

[Ad #1 - Backstory Ad](#)

[Ad #2 - Arie's Story](#)

[Ad #3 - Biggest Mistake](#)

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## **Ad #1 - Backstory Ad**

### *Primary Text:*

Before I started my first blog I had a normal 9-5 job as an accountant.

After fighting traffic I'd come to the office, pour myself a cup of nasty coffee and sit at the desk (see below) to do the same thing every day.

There was no window to look out of. And when everything was quiet you could hear the low hum of the cheap office lights...

Honestly, it felt like a prison cell more than a desk. And I knew if I didn't do something different I would end up chained to that desk for the next 20 years and life would pass me by.

And so I finally decided to do something...

I started a website to sell bow ties. Men's fashion was an interest of mine so I thought this would be a good idea (wrong!).

The problem was bow ties is a very narrow niche. So there were only so many topics I could blog about.

It was a painful but important lesson about niche selection...

After that I decided to take a different approach. I chose to blog about something that had a lot of profit potential but wasn't anything I was really interested in...

PEST CONTROL.

That's right, I blogged about bugs. However, this time the results were pretty exciting. I hit the 5-figure a month mark within 12 months. And ended up selling it for \$1.2 million about 2 years after I started it.

Blogging (the right way) allowed me to quit my job and create the life I truly love. My marriage is stronger, I have more freedom, I get to travel a lot and I don't have money worries.

And now one of my favorite things is to show others the path so they can escape the rat race too.

My 5-day Blogging Crash Course is designed to help you do just that. It's a video course delivered straight to your inbox where I share some of my best tips on how to build a blog that can potentially produce consistent monthly income.

Remember, if you don't do something now life will pass you by.

Go here to grab your free copy of this powerful course - URL

*Headline:*

How I Quit My Job by Blogging

*Description:*

Launch your blog in 5 days or less with this free 5-part video course!

*Display Link:*

ShaneDutka.com

*Call to Action:*

Learn More

*Mockup:*



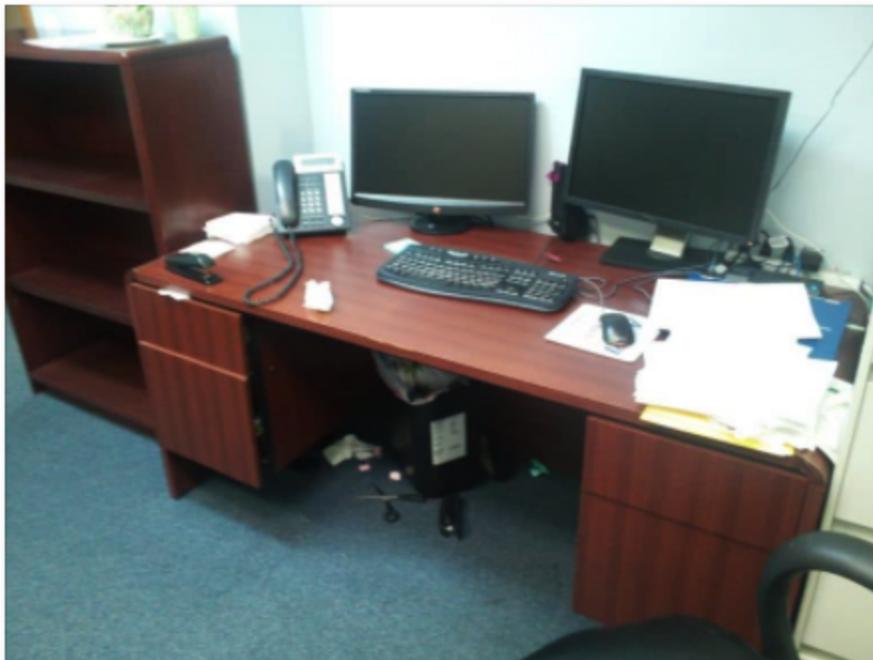
**Shane Dutka**

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### How I Quit My Job by Blogging

Launch your blog in 5 days or less with this free 5-part video course!

SHANEDUTKA.COM

Learn More

20

562 Comments 311 Shares

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## Ad #2 - Arie's Story

### Primary Text:

Last year I was talking to a guy named Arie who was working as a home inspector in the Washington D.C. area.

He heard how I was able to quit my job as an accountant because of the income I generated from my blogs and was intrigued.

"I've always been looking for something that would replace my income, where it would be like a passive income stream and where I wouldn't have to be working like a dog forever," Arie said.

He told me he was considering real estate but quickly learned how saturated that market was. "In my area there's like 20-30 people fighting over every house flip," he said.

So when he heard how I was generating income with my "digital real estate" he asked for help. Especially since it required very little capital (unlike real estate).

I wasn't really in the business of "teaching others how to blog" because I was busy building my own income-producing blogs.

Plus, I thought if I started teaching people how to make money online I'd have to stand next to a sports car and publish really cheesy inspirational memes (not really my style)!

But Arie seemed like a good guy who just wanted to escape the rat race, which I understood. So I shared my step-by-step process with him and he published his first post in February and five months later the money started coming in.

He made \$82 by Month 5... Four months later he was up to \$1,700... And by January he was making over \$3,000 a month.

Btw, I'm not saying those results are typical. I'm just letting you know what actually happened in this case.

After that Arie told me, "I think blogging is 100x's better than real estate. Just to get to \$1,000 a month in real estate would be VERY capital intensive," Arie says. "But with this I can be completely hands off for the next year and still make an income from it."

While it's certainly fun to generate income from my own blogs I have to say it was even more rewarding to see others benefit from this too.

So I put together a free 5-Day Blogging Crash Course where I share some of my best tips on how to build a blog that can potentially produce consistent monthly income.

Go here to grab your copy now - [LINK](#)

**Headline:**

"I think blogging is 100x's better than real estate."

**Description:**

Home inspector turned blogger shares how he makes passive income with blog.

*Display Link:*

ShaneDutka.com

*Call to Action:*

Learn More

*Mockup:*

**YOUR LOGO** **Shane Dutka** Like Page  
Sponsored

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SHANEDUTKA.COM Learn More

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*If you don't want to do a video you could just get a testimonial image made with Arie and then use this as the text in the image:*

“Just to get to \$1,000 a month in real estate would be VERY capital intensive. But with this I can be completely hands off for the next year and still make an income from it.”

*Example:*



The image shows a Facebook advertisement for The Fairell Firm. At the top left is the firm's profile picture and name, 'The Fairell Firm', with 'Sponsored' and a star icon below it. To the right is a three-dot menu icon. The main text of the ad reads: 'We're so happy we could help you J.C. Thank you for taking the time to let us know!'. Below this is a large image of a man in a blue sweater sitting at a desk with a laptop. The bottom of the image has a dark blue overlay with white text: 'THE FAIRELL FIRM IS PROFESSIONAL, SUPPORTIVE, AND REASSURING. ATTORNEY ROY REPRESENTED ME AT MY COURT HEARING AND WAS WELL PREPARED AT ALL TIMES WHEN JUSTIFYING MY CASE. THANK YOU FAIRELL FIRM. - J.C.'. Below the image, the firm's name 'The Fairell Firm' and 'Lawyer & Law Firm' are displayed. To the right of this is a 'Learn More' button.

*However I think a video would work well. In my experience, video ads have always outperformed my image ads (but it's been a couple years since I've ran FB ads though).*

*If you do a video here's what I'd suggest:*

- Open with a 2-3 second “Sponsored by the 5-Day Blogging Crash Course” intro
  - Then shorten the 14-min video down to the best 1-2 minute clips.
  - Then end with a 2-3 second “Sponsored by the 5-Day Blogging Crash Course” outro
-

## Ad #3 - Biggest Mistake

### Primary Text:

Want to know one of the main reasons why most bloggers aren't profitable?

It's not because they...

- ✗ Don't have enough backlinks.
- ✗ Aren't posting enough content.
- ✗ Don't know how to monetize their blog.

Those things matter but there's ONE thing that's more important than all three of those things combined...

### NICHE SELECTION

That's because you could do all the right things a blogger should do... publish quality content, get backlinks, optimize your website... but none of that matters if you're fishing in the wrong pond!

My name is Shane Dutka. And I learned this lesson the hard way!

Nobody told me this when I started blogging. I just picked a niche I was interested in (the whole "blog your passion" idea) but it was a total bust.

I dumped thousands of dollars into that blog and countless nights and weekends.

But thankfully -- after a lot of trial and error -- I figured out a systematic way to choose profitable niches. I used this process on my next blog and made enough income from it to quit my job, buy my dream house and pay off my wife's student loan debt.

I repeated the process with several other blogs (all in different niches) and they've all been profitable too.

And I'd be happy to share it with you too. It's part of my 5-Day Blogging Crash Course. And Day 1 is all about niche selection...

You'll get my proven 3-Step Method for finding profitable niches to blog in... ones that could potentially help you bring in consistent monthly income.

This course will also show you how to set up and design your blog the easy way (even if you're not tech-savvy at all).

And the best part is it's completely free (at least for now!).

So go here now to sign up before it's too late --

*Headline:*

The ONE thing that will make or break your blog...

*Description:*

Sign up for the 5-day Blogging Crash Course now to master this ONE thing...

*Display Link:*

ShaneDutka.com

*Call to Action:*

Learn More

*Mockup (image is just placeholder of course):*

YOUR LOGO

Shane Dutka

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