwoTCJCyzMTb9oIDFQAAAAAdAAAAABAI

8. 7 Tips To Increase Your Brand Awareness

https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.facebook.com%2FDMEXCO%2Fphotos%2Fa.147126008636542%2F4305907406091694%2F%3Ftype%3D3&psig=AOvVaw1TEkx_KFxK0Nv7c7fgPilg&ust=1701811366032000&source=images&cd=vfe&opi=89978449&ved=0CBIQjRxqFwoTCJCyzMTb9oIDFQAAAAAdAAAAABAQ

9. 3 Reasons To Use Paid Social Media Ads

https://www.google.com/url?sa=i&url=https%3A%2F%2Fmetadata.io%2Fresources%2Fblog%2Fpaid-social-ads%2F&psig=AOvVaw32l65jl_4To0d8FBh5HPZL&ust=1701811643373000&source=images&cd=vfe&opi=89978449&ved=0CBIQjRxqFwoTCKi3hsnc9oIDFQAAAAAdAAAAABAD

10. Benefits Of Paid vs Organic Social Media Ads

https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.marketingsoftware.com%2Fblog%2Fpaid-ads-vs-organic-social-media-campaigns-the-pros-and-cons-of-each&psig=AOvVaw32l65jl_4To0d8FBh5HPZL&ust=1701811643373000&source=images&cd=vfe&opi=89978449&ved=0CBIQjRxqFwoTCKi3hsnc9oIDFQAAAAAdAAAAABAg

Reels:

1. Instagram Hack

<https://www.instagram.com/p/C0WO1GwoI0Q/>

2. Turn 1 Photo Into Reel:

<https://www.instagram.com/reel/C0b6ijvI2yG/?igshid=MzRIODBiNWFIZA==>

3. Instagram Limits:

<https://www.instagram.com/reel/C0bn89uyN5a/?igshid=MzRIODBiNWFIZA==>

4. Viral Marketing Psychology

<https://www.instagram.com/reel/C0WdoLMygHe/?igshid=MzRIODBiNWFIZA==>

5. Hooks To Grow Followers

<https://www.instagram.com/reel/C0PECWA1wJh/?igshid=MzRIODBiNWFIZA==>

6. Instagram Hack:

<https://www.instagram.com/reel/Cz7e0x8vloL/?igshid=MzRIODBiNWFIZA==>

7. Broad Vs Detailed Ad Targeting

<https://www.instagram.com/reel/C0SY3tNB5tH/?igshid=MzRIODBiNWFIZA==>

8. Ads Vs Social Media

<https://www.instagram.com/reel/CzKbCXsMoqh/?igshid=MzRIODBiNWFIZA==>

9. Paid Advertising Vs Organic Content

<https://www.instagram.com/reel/Ct9CrNJlzhg/?igshid=MzRIODBiNWFIZA==>

Content Pillars and Post Ideas

1. Social Media Marketing Tips & Strategies:

- 1. "Quick Tip: Boost Instagram Engagement with Story Polls!"(Done As Carousel)**
- 2. "Stand Out on LinkedIn: Crafting the Perfect Profile Bio."**
- 3. "Hashtag Hacks: Find and Use Trending Tags Effectively."(Done As Carousel)**
- 4. "Effective Social Media Scheduling: Save Time, Boost Results!"(Done As Single Image)**
- 5. "Video vs. Image Posts: When to Use Each for Maximum Impact."(Done as Single Image)**
- 6. "Authenticity Matters: Building Trust through Social Media."(Done As Carousel)**
- 7. "Trending Fonts on Instagram: Spice Up Your Captions!"**
- 8. "Social Media Metrics: What Really Matters?"(Done As Carousel)**

9. Interesting facts about the instagram algorithm(Done As Single Image)

- 10. Interesting facts about the tiktok algorithm**
- 11. Interesting facts about the youtube algorithm**
- 12. Interesting facts about the linkedin algorithm**
- 13. "Debunked! Social Media Myths You Should Stop Believing."**
- 14. "Swipe Up Success: Tools That Turn Instagram Stories into Sales."**
- 15. "Instagram Reels Mastery: Replicating Viral Trends for Your Business."**
- 16. Social Media Marketing Mistakes To Avoid At All Cost**

2. Influencer Marketing Tips & Strategies:

- 1. "Spotting Fake Influencers: Red Flags to Watch Out For."**
- 2. "Secrets Exposed: Negotiating Rates with Influencers Like a Pro."**
- 3. "Micro-Influencers: The Untapped Goldmine for Brands!"**
- 4. "Influencer Marketing on a Budget: Tips for Small Businesses."**

5. **"Behind the Scenes: What Influencers Look for in Brand Partnerships."**
6. **"Building Long-Term Relationships with Influencers."**
7. **"Influencer Marketing Fails: Lessons Learned and Avoided."**
8. **Benefits of having brand ambassadors**
9. **Examples of companies that created brands for influencers/actors**
10. **Idea for paid ad: "want to launch your brand in Dubai?" Then outline how influencers could help**

3. Paid Ads Tips & Strategies:**

1. **"Ad Copy Essentials: Grab Attention in 3 Seconds!"**
2. **"Targeting Tricks: Reaching Your Ideal Audience on Facebook."**
3. **"A/B Testing Ads: What Works and What Doesn't."**
4. **"The Power of Ad Extensions in Google Ads."**
5. **"Storytelling in Ads: Connect Emotionally with Your Audience."**
6. **"Instagram Carousel Ads: Showcasing Products Creatively."**
7. **"Retargeting Magic: Bringing Back Potential Customers."**
8. **"Maximizing Ad Budget: Cost-Effective Strategies for Small Businesses."**

9. **"Google Ads Keyword Mastery: Finding the Sweet Spot."**
10. **"Ad Platforms Showdown: Choosing the Right One for Your Goals."**
11. **Platform Showdown: Facebook Ads vs. Google Ads Quick Guide.**

4. Industry Trends & Fun Facts:**

1. **"2023 Marketing Predictions: What's Hot in Digital?"**
2. **"Fun Fact Friday: The Surprising Origins of Social Media."**
3. **Unusual Marketing Tactics That Worked!**
4. **"Ephemeral Content: The Rise of Temporary Social Posts."**
5. **"Tech Giants' Latest Moves: Stay Updated with Industry News."**
6. **"Augmented Reality Trends: Shaping the Future of Marketing."**
7. **"Fun Facts About Online Shopping Habits Around the World."**
8. **"TikTok Takeover: Understanding the App's Explosive Growth."**
9. **"Breaking Down Viral Trends: What Catches Your Audience's Eye?"**

10. **"Social Commerce: Turning Likes into Sales in 2023."**
11. **"Mind-Blowing Stats: How Much Data Is Generated Daily?"**
12. **Impacts of brand colours on consumer psychology**

5. General Tech or App Tips and Tricks:**

1. **"Time-Saving Tech Hacks for Busy Entrepreneurs."**
2. **Tokchart helps you find viral sounds on TikTok**
3. **"App Wars: Comparing the Best Social Media Management Tools."**
4. **"Essential Smartphone features You Probably Don't Use."**
5. **"Essential Instagram features You Probably Don't Use."**
6. **"Essential TikTok features You Probably Don't Use."**
7. **Camera setting for higher quality**
8. **"Tech Spotlight: Exploring the Coolest Gadgets of the Month."**
9. **"App Review: Uncovering Hidden Features in Popular Apps."**
10. **"Unlocking the Power of Shortcuts: Streamlining Your Tech Use."**
11. **"Tech Talk: Breaking Down the Latest Software Updates."**

12. **"Social Media Apps: How to Customize Notifications for Focus."**
13. **"Quick Tech Fix: Troubleshooting Common Smartphone Issues."**
14. **Using AI tools to make content, logos etc**
15. **The origins of the Adam AI voice**

6. Case Studies & Examples from Famous Companies and figures:**

1. **"Success Story: How Starbucks Dominated Social Media."**
2. **Maybe report viral ads while giving credit such as honda accord**
3. **"Innovative Campaigns: Learning from Apple's Marketing Genius."**
4. **"Case Study Deep Dive: The Viral Impact of Coca-Cola's Ads."**
5. **"Behind the Numbers: Analyzing Amazon's Prime Day Success."**
6. **"Lessons from Nike: Crafting a Brand That Stands the Test of Time."**
7. **"Small Business, Big Impact: The Etsy Success Story."**
8. **"Tesla's Social Media Strategy: Disrupting the Automotive Industry."**

9. **"Chick-fil-A's Marketing Magic: What Sets Them Apart."**
10. **"From Startup to Success: How Uber Built a Global Brand."**
11. **"Unconventional Marketing: What We Can Learn from Red Bull."**
12. **What brands represents for eg, rolex sells prestige, coca cola sells fun experiences**
13. **The tesla cybertruck's infamous reveal, beating a porsche, genius and free marketing**
14. **How tesla used negative publicity to get pre-orders and cover the production costs**

Robert Lawson

	Content Ideas	Overview	
Carousel			
1	Change your negative self talk to positive	A carousel or single image explaining	yes

		<p>how to turn negative self talk to positive by changing few words</p>	
2	7 pillars of self-care	<p>A carousel explaining activities to prioritize yourself</p>	
3	6 ways to use powerful positive affirmation	<p>A carousel explaining how we can remove our negative thoughts by having a reminder of positive affirmtion</p>	
4	Affirmation for every situation	<p>A carousel showing positive affirmation for all life situations</p>	

5	4 ways to reduce negative self talk	A carousel explaining how we can take control on our negative thoughts	yes
6	8 motivational tips to reach your fullest potential	A carousel with 8 tips explaining how to reach your full potential	
7	8 benefits of positive affirmation	A carousel explaining why positive affirmation is necessary.	
8	Do positive affirmation really works	A carousel explaining how Positive affirmation impact your brain	yes
REEL			

1	Motivation story of Glenn Cunningham	A reel explaining how Glenn's determination and faith in himself helped him walk again and run the world's fastest mile.	
2	Success story of Muhammad Ali (Boxer)	A reel explaining how self belief can take you anywhere	
3	Repeat positive affirmation before me	A reel with positive affirmations.	
4	Redefining Success	A reel about how to relate success with self care	
5	Motivational reels	A reel about to sit with people who talk about	

		positive affirmation and avoid toxic people	
6	Quote	Pause.take a deep breath and appreciate your surroundings	
7	Self Reflection	A reel on looking back and be grateful	
8	Take care of yourself because no one else is going to do it for you.	A reel about self care	
9	Use Criticism as your motivator	A reel about Sidney Poitier	
10	Affirmation before sleeping	A reel about positive affirmation before night	

11	What is real success	A reel about what real success means and busting the myths	
12	Slow progress is also progress	A reel explaining to keep going	
13	3 things to remind yourself of every single day	A reel on self affirmation	
14	5 growth mindset affirmations	A reel on mindset affirmations	
15	Setting boundaries	A reel on setting positive boundaries	
16	Feeling demotivated	A reel on motivation	
17	Appreciate yourself as you are	A reel about gratitude	

	didn't quit and you work hard		
18	Stop making excuses	A reel about motivation	
19	Work on yourself, other opinion doesn't matter	A reel about self motivation	
20	Know your worth	A reel about self motivation	
Single Images			
1	Fill in the blank	I choose to --- myself totally and completely. I choose to --- - my life. I choose to --- ---myself. I choose to let go of ---- emotions.	yes

2	Myths and facts of automatic negative thoughts	A single image bursting the myths about negative thoughts and presenting the facts.	
3	Powerful questions to challenge your negative thoughts.	A single image in which such questions are present that will turn your negative thoughts into positive thoughts	
4	Quote on Self care	Self care is not a luxury, it's a necessity.	
5	Quote for motivation	Don't compare yourself with others. Be like the sun and the moon and shine when it's your time	

6	Quote to overcome self doubt	Believe in your infinite potential. Your only limitation are those you set upon yourself -Roy T.Bennett	yes
	De Stress checklist	A single image with questions to ask to analyze why you are stressed.	
20	How Frequently you should do self affirmation	A single post explaining the frequency of affirmation	

Warren

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Adams

Carousels:

1. "Understanding Father Wounds: What They Are"
2. "Your Healing Journey: Step by Step"
3. "Recognizing Father Wounds in Your Life"
4. "Father Wounds and Relationships: How They Connect"
5. "Healing Techniques: What Works Best"
6. "Healthy Boundaries: Setting and Maintaining"
7. "Positive Role Models: Finding Inspiration"
8. "Affirmations for Healing: How They Help"
9. "Self-Care Tips for Your Healing Path"
10. "5 Steps to Healing Father Wounds"
11. "Balancing Work & Fatherhood: A Guide"
12. "Understanding and Overcoming Paternal Absence"
13. "Emotional Intelligence for Dads: Key Concepts"
14. "Navigating Co-Parenting Challenges"
15. "Transforming Anger: Tips for Fathers"

16. **"Developing Strong Bonds with Your Children"**
17. **"Effective Communication in Fatherhood"**
18. **"Building Self-Esteem in Your Children: A Father's Role"**
19. **"Managing Stress: Strategies for Fathers"**
20. **"Healthy Discipline Techniques for Dads"**
21. **"Fatherhood After Divorce: Staying Connected"**
22. **"Creating a Positive Home Environment"**
23. **"Coping with Fatherhood Anxiety"**
24. **"Role of a Father in Child Development"**

Single Image:

1. **"Seeking Help on Your Healing Journey"**
1. **"Forgiveness: Closing the Chapter on Pain"**
 2. **"Healing's Path: Simplified"**
3. **"Healthy Boundaries for Better Relationships"**
4. **"Emotion Release Techniques for Healing"**
5. **"Using Anger Positively in Recovery"**
6. **"Self-Care and Why It's Vital"**
7. **"Mentors and Role Models: Their Influence"**
8. **"Dance and Movement in Healing"**
9. **Music and Sound in Healing**
10. **"Rediscovering Your True Self in Recovery"**
11. **"Empowering Through Affirmations"**

12. **Mind-Body Practices for Emotional Release**
 13. **"The Impact of a Father's Love"**
 14. **"Time Management Tips for Busy Dads"**
15. **"The Power of Active Listening in Fatherhood"**
 16. **"Teaching Resilience: A Father's Guide"**
 17. **"Nutrition Tips for Healthy Family Meals"**
 18. **"The Importance of Dad's Mental Health"**
 19. **"Physical Fitness: Father Activities"**
 20. **"Positive Parenting: Do's and Don'ts"**
21. **"Understanding Your Child's Emotional Needs"**
 22. **"Fatherhood Across Cultures"**
23. **"Balancing Firmness and Kindness in Parenting"**
24. **"Financial Planning for Your Family's Future"**
25. **"Navigating the Teenage Years as a Dad"**
26. **"Celebrating Fatherhood: Special Moments"**

Copy of questionnaires

Client Onboarding Questionnaire

I. Personal Brand and Mission:

What is your personal brand mission in one sentence?

Avestix is dedicated to creating long-term value through strategic investments in alternative assets, leveraging deep financial expertise and cutting-edge AI-driven analytics to generate superior risk-adjusted returns.

What are the three areas of expertise you want to be recognized for?

(Example: Industry: Fitness → Key Areas: Workout, Nutrition, Weight Loss)

- **Alternative Asset Investment Strategies**
- **AI-Powered Fundamental Analysis**
- **Investing in breakthrough technology companies, digital assets, Venture Capital, Tech Centered Real Estate Projects**

How would you describe your mission using this framework?

[We help (who) solve (problem) by (solution) resulting in (benefits) without (Method). We do it because (why behind the company)]

(Ex: we help business owners go from confused and frustrated to growing followers and scaling their social media presence, through data-driven organic marketing without paid ads or outdated tactics.)

We help investors, family offices and institutions gain access to high-performing alternative asset investments by leveraging proprietary AI-powered analytics and strategic capital allocation, resulting in sustainable and superior financial growth without excessive risk exposure. We do it because we believe in transforming the investment landscape with innovation, transparency and long-term value creation.

Which of the following 12 archetype(s) best aligns with your brand's personality?

(e.g. Red Bull embodies the explorer archetype and Apple, Creator)

- The Innocent – Positive and trustworthy.
- The Explorer – Adventurous and independent.
 - The Sage – Expert and insightful.
- The Hero – Motivating and determined.
 - The Outlaw – Bold and disruptive.
- The Magician – Visionary and transformative.
 - The Lover – Passionate and emotional.
 - The Jester – Fun and engaging.
- The Caregiver – Compassionate and protective.
 - The Creator – Innovative and imaginative.
 - The Ruler – Authoritative and reliable.
 - The Everyman – Authentic and relatable.

What is your origin story? (You can follow this framework to tell it:)

<p>Present State: Describe the situation where your story begins. This is the beginning of your story, not the present moment.</p>	<p>Susan created Avestix to bring institutional rigor and scale to her investment strategy and provide a platform for other families and individuals to participate in these innovative market opportunities.</p>
<p>Problem State: Mention the problems or challenges you were dealing with. All the struggles and roadblocks that gave you tough time and hindered your path to success.</p>	<p>Traditional investment approaches often lack innovation, data-driven decision-making and access to diversified, high-performing alternative assets.</p>
<p>Pitt State: This was the lowest point in your journey. Here the struggles were so immense that they almost overcame you. You thought about quitting a million times but still stayed persistent.</p> <p>Maximize the emotional resonance with the audience by amplifying the problem as much as possible.</p>	<p>Many investors struggle with inefficient capital allocation, high fees and underperformance in alternative asset classes.</p> <p>Increased Focus on Impact Investing</p> <p>There is a shift towards investments that not only generate financial returns but also contribute to social and environmental good. Family offices are integrating impact and ESG factors into their investment strategies.</p>

	<p>Diversification into Alternative Assets</p> <p>Family offices are moving beyond traditional asset classes into alternatives like private equity, venture capital, real estate, and cryptocurrencies. This diversification helps mitigate risks and enhances returns.</p> <p>Emphasis on Direct Investments</p> <p>Rather than relying solely on funds, many family offices are making direct investments in startups, real estate, and other ventures. This approach allows for more control and potentially higher returns.</p> <p>Incorporation of Technology</p> <p>Family offices are leveraging technology for better investment decision-making, risk management, and operational efficiency. This includes using advanced analytics, AI, and blockchain technology.</p> <p>Enhanced Focus on Governance and Professionalization</p> <p>As family offices grow in complexity, there is a trend</p>
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	<p>towards more formal governance structures and professional management. This includes hiring experienced executives and establishing clear policies and procedures.</p> <p>Philanthropy and Legacy Planning Family offices are increasingly focusing on philanthropy and creating a lasting legacy. They are developing strategic giving programs and considering how their wealth can create positive societal impact.</p> <p>More info here : https://www.dropbox.com/home/Avestix%20%20Shared%20workspace/Marketing/Marketing/AVX%20INTELL?preview=Avestix_AVXI_V7+%281%29.pdf </p>
<p>Progress State: Okay things were bad, things were rough but then this happened, you can tell in a slow way or in a fast way.</p>	<p>Avestix Group developed an AI-powered platform to allow for investment strategies allowing for risk-adjusted capital deployment.</p>

	Tech services
Power state: Describe how things have changed now? What awesome things have happened?	<p>Today, Avestix Group has successfully managed over \$1 billion in real estate assets, private credit and private equity and venture capital and raised over \$500 million, becoming a recognized leader in alternative investments.</p> <p>Streamlined Operations: BaaS simplifies IT infrastructure management, allowing family offices to focus on investment strategies and wealth management.</p> <p>Scalability: Family offices can scale their operations seamlessly as assets under management (AUM) grow, without needing significant investment in in-house IT resources.</p> <p>Security and Compliance: VSAAS - Cloud-based security solutions with advanced encryption and compliance features ensure sensitive</p>

	<p>financial data is protected while adhering to global regulatory standards.</p> <p>Integration with Emerging Technologies:</p> <p>Easy integration with AI, blockchain, and digital platforms for analytics, portfolio management, and risk assessment.</p> <p>Cost Efficiency:</p> <p>Reduces operational costs by offering cloud-based services that replace the need for on-premise infrastructure and support teams.</p> <p>Free Audit Services.</p> <p>Full diagnostic audit services for cybersecurity, AI readiness, portfolio management, and operations.</p>
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Who are your top competitors? (Provide links to their profiles - at least 5-10)

1. [Andreessen Horowitz](#)

2. [Benchmark Capital](#)

3. [The Hopkins Centre](#)

4. [Securityplus Federal Credit Union](#)

5. [Winzer Ventures](#)

6. [Cresset](#)

Are there any category or competitor challenges we should be aware of?

- Market competition in alternative assets is increasing.
- Many firms lack transparency or rely on outdated investment models.
- There is a need for education about AI-driven fundamental analysis.

II. Target Audience:

Please describe your target audience in detail, including:

- Demographics, Age, Gender, Occupation, Income

Age: 25-70

Gender: Primarily male with a strong focus on women, and next generation

Occupation: Family office principals, institutional investors, high-net-worth individuals, and asset managers

Income: \$200K+/ individual and \$300k/couple per year and assets of \$1M+, excluding personal house

- **Interests**

Alternative assets, AI-driven investing, Venture Capital, private equity, infrastructure, real estate and impact investing.

- **Pain points (at least 5-10)**

- **Lack of access to high-performing alternative assets**
 - **Traditional investment models underperforming**
 - **High fees and inefficiencies in fund management**
 - **Limited understanding of AI-powered analytics**
 - **High volatility in public markets**

Increased Focus on Impact Investing

There is a shift towards investments that not only generate financial returns but also contribute to social and environmental good. Family offices are integrating impact and ESG factors into their investment strategies.

Diversification into Alternative Assets

Family offices are moving beyond traditional asset classes into alternatives like private equity, venture capital, real estate, and cryptocurrencies. This diversification helps mitigate risks and enhances returns.

Emphasis on Direct Investments

Rather than relying solely on funds, many family offices are making direct investments in startups, real estate, and other ventures. This approach allows for more control and potentially higher returns.

Incorporation of Technology

Family offices are leveraging technology for better investment decision-making, risk management, and operational efficiency. This includes using advanced analytics, AI, and blockchain technology.

Enhanced Focus on Governance and Professionalization

As family offices grow in complexity, there is a trend towards more formal governance structures and professional management. This includes hiring experienced executives and establishing clear policies and procedures.

Philanthropy and Legacy Planning

Family offices are increasingly focusing on philanthropy and creating a lasting legacy. They are developing strategic giving programs and considering how their wealth can create positive societal impact.

- Dream results (at least 5-10)

- Achieve consistent double-digit returns
- Access exclusive, high-performing alternative assets
 - Lower risk while maximizing upside potential
- Gain insights through AI-driven investment analysis
 - Diversify beyond traditional asset classes

- Fears/Objections (At least 5-10)

- AI-driven investing is unproven or risky
 - Alternative assets are too illiquid
- Lack of transparency in investment strategies
 - Market downturn risks
- High management fees reduce net returns

III. Tone and Voice:

How do you want your brand to be perceived? (List 5 adjectives)

- Authentic
- Innovative
- Trustworthy

- Intelligent
- Visionary
- Strategic

**What 2-4 adjectives best describe how you want to communicate?
(Example: “clear”, “humorous”, “direct”, “bold”, and more).**

- Clear
- Bold
- Insightful
- Story telling focused
- Forward-thinking

Whose personal brand do you see as a role model, someone you’re inspired to model your content and communication style after?

- Warren Buffett (long-term value investing)
- Ray Dalio (macroeconomic and alternative asset expertise)
- Peter H. Diamandis
- Elon Musk

Share links of at least 5 posts that you wish you had written and explain why. Is it the tone you like?

Stacy Havener Website: <https://www.stacyhavener.com/>

Stacy Havener LinkedIn: <https://www.linkedin.com/in/stacyhavener>

Stacy Havener Posts:

<https://docs.google.com/document/d/1uhTQiEn6lafHXQ7-UEVWZQWKs0ChGyacwFNhu693mfQ/edit?usp=sharing>

A brand needs to showcase a “person behind the brand.” If that’s your goal, we highly recommend sharing your photos/videos. Is that something you’re willing to do?

- Yes
- No

If yes, provide link(s) to a folder of your images/videos to be used for your personal brand

Find a folder,
Susan’s Website as well - <https://www.susanlindeque.com/>

IV. Services and Offerings:

What specific services do you offer?

- AI-powered investment (Avestix Intell), community empowerment and collaboration. More info HERE: <https://www.avestixintell.com/>
- Alternative asset fund investments
- Co-investment opportunities for Family Offices

- **Real Estate: We strategically invested in tech-centric real estate, including data centers, smart cities, innovative hubs, and modern workforce housing.**

What problem does your service/Offer solve for your audience.

- **Enables smarter, data-driven investment decisions**
 - **Provides access to exclusive alternative assets**
- **Reduces inefficiencies and improves risk-adjusted returns**
- **Provide knowledge around frontier technologies (AI, Blockchain)**

What makes your service/offer unique? Why should your audience buy from you and not your competitors? (Give at least 3 reasons)

- **Proprietary AI-powered fundamental analysis**
 - **Flexible, open investment mandate**
- **Experienced leadership with \$1B+ in transactions**
- **Pivotal transformations in international commerce, and began investing strategies ahead of emerging technological shifts. Susan made prescient investments that ultimately translated into substantial returns**

What product/service/offer are we seeking to amplify? What problem are you currently facing with the marketing of this product

and what difference do you expect us to add. (PRIMARY differentiator, where is the focus?)

- Avestix Intell - Membership Services to Family Offices
 - Developing educational content, using AI, Co-Investment Opportunities for Family Offices

-More info here:

<https://www.dropbox.com/scl/fi/qd894lh2n0nvd6jd1ysuc/Avestix-INTELL-1-Pager-5.pdf?rlkey=x1eyq9y1e1k53h7dh5lo0cqyz&st=qjsj980g&dl=0>

- Avestix Venture Fund
 - Broader exposure, accredited investors

V. Goals and Expectations:

What's your main goal with social media?

- Followers grow
- Engagement (Likes, comments, shares)
 - Leads / Conversions
- Active Presence Only

Do you have a landing page/website to promote your offer/service with a VSL? Give a link to the page/website.

- Yes
- NO

<https://www.avestix.com/>

<https://www.susanlindeque.com/>

<https://www.avestixintell.com/>

Need to check all contact forms, typeforms and need to create new landing pages

Do you have FREE lead magnets for your audience? (We offer them to potential customers in exchange for their contact information)

Yes, two downloadable eBooks.

***Add E-book links / Suretha sent PDF links**

Find them here:

https://www.dropbox.com/scl/fo/3up6354epj4h18dvi1m59/APy9mnq2Q2_6-mADb9qfSU?rlkey=e8tdwx1ep8hkuvubhlyxifli9&st=pc3ysuk4&dl=0

How will you measure success while working with us? (KPIs)

Follower growth, engagement increase, lead generation and conversions

What are your long-term goals?

Building a personal and professional brand, thought leadership, and front end of technology

In one sentence, what does success look like for this project and working with SkyLift Marketing?

Grow AUM to 1 Billion by 2030 and membership subscribers to 20,000/membership

VI. Profile Optimization:

**What social proof about yourself/brand could attract your audience to do business with you? Have you been featured by media outlets?
Any other notable achievements?**

- **\$1B+ Capital invested, raised, financed, and managed**
- **\$700M in technology implementations**
- **Leadership expertise in AI, Blockchain, finance and investments**

Your Primary CTA - what 1 specific action you want any person visiting your profile to take? (Please be specific)

- **Contact us for exclusive investment opportunities.**
- **Avestix Intell - CTA should be APPLY FOR 2025 (linked here: <https://www.avestixintell.com/application>)**

VII. Best Offer and Success Metrics:

**What is the best offer you've ever run or want to run in future?
Please provide the figures that represent the success of that offer.
(If there's any) (e.g., promocode, giveaways, discounts, etc)**

Can you share specific examples of how your work has impacted clients or businesses? (e.g., percentage increases, cost savings, efficiency improvements. Give us the numbers, please.)

- **\$1B+ in real estate transactions, ADD FROM DROPBOX No more 2/20 traditional financial model**
- **Proprietary AI model increasing investment efficiency**

VIII. Brand Guide:

Please share your brand guide (Must include: Logo, typography, brand colors/palette & brand voice). Share link(s)

<https://drive.google.com/drive/folders/14Avgg3-foyQ2nPbEoO4cik8-QUpDHp-5?usp=sharing>
Susan's professional photo shooting pictures -
https://drive.google.com/drive/folders/1D8_5lHHuL9HZ6D3oCjBj9LMuVmsbBRS7

Are there any legal language, trademarks, or copyrights we need to consider?

Yes

IX. Your Availability:

What are the two days you are available to approve content for posting? (We'll adjust our workflow accordingly)

Any day

Are you available for Fortnightly Strategy and Evaluation meetings?

- **Yes**
- **No**

What time would be convenient for you to reply to DM's and for outreach to other creators/community members? And how much time will you be spending?

9-5 PM EST

X. Social Media Information:

Which communication channel are you comfortable with for Fast communication? (these checks are subjected to conditions fulfilled below them.

- WhatsApp (recommended)
- Slack

If you've chosen Slack, send me the WHOLE WORKSPACE invite at metavengerofficial@gmail.com and then and only then mark check on Slack above. ^^

If you've chosen Whatsapp,, share your number. (Note: If you don't have slack and Whatsapp, please [create Whatsapp](#) and add your number. No work could proceed without it.. Don't mention WhatsApp or any Contact info on UŴ.)

Telegram,

Note: Plz Don't mention Whatsapp or Slack in Upwork Conversations as sometimes it triggers the system even after the contract has been shared

What's your email so I can add you to [clickup](#) for task management

slindeque@avestix.com , mia@avestix.com , suretha@avestix.com
--

Which social media platform is your primary focus? (add social profile link here)

LinkedIn: <https://www.linkedin.com/in/susanlindeque/>
<https://www.linkedin.com/company/avestix/>

On which additional platforms would you like us to repost the same content? (add social profile link here)

Facebook: <https://www.facebook.com/SusanLindequeAvestix/>

Instagram: <https://www.instagram.com/avestixgroup/>

[https://www.instagram.com/susan lindeque/](https://www.instagram.com/susan_lindeque/)

<https://x.com/avestixg>

YouTube - Susan's podcast

XI. Content Preferences:

Which content pillars are you comfortable with?

- Educational
- Promotional
- Personal (lifestyle)
- Entertainment (Memes)
- Inspirational/Motivational (quotes)
- Infotainment

Do you have any content bank, blogs or resources that can help us in content creation?

- Podcasts - upcoming
 - Website Blogs
 - Newsletters
- Youtube videos - upcoming
 - Live training sessions
 - Bootcamps/Webinars
 - Others

Add link & detail here:

<https://www.avestix.com/insights>

<https://www.susanlindeque.com/>

<https://www.avestixintell.com/>

Are you comfortable filming/recording videos if scripts are provided by us? *(All you need is your phone to record the videos)*

Yes

What type of content would you like to post? What are the 10 major content topics you want to prioritize?

Continue with what we have, but emphasis on Avestix Intell

Additional Information:

Is there anything else you want us to know? Maybe a transformational story, a personal story, anecdote, or interesting facts about yourself/company?

Re-design of Susan's Website

Redesign of Avestix Website

Redesign of Intell's website

Launch of e-books: Need landing pages created for both of the E-books

We use HubSpot as our CRM system

Isabel

Single Images

- 1. Signs of ADHD - Too Generic**
- 2. Signs of ADHD in Girls - Too Generic**
- 3. Examples of ADHD Masking - Yes**

- 4. ADHD Symptoms - Too Generic**
- 5. 6 Signs Of ADHD in Adults - Too generic**
- 6. What is ADHD (A Simple Definition) - Too Generic**
- 7. ADHD Vs Autism (Can be carousel as well) - No**
- 8. Exercise & ADHD**
- 9. The ADHD Burnout Cycle - Yes**
- 10. Tips For Healthy Living with ADHD - Yes**
- 11. Staying Productive With ADHD - Yes - I'd add productivity hacks**
- 12. The Difference Quality Coaching Makes for ADHD - Yes**
- 13. The Life-Changing Impact of ADHD Coaching - I think lets change this to difference between ADHD Coaching vs Psychotherapy**
- 14. 10 Daily Habits To Manage Your ADHD - Yes**
- 15. ADHD & Hyperfocus - Too generic**
- 16. So you've been diagnosed with ADHD - what are your options?**
- 17. The signs of ADHD that people don't see**
- 18. ADHD and time blindness**

Carousels:

- 1. How ADHD affects the brain - Yes**
- 2. What is ADHD and how does it affect you? - Too generic**
- 3. ADHD At work 5 Tips To Excel - Yes**
- 4. 5 Tips For ADHD Productivity - Yes**
- 5. Simple Healthy Habits for a Better Life with ADHD - Yes**
- 6. ADHD: Separating Myths from Truths - Yes**
- 7. Step by Step: Building a Career with ADHD - Yes**
- 8. Ways to leverage your ADHD in the workplace: Real Tips - Yes**
- 9. "A Peek into ADHD Coaching: Real Changes, Real People" - Yes**
- 10. Find Your Superpower: The Bright Side of ADHD - Yes**
- 11. Your Toolkit for ADHD: Everyday Strategies**
- 12. ADHD Nutrition Logistical Challenges - Yes**
- 13. The Power Of Magnesium & ADHD - No**
- 14. Navigating disclosure and adjustments in the workplace**
- 15. What to say when someone says 'we're all a bit ADHD aren't we?'**
- 16. How to leverage AI in the workplace to mitigate your weak areas**

Reels:

- 1. 7 Head problems that come with ADHDer - No don't like this, I'd rather it be 7 things that make having ADHD exhausting**

<https://www.instagram.com/reel/CzfXnyPIPGG/?igshid=MzRIODBiNWFIZA==>

- 2. <https://www.instagram.com/reel/CznbweCMqlh/?igshid=MzRIODBiNWFIZA==>**

- 3. ADHD superpowers I wish i knew about before**

<https://www.instagram.com/reel/Czbm3BaMhwW/?igshid=MzRIODBiNWFIZA==>

- 4. ADHD Behaviors you didnt know about - Yes**

<https://www.instagram.com/reel/CzOjXperrn2/?igshid=MzRIODBiNWFIZA==>

- 5. ADHD LIFE HACKS - Too Generic**

<https://www.instagram.com/reel/CzgZac8s084/?igshid=MzRIODBiNWFIZA==>

- 6. ADHD Can be exhausting - Yes but want to get into the science behind it**

<https://www.instagram.com/reel/CztRGstspt6/?igshid=MzRIODBiNWFIZA==>

7. What causes ADHD - No

<https://www.instagram.com/reel/CzWA7phMNjI/?igshid=MzRIODBiNWFIZA==>

8. ADHD think you shouldn't need to help to do basic thing - No

<https://www.instagram.com/reel/CzsS3VzL2SK/?igshid=MzRIODBiNWFIZA==>

9. An ADHD Day - No too generic

<https://www.instagram.com/reel/Czjt8-YPoCh/?igshid=MzRIODBiNWFIZA==>

10. ADHD AND seasonal depression - No

<https://www.instagram.com/reel/CzQqI9AM56q/?igshid=MzRIODBiNWFIZA==>

11. ADHD & being told what to do / oppositional defiance disorder

12. ADHD & PMDD

13. ADHD & communicating with your team

14. Using a 'brain dump' list for managing your ADHD & planning your days
15. Why the traditional workplace is not designed for people with ADHD
16. Why the future of work is neurodivergent
17. Is ADHD a Tik Tok Trend?

JACK

- 1) You're not getting results?

<https://www.instagram.com/reel/Ckj0GGLODFJ/?igshid=MzRlODBiNWFiZA==>

- 2) Workout Block Structures

<https://www.instagram.com/reel/CnH14j6JmIG/?igshid=MzRlODBiNWFiZA==>

- 3) Muscle Confusion

<https://www.instagram.com/reel/CjnfoZnN3fD/?igshid=MzRlODBiNWFiZA==>

- 4) Food

<https://www.instagram.com/reel/CybOxbrr5B6/?igshid=MzRlODBiNWFiZA==>

5) fat loss hack

<https://www.instagram.com/reel/Cx20q5drsHk/?igshid=MzRlODBiNWFiZA==>

6) Finding Pushups Hard?

<https://www.instagram.com/reel/Cyka4fgSoBS/?igshid=MzRlODBiNWFiZA==>

7) Best form of exercise

<https://www.instagram.com/reel/CvAU7u8uKys/?igshid=MzRlODBiNWFiZA==>

8) Positive Mindset Shifts

<https://www.instagram.com/reel/Cxsq4otOg5N/?igshid=MzRlODBiNWFiZA==>

9) 5 Things That Changed My Fitness For Good

<https://www.instagram.com/reel/CxLOJ7yOoqM/?igshid=MzRlODBiNWFiZA==>

10) Moderation Is Key

<https://www.instagram.com/reel/Cym4kVJus5Q/?igshid=MzRIODBiNWFIZA==>

11) Too 5 Nutrition Myth

<https://www.instagram.com/reel/Csb4hY3vBMW/?igshid=MzRIODBiNWFIZA==>

12) Things you need to know before starting fitness journey

<https://www.instagram.com/reel/CxLzHlhO40W/?igshid=MzRIODBiNWFIZA==>

13) You don't need adjustment every single week

<https://www.instagram.com/reel/Cw-0mv0BsJM/?igshid=MzRIODBiNWFIZA==>

14) Being In A Fat Loss Phase Sucks

<https://www.instagram.com/reel/Cr8eXsHPCbF/?igshid=MzRIODBiNWFIZA==>

15) Nutrition Tip

<https://www.instagram.com/reel/CyG1xfBs2-B/?igshid=MzRIODBiNWFIZA==>

16) Two meal a day diet

<https://www.instagram.com/reel/CvcXVyaNSY3/?igshid=MzRIODBiNWFIZA==>

17) 4 Game Changers in Fat Loss Journey

<https://www.instagram.com/reel/CyNfO7rN9jv/?igshid=MzRIODBiNWFIZA==>

18) Things you should know

<https://www.instagram.com/reel/CvaEF2DsJlD/?igshid=MzRIODBiNWFIZA==>

19) 3 Morning Habits to start your day off

<https://www.instagram.com/reel/CoFeFCSM41w/?igshid=MzRIODBiNWFIZA==>

20) 3 Health tips to live longer

<https://www.instagram.com/reel/Chf5v0zqiVy/?igshid=MzRIODBiNWFIZA==>

21) Want to lose weight properly?

https://www.instagram.com/reel/Csy3QFOuqv_/?igshid=MzRIODBiNWFIZA==

22) The best way to burn belly fat

<https://www.instagram.com/reel/Cp0DHPVjoeh/?igshid=MzRIODBiNWFIZA==>

23) Eat this before your workout for an energy boost

<https://www.instagram.com/reel/CanJ3eDjszT/?igshid=MzRIODBiNWFIZA==>

24) 7 Deadly Habits Destroying Metabolism

<https://www.instagram.com/reel/CtHHUNbuXjp/?igshid=MzRIODBiNWFIZA==>

25) A body neutral approach to health improvements

<https://www.instagram.com/reel/Ctfch6kJ6jv/?igshid=MzRIODBiNWFIZA==>

26) Benefits of Sleeping Before 11 PM

<https://www.instagram.com/reel/Cop9LiJJXQE/?igshid=MzRIODBiNWFIZA==>

27) Eat Less Move More

<https://www.instagram.com/reel/CspJSuKuzEy/?igshid=MzRIODBiNWFIZA==>

28) Energy Matters

<https://www.instagram.com/reel/Cv0GOsWljgr/?igshid=MzRIODBiNWFIZA==>

29) 3 Tips For Anxiety

<https://www.instagram.com/reel/Cypuhx1ojAv/?igshid=MzRIODBiNWFIZA==>

30) 6 Fat Burning Foods

<https://www.instagram.com/reel/CoAhpzYIQB9/?igshid=MzRIODBiNWFIZA==>

JEREMY

- 1. Why Real-Time Data Matters in Fintech**
- 2. User Experience in Fintech Apps**
- 3. How Ad Tech Drives ROI**
- 4. Ad Tech Tools for Hyper-Targeting**
- 5. Bridging the Gap: Fintech and Traditional Banking**
- 6. The Ethics of Data Use in Ad Tech**
- 7. Fintech Solutions for Small Businesses**
- 8. Cross-Device Tracking in Ad Tech**

- 9. Navigating Financial Regulations with Fintech**
- 10. Managing Risk in Ad Tech Investments**
- 11. The Role of AI in Fintech**
- 12. Fintech for the Unbanked Population**
- 13. Streamlining Payment Processes with Fintech**
- 14. Ad Tech and User Privacy: A Balancing Act**
- 15. Scalability Challenges in Fintech**
- 16. Ad Tech Metrics You Should Be Watching**

Single Image:

Related To Fintech:

How Digital Wallets are Changing Ad Targeting

Regulatory Challenges in Fintech Advertising

**Connecting with High-Net-Worth Individuals: A Fintech
Perspective**

Understanding the Fintech Customer: Data-Driven Strategies

Related To Adtech

Real-Time Bidding: A Primer for Ad Agencies

Navigating Privacy Concerns in Adtech

The Impact of 5G on Digital Advertising

Strategies for Video Ad Placements

Carousels:

Fintech

- 1. Securing Financial Transactions: Ad Agency Solutions (Steps to secure transactions)**
- 2. Personalized Marketing in the Age of Cryptocurrency (Types of personalization)**
- 3. How Ad Agencies Help Fintech Startups Scale (Phases of scaling)**
- 4. Case Study: Successful Ad Campaigns for Online Banks (Key achievements)**
- 5. Trends in Mobile Payment Advertising (Year-over-year changes)**

Adtech

- 6. Cross-Platform Analytics for Ad Agencies (Different platforms to consider)**
- 7. Viewability and Fraud Detection in Adtech (Metrics and techniques)**
- 8. Programmatic Advertising: Automated Excellence (The process explained)**
- 9. The Future of Contextual Advertising in Adtech (Upcoming trends)**
- 10. The Role of Ad Agencies in Managing Data Lakes (Steps to manage data)**

JOSE

Carousel

1. **"Fortifying Homes in South Florida: Your Ultimate Roofing Guide"**
2. **"Harnessing the Sun: Transforming Roofs into Powerhouses"**
3. **"Before and After: Stunning Roof Transformations in Our Community"**
4. **"Roofing 101: Choosing the Right Type for Your Home"**
5. **"Storm-Proof Your Home: Expert Roofing for Harsh Weather"**
6. **"Solar Savings: How Going Solar Reduces Your Electric Bills"**
7. **"Our Roofing Process: From Consultation to Completion"**
8. **"Roof Repairs vs. Replacement: What You Need to Know"**
9. **"The Beauty of Metal Roofs: Durability Meets Design"**
10. **"Eco-Friendly Energy: The Benefits of Solar Panels"**

11. **"Trusted by the Community: Real Client Stories"**
12. **"Maximizing Home Safety: Expert Tips for Roof Maintenance"**
13. **"The Power of a Good Roof: Enhancing Home Value and Comfort"**
14. **"Financing Your Roof and Solar Panels: Affordable Solutions"**
15. **"Navigating Roof Options: Shingle, Tile, Flat, and More"**

Single Image Ideas


1. **"Secure Your Home: Expert Roofing for South Florida"**
2. **"Brighten Your Home: Solar Panels for Energy and Savings"**
3. **"Trust in Every Shingle: Quality Roofing Services"**
4. **"Ready for the Storm: Hurricane-Proof Roofing Solutions"**
5. **"Green Energy, Brighter Future: Solar Panel Installations"**
6. **"A Roof Over Your Head: Safe, Durable, Beautiful"**
7. **"Solar Panels: Powering Homes, Saving Money"**
8. **"Expert Repairs: Fixing Roofs, Building Trust"**
9. **"Metal Roofs: Elegance That Withstands Time"**
10. **"Our Promise: Reliable Response for Your Roofing Needs"**
11. **"Transforming Skylines: Innovative Roofing in South Florida"**
12. **"Eco-Friendly, Wallet-Friendly: Solar Energy Solutions"**
13. **"The Art of Roofing: Quality Meets Craftsmanship"**
14. **"Financing Made Easy: Your Path to a New Roof or Solar Panels"**
15. **"Tailored Roofing: Perfect Fit for Every Home"**

SKYLIFT

	Account Name	Links	Content Ideas
1	marketingharry	https://www.instagram.com/p/CvY-od3NG4r/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFiZA==	Content ideas for September
2	markertingharry	https://www.instagram.com/p/CuyWt7BogXu/?utm_source=i	How Collab can boost instagram growth

		<u>g_web_copy_li</u> <u>nk&igshid=MzR</u> <u>IODBiNWFIZA=</u> <u>=</u>	
3	thelucasokeefe	<u>https://www.in</u> <u>stagram.com/p</u> <u>/Cv7zqtIOT0f/?</u> <u>utm_source=ig</u> <u>web_copy_link</u> <u>&igshid=MzRIO</u> <u>DBiNWFIZA==</u>	Make Each Post with purpose
4	Pinterest	<u>https://blog.the</u> <u>socialms.com/2</u> <u>3-</u> <u>https://www.in</u> <u>stagram.com/p</u> <u>/CuyWt7BogXu</u> <u>/?utm_source=i</u> <u>g_web_copy_li</u> <u>nk&igshid=MzR</u> <u>IODBiNWFIZA=</u> <u>=best-social-</u> <u>media-</u> <u>marketing-</u> <u>books/</u>	9 best social media marketing books
5	thelucasokeefe	<u>https://www.in</u> <u>stagram.com/p</u>	5 steps to boost engagement

		<u>/Cv2z6aTp2J0/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA==</u>	
6	iamdanielaqueiroz	<u>https://www.instagram.com/p/CvSGhqzg6mt/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA==</u>	How to attract your ideal client
7	iamdanielaqueiroz	<u>https://www.instagram.com/p/CvKao4RAUv9/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA==</u>	Stop following these strategies
8	officialpwnkumar	<u>https://www.instagram.com/p/CvuZFQ5S-H/?utm_source=ig_web_copy_link&igshid=M</u>	Must know marketing terms

		zRIODBiNWFIZA 	
	Pinterest	https://onefoxyblogger.com/cal-l-to-action-phrases/	50 call to actions phrases that convert

Questions to get to know the client

Andriana

Andriana

Client Questionnaire:

[Client Questionnaire-Andriana.docx](#)

Social handle:

<https://www.linkedin.com/in/wayneb-the-coach/>

Website:

https://seniormovesource.com/?fbclid=PAZXh0bgNhZW0CMTEAAaYXF6j9Q04wHbLfx6BB0HnMrgXRh9rt38KjpH948ToJIU7a1UTiVyAwgU_aem_opqynQlrfX5oq8jtbPu2-w

Inspiration:

A Place for Mom - <https://www.aplaceformom.com>

Neighborly Placement - <https://neighborlyseniorplacement.com/>

[Caring.com](https://www.caring.com/) - <https://www.caring.com/>

Senior Settlers - <https://www.senior-settlers.com/>

Creating New Hope - <https://creatingnewhope.org/>

Concierge Senior Care - <https://swww.concierge-seniorcare.org/>

Stages for Life - <https://stagesforlife.com/>

Daughterhood - <https://daughterhood.org/>

The Sandwich Club - <https://thesandwichclub.com/>

Encircle Life - <https://encirclelife.com/>

Mom's House - <https://momshouse.com/>

Goal:

Increasing reach and establishing brand identity

Brand Colors:

- Grey: #535555
- Blue: #20bec8
- Gold: #20bec8

Brand Fonts:

- Headlines: ITC New Baskerville

- Subheads: Inter Light
- Body: Inter Regular and Medium

Client preferences:

What she Likes?

What she Dislikes?

Talking Heads

Friendly, compassionate,
educational, up-beat, confident,
resourceful content

End screens

Logo/photos/videos bank:

[Sarah Connelly]

(Please do answer all these questions below in order for us to understand you on a deeper level. Much Appreciated! 🙏)

<p>1. How would you describe your business?</p> <p>What makes your products or services unique and valuable?</p> <p>2. Are we seeking to amplify your Personal Brand or the Business?</p>	<p>I help leaders and entrepreneurs master their relationship with alcohol by combining neuroscience, psychology and spirituality to help them find joy without the hangovers.</p> <p>What makes my services unique & valuable? My unique value is my personal interaction with me, qualified Coach and coach experience (I am also a business owner and coach).</p> <p>Years of experience helping professionals quit drinking and learn to increase health, wealth and happiness.</p> <p>Personal brand</p>
<p>3. What product/service attributes are we seeking to amplify? (Please provide any brand and/or product overview info you think might be helpful).</p> <p>(PRIMARY differentiator, where is the focus?)</p>	<p>30 Day Power Pause - https://www.sarahconnors.com/power-pause-1</p> <p>Master your relationship with alcohol by taking control of your drinking. Education, connection and support in sobriety.</p>
	<p>James Swanwick – Alcohol-Free Living https://www.instagram.com/jamesswanwick</p>

<p>4. Who are your top 10 competitors? (This is the MOST important to mention.)</p> <p><i>Please do mention those accounts that are doing pretty good in your niche/industry on Social Media. (If any)</i></p> <p>(Please ensure embedding/pasting links.)</p> <p>5. Are there any category or competitor challenges we should be aware of?</p> <p>6. How do you differentiate from your competitors?</p>	<p>Annie Grace – This Naked Mind https://www.instagram.com/thisnakedmind</p> <p>Sarah Rusbach - @sarahrusbach</p> <p>SMART recovery - https://smartrecovery.com</p> <p>@andyramageofficial</p> <p>@No_more_wasted_days</p> <p>@Sober_chapters</p> <p>@janeyleegrace</p> <p>@dillonreedofficial</p> <p>@sobahsistahs</p> <ul style="list-style-type: none"> - I used to work with James Swanwick and saw him copying. - Work with men and women, small group, affordable (not 15K) - Trained and coach across all factors of AUDITORY Physiology, Spiritualit
<p>7. Please mention any AUTHORITY building information - Quantifiable Results based social proof</p>	<p>None to mention at this point</p>

(numbers mostly), about your career or business like ft. in any magazines, big business figures, or huge customer base, etc.

Section 2: Objectives

1. What is your business objective from social media & how will it be measured/what are the KPIs?

**Objective 1 – Grow newsletter subscribers by 35-
Objective 2 – Get 5 new clients into 30 day pr**

Unsure of meaning.

<p>2. What is your creative/communications objective & how will it be measured/what are the KPIs?</p>	
<p>3. In one sentence what does success look like for this project and working with SkyLift Marketing?</p>	<p>Increased ideal client subscribers who are ready to alcohol.</p>

Important

<p>1. Who is the target audience?</p> <p>- Age</p>	<p>Male/Female 40+ yrs</p> <ul style="list-style-type: none"> Financially stable (150K plus). Business ow Professionals, Retirees. Married with US based
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<ul style="list-style-type: none"> - Gender - What they do - how much do they make - What they are interested in - etc. 	<ul style="list-style-type: none"> • Sales/Marketing Real Estate, Law, Dr's, sur healing profession. • Life conditions and home environment gen • Have tried to quit before with varying degre often done a course/read books/podcasts p • Excited by the possibility for living out full p inhibiting growth and progres • Inner incongruence, related to how they are to what's happening insid • Often home alone drinkers (secret drinking, one with this problem) <ul style="list-style-type: none"> • Love the idea of being a leader, ear • Open-minded and hungry for both facts (spirituality (inner work) • They often describe themselves as all or not High Achievers, driven. • "When I commit to doing something I make the achilles heel'
<p>2. Please mention <i>at least 5 major</i></p> <ul style="list-style-type: none"> - Pain Points of your Target Audience 	<p>Pain Points</p> <ul style="list-style-type: none"> • Lying to self and others <ul style="list-style-type: none"> • Low self-esteem • Low confidence

<ul style="list-style-type: none">- Dream Results of your Target Audience- Fears of your Target Audience <p>(It's better if you can enlist more than 5)</p>	<ul style="list-style-type: none">• Weight gain• Time wasting• Poor judgement, lack of trust in judgement• Fear of making mistakes• Loss of control• Family/friend died of alcoholism• Poor health results from drinking• Poor work performance• Toll on relationships with partner• Tired of the vicious cycle• Morning regret/anxiety• Will power doesn't work• Hate needing it as a crutch• Wake up feeling like crap• Feel older, out of shape, lazy, not motivated• Not leading by example• Lost financial opportunities <p>Dream Result - They strive for control over their lives</p> <p>Lower stress levels</p> <p>Lower inflammation in body</p> <p>Physical health</p>
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	<p>Better sleep</p> <p>More professional</p> <p>Inspire others</p> <p>Be vibrantly healthy</p> <p>Be more of who I know I am capable</p> <p>Value myself/value my life</p> <p>Be the example, not the warning</p> <p>Not be tragic</p> <p>See my grandkids</p> <p>Happiness</p> <p>Better version of myself</p> <p>Weight loss, vitality, active life</p> <p>Save my life</p> <p>Enjoy retirement</p> <p>Leave legacy for my kids</p> <p>Get my life back</p> <p>Wake up with clarity</p> <p>Have more time</p> <p>Be a role model</p> <p>Feel motivated, free and alive</p> <p>Energy.</p> <p>Fears of quitting</p>
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	<ul style="list-style-type: none"> - They've tried before and will - They will be excluded - They won't be able to relax/ce - They won't be able to have <p>Fears of not quitting</p> <p>Outlined in pain points.</p>
<p>3. What are the brand guidelines that the content must adhere to (i.e. brand logo, brand font, brand color, brand voice, etc.)?</p> <p>Please link to the information.</p>	<p>Please reference my website https://www.saral.com</p> <p>Not too set on fonts but tend to use Baskerville and presentations.</p> <p>Brand voice is authentic, compassionate and ed</p>
<p>4. Are there mandatory elements that must be included in the content (i.e. legal language, ant trademarks or copyrights)?</p> <p>If yes, please provide information in detail.</p>	<p>No.</p>

<p>5. Which two days are you available to approve the content to post.</p> <p>We usually work 7-10 days ahead and get content ready beforehand.</p>	<p>Mondays and Tuesdays.</p>
<p>6. What is the best offer you've ever run?</p> <p>Please provide the figures that represent the success of that offer.</p>	<p>18 x clients paying \$330 US for one call a week – clients came from Word of mou</p>
<p>7. Do you have any images/videos that can be used?</p> <p>If yes, please provide link(s) to the folder(s)</p> <hr/>	<p>Link to google drive – pictures only but can crea provided.</p> <p>https://drive.google.com/drive/folders/1jo9D9CaUfoUu_wq?usp=sharing</p>
<p>8. What is your WhatsApp Number?</p>	<p>+61 415913743</p>

<p>9. Mention all your social media handles.</p> <hr/> <p>10. Your email address to add you on ClickUp? (It's the Worlds' best Content and Project Management Software where we manage all the content)</p>	<p>IG - @sarah_c0nnelly</p> <p>Facebook page - https://www.facebook.com/sarahconnelly</p> <p>Linked In - https://www.linkedin.com/in/sarahconnelly</p> <p>sc@sarahconnelly.com.au</p>
<p>11. Which ONE social media platform is your primary focus?</p>	<p>LinkedIn</p>
<p>12. What other platforms would you want us to post on? Enlist all of them.</p>	<p>Facebook and IG.</p>
<p>13. WHAT TYPE OF CONTENT WOULD YOU LIKE TO POST?</p> <p>Kindly mention 10 MAJOR Topics that should RULE your content strategy.</p>	<p>The challenges of living as a grey area drinking</p> <p>Simple easy to understand Science/Neuroscience and the brain</p> <p>The multiple benefits of quitting drinking</p> <p>The impact on health/life longevity, wealth, relationships, sleep, self esteem</p>

<p><i>Please arrange them in order of priority, importance, and impact relevant to your goals, with most impactful Content Topic being at the Top and the rest follow.</i></p>	<p>Authentic personal experiences/in</p> <p>Social messaging/advertising and how it affects</p> <p>Changes in numbers of people quitting – a new wa</p> <p>Quitting alcohol is the secret to su</p> <p>Alcohol in the workplace and changing how org</p> <p>alcohol</p> <p>Advice on how to make the workplace alcoh</p>
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Our Content Process

- We search, collect, and **write** best content according to your niche
 - Then You Approve it in bulk (As it's your personal brand and everything should sounds like you).
- We then **design** it that help you stand out
 - If you want you can see the designs and approve them before we post it
- **Posts** are posted consistently, and daily engagement is made to increase your page reach to your potential clients.

• *ALL this process is carried on world's best productivity online app; Clickup.*

Focus on your business while we build your strong social Presence!

VLAD

Client Onboarding Questionnaire

I. Personal Brand and Mission:

What is your personal brand mission in one sentence?

What are the three areas of expertise you want to be recognized for?

(Example: Industry: Fitness !"Key Areas: Workout, Nutrition, Weight Loss)

How would you describe your mission using this framework?

[We help (who) solve (problem) by (solution) resulting in (benefits) without (Method). We do

it because (why behind the company)]

(Ex: we help business owners go from confused and frustrated to growing followers and scaling

their social media presence, through data-driven organic marketing without paid ads or outdated

tactics.)

Which of the following 12 archetype(s) best aligns with your brand's personality?

(e.g. Red Bull embodies the explorer archetype and Apple, Creator)

- **The Innocent – Positive and trustworthy.**

- The Explorer – Adventurous and independent.
 - The Sage – Expert and insightful.
 - The Hero – Motivating and determined.
 - The Outlaw – Bold and disruptive.
- The Magician – Visionary and transformative.
 - The Lover – Passionate and emotional.
 - The Jester – Fun and engaging.
- The Caregiver – Compassionate and protective.

Grow personal brand as AI expert

Industry: AI, Key Areas: AI agents for businesses (particularly voice)

We help businesses automate phone calls management resulting in operational efficiency and reducing costs. We do it because we hate operational inefficiencies and talking over phone.

- The Creator – Innovative and imaginative.
- The Ruler – Authoritative and reliable.
- The Everyman – Authentic and relatable.

What is your origin story? (You can follow this framework to tell it:)

Who are your top competitors? (Provide links to their profiles - at least 5-10)

Are there any category or competitor challenges we should be aware of?

Present State: Describe the situation where your story begins. This is the beginning of

your story, not the present moment.

Problem State: Mention the problems or challenges you were dealing with. All the struggles and roadblocks that gave you tough time and hindered your path to success.

Pitt State: This was the lowest point in your journey. Here the struggles were so immense that they almost overcame you. You thought about quitting a million times but still stayed persistent. Maximize the emotional resonance with the audience by amplifying the problem as much as possible.

Progress State: Okay things were bad, things were rough but then this happened, you can tell in a slow way or in a fast way.

Power state: Describe how things have changed now? What awesome things have happened?

<https://guiltless-feels-27d.notion.site/Competitors-5f37ba01eb92406993b7df10ac6e4c74>

Generally, different stage, different scale and quality. Some outdated because of law problems and low quality problems.

II. Target Audience:

Please describe your target audience in detail, including:

- **Demographics, Age, Gender, Occupation, Income**
- **Interests**
- **Pain points (at least 5-10)**
- **Dream results (at least 5-10)**
- **Fears/Objections (At least 5-10)**

III. Tone and Voice:

How do you want your brand to be perceived? (List 5 adjectives)

What 2-4 adjectives best describe how you want to communicate?

(Example: “clear”,

“humorous”, “direct”, “bold”, and more).

20-50 ages old, business owners in US/Canada or sales reps, heads of customer support,

head of operations in small/medium business company; business doing 1M+ revenue a year

Business, business operations, AI,

Lots of phone calls, necessity to manage and scale call center people, calls inefficiencies and

lack of analytics

Automate most of calls with details analytics and insights

Not sure if AI can process calls, customers don't want to talk to AI, it doesn't help or make things more difficult.

Clear, simple, natural

Whose personal brand do you see as a role model, someone you're inspired to model your

content and communication style after?

Share links of at least 5 posts that you wish you had written and explain why. Is it the tone you

like?

A brand needs to showcase a "person behind the brand." If that's your goal, we highly

recommend sharing your photos/videos. Is that something you're willing to do?

● Yes

● No

If yes, provide link(s) to a folder of your images/videos to be used for your personal brand

IV. Services and Offerings:

What specific services do you offer?

Didn't get that

<https://www.linkedin.com/feed/update/urn:li:activity:7325126721907650560/> - looks good,

useful, good infographics with animation about agentic AI

<https://www.linkedin.com/feed/update/urn:li:activity:7322235572624789504/> - simple carousel

about useful tools

<https://www.linkedin.com/feed/update/urn:li:activity:7315713774588502016/> - good tech

description of how MCP works with good infographics

<https://www.linkedin.com/feed/update/urn:li:activity:7319398596322152448/> - fun meme about

AI development

<https://www.linkedin.com/feed/update/urn:li:activity:7310263500054872064/> - good voice AI

related post that can potentially attract good leads

Yes, need to discuss, not clear

AI agent to process phone calls for businesses:

- many languages,
- inbound and outbound (no cold calls)
- detailed post-call analytics

What problem does your service/Offer solve for your audience.

What makes your service/offer unique? Why should your audience buy from you and not your competitors? (Give at least 3 reasons)

What product/service/offer are we seeking to amplify? What problem are you currently facing

with the marketing of this product and what difference do you expect us to add. (PRIMARY

differentiator, where is the focus?)

V. Goals and Expectations:

What's your main goal with social media?

- **Followers grow**
- **Engagement (Likes, comments, shares)**
- **Leads**
- **Active Presence Only**

Do you have a landing page/website to promote your offer/service with a VSL? Give a link to the page/website.

- **Yes**
- **NO**

Do you have FREE lead magnets for your audience? (We offer them to potential customers in exchange for their contact information)

How will you measure success while working with us? (KPIs)

Automate phone calls to improve operational efficiency, increase revenue (by not missing calls and providing analytics and insights) at scale.

Early stage, more support, custom development, generally not too big difference at the moment

<https://vocalyai.com/>

At the moment no, but we can create few or discuss some that can work on strategy sessions

Initially, follower growth of people with tech and business background, who are interested in

AI. In 1-2 months - it will be more about leads, follower growth will be secondary goal

What are your long-term goals?

In one sentence, what does success look like for this project and working with SkyLift

Marketing?

VI. Profile Optimization:

What social proof about yourself/brand could attract your audience to do business with you?

Have you been featured by media outlets? Any other notable achievements?

Your Primary CTA - what 1 specific action you want any person visiting your profile to take?

(Please be specific)

VII. Best Offer and Success Metrics:

What is the best offer you've ever run or want to run in future?

Please provide the figures that represent the success of that offer. (If there's any) (e.g., promocode, giveaways, discounts, etc)

Can you share specific examples of how your work has impacted clients or businesses? (e.g.,

percentage increases, cost savings, efficiency improvements. Give us the numbers, please.)

- Personal brand growth as AI and tech expert
- Leads for projects (at the moment it is Voice AI agents in Vocaly AI)

LinkedIn, Youtube

We can test one of two: Go to vocalyai.com OR book a discovery call for AI phone agents

Early stage, we can discuss that separately

VIII. Brand Guide:

Please share your brand guide (Must include: Logo, typography, brand colors/palette & brand voice). Share link(s)

Are there any legal language, trademarks, or copyrights we need to consider?

IX. Your Availability:

What are the two days you are available to approve content for posting? (We'll adjust our workflow accordingly)

Are you available for Fortnightly Strategy and Evaluation meetings?

- Yes
- No

What time would be convenient for you to reply to DM's and for outreach to other creators/

community members? And how much time will you be spending?

X. Social Media Information:

Which communication channel are you comfortable with for Fast communication? (these checks are subjected to conditions fulfilled below them.

- **WhatsApp (recommended)**
- **Slack**

If you've chosen Slack, send me the WHOLE WORKSPACE invite at metavengerofficial@gmail.com and then and only then mark check on Slack above. ^^

Not relevant, as I understand, for this

I don't think so

Monday, Wednesday

Didn't get this, please, explain

If you've chosen Whatsapp,, share your number. (Note: If you don't have slack and Whatsapp,

please create Whatsapp and add your number. No work could proceed without it.. Don't mention

WhatsApp or any Contact info on UŴ.)

***Note: Plz Don't mention Whatsapp or Slack in Upwork Conversations**

as sometimes it triggers the system even after the contract has been

shared*

What's your email so I can add you to clickup for task management

Which social media platform is your primary focus? (add social profile link here)

On which additional platforms would you like us to repost the same content? (add social profile link here)

XI. Content Preferences:

Which content pillars are you comfortable with?

- Educational - great
- Promotional - rare
- Personal (lifestyle) - good
- Entertainment (Memes) - sometimes ok
- Inspirational/Motivational (quotes) - not so good,
- Infotainment - don't know what is this

Do you have any content bank, blogs or resources that can help us in content creation?

- Podcasts

Telegram will be best, @boodyvo

WhatsApp is +1 267 579 9715

hi@vocalyai.com

<https://www.linkedin.com/in/vladyslav-budichenko/>

https://x.com/vlad_ai

Some related posts on <https://www.instagram.com/vocalyai/>

- Website Blogs

- Newsletters
- Youtube videos
- Live training sessions
- Bootcamps/Webinars
- Others

Add link & detail here:

Are you comfortable filming/recording videos if scripts are provided by us? (All you need is your phone to record the videos)

What type of content would you like to post? What are the 10 major content topics you want to prioritize?

Additional Information:

Is there anything else you want us to know? Maybe a transformational story, a personal story, anecdote, or interesting facts about yourself/company?

Don't have at the moment, but we can organize something based on the strategy

Yes, have small studio lights and room for that

Content types:

- Infographics (animated words good, as I saw) - educational for agents or tech flows, systems
- Carousels
- Text + image

- Videos

Topics:

- AI agents - general tech topics**
- Practical materials on how to improve business and efficiency with AI**
- AI and tech trends**
- AI current startup and tools to use**
- Fun usage of AI**
- Developer practical things on how to improve efficiency (what I use and how I do that)**
- Some features and projects I did, like in Vocaly AI (good) or other projects/features as experimentations (could be)**

Reel Scripts

#2 Reel Script #24_ From £20,000 Debt to £5 Million Revenue

#2 Reel Script #24: From £20,000 Debt to £5 Million Revenue

From £20K in debt to £5.5M, here's what happened - and the core lessons I learned.

My e-commerce business was on the brink of failure in 2019.

I was £20,000 in debt, and every day felt like a struggle. I'd quit my job and gone all in, and I couldn't bear walking back to my old life with my tail between my legs.

For a while, I buried my head in the sand. Shockingly, that achieved nothing...

What's that famous Einstein quote?

The definition of insanity is doing the same thing over and over and expecting a different result. Yep, that was what I was doing.

Then, one day, I decided to rip off the plaster, face reality, and really try to turn things around.

I reminded myself why I started this journey in the first place. I wanted to build something for my family and knew I could make it happen if I changed my approach.

I accepted that I was in deep trouble because I hadn't been making the smartest decisions. I was chasing quick wins and not thinking through my actions.

I had to take responsibility and learn from my mistakes.

When I opened my mind to a different way, things started to change. Slowly but surely, I improved my product offerings, optimised my website, and built stronger relationships with suppliers.

Sales picked up, my confidence grew, and within a few years, I had built a business earning millions of pounds.

If you're in a tough spot right now, here's my advice: every setback sets you up for a comeback. Don't let your current circumstances define you!

Learn from your mistakes, stay focused, and keep pushing forward.

Because it's not about where you start; it's about how you finish.

Follow for more tips on building your business!

And don't forget to share this video if you found it helpful.

Copy of Reel Script #25_ NFL Players & CEOs Use This to Get Ahead_ And So Can You

**Reel Script #25: NFL Players & CEOs Use This to Get Ahead; And So
Can You**

**Highlights how high achievers apply The 4 Requisites of Change and
why the audience needs it too.**

4 Requisites of Change: [link](#)

Script:

Top Performers Hate Me For Revealing This!

But here's what they won't tell you...

They don't work harder; they master these four key habits:

- 1. Release limiting beliefs: it'll feel like being chained to a rock
and then finally getting free.**
- 2. Set SMART Goals: Define goals that shape who you want to
become, not just what you want to achieve.**
- 3. Take Purposeful Action: Take only the steps that move you
closer to your vision.**

4. Focus Like a Laser: Eliminate distractions and finish what you start.

These are the practices that 1% of top athletes use to level up.

Want to apply them to your life? Comment 'ACTION' and I'll send you the complete video on this.

Caption:

Most people struggle with stress and inconsistency.

But high achievers don't.

Here's why:

- They build the right habits**
- They level up and reach their full potential**
- They master the 4 Requisites of Change**

Miss this, and you stay stuck. Hit play now. 

Which of these four habits did you already know about? Comment below!

Click the link to book your free 30-minute discovery call.

Copy of Reel Scripts

1. REEL: STI RISK CALCULATOR

Script: Voice Over

Voiceover:

STIs don't always come with symptoms. You could feel perfectly fine and still c. So, let's do a quick STI risk check. Count your points as you go!

Then this text on screen:

👉 Have you had a new partner in the last 6 months? (+2)

👉 Do you always use protection? (-2 if yes, +2 if no)

👉 Have you ever skipped an STI test after a new partner? (+3)

👉 Do you think STIs only happen to '*certain people*'? (+3)

👉 When was your last test?

❤ Within 6 months = -2

⚠ More than a year = +2

✗ Never = +5

Then This CTA from script: Voice Over

So... what's your score? If it's 5 or more, it might be time for a check-up. No stress, no awkwardness- just peace of mind. Visit us

or book your sexual health screening today. Click the link in bio

.....

2. Reel02: IV Therapy stock version

Feeling drained, dehydrated, or just in need of a boost? Our IV Therapy is here to recharge, restore, and revitalize you..

If you want radiant, glowing skin, Glow Pro is packed with antioxidants to keep you looking and feeling your best.

Need an energy boost? Vita Prep fuels your body with essential nutrients to keep you going strong.

For muscle recovery and hydration after intense activity, Rapid Restore helps you bounce back faster.

And if you're feeling the effects of a big night out, Royal Recovery is the ultimate rehydration fix to get you back on track.

Advanced hydration, expertly crafted for your body's peak performance. Walk in, drip up, and feel the difference.



Book your IV Therapy today!

.....

3. Reel03: Intro to IV therapy

Introducing IV Therapy at Doctors Express the ultimate way to give your body what it really needs. Whether you're looking for a

radiant glow (Glow Pro),

a powerful wellness boost (Vita Prep),

rapid recovery after intense activity (Rapid Restore),

**or the ultimate hangover relief (Royal Recovery),
we've got a tailored infusion just for you.**

Each IV drip is packed with essential vitamins, minerals, and hydration to help you feel your best—fast! No waiting, no hassle—just results, with treatments administered by medical professionals in a safe, comfortable setting.

Ready to boost your energy, enhance recovery, or level up your wellness? Book your IV Therapy session today!

Podcast Reel #2_

Podcast Reel #2:

Caption:

Feeling stuck on how to start your dropshipping journey?

Watch this ↑

Starting out can be overwhelming, but it's simpler than you think.

Investing money into something makes you take it seriously.

When you enroll in a paid course, you're 'all in'.

Every lesson feels valuable because you're mentally invested.

Ready to take the first step?

Head to the link in bio and book a call now!

Reel #14_ Avoid These 3 Beginner Dropshipper_s Mistakes

Reel #14: Avoid These 3 Beginner Dropshipper's Mistakes

Finished Reel:

<https://drive.google.com/file/d/1HXrYT1vZ4zW7XQrvOl2gbYCQpHfuGZ9/view?usp=sharing>

Caption:

Avoid these 3 classic dropshipping mistakes at all costs. ⚠️

When you're just starting, costly or time-consuming mistakes can make or break your success story.

Granted, everyone will make mistakes along the way...

It's inevitable.

But there are some mistakes out there that can be easily avoided.



In this video, I discuss the 3 mistakes I see beginner dropshippers making repeatedly AND my top advice for side-stepping them. 🏠

If you want to start your dropshipping journey with the smallest amount of trial and error possible, comment "HELP" and I'll send you a video revealing more strategies, tips, and secrets.

Reel Script #8_ How to Deal with Negative Feedback and Returns

Reel Script #8: How to Deal with Negative Feedback and Returns

Here's a fresh take on negative feedback:

They're one of the best things for your business.

I've been there. Seeing any kind of negative review feels like a punch in the gut, and your knee-jerk reaction is to take it badly or even ignore it.

But one day, a bit of a penny dropped for me, and it changed everything:

Negative reviews present an opportunity to improve your business and future customer experience.

If they're complaining about a product's quality, the delivery, or something about your store, chances are there's something you can improve.

This will only positively impact your service for future customers.

And as for the negative reviewer... don't brand them as an awful, horrible person and brush it under the carpet.

Chances are, they're just disappointed or confused, and it's a bit of a cry for help.

I've found acknowledging the feedback politely and promptly and opening up a conversation with them is hugely effective.

I always apologise for *their* convenience and offer a solution, such as a refund, replacement, or discount on their next purchase, even if it's not my fault.

You'll soon see how most negative reviewers, who were once baring their teeth and razor-sharp claws...

...turn into warm friendly people, happy to have been heard and helped.

Hopefully, they'll remove their negative review, tell their friends how good a company you were in helping them fix their issues, and come back for more!

Has this changed your thinking on negative reviews?

Let me know in the comments below!

Reel Script #14_ Avoid These 3 Beginner Dropshipper_s Mistakes

Reel Script #14: Avoid These 3 Beginner Dropshipper's Mistakes

Avoid these 3 dropshipping mistakes at all costs!

Mistake #1: Picking The Wrong Products

**You wouldn't try to sell a surfboard in a desert because you know
it's not the right target market, it's not solving a problem, and
there's zero demand.**

So...don't do the same with your dropshipping!

Make sure you properly research your products. Don't just pick something that's trending or that you "THINK" will sell well.

Mistake #2: Relying On Overseas Shipping

Because of companies like Amazon, customers have come to expect next-day or very quick delivery.

If you rely on overseas shipping, you're adding weeks to a delivery timeframe, which increases the chance of unhappy customers and refunds!

My biggest tip is to find suppliers in the UK to serve the UK market.

Mistake #3: Using Poor Quality Suppliers

Always vet your suppliers. If your product doesn't meet expectations, your brand's reputation is on the line.

You might have a fantastic store and awesome ads, but if your supplier sends out low-quality products, the only thing people will see... is the negative reviews!

Look for high-quality suppliers passionate about their products and willing to work WITH you, not against you.

When you avoid these 3 simple mistakes, building a successful dropshipping business is much easier.

If you have any questions or want to learn more, comment “HELP,” and I’ll send you a video revealing more of my tips, strategies, and secrets for successful dropshipping!

Reel Script #17: Don't Reinvent The Wheel

D’you wanna know one of the biggest business secrets out there?

That the likes of Steve Jobs used for turning Apple into the multi-billion dollar company it is today...

Ready?..... Don't reinvent the wheel.

I know what you're thinking... is that it?? But the power is in its simplicity.

Steve Jobs piggybacked off the idea of the office computer and mobile phone from other businesses, then improved the concepts or delivered them in a different way.

He never started from scratch.

It's the same when it comes to success with starting an online business.

Don't waste time trying to create your own model. Piggyback off one that already exists, has a proven track record, and then put YOUR stamp on it...

Like my Home-Turf Advantage® Model.

It's an adaptation of traditional dropshipping, (which is hugely flawed as it uses low-priced, low-quality products with extremely long shipping times

However my model sells high-priced products from high-quality UK suppliers and delivers them as soon as the next day.

Since 2017, I've been tweaking and developing it to perfection to the point where it can now generate £100s in profit in a single sale for those who have installed it into their business.

None of them had to reinvent the wheel

.

Many of them simply plugged my model into their businesses and have been experiencing success ever since.

If you want to learn more about my Home Turf Advantage model and how YOU can follow in THEIR footsteps, comment the words “SHOW ME” and I’ll send you a link to register for my brand new FREE online event.

Reel Script #19: Reel Script: You Lose 100% of the Opportunities You Don't Take

**Have you ever had an idea but then told yourself, 'Maybe later,' or
'What if it doesn't work?'**

Every time you hesitate, you miss a shot at success.

Why? Because you miss 100% of the shots you don't take.

**Look at someone like Duncan Bannatyne, the now-famous Dragon
from Dragon's Den. He started with nothing, working out of an ice
cream van, and now he's a multi-million-pound business owner.**

**Imagine if he'd said "maybe later?" Or doubted if it would work? He
might still be serving 99 flakes on the streets of Scotland.**

We all have that voice of doubt and fear of failure.

But the only way to truly fail is by not trying at all. Taking the first step might be scary, but it's the only way forward.

So don't let fear hold you back—take that shot and see where it leads.

Don't forget to hit that follow button for more tips and inspiration!

Reel Script #29_ 3 Tools I Use to Automate My Dropshipping Business & Save 10+ Hours a Week

**Reel Script #29: 3 Tools I Use to Automate My Dropshipping
Business & Save 10+ Hours a Week**

You only need these 3 tools to automate your dropshipping business & save 10+ hours a week.

Don't forget to save this video for later!

Tool number 1:

Google's Machine Learning AI.

I use this to predict which customers are most likely to buy my products. I just set a target ROAS, and Google figures out where to best place my ads.

Tool number 2:

Oberlo.

This is the game-changer for finding products and automating orders. Oberlo syncs directly with my Shopify store, so I don't have to lift a finger!

Tool number 3:

Email Marketing.

I use it to send abandoned cart emails to customers who almost made a purchase but didn't. It's automated, so I don't have to worry about manually following up, and it means I strengthen my chances of getting a sale I otherwise wouldn't.

Follow me if you want to scale your dropshipping store with the right knowledge and techniques.

Reel Script #30_ Don_t Start Your E-commerce Business Unless You See These 5 Crucial Signs

Reel Script #30: Don't Start Your E-commerce Business Unless You See These 5 Crucial Signs

Don't start your e-commerce business unless you tick these 5 boxes...

#1: Your job is no longer fulfilling.

If you wake up every Monday filled with dread or - worse - complete disinterest in your job, it's time for a change.

#2: You understand the risks.

You've done your research and talked to people who've done it. You know what to expect before jumping in, and you've set realistic expectations for yourself.

#3: You're passionate about making it work.

Passion is what fuels success, not just the potential to make money. You need to be invested so you can handle the rough *and* the smooth of starting a new business.

#4: You've got a solid support system.

Entrepreneurship can be tough, and having friends or family to lean on is important.

#5: You know what's truly important to you.

**If your reasons for becoming an entrepreneur align with what
you want out of life, you're on the right track.**

**Ready to start your own business? Comment “YES” and I’ll send you
an invite to my free online event where I break down my proven e-
commerce model in full.**

Reel Script: #15 Top 5 Tools Every Entrepreneur Should Use

**The top 5 tools every entrepreneur should use - let’s get into it!
These tools help me stay organised, productive, and on top of every
moving part of my business.**

Tool 1: Asana

**Asana is a simple-to-use project management tool. It allows you to
monitor workflow, deadlines, and the status of every project in
your business.**

Tool 2: Klaviyo

A CRM like HubSpot ActiveCampaign is a game-changer. It tracks customer interactions, automates follow-ups, and manages your sales pipeline so that nothing slips through the cracks.

Tool 3: Slack

Slack is my #1 tool for keeping in touch with my team members. You can create channels for different projects and integrate other tools like Google Drive or Trello.

Tool 4: Xero

Xero is great for managing your cash flow and keeping everything in one place. It's user-friendly and a huge time saver, especially during tax season.

Tool 5: Buffer

Buffer lets you schedule posts and manage all your social media accounts from one dashboard, making it easy to distribute your content and keep your audience engaged.

Did I mention any tools in this video you weren't familiar with before now? Or do you have any go-to tools I didn't mention?

Let me know in the comments.

The \$Million-Dollar Portfolio

The \$Million-Dollar Portfolio A Collection of My Battle-Tested, Proven Copies that Helped My Clients Grow Followers, Engagement, Leads and Sales!

1 TABLE OF CONTENTS

1. LinkedIn Abouts & Captions

a. LinkedIn Abouts

b. LinkedIn Captions

2. Instagram Posts, Stories, Captions & Carousels

a. Stories

b. Posts

c. Captions

d. Carousels

3. Landing pages & Ads

a. Landing Pages

b. Ads

4. Emails

2 1 LinkedIn Abouts & Captions

LinkedIn Abouts #1

Attention all levels of homebuilding subcontractors and sales reps: Want to start slashing your sales targets and start making 6 figures while shortening your learning curve? I am one of a handful of “in demand” sales and leadership coaches in the home building industry who are sharing the secrets of gaining total mastery in selling trade contracts and how to train your sales reps in your established businesses. When a top 1% sales rep across the nation talks, you wanna rock pay attention – and I am stalking my industry-wide reputation on the fact that we can take any subcontractor’s sales reps and train them to make 6-figures more efficiently, easily, and affordably. From being a dropout to making multiple 6-figures and selling over 50M+ dollars worth of trade contracts, I am living proof that ANYONE can do extremely well in a sales role with the right mindset, right training, mentorship, and coaching.

3 That’s not it, I’m also a dual certified life and leadership coach and am a student and practitioner of personal development which helps me help my clients and students super fast. My skill sets, confidence, my 100% belief in people, and an extreme desire to see others win, breakthrough and succeed. And here’s some extremely epic news...I am sharing my 20+ years of rewarding sales experience, everything from battle scars to big lessons, and my sales expertise through my podcast, videos, and content on LinkedIn, so hit the follow button now. Message me for an appointment!

#2 Did you

start your service-based business for freedom, meaning, and fun - only to now feel frustrated and overwhelmed by what you've built?

If you're a driven service-based founder over 40 who's ready to stop relying on referrals and trading time for money—and instead do the work you love with great clients—I can help. Hi, I'm Karita. Over the past few years, I've helped hundreds of experts transform their personal brand into highly profitable online consulting/coaching offers. 4 Offers that attract and convert dream clients, are fun to deliver, and take less time to run. All without complex marketing or icky tactics. The result? A business and life you love, fully aligned and on your terms. Back in 2018, I walked away from a 7-figure marketing agency I co-owned to build my own coaching and consulting business. Despite 25 years in commercial brand marketing, I struggled to market myself. It felt personal. I felt exposed. All I wanted was a simple, confident way to share my message, connect with the right people, and grow my business—without constantly stressing about where my next client was coming from or overthinking every move. 5 Fast forward to today: I run a 6-figure consulting business 20 hours a week, working with inspiring clients I love. No late nights, no burnout—just plenty of time for family (and the dog). This isn't about bragging—it's proof of what's possible when you have:

- ✓ A business 100% aligned with your purpose, skills, passion, and lifestyle**
- ✓ A unique offer that leverages your genius and pre-sells your services**
- ✓ A simple system embedded that consistently attracts and converts dream clients**

No hustle. No hype. No hesitation. Here's what's possible with the Boundless Blueprint:

- 🚀 Hiten added \$42k in 6 weeks—and now spends Fridays on the golf course**
- 🚀 Dan doubled his revenue in 2024 compared to 2023—and fell back in love with his business**
- 🚀 Danny signed two new clients in 1 week into his new**

offer via email 6 Ready to ditch the hustle, own your genius, and build an online business and life you're obsessed with? Here are 3 ways I can help: 1️⃣ **FREE Boundless Blueprint:** The 3-step framework to building a 6-figure online consulting business in 20 hours a week

[Link in bio] 2️⃣ **Brand Boost – 12 Week Intensive:** Turn your expert services into an irresistible online offer, land your next client/s, and get the tools to repeat this weekly. [Link in bio] 3️⃣ **The Zone Coaching**

& Consulting Build a 5-figure/month consulting business you can operate in 20 hours a week - group & 1:1 options available. DM "ZONE" for details. #3 📩 You can increase your revenue by 50%

without adding to your sales team 📩 You can implement a framework to improve revenue per rep consistently without the need for £million consultancy projects 7 📩 I have over 2 decades of B2B sales experience including sales training, management, sales process design recruitment and building remote sales teams from scratch. At The Direct Sales Company we have taken this knowledge and combined it with a quality improvement framework normally reserved for £multi-million consultancy projects so you can excel in every single aspect of growing outbound revenue. #4

With over 30 years of diverse experience across various business roles and geographies, I am committed to embracing diversity and different viewpoints to drive success. My Expertise: - Sales & Growth

Strategies: Infusing joy and efficiency into sales methods and leadership practices. - Sales Training: Sandler Certified with a deep practitioner orientation in the noble sales profession. - Personal, Business, & Career Coaching: Guiding individuals, business owners, and sales leaders toward predictable and rewarding outcomes. 8 -

Career Development: Helping clients navigate career choices, manage upwards, and create effective business and life plans. -

Educational Background: My educational journey spans four

degrees across four continents, including a doctorate in business administration focused on job satisfaction and organizational commitment of salespersons—a topic very dear to my heart and purpose. Certified Coach: - Specialize in helping clients leverage their innate abilities and create efficient systems for lasting success.

- Aim to equip those I work with with the clarity and confidence needed for their personal and professional journeys. - Hyper-specialized in supporting sales personas specifically. Why Connect with Me? - Insights on Sales, Self-Improvement, Coaching, Development, and General Business Topics: Follow me for valuable content and practical advice. Personalized Guidance: Contact us with your challenges in sales, growth, personal and business coaching, and career goals. Let's work together to achieve your objectives. 9 - Published Author: My experience as an author of fiction and nonfiction informs my worldview and approach to every engagement. How to Connect with me: - Connect or Follow me on LinkedIn - X (Twitter) @JabulaniSpeaks for more insights - Book time with me if you want to know more.

<https://calendly.com/sandlerbyjabulani> #5 Success doesn't come from following the rules; it comes from creating your own. I've built my career on challenging the norm. My focus has always been on pushing boundaries, creating value, and leading with bold vision.

My journey started with a simple belief: excellence isn't a destination; it's a mindset. Today, I'm proud to lead one of the fastest-growing hospitality & logistics businesses in the region. At Siox Global, we aim to redefine expectations, not just meet them.

With diversity, integrity, and trust, we've built strategic partnerships with Fortune 500 & 1000 companies. I've always been driven by a passion for tackling challenges with aggressive 10 strategies. From guest satisfaction in our hotels to supply chain

efficiency for our logistics clients, I believe in going above and beyond. I understand the challenges professionals face: ↳ Staying ahead of emerging trends ↳ Visibility in competitive markets ↳ Generating consistent leads ↳ Optimizing ROI My mission is to help others overcome these barriers through actionable insights and proven strategies. Follow me for: • Thought leadership • Proven strategies • Industry trends Together, we can create growth, trust, and impact. #6 Because improving conversion rates should NOT feel like a gamble, our model is simple: No results, No payment. 11 Hi, I'm Khalid Saleh, co-founder & CEO of Invesp. We're The World's #1 ranked Conversion Rate Optimization Agency, helping brands increase conversions by 35% in 180 days or less. How do we help brands generate more pipeline, revenue, and profits? We fix the low-hanging fruit on their sites, create a strategic conversion roadmap, and move fast. We improve conversions for just about every business type—SaaS, ecommerce, traditional retail, lead gen—you name it. Our clients include big names like eBay, Target, Discover, BarkBox, and startups you'll soon be talking about. My story? I am a recovering software architect. In 2005, I was the proud architect of a \$50 million ecommerce site that... well, let's just say it didn't go as planned. Tons of visitors, but only 10 orders. Two things happened as a result: 1. I missed my annual bonus 2. I wondered if there is something brands can do to turn visitors into customers So, in 2006, I co-founded Invesp, one of the first agencies focused entirely on conversion rate optimization (CRO) & AB testing. 12 Since then, we've run over 36,000 A/B tests and helped hundreds of companies increase online sales. When you have that many A/B tests under your belt, you can do things others can't. We've built a Conversion Intelligence Platform that uses machine learning to supercharge any CRO program we run. Companies we work with

see an average of 12x return on their investment with us. Here is what you get with Invesp: - Conversion Rate Optimization: Platform + Professional services team. - Conversion Rate Audit: Identifying your website's biggest conversion blockers. - Landing Page Optimization: Creating pages that convert. - CRO Training: Empowering your team with CRO skills

What I do: - Lead CRO projects. - Speak at top marketing conferences worldwide (SMX, PubCon, Shop.org, Internet Retailer). - Write about CRO, marketing strategies, and business growth. My approach? No trendy "growth hacks." I believe in solid data, careful analysis, and strategies that actually work for your business.

13 Want to learn more? - Check out my blog: <https://www.invespcro.com/blog> - Read my book on Amazon: <https://www.invespcro.com/cro-book> - Connect with me here on LinkedIn for regular tips on CRO and e-commerce growth

Let's talk about how we can boost your online sales.

#7 I wasn't always this calm... {gasp} I became less anxious and more organized over years of self-education and resilience-building. While I progressed as a therapist and coach, it occurred to me that other people with these same symptoms don't have to struggle with trial-and-error learning like I did. So, I redirected my career from business development to psychology, and began to live my purpose as a resilience coach and therapist. With over 15 years' experience as a Registered Psychology Associate, Therapist, Coach, and Trainer, I have helped thousands of people maximize their authentic 14 selves, balance their priorities, and overcome their anxiety with outstanding results. I have worked with Fortune 100 companies including but not limited to: Abbott, Sheppard Pratt, Nationwide, Rite Aid, Raytheon, Booz Allen Hamilton Consulting etc. My clients experience the following results: ✓ Improved self-confidence and feeling empowered to handle obstacles ✓ Enhanced stress

management practices and exposure techniques that reduce the likelihood of anxiety taking over  Better management of people, processes, and one's own life Ready to Move up in your life? Daily, I drop Mental Health and Personal development posts. Follow me now on LinkedIn so you won't miss your update! Book a FREE Consultation NOW at: <https://www.drmakidabey.com/initial-registration> Or drop me a Message here at linkedIn #8 Imagine a world where mechanics work on their own terms. And fleet owners take control of their service needs. That's the vision behind Mechanician. 15 After 25+ years as a senior executive in the heavy equipment industry, I saw both sides struggling: → Mechanics working long hours with little flexibility or control. → Fleet owners facing rising downtime and costs, (due to shortage of skilled tradespeople & advancing technology) I built Mechanician with a clear purpose:  To empower mechanics and industry leaders to work on their terms. For mechanics, it's about creating opportunities: → Offering flexibility, independence, and better earnings. → Putting YOU in control of your careers and schedules. For fleet owners, it's about creating a direct link to skilled trades: → Reducing downtime and repair costs. → Bridging gap between traditional practices & new technology. I believe that independence shouldn't come at the cost of Health Family time Personal values. My goal is to make skilled trades attractive, flexible, and rewarding. True success comes when we bring people together.  If this resonates with you - 16 whether you're a mechanic, fleet owner, or someone passionate about creating a better future for skilled trades - Let's connect. Together, we can make a real difference.  #9 Are you a small business struggling to scale your operations efficiently? Or maybe you're overwhelmed with complex processes

that slow you down? Better yet... Do you feel like you have the potential to grow but don't have the right tools to make it happen? If you're nodding along, then you're in the right place! Hi, I'm Peter, the Founder of **Perizer** and the creator behind platforms like **ComputeSphere** that are built specifically to help small businesses automate and scale their operations seamlessly. Over the past several years, I've dedicated my career to building solutions that empower businesses to operate like enterprises —without the enterprise-level complexity or costs. *"ComputeSphere allowed us to scale our cloud operations with ease. It's been a game-changer for our team!"* — Kim Lakeside, Small Business Owner

In my journey, I've worked across industries—helping 17 startups and SMEs implement automation and streamlined processes that save time, reduce costs, and accelerate growth. A little about my background... I've been an engineer, consultant, and entrepreneur with over 15 years of experience in system automation, cloud computing, and AI/ML technologies. Before founding Perizer, I worked with companies large and small, seeing firsthand the challenges that businesses face when it comes to scaling operations. That's why I'm passionate about making powerful, seamless solutions accessible to small businesses. Now, I'm taking everything I've learned about system automation and entrepreneurship and sharing it with you. I'm here to help you → Operate → Optimize → and scale ↴ your business—one step at a time. Here's how you can start working with me: Explore **ComputeSphere**: Cloud platform to help businesses scale and deploy applications with ease. 18 **Follow** my journey: I'm always sharing lessons on system automation, cloud solutions, and entrepreneurship on LinkedIn. Feel free to reach out anytime. I'm always just one DM away! LinkedIn Captions #1 I'm sorry... I really

am ? I try to get my #content right. My mind is always racing, I overthink, I rewrite, and I often write at 3 a.m. Sometimes, the wording is off. Sometimes opinions can be misunderstood. ? I promise you, I'm here to try and create a harmonious community, filled with individuals who all #support each other. Despite my optimism, I understand that there can be differences of views. Just know that my content is meant to encourage people, not to tear them down. So, from me to you - let's keep pushing this #drones stuff and positivity ? #2 19 What do they say? "Work smarter not harder". Nope. ? How about working smart AND hard - that combination is lethal. ? it's not what you know it's WHO you know; Not at all. I think it's both. Knowing the right people can open doors, but knowing the right things can get you inside those doors. ? ? #hustle. self-care. hustle again. take care of yourself. but keep hustling. Some weeks will be intense, other weeks you can kick back & prioritise your health. But do both. Hard work will get you places, #selfcare will keep you there. #3 The 9 to 5 is not broken. Working for someone else is not broken. Trading your time for money is not broken. Nothing about earning an honest living is ever broken. 20 If you work to pay your bills and don't yet own 6 different streams of passive income, If you are not quitting your job because you are satisfied and content. I wanna let you know: Congratulations! You are not the odd one out You are the people that make this society work. Don't let the feed make you feel like failure You guys are the saviors ❤️ #4 I have never heard such terrible managerial advice. Hey Shawky, could I have a quick word with you, please? Me: Sure thing, Boss: You're doing a wonderful job in your new position, but I would warn you to stop making friends with the workers. Me: Why? I believe this improves our performance. Boss: Soon they'll slack off and take advantage of

your friendship. Your friendship will be a barrier, and you might need to punish them as well. 21 I'm good, thanks. Rather than breaking our friendships, I doubled down on them. I made our business and personal values crystal clear to my Team. Our team was in its best mood and gave its best effort ever. It doesn't make me a weak person if I make friends with my team. It makes me human ❤️ #5 I'm not a young online business owner of 21. No, I'm 42 years old, but this means: I have experience of more than 20 years in business and corporate. I've developed a strong personal network. I've developed a lot of financial expertise. I have a distinctive viewpoint in the internet community. I might not be aware of TikTok trends. However, I am aware of what makes a GREAT company. We give ourselves these unhelpful labels. Then we allow them to define us. To define how good our lives can be. 22 But the truth is, there are no limits. Whether you are 21 or 42, don't let your age hold you back 🤝 #6 🔄 LinkedIn reminder: for every photo you see of someone in a big, fancy, aesthetic office... There's someone sitting working in their childhood bedroom 🧐 🏠 I had to move back into my family home after uni... Something I told myself I would never do ✖ And then the pandemic hit...and then I changed my mind on my career...and then I really struggled with graduating uni... And before I knew it, I was sat working in the room I used to play Bratz in 📝 And moving back home means: 📱 Family asking you to drop stuff at the post office during your work hours 🤔 Cats snoring during work meetings 🕒 People around you not understanding why you're working such long hours ❤️ So shoutout to everyone who is still hustling while living at home! And HUGE shoutout to my mum for making me the pink curtains of my dreams when I was 5 🧸 🖱 Did you move home after uni?? 23 #7 I've stopped sending my team messages after packing up. Instead, I

schedule emails and Slack messages to go out at 9 am. I can brain dump while I still have it fresh in my head, and their evening remains uninterrupted. Founders - You should not expect your team to work as hard as you do. Just because you're still working at 8 pm, doesn't mean your team should be working too. #8 I won't read for an hour, but I will watch Netflix for 4 hours. I won't spend \$20 on healthy meals but will pay \$50 on takeout. I'll drop \$1000 on an iPhone but decline to spend \$250 on a personal development programme. I'll spend 3 hours claiming I don't have time, but I won't spend 2 hours automating my administrative tasks permanently. Everything in life will eventually cost time and money. There is no such thing as free. However, it is up to you where you invest and where you invest your money. 24 Think carefully before acting. #9 For every post, you see about an entrepreneur's "success"... Just know it isn't as "comfortable" as they make it look. I've been posting a lot recently about the success of entrepreneurs over the last month. Because whilst you see the wins on here.... You don't see: ☐ The constant paranoia of feeling like it's all going to be taken away. 🙄 The pressure of all your family and friends waiting for you to fail. 😓 The endless feeling of guilt that you haven't worked hard enough. So shoutout to all my fellow entrepreneurs out there ☑ Because it might look great. But I'm telling you, it's not all rainbows and butterflies 🌈 #10 Okay, I'll confess it. I'm terrified to death of taking chances most of the time! On LinkedIn, everyone seems to act bravely and seemingly without fear, but I 25 genuinely find that it ignites fear. 💬 What if it doesn't work out? 💬 What if no one cares? 💬 What If it does work out and I can't handle it? Honestly, I believe that: ☑ Trying new things is and always will be a terrifying thing! ☑ Sometimes you have to be willing to risk failure and put yourself out there! ☑ If you promise to accomplish anything,

follow through on your word! Even if it doesn't work, you won't be sorry you didn't give it a shot. Because there's a feeling greater than the feeling of fear, which is a feeling of achievement. That's what drives me to do "Whatever it takes". Follow @mohamedshawky #11 Being an entrepreneur doesn't require you to be a failure in school.

The "popular guys club" has no official badge and no set of "not doing good in something" requirements. 🧠 That's not necessary to

sell candy in the playground. 26 ⌚ There's a time to everything.

Time to prepare and time to strike. 📁 Giving yourself titles like "I have always been like this" can sometimes do more harm than good. 🔑 The only mantra you should repeat to yourself is "I can

change". 🧠 If you're an entrepreneur, it's because you have the motivation and the guts to launch your own business and face the

fierce market and competition. I always adore hearing these entrepreneurial success stories, but not everyone has one. You may have, however, seen hints of your entrepreneurial traits in other situations. Therefore, it's okay if you don't have one of these tales. Keep up the hard work and keep growing. You'll have a story soon.

#12 5 things you didn't know about me 😊 1️⃣ I'm 5'10 2️⃣ My last name gets misspelled 95% of the time 3️⃣ I'm actually a huge NERD;

business reading, podcasts, lectures, you name it 🧐 4️⃣ I speak

Arabic, English & ... 27 5️⃣ I'm a 45 year old Drones business owner How many did you get right?? Drop your 5 📝 #13 Day in the life of a

#startupfounder: TRUTH EDITION Expectation 🌅: wakes up smiling, magically radiant with a coffee already in hand... Reality 🙄: rolls over, debates whether today is the day I give it all up, finally sighs, gets up and finally brushes hair. Expectation 🌅: works a few hours then hops into a Lambo and drives off into the sunset...

Reality 🙄: sleeps at the office, 12 hour days, wakes up and does it

all again with a smile. 🙌 There are days I fit into the expectations for sure (below) but most of them are spent in #reality. But it doesn't totally suck... I enjoy it. It fuels me. But it's WAYYY too glamorized, so don't forget not to buy into peoples false #advertising today 🙌 Less of the pretty more of the reality 🙌 28

29 2 Instagram Stories, Posts, Captions & Carousels Stories #1 No doubt you've heard about Intermittent Eating (or I. fasting) maybe even trying it before, It's used by a variety of people for a variety of different reasons. With modern alpha, we use it in a specific way with the goal of making you bigger, leaner & more aesthetic without robbing you of having a real life IF has been shown to give guys a nice boost in important hormones like testosterone & HGH... although it's not a miracle worker.. You'll hear clueless trainers talk about I.F and its main benefits coming from simply reducing calories and eating less.... This is NOT the right way to use I.F. Calories aren't the problem so much as the type of foods those calories are coming from and the impact those foods have on the body/hormones etc hours after eating them. 30 You can eat two foods with identical calories, even identical amounts of protein/fat/carbs BUT the way those two foods impact your body can be completely different. WHAT you eat is very often more important than HOW MUCH. Remember... with modern ALPHA... you're not here to lose a couple lbs and fall back into your old ways.. Fuck that, its called ALPHA for a reason. If You're chasing "average" or "normal" you're in the wrong place. Our priority will be getting rid of your actual FAT, not just "WEIGHT LOSS" These are very different things. Weight loss means nothing if it's not mainly fat that you're losing. Putting yourself into a severe calorie deficit to try and lose weight (as most diets recommend) gets you dropping "weight" not fat... with the weight loss coming mostly from water,

glycogen/muscle depletion. This type of reckless calorie restriction that often comes from “clean eating” diets - in fact Wrecks or devastating ppl hormonally & metabolically long term... i've seen it 1000x, fucking ppl up long term and making the temporary results you got for a couple of months a complete waste of effort. 31

Simple as this... When it's not mainly FAT LOSS you're getting,, if its “WEIGHT LOSS” you're almost certainly severely decreasing your metabolism, meaning you will store fat even easier than before and long term sustainability if near impossible... Which is what happens with MOST diets I see ppl attempt. Slow and steady FAT LOSS while building and retaining lean muscle is key to maintaining a healthy metabolism, because you'll be metabolically flexible! In Modern Alpha, our focus is increasing LEAN muscle WHILE we drop body fat. This is the only way to do things in my opinion. Every pound of lean muscle we add increases how calorie-efficient your body is, not to mention that when we reduce your actual BODY FAT, You have better blood sugar stability which will result in improved insulin sensitivity, meaning you will be able to eat the odd cookie or cinnamon bun fearlessly, because your body is a furnace able to use anything for energy, never wanting to store fat. The more muscle you have the more calories you burn daily simply by being ALIVE. Muscle is very energy-hungry, VERSUS Fat on your body which is NOT

32 #2 NO ONE CAN DESIGN OR BUILD YOUR LIFE FOR YOU.

YOU'VE GOT TO WAKE UP TO THE FACT THAT YOU ARE THE ARCHITECT, DESIGNER AND BUILDER OF THIS ONE LIFE YOU GET.

IT'S TIME TO ROLL UP YOUR SLEEVES AND START WORKING ON YOURSELF WITH SOME FVCKIN INTENTION & VIGOR. LIKE BUILDING ANYTHING.. THERE IS A FORMULA.. -FIRST YOU NEED YOUR VISION, -THEN A BLUEPRINT YOU'RE GOING TO STAY DISCIPLINED WITH. NOTHING COMES BEFORE YOUR VISION IF YOU WANT TO MOVE IN

THE DIRECTION THAT IS MEANINGFUL TO YOU. EVERY MORNING IS A CHANCE TO LAY ANOTHER BRICK AND BUILD A FOUNDATION THAT CAN MAKE IT ALL POSSIBLE. YOU CAN PRETEND YOU'RE BEING PRODUCTIVE BECAUSE YOU'RE WATCHING MOTIVATIONAL VIDEOS ON YOUTUBE OR YOU CAN KEEP READING BOOK AFTER BOOK SEEKING ANSWERS AND 33 ADVICE.. BUT AT SOME POINT... YOU JUST NEED TO MOVE! AT SOME POINT YOU GOTTA TAKE A LONG HARD LOOK IN THE MIRROR AND FACE THE FACTS. IF YOU KEEP DOING WHAT YOU'VE BEEN DOING, NOTHING IS GOING TO CHANGE. YOU NEED TO START MOVING FORWARD EVEN IF YOU DON'T HAVE ALL THE ANSWERS, CONFIDENCE OR CERTAINTY. BECAUSE YOU NEVER WILL NO ONE ELSE CAN CHANGE YOUR ROUTINES & HABITS FOR YOU, NOBODY CAN TELL YOU YOUR VISION OR COME UP WITH YOUR LIFE PLAN. THAT COMES FROM WITHIN AND IS SOMETHING ONLY YOU CAN DO YOU HAVE ONLY TWO PRIORITIES IN LIFE 1) NUMBER ONE IS FIND YOUR "PURPOSE," YOUR 'GIFT', YOUR "VISION" THE THING THAT YOU MAKES YOU FEEL ALIVE..THEN FIND A WAY TO SHARE IT WITH THE WORLD. 2) COMMIT YOUR ENTIRE BEING TO BECOMING THE TYPE OF PERSON THAT YOU'LL BE DAMN PROUD OF WHEN YOUR LAYING ON YOUR DEATHBED. THE TYPE OF PERSON CAPABLE OF FULFILLING YOUR PURPOSE AND VISION. THAT IS IT... ANYTHING ELSE IS SIMPLY A DISTRACTION FROM 34 YOUR HIGHEST VALUES AND WILL ULTIMATELY TAKE YOU AWAY FROM THE LIFE YOU WANT TO CREATE ... THE PERSON YOU MUST BECOME #3 POSTS & STORY WITH CTA COMBO'S (PERSONAL PAGE POST) I COULDN'T TELL YOU THE AMOUNT OF COLD CALLS I MADE WHEN I WAS AS A REAL ESTATE AGENT... AND GUESS WHAT? I HATED EVERY SECOND OF IT. EVEN WHEN I STARTED MAKING 40/50/60K PER MONTH... STILL FKN HATED IT BUT IT SERVED A FEW VALUABLE LESSONS. LESSON #1 -

LEARNING TO KEEP YOUR PROMISES TO YOURSELF....EVEN WHEN IT WOULD BE EASY NOT TO WILL CHANGE YOUR LIFE FASTER THAN ANYTHING LESSON #2 -IT DOESN'T MATTER HOW GOOD YOU ARE AT... IF YOU'RE NOT SEEN OR HEARD- YOU ARE INVISIBLE. 35 LESSON #3 - TO PIGGYBACK OFF #1 & #2 YOUR PERSONAL BRAND AND REPUTATION ARE EVERYTHINGGG. SHORTCUTS AND QUICK FIXES MIGHT GET YOU SOMEWHERE TEMPORARILY BUT NOTHING IS WORTH HURTING YOUR REPUTATION MOST PEOPLE ARE TOO LAZY & TOO PROUD TO LET PEOPLE SEE THEM START AT THE BOTTOM- SO THEY NEVER EVEN START... AND THAT'S A GOOD THING FOR YOU. IF YOU INVEST AS MUCH TIME INTO IMPROVING YOUR STRENGTHS AND BUILDING YOUR PERSONAL BRAND AS YOU DID SCROLLING INSTAGRAM OR WATCHING USELESS NETFLIX SHOWS... YOU'D ALREADY BE WHERE YOU DREAM OF.. AND YOU WOULD ALWAYS BE IN HIGH DEMAND - INDISPENSABLE, REGARDLESS OF ECONOMY! THANKS TO THE INTERNET & SOCIAL MEDIA THERE IS NO LONGER AN EXCUSE TO NOT BE A MILLIONAIRE, IT'S EASIER THAN EVER TO REACH THE PEOPLE YOU WANT AND FIND YOUR 'TRIBE', THE ONES WHO WANT/NEED YOUR HELP. AND IF YOU'RE SAYING TO YOURSELF, "THAT SOUNDS GREAT 36 RYAN, BUT I'VE GOT NOTHING TO OF VALUE OR SELL/SHARE" YOU'RE FULL OF SH1TT. I KNOW WITH 100% CONFIDENCE YOU DO. BECAUSE OF THE LIFE EXPERIENCE YOU'VE HAD, YOU JUST NEED TO DEFINE AND REFINE, DOUBLE DOWN AND LEARN HOW TO REACH & HELP THE PEOPLE YOU WANT. I DON'T CARE IF IT'S YOUR UNDERSTANDING ON POKEMON CARDS HOW TO TILE A BATHROOM HOW TO BAKE PALEO, GLUTEN FREE, KETO, COOKIES... OR HOW TO PICK A WINNING FANTASY FOOTBALL TEAM. YOU HAVE SOMETHING THAT'S EASY AND FUN TO YOU THAT IS NOT FOR OTHERS. YOU JUST DON'T KNOW HOW TO COMMODITIZE YOURSELF AND CREATE A

PERSONAL BRAND. THAT IS YOUR GREATEST ASSET & COMMODITY.

#4 37 Fixing insulin resistance and Improving your insulin sensitivity can sound scary especially if you have no clue what that means But

let me reassure you, it doesn't need to be complicated or overwhelming. The more optimized your insulin sensitivity the easier it will be to stay lean, and the more flexibility you will have to eat foods you love, nutrient partitioning will be better aka- YOU WILL GET MORE OF THE NUTRITION OUT OF THE FOOD YOU PUT IN YOUR MOUTH. Your insulin sensitivity will determine if your body prefers to store FAT, or use it for muscle glycogen and muscle repair.

When you improve insulin sensitivity, it will help restore blood sugars to a normal level quickly after eating. (Which is good) The APEX approach for men is to increase lean muscle mass and keep that lean muscle active to stimulate more receptor activity. Here's some tips to help possibly improve insulin sensitivity and stabilize blood sugar levels. 1. 5-10 minute walks after all meals (TWICE as effective as the drug metformin for blood sugar control!) 38 2.

Increase Collagen/Gelatin Protein - Bone broth is great here. 3.

LOSE FAT - Pretty much everyone who loses a lot of body fat, improves blood sugar markers, lowers blood pressure) 4. Reduce carbs to 150G daily. Primarily coming from fruit / potato. 5. AVOID POLYUNSATURATED fats (flax seeds, canola/corn/safflower oils, sunflower seeds, walnuts) 6. INCREASE SATURATED FATS(red meat, grass fed butter, pasture raised eggs, cheese, whole fat yogurt, cottage cheese) UNSATURATED FATS oxidize and create free radicals which trigger stress hormones & inflammation. SATURATED FATS turn OFF stress hormones. 7. Get serious about sleep. Even if you need a CPAP! sleep routine is non-negotiable. #5 Reasons You Keep Overeating -Your Diet is too restricted / Calories are too low. 39 - Your Hunger hormones (leptin & Ghrelin) are sending the wrong

messages -You're waiting too long to eat -You're NOT eating enough SALT -You use food as a punishment/reward -You confuse boredom with hungry -You eat to feel better (emotional eating) -You have a sugar addiction to break -You have too many refined carbs in the cupboards (additive in nature) . #6 Monday doesn't suck. Your job doesn't suck. Your dating life doesn't suck. You're not getting the things you want in life, because your ability to focus, your attitude, your work ethic sucks. If you have excuses, I don't want to hear them, keep scrolling, If you want a better life, a better body, a fresh new outlook, find a way to make it happen. 40 Be ready for the reality that failure is necessary on the way to what you want. It's not to be avoided at all costs. People SAY they want it... but when it comes down to it.. They retreat back to safety at the first chance. they choose the couch, Netflix, potato chips, staying in a shitty relationship.... Whatever it is.. Over the uncertainty it takes to change. It's easy to 'SAY' you will do things, that's why the world is full of talkers And leaders and winners are rare. You can't control everything but you control your attitude 100% Post & story (separately) Junk food is engineered to be addictive. ✓ You're not going to win with willpower. You win by not having it in the house...period. Companies want you hooked and sick on their junk. Don't give them the satisfaction or your money. #7 41 Funny how autoimmune diseases started to skyrocket about the same time we introduced ultra processed foods into the market... but hey, it must be genetic. #8 Marketing departments are starting to use words like "Gluten free" to sell you processed junk food and keep you fat. Don't fall for it #9 Mostly Bullsh_t Scams 1. Gluten-free 2. Low-fat 3. "200 calorie" portions 4. Miracle Meats 5. Non-GMO 6. All natural 7. "Heart Healthy" whole grains 42 What did I miss? #10 Early in my career, I was the ignorant trainer telling my obese patients to "eat

less, move more" as if that was some brilliance they had never thought of, & that it actually worked. I am sorry. I learned better so I could be better and help others get better. #11 Remember...Having a Rolex or an AP isn't a flex if it's reminding you of when your lunch break is over. Text: Real men wear Fossil watches I heard? Rock bottom will teach you lessons that your mountain tops never will. #12 Junk food is engineered to be addictive. You're not going to win with willpower. 43 You win by not having it in the house...period. Companies want you hooked and sick on their junk. Stop giving them your money. Stop cutting years of your life. #12 How many times have you felt miserable after overindulging on sugar and junk food, then promised you'll NEVER do it again? 2 days later, the cycle repeats.... That addiction. Recognize it. Do something about it. #13 Most, wake up and simply react to everything. and everyone else's demands all day. This is called "survival mode". Others, wake up, create their own demands, and prioritize them above all else. This is called "APEX mode" CONTROL YOUR TIME. That discipline = freedom 44 Post & story (separately) ✓ Start Fucking Committing I can almost guarantee, The reason you'll finish this will be different from the reason you started. You start an Apex plan because you believe better exists. Maybe you can't say why, maybe you've got a million failed attempts behind you telling you you're a piece of trash and you'll just fail again, I assure you, It's worth it. If it's too new, too much, too soon, it's worth it. If it makes you afraid and the timing "just isn't right", it's worth it. If it requires smashing the fuck out of comfort zones, old perceptions, its worth it. If it demands more from you than you think you can give, it's worth it. If it requires you to level up, dig deep, it's going to teach you something about yourself, and nothing is more worth it. 45 #14 Hooked On The White Rock? (Why I love salt and you should too) Swapping out one

white crystal for another might be the best thing you can do..... I'm talking about sugar & salt. Next time you're reaching for a sugar fix, pick SALT. Salt is NOT an enemy, sugar is It's the devil disguised as a

Victoria's Secret Model. Sugar is what gets you and keeps you addicted. Sugar is what keeps you hungry and craving. Sugar is what makes you obese and cuts 20yrs of your life... Make SALT your new sugar. (to learn more about the vast benefits of salt check out my other posts or DM me. >>>Want to know your Nutritional Code ?

Get your own custom APEX program<<< #15 46 Start Giving a Damn. Are you in or out.... I'm sure you've heard this before but the only people who never fail are the ones too scared to try. Any failure you've had and will have, it is the measuring ground to your motivation and determination. Show me someone who keeps failing and I see someone who has a real chance at a better life. Show me someone sitting back pointing fingers, not failing because they aren't trying. I see a sad human being with zero chance at happiness and fulfillment. You know you're fighting the good fight when life hits you with everything its got and you still keep getting up with a damn smile on your face. Because you know it's not about the end goal or finish line, it's about what you learn about yourself and who you become in the process. #16 STOP listening to the voice in your head, Start listening to your fucking intuition. 47 It's easy to get these mixed up, most people do. I did for most of my 20's. Your desires aren't intuition. The voice saying you've earned a night out and drinks with the boys/girls, isn't intuition. Your head will tell you to forget obligations. Ignore your regret, your head will only give you the side of the story you want to hear. Ignore your anxiety, it's your head keeping you small, telling you what could go wrong. Ignore your ego, we all need help. Emotions are human, how you react to them is the difference. The man who lacks

purpose will always distract himself with empty pleasure. Feel your intuition, get to know it, make choices with it, rather than with motivation and desire. The best choice is the one your future self would thank you for. #17 Be Kind To Yourself Be what you need NOW. None of you need to talk down on yourself and kick dirt in your own face. 48 Just because you aren't 100% happy and content with your body, your mind, your life, your whatever right now, doesn't mean you can't be kind to yourself now. You are the prisoner and the guard in the jail that is your mind. You are the bars, the barriers, the warden and the judge. You can punish yourself more than you already have, stay locked up, or you can accept what is, commit to the road ahead and hand yourself the key to the shackles. Freedom and a new day is ready and waiting, The only question is, are you ready to choose. #18 BE WILLING To Change The Fucking Direction Life doesn't have any straight lines, but we're always going UP. When you begin to change yourself, you change your perceptions. You see things a way you simply could not before, And what you saw as reality before, will never look the same. 49 When you change yourself, you change everything around you, your energy changes the people around you. Literally. When you change yourself, your change the world, and you create a new world in the lives of others. #19 A man who lacks purpose, distracts himself with pleasure. I see it constantly. Dudes who obsess and SIMP over women out of their league. But guys like this, who focus on women usually attract very few, While men who chase excellence, not tail. Attract both. Focus on you. Work on you. If you like yourself more, you won't rely on others to Ask yourself. Does this behaviour get me closer to what I want ? If you're commenting on random hot girls photos,or paying for Onlyfans 50 memberships, then no.. That's simping behavior. You're Embarrassing yourself.

Stop putting girls on a pedestal who wouldn't spit water on you if you were on fire. Focus on excellence in your life. The rest of the pieces will come together. Ask yourself. Does this behaviour get me closer to the PERSON that I want to be ? Because if you're chasing anything but that higher level of yourself, you're letting yourself down and you will never attract the things or people you drool over.

#20 Posted !!THE MOST COMMON MISTAKES WITH TESTOSTERONE REPLACEMENT THERAPY ✓ 1.Improper dosing Dosing too low= not

reaching therapeutic window and not receiving optimal benefits from your testosterone prescription. ^ Dosing too high= increases risk and side effects. Little to no increase in benefits! 51 Blood

Panels- Check those levels and make sure your provider is comfortable and confident in testosterone management! #2 Not Looking at the whole picture. By optimizing the whole body and not just focusing on testosterone you can help someone feel like a new person on LESS testosterone. This means less risks, less side effects, and more overall wellness. More than just your testosterone

numbers matter on blood work. Make sure you are working with someone who understands. #3 Testosterone Frequency . One of the BIGGEST TRT mistakes. Improper dosing frequency. Spacing dosing out too much can result in large peaks and crashes causing

increased risks and side effects. Posts 52 #1 MEN. I get this question almost every day Q: I feel like shit + how do I know if my hormones are a mess + what do I do to fix it? A: If you want to optimize your health so you can start looking and feeling a little more "Alpha" It

WILL come down to getting your highest levels of testosterone possible and get other hormones in balance again. Shoot me a message saying "Testosterone" and I can send you my advanced Testosterone optimization manual, which will give you answers most family doctors can't. OR If you're serious about changing your

life, sign up to be a client. I'll give you options for getting the blood work and biomarkers you need checked along with where to get TRT if natural options aren't going to cut it. There are a lot of myths behind men's hormonal optimization and I'm here to debunk them and give you insider knowledge on the cutting-edge clinical strategies used by top progressive physicians using therapeutic testosterone for 53 health and longevity. For clients, as your coach. This isn't optional, it's mandatory so we can smash goals and reach APEX. #2 I can give you the perfect meal plan for your body type/genetics but without the will to understand how your body works and the basic needs, you're simply taking marching orders, not taking control. For men, my latest plan / coaching is hands-down the ultimate resource to everything related to male optimization, it's not for everyone. IT'S FOR THE 5% OF MEN WHO NOT ARE OK WITH AVERAGE, FOR THE ONES WHO REFUSE TO THROWING IN THE TOWEL, THE ONES WHO REFUSE TO SETTLE. My coaching program is focused on getting you OPTIMIZED IN 90 DAYS. A comprehensive, step-by-step program that will walk you through each and every aspect of getting absolutely stacked, while we optimizing everything 54 (mental & physical) Invest in yourself ruthlessly. Success rewards men who go ALL IN ON THEMSELVES. APEXMAN -Insane detail, meticulously planned -Educate you (you'll be training your old trainer) -Break bad habits sabotaging your life - Provide accountability -Level up in ALL areas of life. -Tap into potential. DM TO JOIN OR BOOK A CALL WITH QUESTIONS: Take control back of your life. #3 Hey guys, today is a serious topic.. Depression is no joke and the amount of men suffering in silence is a fuckin epidemic. 55 But the thing I want to point out is There's a reason guys with low testosterone are 300% more likely to suffer from depression. This does not only depend on how they feel on a

daily basis but, over time, low testosterone directly & indirectly impacts other aspects of your life, -Energy and mood. -Productivity & thinking patterns -Personality traits -Relationships, status... physical looks... income... Low test men are NOT as successful, not as happy and don't get the girl... Get the point? The testosterone connection to depression is not as "direct" as it might seem but mediated to a large extent through all the effects low/high levels of testosterone have on an individual's life situation. There are many ways you can boost Testosterone levels without going on replacement therapy for life. In my program I show you how to skyrocket Testosterone in 30 Days guaranteed, 56 with the most cutting edge information available anywhere online. Because being highly optimized makes us better men. ✓ Know exactly which foods to eat, to raise Testosterone. ✓ Know exactly which supplements/compounds to use to raise Testosterone ✓ Learn how to delay ejaculation can actually help and why porn is hurting. ✓ How to hack your environment to boost Testosterone ✓ How to train to raise Testosterone ✓ Which foods & supplements destroy your Testosterone ✓ Bonus - Testosterone recipe book, Red Light Therapy for Testosterone optimization ect Are you ready to find out the exact protocols and details for each of the above? #4 You can't change your DNA BUT you can give it a boost. A bad diet will -Contributes to oxidative stress levels -Damage DNA function Create free radicals Turn on genes for 57 disease -Make you stressed and anxious -Increase inflammation Eating A proper diet and the right foods will -Serve as your body's greatest defense. - Protect cells. -Reduce inflammation. -Neutralize sickness & switch off disease (studies now prove 90% of ALL disease is preventable) - Make you a calmer more vibrant human I'll tell you what changes you can make NOW to get your DNA working for you in the

upcoming APEXMAN program Link in bio for early access. #5 Which nutrient is anti-inflammatory and can help reduce muscle soreness?

A: Vitamin C B: Zinc C: Omega 3s D: Protein ANSWER: C - Omega 3s

58 Omega 3s make a lot of headlines these days for their anti-inflammatory effects. But can that affect impact muscle soreness?

In a 2020 study 21 healthy active men were randomly assigned to

either the omega 3 group which consumed 2400 mg fish oil

containing 600 mg EPA and 260 mg DHA (two different kinds of

omega 3s) per day for 8 weeks before the exercise and continued this for a further 5 days or to the control group which consumed a

placebo of corn oil for the same amount of time The control group

had significantly more muscle soreness on day 1 and day 2 after

exercise compared to the EPA group. Practical Recommendation:

Ideally consume coldwater fatty fish-such as salmon, mackerel, or

tuna at least 2-3 times per week, for a total of at least 8 oz per

week. If that is not an option, opt for a supplement that contains at

least 250-500mg combined EPA and DHA. #6 Find a teammate... not

a liability. Don't be led astray by society's standards on dating and

feeling guilty for missing out. Look for Real connection opposed to

one based on your material values and what you can provide, 59

Chase your own excellence, focus on your own mission. It will

attract everything to you you ever need and will serve you well.

Quality over quantity... with girls, with friends... with everything...

Your relationship should energize you and support you on your

personal quest, rather than distract you from it or drain you.

Relationships aren't hard. Life is Hard. Relationships should make it

easier, not harder. What do you think? Drop a 100% if you agree. #7

Get the most out of your life. Most people don't wake up and rule

their day. Why? Because most people don't understand WHY. Most

people don't have a clear vision at all. I say this because this is what

I coach and I've coached 1000's of people on just this. You don't just wake up with "purpose" you gotta work for it. 60 We only get one life... and most are comfortably numb, working mindlessly for someone else. What my latest project is all about is helping dudes develop the confidence and the tools to thrive. Follow and surround yourself with ppl on a similar path, specifically those who make you feel energized who are living the life you wish you were living. Create something you believe in. Leave the world a better place. Nurture relationships with like minded people who are on similar paths to yourself. Next- You gotta hit the gym fellas...Know exactly what your goal is before you even start, decide to be strong, functional & capable, the world needs strong men. Get to know your body and nutrition, what fuels your body best. It's at least half the battle. Never be intimidated by others. Comparison is futile. Hard work is great but Consistency is the key that unlocks the door. The confidence that comes from a strong mind and body is invaluable. #8 61 Knowing & Understanding Your chronotype And sleep pattern Is the easiest way to supercharge your life & productivity. Have you been living out of sync ? Do you know your chronotype? 70% of people I meet & Coach are living a lifestyle that goes against their natural "flow" and chronotype. Just because society tells you it "ought to be done a certain way" doesn't mean it's true. 🤔🤔🤔DM me and I will send you a quiz to determine your chronotype. A lot of people are suffering right now... But suffering is optional Struggle on the other hand, is not optional. It's not avoidable... Struggle can be healthy. Suffering is unhealthy Life isn't about dodging hard things or eliminating struggle. It's about making sure you are struggling for the RIGHT THINGS. 62 Make a conscious decision. Struggle for something that moves you, something meaningful to you struggles are part of Life, it's healthy. Suffering is

not. #9 I can't believe it's June... How's 2022 treating you so far? Have you already long forgotten any NYE resolutions/goals ? or are you crushing them? Statistically 92% of ppl who make resolutions have already flopped or given up on them by March Which is pretty sad and demobilizing... I want to help. More than just physically, the APEX 1-1 mentorship is a hell of alot more than just giving you your macros and telling you how to workout. 63 Because to truly get to your best... it's about getting to the bottom of WHY things haven't worked.. WHY aren't where you want to be already.. What has been sabotaging you, what self limiting patterns and beliefs exist that need to go (we all have them) and even more to the point... What the f3ck is your "WHY" in general... why do you want this... whatever that goal is. Knowing and having the clarity of that "WHY" is always the first step before real progress and transformation happens. SO, For a limited time, I'm going to include 5 months of 1-1 coaching for the price of 3. Of course you're gonna get everything APEX does best, your custom built meal plan SPECIFIC to your Nutritional Code, Which is something i've patterned and you won't find anywhere else. Find out how to eat for the body type, genetics, chronotype you were born with... and the lifestyle you have. Building a REAL lifestyle with clients is what I do better than anyone else. I'm the anti diet- diet coach not because I love Mcdonalds and Pizza.. 64 It's because diets most often are just very broken systems of belief that cast out expectations that aren't truly healthy or sustainable 99/100 times. With Apex mentorship plan, i'm only taking 2-4 clients per month, I take you through a very specific model that I went through myself a few years ago with my own coach (which I paid \$35,000 for) I've sold over 30,000 programs, the difference is With APEX coaching/mentorship, you get 1-1 time with me, NOT just a program. You'll get all the insider help on ANYTHING

AND EVERYTHING I SEE NECESSARY. Whether it be building your confidence, getting the help you want with PED's/SARMS/PEPTIDES/TRT ect, mental struggles, we literally go through the spectrum and optimize things so you're on a better, healthier path. Hormone analysis and panels. ensuring metabolic health and things like, testosterone and thyroid function is good, check for liver damage, HDL/LDL.... You'll get your custom nutrition code meal planning with adjustments made as we go. You'll get all my insider hacks learned from nearly 20 years doing this, I GIVE YOU MY MAP, so you don't need to build yours from scratch, to save you a 65 decade! kitchen tips, grocery shopping, meat & produce selection, travel hacks to stay in shape no matter the situation, Listen guys. I've worked with A LOT OF PEOPLE over the last decade thousands upon thousands... from 620 lbs to IFBB pros and pro athletes and everything in between.. No matter your situation. I've helped someone get through a similar one. And i'm really good at getting to the bottom of the REAL issues at hand, helping you find some clarity and the solutions you need to succeed, WHICH is where no standard fit plans and diets can come close. Soon we're going to be 10% into this year, let's make it happen and make this a year that you look back on with pride. Email me at COACHINGAVF@gmail.com Take care guys the real su 66 #10 Stop Doing that shit... Everyday I talk to ppl on "diets" that are actually eating disorders in disguise... Stop Living your life one calorie at a time. Stop buying low fat & "100 calorie" snacks.. (Your "diet" is likely closer to an eating disorder than a healthy change) Stop Stressing about social outings and enjoying real food with your family. -balance > extremes Stop Eating the same 9 foods everyday calling it a " fitness lifestyle." That's called malnourishment, friend. Stop Spending more time on a treadmill that with your kids/family

Stop Waiting for the day you hit “goal weight” to allow yourself to be happy. Your goals won’t make you happy, if you can’t be happy NOW. You can accept yourself exactly where you’re at, and still know better is ahead

#11 Food marketing words that keep you fat / unhealthy

67 Mostly Bullsh_t

1. Gluten-free
2. Low-fat
3. “200 calorie” portions
4. Miracle Meat
5. Non-GMO
6. All natural
7. “Heart Healthy” whole grains

Don't fall for it “Gluten free” or things like “low fat” mayonnaise filled with binders and chemicals are simply processed junk food made to keep you fat, keep you broke and keep you thinking a quick fix exists

What foods did I miss?

#12 Early in my career, I was that dumbass trainer telling obese clients to just “eat less, move more” as if that actually was the solution or some new brilliance they had never thought of... To my old clients... I am sorry. I

68 was an ignorant trainer who thought I knew better. Until you know better, you can’t get better.

#13 I help successful people become more successful WHILST living a more fulfilling + healthier life.

POST- Life does not matter without a purpose... I do what I do because It gives me a purpose. Purpose will always be centered in Helping people somehow.. Whether it's raising a kid or leading a team of 500 employees. In the world of business people tend to think purpose is about money. Here's the dirty secret... Money doesn't matter as much as ppl like to think. it's a byproduct of what you do. A TOOL to allow you to do more. It compounds who/what you already are... if you’re a selfish, angry person it will make you more of that, if you’re a good willed, hard working, selfless person... you get the point. Studies show. If you have enough money for a moderate lifestyle (about 69 60-75k per year) more money does little to increase happiness at all. Once basic needs are met, money is superfluous.

#14 What is your purpose for you? What is it that will give meaning to your life.... In purely

practical terms... It is helping others in some way. And to help others you need a vision. If you have no vision... why are you here? If you're just eating, breathing and meandering through life numb... you already know that is a life devoid of purpose. 96% of people didn't even read this post. You are still reading this because you know you are missing something. You are missing the "thing" that will make your life and your business meaningful. This feeling isn't yours alone,,, so many feel this way. So few acts. It all begins with VISION and gaining clarity on yours... Easier said than done. 70 I help people breakthrough what holds them back and set the foundations for a new school of thought around creating their VISION. This is a FUNDAMENTAL part to anyone's long term success, from losing weight to living with more success and fulfillment.. A clear and compelling vision of how you can communicate it and lead it...and above all, how to live by it with integrity. Are you failing forward? Are you achieving anything? Can you say you are completely happy? DO YOU SPEND MORE TIME THAN NOT DOING WHAT YOU LOVE ? OR MORE DOING SOMETHING YOU DESPISE #15

Hit the Weights For Healthier Hormones Weight Resistance training is crucial in helping you to increase metabolism and hormonal balance. No matter your current goal... fat loss/muscle gain/maintenance everyone benefits from lifting to failure. Training changes should happen throughout the year to keep the body from adapting #hormesis Its a rule of thumb, as soon as you are getting 71 comfortable, it's time for a change. We will have some months of higher volume more reps, extra supersets / drops sets and other months focused on Heavy lifts and more compound moves, which for natural lifters especially are irreplaceable for their benefits to Boosting natural testosterone levels ect (+400% increase) if you're training hard, you SHOULD notice a healthy boost in sex drive,

energy and mood which is not a placebo effect. Weight training is amazing for helping get hormonal balance in check. Bottom line is this- getting the right hormones optimized and dialed in plays a huge role in your ability to get in shape but more than that a huge role on our mental health also. #16 As I mentioned yesterday- Mindlessly restricting food on low cal diets is putting a lot of people into an inflammatory, cortisol ridden state. So.. today i wanna give you some easy ways To manage Cortisol • Limit exposure to blue light (technology) especially at night. 72 • Take naps (25 minutes is the sweet spot) • Go to bed & wake up the same time (in alignment to your chronotype ideally) • Weight Train (but don't overtrain) • Laugh more (seriously... do it) • Tend to your spirituality - Meditation & breathing exercises cannot be looked at as "fluff" anymore the proof /studies are overwhelming • Eat a more variety & nutrient dense. (chicken & rice isn't a "diet") • Reduce Sugar Increase Dark chocolate (actual dark chocolate.. Not snickers) • Take Ashwagandha & Fish Oil Things obvious to good trainers that bad trainers miss 1. "Dieting" will never work until your metabolism does. 2. Until you address your patterns and habits. Macros & amount of cardio doesn't matter 3. 98% of Insta fitness advice is "fluff" 4. Calorie counting will always fail if you don't manage hormones 5. Basic Walking + Good sleep is the best path to improving health 6. Living out of shape is harder than working out. 73 7. The workouts that sculpt your body best appear boring + repetitive. #17 -HERE'S THE THING ABOUT BELIEFS... I can give my plan to one person who uses it to completely change their life, they'll be in the best shape of their life, making millions in the next 12 months... they bought in fully, believed in what they committed too. I could then give the SAME plan to a different person and have them call me a scam artist... YOUR WORLD IS

WHAT YOU BELIEVE IT IS. If you don't believe you can lose weight..

You won't. If you don't believe you could ever make a million dollars per year... You never will. Beliefs will shape exactly who we become and what we achieve. Doesn't matter what area of life we're talking about, your beliefs form your worldview which in return triggers the actions you take and the way you take them. 74

When you believe you are destined to be fat, getting out of bed at 5am to get your workout becomes nearly impossible... You are constantly fighting yourself to believe in yourself. Those who

believe money is scarce will never be able to take the necessary risk of quitting a crappy job to go after a lucrative but less certain future.. In both cases It goes against their beliefs. They will always take the "safe route" which is actually the unhappy / miserable life route. NOBODY IS COMING TO SAVE YOU. And that is an

empowering thing. But mentorship and coaches are around to help you change the trajectory of your life. If you want to schedule and call and see If you're a good fit for APEX coaching. (click the link in

bio) #18 My Problem With KETO To put it simply... About 2% of all my tens of thousands of clients over the years are IDEAL candidates for a FULL keto lifestyle. 75 What type of client is it usually? It's

generally women over 40 who are fairly sedentary and can't/won't workout who need fat loss who do decent on a full keto diet if they are willing to change their lifestyle and give up carbs in social

settings. Downsides of keto that don't void well for my typical client: -Strength & physical performance drop. (shit workouts) -Can have Negative Effect on metabolic health - Prone to muscle loss - Prone to Metabolism decreasing -Worse insulin sensitivity. (also from lean muscle decrease) A big issue with keto is the WEIGHT LOSS VS FAT LOSS discussion. When someone starts a keto diet -

They see an immediate drop in weight, this often gets people

excited. Understandably. But 90% of this weight loss is from glycogen which was being from stored carbohydrates, now depleted

In basic terms - you drop a massive amount of water the first 2 weeks because carbs hold water at a 4:1 ratio per gram. This is normal and healthy, it's not bloat. 76 The benefit of keto is keeping insulin low, and while you can't keep insulin elevated and stand a chance of losing fat. You also can't recover from workouts OR build muscle if you don't have any insulin present since Insulin drives muscle growth through its effect on nutrient uptake and protein synthesis. So what is the best option in my opinion? Well using things like carb backloading or fat fasting can give you the "KETO-LIKE" benefits without the downsides and lifestyle sacrifices of going full keto, I use a system called the nutritional code that I created a year or two ago, this system tells me what amount of fasting or other eating styles might be best for you based on your needs, lifestyle, genetics/body type etc. If you're interested in trying this out. I have a 40% discount. I'm running for ladies this week. The code and link is attached in bio link #Yournutritionalcode

#19 The average person spends 4 hours a day scrolling their phones The "average" person also says they don't have time to start a side hustle or get in shape.. You see the correlation? Average is getting easier than ever NOT TO BE. You just need to work on 77 discipline hire a mentor and gain some accountability to be in the top 10% The "average" person is 18 lbs overweight and makes \$48,000 per year,,, the' "average" person needs government assistance to have a poor quality of life to finish out the last decade of their time alive... So here is a friendly reminder. You aren't average Average won't work. You aren't chasing "average" You're chasing excellence.

#20 I dunno who needs to hear this but sometimes the most productive thing you can do is relax. Disconnect so you can

reconnect #21 Show me a man successful in business.. I'll show you a man who LEARNED from his failures. Show me a man who is grateful for his wife, I'll show you a man who has experienced his share of heartbreak. Show me a man who learned to love the process and pain that comes from breaking down muscle in the gym... I'll show you a man built like the 1% 78 To be afraid of pain, to avoid pain. Is to avoid the growth and excellence that comes from learning from it. Our pain and our challenges CHISEL US INTO BETTER VERSION OF OURSELVES... IF WE ALLOW THEM. #21 A man who lacks purpose, distracts himself with pleasure Guys you see on IG in the comments obsessing over women they will never get. attract very few women.. Plain and simple.. That SIMP life doesn't get you anywhere fella's attach your focus to your goals, your purpose YOUR EXCELLENCE and the rest of it will fall into place.... Chase excellence. Don't chase your tail.. Distract yourself with thirst traps, porn and things like "onlyfans"... No self respecting Alpha man does that. We're all going to have failures and pain. Difference is Beta's except defeat... Real men, alpha men, ask, what does this make possible 79 Many of You are floundering through life, lacking purpose distracting yourself with basic beta pleasures. don't waste your precious time begging for attention from ppl who wouldn't throw water on you if you were on fire. Be honest with yourself, ask yourself daily, if you're not where you want to be right now... Is your behavior and actions aligned with what you say you want... Or are you taking the easy road of temporary pleasure? #22 Junk food is engineered by the smartest scientists in the world to keep you addicted and eating more. You're not going to win with willpower & motivation will always fade like a tired muscle. You win by not having it in the house...period. Companies want you hooked and sick on their junk. Stop giving them your money. Stop cutting years

of your life. #23 I want to ask you something I ask every new client. 80 What is the cost of continuing on the path you're on right now.... for another year ? Another 5 years? Another 10 years? Will you look back and say I have zero regrets? I lived without borders and did everything I wanted? I was happy and living my purpose ? and if get some "no's" Who else is impacted by you not living up to potential, not feeling energized, not happier, not more successful your kids? Your spouse? I see clients BLAME their kids and families like they're doing them a favor.... "i just don't have time to take care of myself with the kids being so busy" BULLSHIT you're neglecting them by not living up to your potential. You're not giving them the best version of yourself, which is your #1 job . So ask yourself, how would it feel to wake up each morning with a clear mind, head in the game, laser focused & motivated. 81 No alarm clock needed, ever How would it feel to know you took action and changed things instead of just accepting, "this is the way it will always be" I've been in that position where I hate myself, hated my routine, my job, my physique.... my life. I hired a mentor & coach and it changed my life. so i can understand the men I work with in that exact position but together we can change things. You can live the powerful, confident, inspired life, looking in the mirror each morning Fkning proud of the man you see. it takes courage it takes commitment it takes investment we can't do it alone... and we don't have to. The fastest way to a profound change in your life will come from getting clarity 82 and getting help from someone who has been there. #24 Addiction doesn't just mean booze and hard drugs..... How many times have you felt miserable, m even hated yourself after overindulging on sugar and junk food, after starting a new diet, then promised you'll NEVER do it again? 2 days later, the cycle repeats.... That 100% addiction. and to recognize it, is key to doing

something about it. #25 -TAKE CARE OF YOURSELF FIRST. I've repeatedly learned this one the hard way, By working myself into the ground ... You are the driver of your life & your business. And the type of life you have reflects the way you LEAD. Your habits, your values, your culture, all permeate the life you create. 83 You MUST take care of yourself physically & mentally, so you can bring the creativity, love, passion to your life that serves others. WITHOUT A DOUBT. The most beneficial & profitable thing you can do.. I look after the one driving the bus. I'm looking at you. #26 People often confuse daydreams for GOALS. If you lay in bed and dream about an outcome without the execution to make that dream real, it's just childish fantasy. Losers think these fantasies are valuable, but without execution, all that happens is you got another day older and a day closer to accomplishing "not much" with your life. Contrary to popular belief... Dreams don't get "wished" into existence by the "law of attraction" It's the law of action... and no such thing as stagnancy exists.. You're moving forward or you're falling behind. You can't just sit at home and wait for 84 money to drop into your account. You have to make it happen. So STOP wasting time and make SOMETHING happen. Every day that you fail to: network develop your skills learn more about whatever it is you want to achieve You're losing more and more precious time and money. If you ever need help with finding your clarity, your mission, your "purpose" that is the \$hit I love most. Book a Call with me and we can talk about business / life opportunities. (link - buymecoffee.com) People often confuse daydreams for GOALS. If you lay in bed and dream about an outcome without the execution to make that dream real, it's just childish fantasy. Losers think these fantasies are valuable, but without execution, all that happens is you get another day older and a day closer to accomplishing "not

much" with your 85 life. Contrary to popular belief... Dreams don't get "wished" into existence by the "law of attraction" it's the law of action... and no such thing as stagnancy exists.. your moving forward or you're falling behind. You can't just sit at home and wait for money to drop into your account. You have to make it happen. So STOP wasting time and make SOMETHING happen. Every day that you fail to: network develop your skills learn more about whatever it is you want to achieve you're losing more and more precious time and money. If you ever need help with finding your clarity, your mission, your "purpose" that is the \$hit I love most.

Book a Call with me and we can talk about business / life opportunities. (link - buy mecoffee) 86 #27 - I've launched a lot of business ventures and products, albeit most people only know me as the fitness guy here. - But I'll tell you what. When I've worked on ideas and projects in the past, and they haven't been fun and enjoyable... I've never liked the end result.. - It's one thing to know it will take hard work, but you should never have to suffer through misery to bring something to life. #28 Scaling Unhappiness If you're working to prove something, doing it for material success or for someone else, You will undoubtedly run into stress, burnout and failure. This is just SCALING UNHAPPINESS. If you're creating from a place of abundance, genuinely want to help others and do good work... then life and work becomes addictingly enjoyable. When I've had the most success, I can always trace it back to HOW MUCH I ENJOYED THE JOURNEY. 87 #29 Most men wake up and simply react to everything all day long... Everyone, everything around them takes precedence, they barely find time for themselves and wonder where time and energy went.. That is called "survival mode". Then there's the few who, wake up, understand their values, mission and demands, and prioritize them above all else. This is called "ALPHA

MODE” Take back CONTROL of your time. Discipline = freedom (likely a better post or story post with a transformation photo)

Sarms + Peptides + TRT 9 weeks and 8.7 lbs HEAVIER, down 4% BF (which is insane as you can tell from the photos) So What are peptides & SARMS and how can they help you with your body goals? Peptides are strings of amino acids that stimulate specific reactions in the body. 88 SARMS are selective androgen receptor modulators. Do you want: *More muscle? *Less fat? *Faster recovery? *Less inflammation? *Better focus and energy? *Improved sleep? *Rapid healing after surgery or an injury? There's a peptide & SARM that can help Text me or DM text to book a consultation call. #peptide #peptidetherapy #cjc1295 #ipamorelin #growthhormone #testosterone #rad140 #sermorelin #testosteronereplacementtherapy #hormonebalance #hormones #sermorelin #mk677 #sarms #igf1lr3 #bpc #bpc157 #musclegrowth #fatlosshelp 89 #30 Rock bottom will teach you lessons that your best days can't.. I've had a hell of a year. I fell into an addiction problem (that was new and surprising..) lost my purpose for awhile, battled depression I never could have explained until experienced. and worst of all, I lost 9.. yes NINE close friends to overdoses, accidents, covid & suicide... -my relationship came crashing down...I - got kicked out of America for 3 years (a result of giving everything too that relationship) • and I found out my dad is sick and it's not looking good... I went to Mexico for 2 months alone (was supposed to be planning my wedding :)) I spent my time in complete solitude for the first 2.5 weeks, I didn't see or do anything... I tried to find some peace, remember who I am and pick up the pieces of my shattered life. 90 and you know what... even with all this, my story is nothing in comparison to what I've heard from some of my closest clients. Clients who have lost their babies to cancer, lost

their entire families in car accidents, people who have lost it all and are now homeless. All this to say.... We all have our demons, we all have tough times, PAIN is part of living. And without it we wouldn't have the same love and appreciation for the good days. I still love my life.. I am blessed and happy to have another day on this earth, helping people become better themselves and get through tough situations... I'm alive and Feeling ALIVE for the first time in a long time and this year I'm on a mission to live more in the moment, soak up these good days. Appreciating everything. Forgiving everyone. And continually striving for excellence. #31 Crazy too think I've helped between 25-000 -35,000 people get in shape in the last few years using the APEX system and teaching them their nutritional 91 code and how to use it. and over 200,000 people have downloaded my Metabolic Maximizer guide... (nuts) The best part of my entire job is the e-mails I get daily from people saying they have been lying a lie for the last decade + and after trying what I've recommended, they finally feel as though they have control of their body again. feel as though they can actually have a LIFE- without fear of putting weight back on ect . And here is the frustrating thing for so many that often goes unrealized... ALL the discipline, willpower and hard work in the world will get you know where if you're moving in the wrong direction... 3 things everyone MUST get in check to have the body & lifestyle they desire 1. Hormonal balance - improved insulin sensitivity, estrogen, testosterone, leptin, cortisol, thyroid 2. Metabolic Health - Most diets I see ppl attempt make metabolism WORSE not better 3. Erase negative patterns/perception & habits. We all self sabotage. some more 92 than others and some so much so they can't even see it anymore. Until we get to the bottom of THAT, it's all like putting bandaids on bullet holes. (CTA)Click the link and grab the guide (

this is just an idea) or book a call (link or refer to bio) #32 - APEX Family- It's (Sunday) (More specific posts are good sometimes) you know what that means. I need you to send me your Apex blueprint for the week again. >Clarity in values > Goals worksheet > Gratitude

> What priorities have we talked about that will be a must to succeed this week. Without laying SMART goals (most ppl do this wrong) I recommend Setting up to 3 personal goals and up to 3 professional goals MAX. 93 Never setting 20 goals at a time... you can always add goals as you accomplish these. Without setting goals you're like a pilot taking off from the airport without a flight plan. You know the direction you want to go, and in the beginning it seems like you're on path, but like a flight plan, 1 degree off plan COMPOUNDED is the difference between you trying to fly to Dallas but ending up in the middle of nowhere. At the beginning of each month I send you another set of assignment worksheets that are MANDATORY to complete for the next 30 days. (Of course, if you don't it's only on you) I highly encourage you guys to use the APEX journal and use it like I talk about in the coaching video. It's a small thing that makes a massive difference , Think of these goal-setting exercises as a way to gauge your successes and see where you fell short so we can begin to pinpoint the habits, behaviors and patterns sabotaging you. Re-evaluate and recommit AS OFTEN AS YOU FVCKING NEED. 94 This will get easy, over time, you'll wonder how you ever went without it. You'll feel more confident and in control of what's going on in your life instead of simply REACTING. So, take about 15-20 minutes and fill out the attached worksheet I sent (check spam if you don't see it) Side Note...what are you guys looking forward to most this month? #33 As a guy who runs himself hard with business, works 70+ hour weeks and has 10 staff and hundreds of clients, I know how useless it is to even attempt

a “diet” that doesn't allow me to do all of the things I need. (which is most diets) I need to stay sharp, creative, happy, and energized (no old school bodybuilding bro-science diet gave me that) After nearly 20 years of trying every program/system/supplement/coach you can fucking imagine, I finally figured out why nothing made me FEEL the way I needed in order to make this lifestyle feel like a LIFE. Where I could thrive in all areas 95 I've developed a set of principles that I teach to 1-1 coaching clients. I PUSH THEM TO SET INTENTION AND TAKE THE ACTION. It ranges wildly from supplemental understanding to helping them cut out the BS in their life holding them down, to debunking many of the myths that permeate the IG fitness world. For the better part of 10 years, I was either ripped but compromising my personal life while my career sucked/suffered.... Or I had a thriving career and I was #dadbod and miserable with the energy levels of an 80 year old. As a ectomorph, I would lose gains at rapid pace I never could figure out how to have both. That was until I found what I believe to be the “Holy Grail” of all systems, which is the APEX diet & nutritional code. 96 #34 100% commitment is a hell of a lot easier than 99% commitment. Why? Because if you are really all in, there is NO OTHER DECISION to be made. When you're all in, that 1% can't hang over you, It doesn't even creep into your fuckin mind. There is no wiggle room. Once you truly go 100% in on your goals there is no stopping you. #35 It's not IQ or genetics that separate the successful from the unsuccessful... It's the way we control and maximize our most precious resource—TIME That's one of the biggest things that separates pros from amateurs, the fit from the fat, the wealthy from the broke. Every “PRO” I know, has the innate ability to SAY NO to anything that doesn't align with their current mission, They're ruthless with managing their time and prioritizing their

singularity of FOCUS When someone starts APEX coaching one of the most important things to their success is creating this blueprint for the VISION with clear actionable steps to the goal 97 Trying to focus on the end goal without the small action steps is a recipe for burnout. Each of us has the same 24 hrs in a day Time management is really just SELF management and figuring that out is fundamental to mastering yourself. #36 Think hard about your goals and how much energy you are truly devoting to them... If you're like 90% of people I coach... you're comfortable routine and the justifications you're making are costing you the life you want. (CTA) Hiring a coach/mentor is the single best thing I ever did in my life. Now 10 years later, I help people do the same. 98 #37 I'll tell you straight up, not any SINGLE diet style or method is optimal for everyone BUT with that said, there are 100% principles of nutritional science that ARE universal to everyone And it's really going to come down to which way of APPLYING these principles will be best for your life and your genetic code. This DOES NOT mean eating the same foods everyday, this DOESN'T mean giving up your life to do 2 hours of cardio a day... This DOES NOT mean counting every calorie you put in your mouth forever. For instance, I'll argue that WHAT you eat and when you eat it is actually WAY more important than calories and trying to stay in a "calorie deficit". APEX custom programs will challenge you to change current ideas of how nutrition and diet is "Supposed to be" It's very likely eating habits that you assumed were healthy, will turn into things you will never do again! It begins with understanding how nutrition works and understanding your body itself, we want to make your body WORK HARDER for you not just you WORKING HARDER for your body. 99 #38 Insulin isn't inherently good or bad. YES it can make you fat... But it's also the switches that turn on your body's anabolic process. As the old

saying goes, “The dose makes the poison.” A lot of people think of insulin in a negative way, it gets a wrap for being the “fat storing hormone” and you’ll see a lot of diets and trainers simply trying to reduce insulin at all costs. (typically meaning keto style diets which aren’t realistic) What is better is learning how to use insulin to work in your favor, because it's actually a powerful asset to building muscle and key to losing fat as you age. One key to maximizing fat loss while maintaining muscle is to show your body a higher insulin signal on training days and a null signal during days “off” from weight training. To put it simply, in your plan I'll have you consuming more carbs on training days and less on non-training. But what does “more” and “less” really equate too? 100 Well, your meal sizes won’t actually change much, typically on “off” days I’ll just have you fasting for 4-5 hours in the morning. We might also use “fat fasting” which means you’ll basically only have some healthy fats in your coffee and some almonds, pumpkin seeds or something with high fat and some protein until you break your “fast” Your body type (somatotype) and current body fat will largely determine the amount of carbohydrates I want you consuming at certain times of day. This IS NOT RANDOM. I have a specific fasting window I think will be best for you, which should be easy to manage also. That 1st meal I want you to have after breaking the fast is also specific. (don’t binge) This is all determined from what I know about you and your body type, genetics. We can all improve our insulin sensitivity but different body types are prone to much different levels of insulin sensitivity. It’s not a perfect science so we will be tweaking this as we go along. For example, you could have two athletes. Same exact height and weight. One is an endomorph and the other is an ectomorph body type. 101 They would actually require completely different diets to optimize insulin and

carbohydrates. Even though on paper, they're the same. A lot of trainers right now with little understanding believe eating less & calories deficits are a weight loss solution because it will reduce circulating levels of insulin. That is a band aid solution with long term downsides. Insulin is the key driver of the anabolic process, allowing us to recover and build new lean muscle from hard workouts. Long story short, relying on low carbs & keto only diets will make you look like a bag of milk. People think it's working because you're dropping "weight" quickly, not understanding, our body holds 4g of water for every 1g of carbs. So the weight loss you see is just that, WEIGHT NOT FAT, almost all from your body and muscles dumping glycogen and water weight (not in a good way. I like some SHORT TERM keto protocols,(like carb backloading) but from my experience, going keto 100% is a huge mistake for men looking to optimize their body and have an above average amount of lean muscle.. Hindering performance, affecting metabolic health because you're usually dropping muscle, which is a main driver of a strong metabolism and good insulin sensitivity. You can't keep insulin elevated and lose fat but you also can't recover from workouts and build muscle if you don't have any insulin present, since Insulin drives muscle growth through its effect on nutrient uptake and protein synthesis. Your program will be designed to get the best of both worlds the best we can. #39 Today Is I.F day. I never explain this because it's no second nature & simply...BUT so many ppl ask So.. For my body type-lifestyle-goals, My fast is only 14 hours (wake up and don't eat till noon... BASIC!) Your ideal fasting window will be determined by your "nutritional code" factors like, body fat %, age, sex, training I break my fast with a balanced high protein meal (Avoid carb binging first thing) I then eat freely for the next 8 hour window. You'll see me eating burgers/pizza ect on these

nights. this is DIALED in for me. Calories aren't something I even think about. Why? Because when you know YOUR ideal macro timing, and more importantly how you should manipulate macros (amounts of carbs/fats in each meal) depending on your daily schedule... This is when you stop "dieting" and you can finally unchain yourself from the bullshit you've been preaching. It's so simple but most people are just looking for that magic little miracle pill ;) they don't wanna learn & UNDERSTAND a basic principle that will literally change your life.. WHEN you eat WHICH foods (macros are just food lol) Is the ONLY thing you need to understand to be in the 1% who has true control of their weight, their hormones, their physique. THIS is all you should be focused on learning. Trouble is if you go ask your favorite IG famous fit star. They'll look at you like they just saw a ghost of you ask any of these questions... DM or text me (chat bot #) if you want more info how we figure out what is your perfect 'nutrition code' Daily Reminder- If you're putting your life on hold until you finish your diet, you don't have a "lifestyle" I don't care what your trainer told you (laugh 104 emoji) ***** "I just don't have time." Is fucking garbage. ✓ That's not a priority is all you're saying. You have the same time as every other human on earth. So when people tell me they don't have time to get healthy... I will look at you like you're a fucking idiot. You're time is the only thing that is truly scarce and unless you fucking prioritize your health. You're going to have a whole lot less of it. You think you're being selfish taking time to take care of yourself ? What is selfish is giving the ppl who love you this unhealthy shitty version of yourself. You saying "I don't have time" is saying my health and happiness is lower PRIORITY than whatever else is taking my time. (As you continue to watch another brainless Netflix series) You either want a better life and more quality out of the very scarce

time you have 105 here... Or you don't. It's that fucking simple. #40

The real secret to success is picking goals that are impossible for you, RIGHT NOW. ✓ You won't be able to smash all your goals on day 1 or month 1, It's about growing into the person who can. The human brain is designed to WANT to solve problems it cannot solve

RIGHT NOW, it's this ability that's made us the APEX species and allowed us to evolve rapidly. this also means... failing your way to success is the only way to succeed long term.. To think you can tip toe around fear and failure and end up with an extraordinary life, is

foolish. You'll have to think bigger than you can currently think.

Start with attitude. One thing you FULLY control, If this isn't right, you'll never adapt, grow or see the creativity and opportunity you

106 have Aim higher -Take on opponents you can't beat -Aim for goals you can't reach -10x your dreams And level of thinking. -

Surround yourself with people who force you to level up. Your brain wants to solve all problems you give it, even subconsciously while your not actively thinking about it, its working on solutions, It's

YOUR job to get yourself healthy enough to inspire it and get out of

your own fckin way. Because if your health isn't taken care of

(mental & physical) growth, success, purpose take a back seat, being healthy means the rest can happen. Find your creativity. Find your purpose. Forget the material stuff and get back to core values.

Make like a relentless pursuit of your own excellence, and you'll never be bored, sad, depressed or lonely. It WON'T always feel like progress is happening and thats why so many fail before the wins

start happening 107 The person you are right now, shouldn't be able to accomplish all the goals you have for yourself. Life is about growing into the person who can. Captions #1 I don't have time to

go to the Gym: My time is too precious 😏 There is no excuse not to

work out every day: My Body is too precious 🦋💎 Just like your

car works every day to drive you to where you want to go, it has to be maintained 🚗 Your body also helps you perform everything in your life, and it has to be maintained as well 🧘‍♂️ But you don't need to be a hard-core gym enthusiast to stay fit. 🏋️‍♀️ Using your body weights saves your time, gives you freedom and convenience, and saves you from injuries. 🐮 It's much easier

said than done, though 😬 For the next 4 months, I will be consistent in my home GYM. That has been my promise to myself.

😁 Can you all hold me accountable on LinkedIn? 📌 No time to waste, start your home Gym now Share your home Gym with me here 📌 #2 I'm not a 21-year-old online entrepreneur. No, I'm 42

but that means: I bring knowledge from over 20 years in business 108 I've built a powerful personal network I've gained lots of financial skills I have a unique perspective on the online world So I may not know the latest Tik Tok trend but I do know what makes a Great business Don't let age hold you back whether you're 21 or 42

#3 The strongest power of all is the power of HUMAN

CONNECTIONS. 🤝 People trust people a lot more than they trust companies. That's why social media is so powerful these days.

It's the new word mouth. ☑ Connecting at the human level, creating tribes, and speaking the language of your consumers is what good marketing is about. 📌 So my advice to you is: 📌 - Get curious about your clients (existing and new) - Be where they are - Speak their language - Connect and engage at a human level -



























Repeat Do you think connections matter more than your

experience? Comment down below 📌 Tag Mahmoud:

<https://www.linkedin.com/in/mahmoudelcharif/?originalSubdomain=ae>

📌 Follow me @ for more High-Value Content #4 Hey, just a morning reminder that what goes around comes around ☐ Put

enough valuable content out in the world, 😊 You'll get it back 10-fold in the form of opportunities. ✅ Give without expecting anything in return and you'll start to see the world in a different light. 🗣️ Have you practiced this before? 😊 Comment down below 👉 🌟 👉 🌟 Follow me @ for more High-Value Content 109 #5 For every post, you see about an entrepreneur's "success"... Just know it isn't as "comfortable" as they make it look. I've been posting a lot recently about the success of entrepreneurs over the last month. Because whilst you see the wins on here.... You don't see: ❑ The constant paranoia of feeling like it's all going to be taken away. 🙄 The pressure of all your family and friends waiting for you to fail. 😊 The endless feeling of guilt that you haven't worked hard enough. So shoutout to all my fellow entrepreneurs out there 🗣️ 🌟 Because it might look great. But I'm telling you, it's not all rainbows and butterflies 🦋 #6 I've stopped sending my team messages after packing up. 🕒 Instead, I schedule emails and Slack messages to go out at 5am with them. 📅 I can braindump ideas while I still have them fresh in my head, and their evening remains uninterrupted. Founders 👤 - You should not expect your team to work as hard as you do. They have their own lives too. Just because you're still working at 8 pm, doesn't mean your team should be working too. Ciao! #7 I won't read 📖 for an hour, but I will watch Netflix for 4 hours. I won't spend \$20 on healthy meals 🍽️ but will pay \$50 on takeout. I'll drop \$1000 on an iPhone but decline to spend \$250 on a personal development program. 🧑 I'll spend 3 hours claiming I don't have time, but I won't spend 2 hours automating 🤖 📱 my administrative tasks permanently. Everything in life will eventually cost time ⌚ and money. 💰 There is no such thing as free. 😊 110 However, it is up to you where you invest and

where you invest  your money and time. Think carefully before spending both of them. #8 If given a shoe store  , the small-business owner will manage and promote that shoe store well. But ten years from now, it will still be a shoe store.  Give that same shoe store to a true entrepreneur   ... And, ten years from now you probably won't recognize it ! It would become the next @Zappos. An entrepreneur would start a book store and it would become @Amazon. Entrepreneurs really never stay in their lines, do they? They are extremely bold and just keep discovering new oceans.  What do you think separates an entrepreneur from a business owner? Comment below. #9 5 eternal truths I learned at the age of 44. Truth#1 Every successful achievement begins with a decision . Most unsuccessful lives are absent of decision. Truth #2 No one will ever care  about your business as much as you do. Truth #3 Failure  is part of the daily entrepreneurial experience. Truth #4 How you deal with failure determines whether or not you ever get the opportunity to deal with success. Truth #5 You cannot trust your own judgment. Test, test, test  . Then test some more. What is one eternal truth of your business life? #10 111 This is my youngest boy trying to look like me  When did our perception of wealth get so wrong ? People spend their whole lives thinking being rich meant you wore Gucci  and drove a Mercedes . Turns out that's not the case. You won't find billionaires flashing a fake Rolex  from Turkey. You'll find them:  Intelligently investing their money  Going to bed early  Engaging in regular exercise - Spending time with family So can we stop pretending that the people posting boomerangs of their steering wheel are wealthy? And start promoting what wealth REALLY looks like.      #11 Successful people vs

Unsuccessful People Imagine where you'll be 5 years later. 📺 Maybe watching Netflix throughout and daydreaming or being a successful person with high goals. 😊 It all lies in your hands. There is a minute difference between the two terms: successful and unsuccessful, but in reality, the two types of people have a lot of differences. 🧑🏻‍💻 🌟♂ If you are serious about being a successful person, keep reading. 📖 🌟 For me, being successful is about personal fulfillment. Without achieving success, you may feel disappointed with your life. 🧑🏻‍💻 🌟♂ The way to achieve success is to know the right difference between successful and unsuccessful people. Here are a few points that I think differentiate the two. 📖 🌟 And you can choose your way, keeping in mind what you want to be. 📖 🌟 Follow me @ for more High-Value Content #12 5 C's of leadership What distinguishes a Leader from a Boss? the leader leads while the boss gives orders 😊 Do you understand the difference? 😊 112 When you lead by example, your team members will follow you, they will want to follow you because they see you putting in the effort. 🧑🏻‍💻 🌟♂ If you sit behind a desk and just give orders, they won't feel motivated to work. 📖 Don't tell them what to do, show them that you can do it too 🧑🏻‍💻 🌟 Be a Leader, Not a Boss 😊 📖 🌟 Follow me @ for more High-Value Content #13 Sunday poem If the mountain seems too big today then climb a hill instead; 🏔️ If morning brings you sadness it's okay to stay in bed. 🛌 If the day ahead feels heavy and your plans feel like a curse; 📖 🌟 There's no shame in rearranging, don't make yourself feel worse. 😊 If a shower stings like needles and a bath feels like you'll drown; 🛀 🌟 If you haven't washed your hair for days, don't throw away your crown! 👑 A day is not a lifetime, a

rest is not defeat; 😞 Don't think of it as failure, Just a quiet, kind retreat. 😊 It's okay to take a moment from an anxious, fractured mind: ☐ The world will not stop turning While you get realigned! 🌱 The mountain will still be there when you want to try again 🏔️ You can climb it in your own time, Just love yourself till then! ☐ The Mountain by Laura Ding-Edwards #14 Hands up who relates to the following advice: 🙋‍♀️ 🌟 "You must dress formally to produce high-quality work" 😊 No hands? 😊 Good. 🙋‍♀️ 🌟 The notion that you need to look a certain way to be deemed professional or do good work is outdated. 😊 Have you ever seen what Steve jobs used to wear at his iPhone unveils? 🙋‍♀️ 🌟 ♂ Wear what is comfortable to you and as long as your work output is what your boss/client is happy with, that's all that matters. 🙋‍♀️ 🌟 There is nothing else to be said ☐ Share your thoughts In the comments below 🙋‍♀️ 🌟 113 🙋‍♀️ 🌟 Follow me @ for more High-Value Content #15 For the longest time in my life, I wasn't as happy as I should have been because I just wanted to accomplish my goals. 😞 I wasn't enjoying the journey and I'll be the first to tell you that made it way more difficult for me. 😊 🌱 It took me more than a decade and after many start-ups, I was finally where I wanted to be. 😊 You may not be where you want to be today and that's okay don't freak out about it. 🙋‍♀️ 🌟 It takes time to get to where you want to be and that's what makes it so rewarding. 🎁 Don't ever forget to enjoy every single day and choose happiness in your life! 😊 🌱 🙋‍♀️ 🌟 Think of how far you've come, not how far you still have to go! Do you pursue happiness or success? What is success to you? Comment down below 🙋‍♀️ 🌟 🙋‍♀️ 🌟 Follow me @ for more High-Value Content #16 Do you want to hold yourself accountable? For

Real? 🤔💣👀 This is not a joke, if you say yes, you have to start now. Pick 2 from this list and start today👉 - Being consistent - Ignoring doubters - Taking small risks - Executing ideas - Understanding time - Being self-sufficient - Learning continuously - Networking with new people What 2 from this list above are you picking? 🤖 Comment your choice below 114 Follow me @ for more High-Value Content #innovation through differentiation #17 You all know by now how many startups I've been through to get here 📌 Not all of them were a failure, some of them were very successful. Then why did I leave them? 🤔 I'm going to share some secret tips with you that only an entrepreneur of my experience would have ever thought about. 😊 Just because a startup is doing OK, doesn't mean it's what you've been looking for. Ask yourself: "Am I happy doing this for the rest of my life?" 📌 The good news is you can always bounce back, setbacks are only temporary. 🤔💣 Take a deep breath, Pick yourself up, Dust yourself off, And start all over again. Because when you restart, you get another chance to make things right. 😊 Have you ever experienced this? 🤖 Comment below👉💣👉💣 Follow me @ for more High-Value Content #18 Good Morning Today I'll tell you about the ONLY Asset that matters to you Customers are replaceable. Money is replaceable. The ONLY thing you can't replace is the minute you just used. --- Time is irreplaceable. Once used, it's gone forever. With that said, here are my top 10 productivity tips for you: 1. Set goals on a daily basis 2. Do the hardest things first 3. Review your week every Friday 4. Identify your most productive time of the day 5. Understand your priorities 6. Use productivity tools like ClickUp 115 7. Sort out your daily habits 8. Take 5-min breaks in between 9. Set Boundaries 10. Isolate yourself from distractions Hope these tips help you Peace and Love Ciao #19 Good Morning How can you tell if

you're an entrepreneur or not? What is the difference between an entrepreneur and a business owner? Today I'm going to share some facts with you --- Business owners care about their income, the entrepreneur cares about their customers Business owners tend to be more focused on day-to-day operations whereas entrepreneurs tend to focus on what will make their money in the long run.

Business owners can earn their position by purchasing or inheriting an existing company or by starting their own business.










Entrepreneurs create their own company from an original idea A business owner typically manages a company that provides products or services that support customers' existing needs. An entrepreneur establishes their company intending to sell a completely original product or service that does not yet exist in the market. Business owners might have to adapt to instructions or suggestions given by other professionals involved in the business. Entrepreneurs only need to work with as many other professionals as they want to. Hope this was valuable #20 I'm sorry... I really am 🤔

I try to get my #content right. 116 My mind is always racing, I overthink, I rewrite, and I often write at 3 a.m. Sometimes, the wording is off. Sometimes opinions can be misunderstood. 🤔 I promise you, I'm here to try and create a harmonious community, filled with individuals who all #support each other. Despite my optimism, I understand that there can be differences of views. Just know that my content is meant to encourage people, not to tear them down. So, from me to you - let's keep pushing this #drones stuff and positivity 🤔💎 #21 What do they say? "Work smarter not

harder". Nope. 🤔 How about working smart AND hard - that combination is lethal. 🤔 it's not what you know it's WHO you know; Not at all. I think it's both. Knowing the right people can open doors, but knowing the right things can get you inside those

doors. 📅 🧘 #hustle. self-care. hustle again. take care of yourself. but keep hustling. Some weeks will be intense, other weeks you can kick back & prioritise your health. But do both. Hard work will get you places, #selfcare will keep you there. #22 The 9 to 5 is not broken. Working for someone else is not broken. Trading your time for money is not broken. Nothing about earning an honest living is ever broken. If you work to pay your bills and don't yet own 6 different streams of passive income, If you are not quitting your job because you are satisfied and content. I wanna let you know: Congratulations! You are not the odd one out You are the people that make this society work. Don't let the feed make you feel like failure You guys are the saviours ❤️ 117 #23 I have never heard such terrible managerial advice. Hey Shawky, could I have a quick word with you, please? Me: Sure thing, Boss: You're doing a wonderful job in your new position, but I would warn you to stop making friends with the workers. Me: Why? I believe this improves our performance. Boss: Soon they'll slack off and take advantage of your friendship. Your friendship will be a barrier, and you might need to punish them as well. I'm good, thanks. Rather than breaking our friendships, I doubled down on them. I made our business and personal values crystal clear to my Team. Our team was in its best mood and gave its best effort ever. It doesn't make me a weak person if I make friends with my team. It makes me human ❤️ #24 Over the years I've started to understand that there's always a healthy balance that needs to prevail. ☑️ There are certain things that I'm excellent at, and those are easily noticeable, the results and the impact will always speak for themselves. 🚩 But there are also growth areas and skills that I'm still learning and progressively getting better at; in those cases, it helps to advocate for oneself and demonstrate that while it might not be outstanding

yet, there's progress in the right direction. ✅ ✨ "When you are good at something, you tell everyone. When you are great, they tell you." - Walter Payton I love this quote 😊 Simply because it tells you not to advertise your success, if you do, it means you still have ways to go. 😊 Successful people don't need to advertise their success, the world does it for them 😊 118 Share your thoughts on this 👉 📌 👉 📌 Follow me @ #25 I have felt stressed and burned out at times 😊 Other times I've felt a fiery passion for my work but one thing is for sure: 😊 Everyone experiences stress in life. 😊 After trying and testing a few options I can say that doing a few things regularly makes day-to-day life better. 👉 📌 👉 📌 5 Things that help reduce stress : ✅ Meditation ✅ Long walks to embrace Nature. ✅ Talk to loved ones regularly. ✅ Listen to soothing music. ✅ Get all your thoughts out on paper. What are your thoughts on this? 😊 Share them below 👉 📌 👉 📌 Follow me @ #26 You can rise to the top without: ❓ - A college degree - Historical success - A specific background - A previous title at work - A Good Reference - Your connections It's a free market out there, consumers choose the winners, not the middle managers. There's no "expertise certification" 🧑 📌 ♂ You don't need to "qualify". ❓ There's no "career path". 📌 The old guard hates it. 😊 But that's just the way it is today. 😊 If you're not optimizing for this, you're 100% getting left behind in the next 5 119 years. 🧑 📌 ♂ What are your thoughts on this? 😊 Share them below 👉 📌 👉 📌 Follow me @ #27 On Sundays, I do a weekly "preview" for next week. 😊 I ask myself these 7 questions: - What can I remove from my calendar? [31] - What's on my calendar that can be automated? 🤖 - What's something that should be delegated, but isn't? 😊 - Is there

anything on my calendar that isn't urgent & important?  - Can any important meetings be 50% shorter?  - How can I maximize family time?  - Is there anything missing?  How do you preview your weeks? Share them below     Follow me @ #28 My confession: I'm privileged. But not in the way you might expect... Let me explain  I wasn't granted a small loan of a million dollars. I wasn't born with a silver spoon in my mouth. I was not born into a super-rich family. As a matter of fact, I started with minimum support. I just worked hard... However, my family was incredibly supportive to me growing up. My parents sacrificed a lot for me. No one ever forced me down a particular path. My decision to start a business by quitting my job was not questioned. Every step of the way, my partner has stood by me. 120 None of GISDrone's growth so far would be possible without these things. I will be forever grateful to them. Because life has a funny way of giving more to those who are grateful for the treasures they have. What are you grateful for today? Comment below. Carousels #1 Slide 1 Craft a Profitable Membership Offer Slide 2 Your business could benefit greatly from a membership offer Slide 3 Especially if it checks the following boxes: Slide 4 1. It's able to provide a continuous service, not a one-time offer. 2. It's able to clearly lay out the benefits of a membership when compared to the 'Free' offer. 3. The members opting for the membership see a clear differentiation from the non-members. 121 Slide 5 Once you have all that sorted out there are 3 types of Profitable Membership Offers you can have: Slide 6 1. Paid membership to use the service or buy the product Most common one out there. It's often used by fitness or health clubs, wholesale clubs, and medical offices. Slide 7 1. Paid membership to receive special pricing and added benefits This model is for you if you want to open your business to the world

at large but want to offer members lower prices and other perks.

Slide 8 1. Tiered membership plans You can use your creativity, along with customer research and analytics, to determine which perks would entice customers to upgrade their membership. Slide 9

122 Here's how you can make your plan profitable: 1. Give your audience a reason to be a member. 2. Place the benefits right in front of them. 3. It has to be their decision, don't force it. Slide 10 Want to launch a membership site? But confused about where to start? Grab this Guide today, Link in BIO Caption I know what you might be thinking... "Won't a membership plan make my business look like a cash grab?" No, not if you're doing it right And the right way to do it is to be transparent and clear about the benefits. lay everything out on the table and let your audience decide. In most cases, they'll be happy to pay the membership fee to get the added

perks. 123 Do you think your business is missioned on this opportunity? Do you want to launch a membership site? But confused about where to start? Download this guide today and discover how to... Pick the perfect market for your membership Establish yourself as the "go-to" expert Attract a TRIBE of paying members And create content your people will LOVE! If you're ready to build a successful membership grab it now Link in Bio Follow me

@ #2 Slide 1 Launch a Successful Membership Slide 2 Once you've figured out the direction you want your membership to take Slide 3 You can start thinking about how you're going to launch it. Here are

6 Steps that'll help you do just that: Slide 4 Step 1. Define Your Target Audience These are the people who are looking to solve the problem that you can solve with your membership business. Slide 5

124 Step 2. Validate Your Membership Business Idea This means finding out whether or not there's demand for what it is you're offering. Slide 6 Step 3. Price Your Membership Offering There are

literally countless ways to price a membership business, but most membership businesses use membership tiers where the price point determines what members have access to. Slide 7 Step 4.

Choose a Membership Business Platform Many successful membership businesses are run by creators just like you on the WordPress platform. Here are some alternatives: • Memberpress • WooCommerce • Simple Slide 8 Step 5. **Design Your Membership Business Site** Depending on the platform you choose to build your membership business site, you'll have different design choices available to you. Many of the options we've already mentioned Slide 9 Step 6. **Create Your Membership Business Content** You'll want to be sure to include content that is useful and relevant to your members and accessible. Slide 10 **Grab the perfect solution for your membership plans** Link in BIO Caption I'm sure you're asking yourself a million questions right now But forget all those and ask yourself this: Does my business benefit from a membership offer? and if so, did I select the right plan? If the answer to those questions satisfies you, then go back and reach this carousel again.

Do you want to launch a membership site? But confused about where to start? Download this guide today and discover how to... Pick the perfect market for your membership Establish yourself as the “go-to” expert Attract a TRIBE of paying members And create content your people will LOVE! If you’re ready to build a successful membership grab it now Link in Bio Follow me @ 125 #3 Slide 1 5 Strategies To Grow Your Membership Slide 2 Memberships are tough to grow Slide 3 But only when you ignore some key factors, and we've all been there So here's something from experience. Slide 4 5 Strategies that can help you grow your membership: Slide 5 1. High-Quality Content High-value content for your members could be created in the form of: 126 • Blog articles • PDFs • White

books • Guides • Social media (Remember to make it extra special, for your members) Slide 6 2. Partnerships help you create relationships and promote your business goals. • Partnering with a donor organization • Partnering with a business • Partnering with another membership organization (make sure to put your negotiating cap on) :) Slide 7 3. Promote Word of Mouth These can be testimonials from existing members about when they're getting out of the membership. Sometimes people don't like you promoting your own memberships. 127 And a few words from other people like them may just do the trick. Slide 8 4. Get Feedback and Fix the Issues Is it scary? Yes. Does it open the door for criticism? Yes. But does it also allow you to open your mind to new membership drive ideas and to hear what works and what doesn't? Absolutely! Slide 9 5. Automate Membership Renewal The best way to get members to renew and invite others is to make it simple, quick, and easy. No one wants to go through an arduous process or fill out more forms. Slide 10 Grab the perfect solution for your membership plans Link in BIO Caption Sometimes businesses fear membership plans Simply because their audience won't 128 like the idea. The only reason you have to fear your membership plans is if your strategy wasn't right. People respond to honesty, value, and straightforwardness more than shady cash grabs. I've seen businesses do it, go overboard and fail with their memberships. You don't want to be like them, trust me. Download this guide today and discover how to... Pick the perfect market for your membership Establish yourself as the “go-to” expert Attract a TRIBE of paying members And create content your people will LOVE! If you're ready to build a successful membership grab it now Link in Bio Follow me @ #4 Slide 1 129 Attract New Members Every Week Slide 2 Most people would ignore your membership offer the

first time you bring it up Slide 3 You need to remind your audience about your membership every chance you get. Slide 4 And here are a few steps you can take to ensure that new members keep coming every week: Slide 5 1. Create regular online events Organize member-exclusive events and outline the benefits. Show the non-members what they're missing out on. Slide 6 1. Use word-of-mouth marketing Sometimes people want to hear from existing members what they're getting Rather than what you're saying they'll get. Slide 7 130 1. Make it easy to get involved. Giving people an option is better than completely locking them out. So, in the member exclusive events earlier, you can give non-members a paid ticket option. Slide 8 1. Craft your messaging carefully. You don't want it to sound like... "Too bad you're not a member or you'd be getting a lot more than this" Slide 9 1. Be transparent about your business and membership benefits. Lay out the membership benefits for them clearly. Better yet, let existing members tell their own stories. Slide 10 Are you struggling with your membership plans? Check out my guide in BIO Caption 131 New members will only arrive if they see a clear benefit. That's the short version of what I just said up there. Now all you have to do is tell them what the benefits are. But in a way that doesn't sound like you're only doing this to make money. Make it about them Show them what the current members are getting out of their membership And the non-members are missing out on If you want a detailed guide to perfecting your membership plans, check the link in bio. Download this guide today and discover how to... Pick the perfect market for your membership Establish yourself as the "go-to" expert Attract a TRIBE of paying members And create content your people will LOVE! If you're ready to build a successful membership grab it now Link in Bio Follow me @ #5 132 Slide 1 Build a Community For Your

Online Course Slide 2 An online course is no joke Slide 3 Takes a lot of effort and time to perfect it and sell it to the right people Slide 4 But to find those "Right people" and to give them a reason to buy your course is an entirely different game Slide 5 Here are a few steps that can help you perfect his process: Slide 6 1. Create a Community First A community is not followers or likes, or any vanity metrics A community is people who genuinely love your content and would actually pay for it. 133 Slide 7 1. Tease your course occasionally Show clips from it in stories or even as a part of a Lead Magnet campaign. Slide 8 1. Share authoritative content Share content on your socials that screams "I know my shit" Share content that separates you from the competition. Slide 9 1. Share testimonials Ask people who've already had the course to share a video testimonial, you can then share these on your socials. Slide 10 What's the toughest part of maintaining an online community? Comment below Caption Do you know what guarantees your authority on Instagram? It's not the number of followers you have Or the likes, shares, or comments you get It's the community you have And before you can even think of selling anything or leveraging your audience, you need to work on your community-building skills. 134 Here are some indicators that you have a strong community: 1. You have frequent genuine DM conversations with random followers. 2. People leave genuine comments on your posts. 3. People reply to your stories and actively wait for them. 4. You'll see certain faces repeatedly, these are people from your community. If you're looking for a complete guide on community building, check out the link in BIO Follow me @ #6 Slide 1 Building a Profitable Business From Day 1 Slide 2 Before we proceed, let me clear one thing for you Slide 3 135 Every business, whether small or large, has to follow this one tip: "Your Network is your Net Worth"

Slide 4 With that said, here are some tips that you need to follow from Day one of starting your business If you want it to be profitable: Slide 5 1. Be clear on why you're in business This lets you keep going when times are tough. And it gives consumers another reason to choose you over the competition. Slide 6 1. Solving a problem that people are willing to pay for Your authority over your niche should be the strongest. People like to see that you actually know what you're doing before they make the decision to buy from you. Slide 7 1. Networking As I said above, Your network is your Net Worth Invest in 136 community building and expanding. Slide 8 1. Get the Right Advice 46 percent of start-up failures are caused by a lack of knowledge or not fully understanding the situation! Sometimes it pays to have someone experienced, guiding you. Slide 9 1. Keep Your Eye on the Money When it comes to building a profitable business, keep sales-producing activities at the forefront of your business plan. Slide 10 Did I miss anything? Comment down below Caption I know what most of you are thinking... "But shouldn't we be thinking about serving the audience and solving problems in the start, before we start thinking about big profits?" There's nothing wrong with that, I'm telling you that you can do both Lay out a business plan from day 1 and start following it 137 Check out the link in BIO for complete guide on how to setup your business for success Follow me @ 3 Landing Pages & Ads Landing Pages #1 138 139 140 141 #2 1 4 2 Would You Like to Personally Transform Your Business and Your Life ... At No Additional Cost? Dear Friend What I am about to say will probably shock you. You may not like hearing it. But you'll have to admit that it's absolutely true. Recognize, also, that it significantly impacts all of your future prospects for business growth and long-term prosperity. Here goes... There are three types of entrepreneurs in the business

world. 1. The people who are constantly making things happen 2. The ones who watch things happen...and 3. The people things keep happening to No matter which of the three groups you may currently fall into, one thing is certain: You want your business to do more, have more, reach farther and achieve a lot more financial and business success. The problem is that at every stage of entrepreneurship, most people don't know how to advance to higher levels of success. That's where I can help. 143 If you are a mover, shaker, doer-someone who's always committed to action, achievement and maximizing opportunity I can show you how to broaden your scope of opportunities AND see your business at a higher, broader sense of what's possible. By simply shifting your mindset and focus, your business can progress quickly. If you've been running your business timidly, reacting instead of leading, or feel like a bystander instead of a key player, I can help transform how you think, act, and handle business. Going from mediocrity to greatness as a business builder is probably the most exciting, fulfilling and engaging move you could make. It will animate your business spirit. It will stimulate your intellect. It will re-invigorate your entrepreneurial side and get it going and growing --for the first time in a long time (or, perhaps, for the first time EVER). My Point? I can help each category of entrepreneur move up to the highest levels of proactive, strategic business achievement attainable. Plus, no matter which of the three categories you fall into now, I can multiply your short and long-term accomplishments AND financial success. 144 I've concentrated my life work (as a business breakthrough strategist) on finding you the big upside leverage points that none of your competitors ever saw. I've concentrate my efforts on aligning business growth with personal fulfillment, leveraging the power of clarity, intentional action, and self-

understanding.Our "Mystery Ingredient" Recently, we took a bold step at Your Business, Your Life, Your Way by sharing our complete framework for business and life alignment with entrepreneurs, especially real estate and mortgage professionals. We believe that true success and significance are unlocked when your business strategy aligns with your unique values and desires. think you want, or what others may want for you, or what your limited belief system lets you believe you can have. There's a big difference. Discover Your Golden Thread We dive into the essence of who you are, exploring your self-identity and the belief structures that shape your decisions. This inner purpose has been with you since childhood and is uniquely Yours.... 145 Through this process, you'll gain a deeper understanding of yourself and ensure that your business and life are aligned with your truest self. This alignment goes beyond just values.. It encompasses Your skills... Innate talents.... Character traits... Personality... Vision... Methodology... And strategy, creating a harmonious foundation for true success. In this program, you'll get: This isn't just another "how-to" course. It's a complete system for aligning your business with who you really are. Where we dive deep into your specific challenges and breakthroughs. 146 Got a quick question? Need a fast breakthrough? I'm always just a message away. Direct access to me, whenever you need it. It's like having a high-performance coach in your pocket. 15-20 minute laser-focused sessions to bust through any obstacle. For the next 90 days, I'm opening up a small, exclusive group to work directly with me. You Pay Nothing Out Of Pocket, Ever. Here's why. The first thing I'm going to do for you is to personally help you create a strategic plan to bring in immediate money. There's no charge for this and it only takes about 45-90 minutes for us to do it together. (After doing this type of thing for

almost 40 years straight, I've gotten pretty good at fast results).

Anyway, I'll help you do more with less and do it faster. I'll add leverage marketing so you can get off the roller coaster, you know feast-famine-feast ride. Now is the time because we're in the last quarter...2025 is fast approaching and 147 the odds are you didn't make the inroads you hoped for in 2024. Am I right?. If you said yes, go schedule some time to chat. At the end of this initial planning session one of these three things will happen: 1. You love the plan and decide to implement it on your own. If this is the case, I'll wish you the best of luck and ask that you keep in touch with me to let me know how you're doing. 2. You love the plan and ask to become my client so I can personally help you execute, maximize, and profit from it ASAP. If that's the case, we'll knock it out of the park ...And that's a promise. Every single one of my clients gets results.

Literally. Every. Single. One. 3. In the unlikely and unprecedented event that you feel like you wasted your time, I will send you \$250.00 as payment immediately. No questions asked. Your time is your most valuable asset you have, and I respect that. It really is that simple and there's no catch. Think about this. The "worst" that can happen is you get \$250 for "wasting" 45-90 minutes of your 148 time. The best that can happen is we work together one on one to increase sales and profit several times over. Program Guarantee. If you do not reach our mutually agreed stated objective when we begin working together I will remain your private consultant until we do. PLUS forever access to all my best coaching content, weekly group support, and group Voxer coaching-on-demand..... That's Why This Is The Closest Thing To FREE MONEY You'll Ever See.

Here's how it'll work: First, we get on the phone one on one and go over your business. I take a look at what you've got, what you're doing, and what you want to achieve going forward. Once we have

those "raw materials", I help you come up with a strategic plan of action to immediately increase your profits dramatically. I enjoy this type of thing is what I do best, and it makes me very, very happy to see 149 someone achieve financial success (and all that comes with it) as a result of the help I give them. Second of all, it's how I attract top-level clients. Here's how that works. Assuming you're happy and you want me to crank out these types of plans for you all the time, you'll probably want to continue working together long term so I can help you implement them. If this is the case, I might invite you to become my client. The "fee" for YBYLYW Framework is \$5,997 ...but if you think about it, it really doesn't "cost" you anything. The total value of this package? Over \$13,597. But for the 6-10 action-takers who join this round, your investment is just \$5,997. Good News for YOU.... Private Client Groups open each quarter from October 2024, Jan 2025 150 You can click to be in the list for the next Private Group. You Find Our Conversation To Be Incredibly Valuable or I'll Pay You \$250.00 Immediately To Compensate You For Your Time. Now, obviously this is an amazing offer which you'll probably never see from any other "Internet guru" in the world. Think about it. I'm personally generating a profit-plan for you up front- for free - and then letting you pay me later if (and only if) you decide to work together long term. Plus, I'm taking it one BOLD step further by guaranteeing you'll find this free plan immensely valuable - or I'll pay you \$250.00 just for wasting your time. Just tell me, and it's yours. No questions asked. Who Else Would Do That? NOBODY. (I checked). This program isn't for everyone. It's for those ready to take action and make real changes. If that's you, don't miss out; these 6-10 spots will fill up fast. Click the link below to apply for your free strategy session. 151 Fill out the short application (it takes less than 2 minutes). If you're a good

fit, my team will reach out to schedule your session. Lastly, there is no feeling greater in the world of business than knowing that your business is perpetually creating multiplying revenue... Where you have the freedom to structure your own lifestyle... Where you run the business and the business --- doesn't run you... Where you don't just compete in your market, profession or industry, but you dominate it. I want this more than anything for you --- and this program can and will give it to you! In summary, I wish you the best of success with your business and I sincerely hope to see you, so you can have the success you so richly deserve. Bill Foss

Breakthrough Strategist Website: BillFoss.com Email: bill@billfoss.com Google Voice: (978) 225-0398 Voxer: bfoss2618

152 If You Are Unsure or Skeptical About Attending If You Have Questions If You Need Direction... PS: One final point. It may be important. In case you're at all skeptical about the YBYLYW Program to earn you huge returns in your business, I ask you to try this. Book your Free Consultation Now #3 Get the Ultimate Business Breakthrough in 30 Days... Just \$1 a Day! If you accept this proposal it will cost you exactly \$1 a day. That's right.... The Good News... In exchange for this miniscule investment, I am going to give you the greatest gift I could ever give to a business owner. It's the key to my "YBYLYW Program"...a literal treasure trove of systems and 153 shortcuts to spark growth in any business. And I'm going to let you have them... ...ALL OF THEM... ...for just \$1. I'll tell you why in a bit, but first, I have a question for you... Have You Spent Thousands of Dollars on Online Business Courses Without Achieving Any Significant Results? "Improvising?" Practicing "hope and pray"? Or do you have a clear-cut plan to grow your business? Investing in education shows how badly you want to succeed. You want to learn from the best, and to use their methods and strategies to build your

own profitable business - one that can sustain the lifestyle you have always dreamed of for you and your family. 154 And to do this, you might have spent your hard-earned money on courses, seminars, or books, expecting to get it back once you start gaining your own success. However, like most people who take these courses and seminars, you've probably ended up as clueless as ever and without any sign of success. OR...what you didn't implement what you learned because it just didn't feel right? OR you THOUGHT you did everything right and still are not getting the results. The Pain of Trying Hard and Still Feeling Lost After promising to yourself that you'll do whatever it takes to achieve success, and after deciding to push all your chips forward to get the help you need to make it happen, you visualize yourself being exactly where you want to be. You tell your family how your lives will change for the better... You stand proud in front of your friends saying you're about to be an absolute success... And you start each day with excitement eager to learn from your new course... Then you've completed the course, the seminar has ended, and you've read all of their books... 155 Only to be left as confused as you were, with no idea what to do next, with less money in your account, and with a horrid look in your face that you wish you won't have to show to your family and friends. Instead of moving towards your dreams, you find yourself several steps back, with less motivation, less drive, and fewer resources to move forward. What if this is the moment everything changes? Inside this letter, you're going to be given a foolproof system that allows you to: ☒ Identify your unique strengths and the value you bring. ☒ Define your true vision beyond limitations and external expectations. ☒ Build a business that uniquely serves your life. I've published the entire 3 Phases 9 Step System for the first time ever...so, you can connect with me and benefit from what

I've learned over these years... You are going to get “Impactful daily bites” from YBYLYW Framework for the next 30 days. These will span the 3 phases and 9 steps of the framework to help you know what 156 to focus on and fix day-by-day. All at a fraction of the cost... Best of all you'll have others who are taking the journey together. You won't be alone. As a 40-year Real Estate Business Veteran, I've coached countless agents, brokers, and business-minded individuals how to build a highly-profitable business and succeed in their pursuits. This helped me develop a formula to help my students learn AND get tangible and significant results, that can be duplicated over and over again! I've proven this over and over again, and I can help you get the same results for your business. • Because you deserve to get information that matches your current needs... • You deserve to get real-life actionable content and not motivational speeches... • You deserve a step-by-step guide based on your specific situation and goals... 157 • You deserve to ask questions and get straightforward answers... • You deserve premium content that is proven and tested from decades of real-life applications... • You deserve to be guided by the hand to ensure you're on the right track... • You deserve the big picture and the nitty-gritty details of how to get it... • You deserve to get what you paid for, and not be asked to pay more every single time... Now, you can get everything that you deserve to build a highly-profitable business that will enable you to live the life you've long been dreaming of. You'll have access to tested and proven tactics, strategies, techniques, tools, and resources my long list of students and I have used to gain success for decades. A comprehensive course designed to understand your specific situation and to provide a tailor-fitted step-by-step guide to building your own financial freedom to live the lifestyle you and your family have

always dreamed of. Introducing Your Business, Your Life, Your Way
158 An Interactive 3-Phases 9 Steps Program For Building a Highly
Profitable Business Tailor-Fitted To Your Needs and Situation The
Framework Explained • Three phases, nine steps to transform your
business and life • Clarifying perceptions for better decisions •
Creating an aligned, effective action environment Foundation
(Perceptions) Like the foundation of a house, your values and inner
motivations must be solid. Without a strong foundation, the
business structure will not be stable. This is the first phase, dealing
with your core values, beliefs, and personal story. It sets the
groundwork for how you perceive your business and life. Values:
Understanding your inner motivation is key. This refers to what
drives you at your core. Beliefs: Your belief system influences your
behavior. What you believe about success and failure shapes your
actions. 159 Your Story: Known as the "Golden Thread," your
personal journey or narrative ties everything together, giving
meaning to your work. Frame (Decisions) The frame is akin to your
roadmap and priorities. Two houses (businesses) with the same
frame can look entirely different based on the design choices. If the
frame (plan) is not right, the end result will not meet your
expectations. Fail Safe Action Plan: This involves identifying your
next priority and creating an action plan that minimizes risks. Your
Roadmap: A clear roadmap helps you think from your vision,
guiding your next steps. Magnetic Vision: Living by design means
aligning your decisions with your long-term vision, ensuring that
your actions attract the outcomes you desire. Finish (Actions) The
finish includes the details that make the house (business) unique
and livable. 160 Without a solid foundation and a well-thought-out
frame, the finish (actions) will be ineffective, resulting in wasted
effort. Maximize Revenue: There are only three main ways to

increase your revenue. Identifying these will help you focus on the right actions. **Maximize Profit and Wealth:** There are only two ways to make more money: increasing profit or creating more value. **Maximize Service and Support:** Customer service and support are critical to long-term success, helping to build loyalty and satisfaction. **You Get It ALL- For A Full 30 Days - For Just \$1 a DAY** That's right... Your investment today is just \$1 a day... As you have probably already guessed, I'm not getting rich giving away my best stuff for just \$1 a day. My sincere hope is you'll love what you see and choose to stay. One of the biggest challenges clients share with me is feeling overwhelmed 161 And I get it. Juggling business, personal life, and everything in between can feel like too much. That's why this program is designed differently. I've structured the content into bite-sized, actionable pieces. This approach makes it easier for you to implement changes quickly and start seeing results right away, without adding to your already busy schedule. Unlike typical gurus who charge thousands of dollars, this program offers a different perspective on your business, without the financial risk. You'll get the chance to look at your business in a way that's aligned with your values and personal goals. **My Goal is Simple** I want you to get results. I know a few of you will want to take this further, and I'll be here to consult and mentor those ready for the next step. But for now, my focus is on helping you make real progress, fast. **"Is YBYLYW For Me?"** 162 This is for every business owner, real estate or mortgage professional who... • Want to build and grow their business right the first time • Want to avoid trial and error and the steep learning curve • Who are tired of feeling confused, overwhelmed, and burned out • Who are sick of attracting and managing bad and underperforming agents • Who are fed up working with bad sellers • Who aspire true financial freedom and

finally achieve their ideal lifestyle • Who want to dominate in their area despite market oversaturation • Who want to know the secret to building a brokerage that is economy-proof • Who are done with working weekends and late nights to 'keep up' • Who are tired of living paycheck to paycheck • Who are sick of wondering where the next sale will come from • Who are afraid of the 'sea of changes' will cripple their business 163 • Who are 'at the mercy' of their top producing agents • Who have invested in business courses that didn't work • Who are tired of getting cookie-cutter learning materials • Who want a step-by-step guide to building a profitable business • Who want to get specific answers to questions that slows down their progress If any bullet on the list applies to you, then YBYLYW is for you! Total Value \$30 Yours For As Low As \$1 Per Day For 30 Days Am I ready for this? If you already read this far and evaluated everything I have to say about the program, then my answer is 'Yes'. In my experience, people who carefully evaluate information tend to be the ones who become successful. The mindset and sheer thoroughness are what keeps them apart from the underperforming ones. 164 If you're still on the fence, feel free to call me at 978-225-0398 or email me at bill@billfoss.com. I'll be more than happy to answer all of your questions. Bill Foss

Breakthrough Strategist Website: BillFoss.com Email: bill@billfoss.com Google Voice: (978) 225-0398 Voxer: bfoss2618

P.S. This goes without saying, but this \$1 a day offer won't be available for long, and it won't return anytime soon when it does go away. So join right now while it's fresh on your mind (and while it is still active). 165 Ads #1 Headline Hit 40%+ Open Rates... Body Text Do you own or run an ecommerce brand? If yes then maybe you are dealing with issues like... Emails not reaching inboxes? Struggling to track opens after iOS 15 updates? Low open rates dragging down

engagement? Lack of a custom domain making emails look less legit? Overspending on unengaged contacts? Emails slipping into Promotions or Spam? 166 Constant worries about ending up in the spam folder? I have created a FREE Deliverability guide It covers everything you need to know about landing in the primary tab, every time. With this 58-page masterclass, you'll learn the exact strategies 7- and 8-figure brands use to build rock-solid deliverability and hit 40%+ open rates. 7 Reasons You Should Download This Guide 1. The #1 reason why you need to fix your deliverability. 2. Post iOS 15 strategies that you must use NOW. 3. 4 tools that you have to use to measure & improve your open rates. 4. How to set up your custom (branded) sending domain. 5. Copy & paste process to clean your email list and save thousands on your Klaviyo bill. 6. Step-by-step action plan on hitting the primary tab. 7. Best practices to follow so you never see the spam folder again.

Download Now 167 You can land 90%+ of your emails in the primary tab with this FREE guide. #2 Headline Online Coaches Who Want To Love Their Business Again... Body Text If you're an online fitness coach ...who is tired of relying on Instagram algorithm to get clients Give me 30 seconds My guess is you've hired two or three other fitness business coaches who only taught organic and you've hit a wall You know you need to run ads but don't want to waste money trying to figure it out yourself If you could just have more leads you know you could grow your online fitness business 3-5x what it is now 168 Well I got you Now I'm not going to send you a free lead magnet or some modules for you to watch because my guess is you won't and truthfully we both know it's just to get you to work with us anyway So I'll cut to the point We've dialed in an effortless enrollment system that gets us clients on demand without # or trending audio We've helped hundreds of online

fitness coaches, personal trainers, gym owners, etc make 6 figures
and 8 7 Figures So yeah Want to see how it can work for you

Comment the word "SCALE" and I'll see if I can help 📌 🧠 #3

Variation 1 169 This simple change will help your pup sleep better.

Your pup is suffering in silence.... Your pup deserves comfort as much as your love Do you love your dog like your own child? Do you want to give your dog comfort and a supportive place to rest? Do you want your dog to feel cozy? Do you want to free your dog from joint pain? If Yes, then you know your furry family member deserves the best! Maybe the previous bed your dog uses is not good enough. Maybe you are using a bed which is difficult to clean... Maybe you are adding extra stuffing to the bed to increase its fluffiness.. Maybe you are using a bed which is either too small or too large for your dog... Maybe you find it difficult and time consuming to clean your dog bed. 170 Allow me to introduce you with a permanent solution. Furhaven Comfy Couch Plush & Décor Sofa-Style Cooling Gel Foam Dog Bed This sofa bed has soft and cushy sides that makes your dog feel safe and snug. This bed is designed for dogs with joint pain or arthritis, offering a plush, pain-relieving sleep experience. No matter what the size of your dog is, it fits all sizes. And it also solves your cleaning issues... It has removable and washable covers which makes cleaning easy. [You can buy it here] No more restless nights for your pup... Because a happy, healthy pup means a happier you! Variation 2 Do you love your dog like your own child? Give Your Fur Baby the Comfort of Your Love 171 If Yes, then you know your furry family member deserves the best! Is your current dog bed: ✗ Not comfortable enough? ✗ Difficult to clean? ✗ The wrong size? ✗ Lacking support? Introducing Furhaven Comfy Couch Plush & Décor Sofa-Style Cooling Gel Foam Dog Bed ✓ It gives your dog the comfort

they deserve. ✓ It provides a supportive place to rest. ✓ It has soft and cushy sides that makes your dog feel safe and snug. ✓ It is easy-to-clean, removable and washable. ✓ It fits dogs of all sizes.

✓ It is designed for dogs with joint pain or arthritis, offering a plush, 172 pain-relieving sleep experience. [You can buy it here] Imagine your pup: Sleeping peacefully through the night. Waking up pain-free and energetic. Looking at you with those loving, well-rested eyes. Give your loyal companion the gift of comfort they deserve. Because a happy, healthy pup means a happier you!

Variation 3 Main Heading Suggestion My pup was suffering in silence, until I found this.... The Secret to My Dog's Peaceful Sleep and Happy Mornings. This Bed Saved My Pup's Sleep. 173 One fine day I was sitting in my backyard... My Golden Retriever dog Max was sitting beside me looking tired. He was less playful. My energetic pup has been struggling to sleep for the past few days. He would toss and turn all night, trying to find a cozy spot. I tried everything: Old blankets Extra stuffing in his bed Even letting him sleep on my bed BUT Nothing worked. Watching my loyal companion suffer broke my heart. Then one day while scrolling Amazon I found the solution. Furhaven Comfy Couch Plush & Décor Sofa-Style Cooling Gel Foam Dog Bed 174 And it changed Everything. It gave Max a supportive and comfy place to rest. The soft and cushy sides of this bed made Max feel safe and snug. Its orthopaedic foam provided crucial support for Max's aging joints. Now, Max sleeps peacefully and wakes up full of energy!! If you are facing the same issues with your pup. Buy this [LINK] And give your furry friend the gift of comfort. 4 Emails #1 175 SL: More Traffic Won't Grow Your E-commerce Sales Hey [FIRSTNAME] Oftentimes, when business owners are trying to build a profitable e-commerce business They end up thinking that more traffic is the key to

increasing sales. But in reality, this is the biggest thing holding them back... And once I realized that converting the traffic I already had was more important than just chasing new visitors. I was able to boost my sales without constantly increasing my ad spend.. See, most business owners feel like they're pouring money into ads, only to get low conversions and high bounce rates. They're dealing with:

No prospect's replying back to their messages, Getting ghosted more times than on dating apps, 176 And being told to f*ck off with their spam messages. But believe it or not, chasing endless traffic is actually hurting you more than helping you. Because in reality, more traffic doesn't guarantee more sales. Without a strategy to convert those visitors, you're just adding to your costs without seeing the returns. And that's exactly why I created the "E-commerce Profit Maximization Guide" A step-by-step blueprint to help you convert more of your existing traffic into loyal customers and increase your sales. You don't have to deal with wasting money on traffic that doesn't convert It guides you to optimize your current traffic with proven conversion strategies. That will not only get your prospects to trust you more, But make them eager to reply back (or get on a sales call with you ASAP) It's not a secret... Some of my best conversion-boosting methods can be found in the E-commerce

177 Profit Maximization Guide #2 SL: Why I'll NEVER Follow a Complicated Skincare Routine Again... PV: And why you shouldn't either Email: This email is going to ruffle some feathers. Because a huge component of how you've been taught to take care of your skin is wrong. And if you ever want youthful, glowing skin, You're gonna want to consider making this change. Because most brands tell you that in order to reduce wrinkles and keep your skin healthy, You need to: 178 • Apply dozens of products with different ingredients • Spend hours on your daily routine • Invest in

expensive treatments and serums ...And in my experience, This is about as efficient as chopping down a tree with a butter knife. I don't use 20+ products, I don't spend hours on my routine, and I rarely invest in overly expensive treatments. And I usually use only one powerful formula: Torricelumn that achieves much better results than expensive treatments And so do the people who've used our products: The trick is to simplify your routine. Torricelumn is packed with vitamins and minerals, so your skin gets everything it needs without the clutter of unnecessary steps. Torricelumn works to hydrate, nourish, and restore the skin, all in one step. It may take a little patience to see the results. Skincare isn't an overnight fix, after all. 179 But at least it actually works to get glowing and youthful skin. So if you want to know EXACTLY how I get better results with fewer products, It's not a secret... Some of my best results come from using Elizabeth Grant's Essence of Torricelumn, and you can try it out for yourself. Click here to learn more about the Essence of Torricelumn and see how it can transform your skin

#3 SL: How I went from Dry, Dull Skin to a Radiant Glow in Just 30 Days SL Alternative: is for Hey %FIRSTNAME%! Today, I wanted to share a story of how I radiant and glowing skin, ...and how you can apply Elizabeth Grant's products to do the same. Let me explain:

180 Back in the winter of last year My skin was feeling rough, flaky, and constantly dry. Every product I tried seemed to make things worse. I was frustrated. My cabinet was full of half-used, expensive products, yet my skin still looked dull. I tried everything—moisturizers, oils, serums—nothing seemed to penetrate and give my skin the hydration it desperately needed. Until one day, I discovered Elizabeth Grant's Essence of Torricelumn. And that's when everything changed. The Essence of Torricelumn is packed with intense hydration and nutrients, and it finally gave my skin the

boost it was craving. (No more wasting money on 10-step routines, no more dry patches, and definitely no more overloading my skin with harsh products ☐) So if you're tired of overcomplicated skincare routines that leave you with no visible results, 181 And are losing hope because of constantly dry, irritated skin, Then click here and I'll show you how to achieve glowing, youthful skin with Elizabeth Grant's Essence of Torricelumn. #4 SL: Tired of Dry, Irritated Skin? Try this... Hey %FIRSTNAME%, Have you been using a lot of products But still have clogged pores, dry and dull skin. It sucks right? That's why today I'm going to share with you the Essence of Torricelumn I've used to restore deep hydration and achieve a glowing complexion. You hear it all the time: ● Layer on more products. 182 ● Drink tons of water. ● Try a heavier moisturizer. And on and on... See, getting that deep, long-lasting hydration is not a problem anymore. Instead, after trying every moisturizer for years, I've realized the biggest difference between women with dry, dull skin who fail and those who achieve radiant, glowing skin is: The Essence of Torricelumn. No amount of thicker creams or complicated routines in the world can beat this powerful hydrating serum. That's because Torricelumn penetrates deep into the skin, delivering moisture at a cellular level and locking it in for lasting results. And if you need a little extra help implementing this into your skincare routine to get youthful, glowing look, Click here to check out the Essence of Torricelumn and no longer struggle with dryness or dullness. 183 #5 SL: Double your results with half the effort. Hey %FIRSTNAME%!, Doubling your results doesn't mean doubling your skincare routine. In fact, 90% of the time, doing LESS can actually give you better, longer-lasting results for your skin. Here's exactly how: It comes down to using targeted solutions instead of layering product after product. Think of it like this: The

best skincare regimens don't need to be complicated to be effective. That's because they use high-impact ingredients that work deeply beneath the skin's surface, so you see results without needing to spend hours every day. And while this may sound too good to be true, 184 At Elizabeth Grant, we're able to get remarkable results like these for our customers with our Essence of Torricelumn. Take a look: (Customer Testimonials) If you're interested in seeing radiant, youthful skin without a complicated routine, We're looking for 6 more customers to join our exclusive skincare program to help achieve those results. Click here to secure your spot. Due to limited availability, these slots may be filled by the time you receive this email. If there's space left, we encourage you to book as soon as possible. Warm regards, [Your Name]

Elizabeth Grant Skincare Team 185 #6 SL: 3 Skincare Steps for Radiant, Youthful Skin Hey %FIRSTNAME%!, One of the biggest mistakes people make in their skincare routine is overloading their skin with too many products. It causes clogged pores, dull complexion, And premature aging. So today, I wanted to share the 3 skincare steps that have helped me achieve radiant, youthful skin: • Simplify Your Routine Sometimes, less is more. Using fewer but more targeted products ensures your skin isn't overwhelmed and can absorb what it truly needs. • Incorporate Active Ingredients 186 Look for products with powerful actives like Torricelumn™, which works to deeply hydrate, smooth, and rejuvenate the skin at a cellular level. • Protect Your Skin Daily Don't underestimate the importance of daily SPF! It's your first line of defense against premature aging and skin damage. And that's it! Following these 3 simple steps was the key to me getting radiant, youthful skin, And I think they might be for you too, %FIRSTNAME%. Warm regards, [Your Name] Elizabeth Grant Skincare Team PAIN POINTS I have dry,

dehydrated, sensitive/reactive, acne-prone, mature (41 yo) skin I am 29 y/o and trying to make sure my skin doesn't make me look older, and this product does help keep my skin. 187 I'm 33 and it was depressing to see my skin change for the worse. • What Are Their Hopes and Dreams? My family and friends musta noticed the difference because I received way more wowza type compliments than any pix I have ever posted! . I get so many compliments saying I don't look my age that I look in my 20s. Which to me that's amazing! I am 34 yrs old going on 35 this 2020 I had one facial lady tell me my skin was like a delicate flower! 188 189