

JAKE ABDO · BXTCHESAINTSHIT

Studio for personal-brand operators.



A CONCIERGE SERVICE

The Done-For-You *Funnel.*

*A working coaching funnel, written, designed, and wired
in your voice. Built in two weeks. Yours forever.*

PREPARED FOR

The Operator Ready to Launch

ISSUED

2026 · Edition I

\$1,995
FLAT FEE · TWO WEEKS

You don't have a traffic problem. You have a *conversion* problem.

Most coaches with an audience are sitting on a six-figure offer and a broken pipe. Followers without a funnel is a magazine without a checkout counter.

The DIY path takes six months on a good day. A landing-page tool, a copywriting course, a Stripe integration tutorial, a launch plan you stitched together from three podcasts. By the time it works, your audience has cooled, your offer has drifted, and the version of you that started is a different operator than the one who finishes.

The agency path costs \$5,000 to \$15,000 and you still write the copy yourself, because the agency doesn't know your voice and your audience can smell a ghostwriter from the first sentence.

The Done-For-You Funnel is the middle path that wasn't supposed to exist. One operator, two weeks, every asset shipped. You stay in the room while the build happens. You learn the system as it's being built for you. When the fourteen days are over you have a funnel that converts and the recordings of how it was made.

The fastest way to a working funnel is to hand the keyboard to someone who has already built one that converts every day, and watch them rebuild it in your voice.

— JAKE ABDO

6 *mo.*

DIY learning curve before a first dollar lands.

\$5–15*k*

Standard agency invoice for the same scope of work.

14 *days*

Concierge build, start to live, voice intact.

Six assets. One operator. Every piece shipped in *your* voice.

i

A done-for-you website.

A personal-brand landing site engineered for conversion. Mobile-first, fast-loading, written to qualify the right reader and move them toward the offer. Hosted, deployed, handed over.

ii

Your first e-book, ghostwritten.

A short, voice-locked book Jake writes for you. Sized as a lead magnet or a paid front-end product. Yours to sell, gift, or publish under your name in perpetuity.

iii

The build, recorded.

Every working session captured on video. You watch the site come together and the book get written in real time. The recordings are yours to keep, study, and reference forever.

iv

Ten branded carousels.

A bank of mid-funnel social assets designed in your brand. Ready to schedule the day you launch. Built to warm new traffic and feed your pipeline while you sleep.

v

A written launch plan.

The roadmap for the seven days after handoff. What to post, what to send, what to say. A sequence you can run yourself or hand to a VA without ambiguity.

vi

The full automation stack.

Email sequences, DM bot routing, Stripe or Shopify checkout, post-purchase delivery. Wired, tested, and live. The plumbing that turns attention into revenue without your hands on it.

Fourteen days, four phases, one operator on the keyboard.

DAYS 01-03

i

Intake & Voice Capture.

A 90-minute discovery call. Brand audit. Voice samples and audience map. Asset collection and a shared workspace opened for the build.

DAYS 04-07

ii

Site & E-Book Build.

Jake on the keyboard. Site live in staging by day five. First e-book drafted and edited by day seven. All sessions recorded.

DAYS 08-10

iii

Automations & Assets.

Stripe, email, and DM routing wired. Ten carousels designed in brand. End-to-end tested with a dummy purchase before handoff.

DAYS 11-14

iv

Launch & Handoff.

Walkthrough call. Launch plan delivered. Recordings packaged. Funnel goes live on day fourteen with Jake in the room.

*No subcontractors. No
handoffs.*

One operator, start to
live.

A reasonable revision window is built into every phase. The scope is fixed at intake so the build ships on time. Anything outside the scope is documented and quoted separately at handoff, so nothing slips past the fourteenth day.

REC •



THE RECORDED SESSION

Watch the build. Keep the *tape*.

Every working session is recorded and handed to you at the end of the two weeks. You sit in the room while the site is built and the book is written. You see the prompts, the edits, the rewrites, the decisions that get made and the ones that get reversed.

Full
screen
capture
of
every
build
day,
narrated.

Voice-
locked
copywriting
decisions
explained
on
tape.

Automation
walkthrough
recorded
against
your
live
stack.

Yours
forever
as
a
reference

Ten carousels in your brand, ready to *post*.

Each build ships with a bank of designed mid-funnel social assets. Below is the typical rotation, sized 1080 × 1350, layered for legibility, written to qualify and warm.



Voice-locked.

Every panel is written in your captured voice. No agency house style bleeding into your feed.

Brand-locked.

Type, color, and grid match your finished site. The feed and the funnel read as one document.

Schedule-ready.

Exported flat and stacked. Drop into Buffer, Later, or Meta Suite the same hour as handoff.

Full sample reel available on request prior to booking.

06 · WHY \$1,995

Priced where the math becomes *indefensible*.

Here is what the same scope costs when bought piecemeal at standard market rates.

<i>i</i>	Personal-brand site Freelance web dev, conversion-tuned, mobile-first.	\$2,000
<i>ii</i>	Ghostwritten e-book Voice-captured copywriter, short-form lead product.	\$1,000
<i>iii</i>	Ten branded carousels Brand designer, sized and exported for IG and FB.	\$800
<i>iv</i>	Funnel automations Email, DM routing, Stripe or Shopify, wired and tested.	\$500
<i>v</i>	Recorded sessions & launch plan Not normally available at any market price.	included
	<i>Piecemeal market total</i>	\$4,300

Concierge Flat Fee

\$1,995

A short qualification.

Read it honestly.

This service exists for one kind of operator. The wrong fit wastes the fee and the two weeks. The right fit walks out with a printing press.

BUILT FOR

+

A
solo
coach,
creator,
or
operator
with
a
defined
offer.

+

A
working
audience.
Any
size,
as
long
as
it
is
real.

+

A
proven
THE RIGHT FIT
concept.

At

NOT FOR

—

An
absolute
beginner
without
an
audience
or
an
offer
yet.

—

A
founder
still
deciding
what
to
sell
or
who
to
sell
it
to.

—

A
team

08 · NEXT STEP

Book the call. Walk out with a *launch date*.

A thirty-minute discovery call to confirm scope, voice fit, and timeline. If the fit is right, you leave the call with a build slot reserved and the fourteen-day countdown started.

SCHEDULE AT

calendly.com/bxas/dfy-funnel

Or write directly: jake@bxtchesaintshit.com

CAPACITY

Two concurrent builds per month. Slots are confirmed on the discovery call.

TERMS

Flat fee of \$1,995. Half on booking, half on day seven. No retainers.

GUARANTEE

If the funnel is not live on day fourteen for reasons on Jake's side, the second half is waived.

Jake Abdo.

Founder,

BXTCHESAINTSHIT.

A four-book author and a working content operator. The funnel he builds for you is the same machine he runs every day on his own brand.

300k+

AUDIENCE ACROSS
PLATFORMS

4

PUBLISHED BOOKS

1,400+

REELS IN ARCHIVE

2025

TOP MEN'S COACH,
TIKTOK

Jake runs BXTCHESAINTSHIT, a personal brand built end-to-end on the same stack he installs for clients. Site, books, e-mail, DM routing, checkout, every layer ships from one operator.

He is the author of *Shit Our Dads Shoulda Taught Us*, *Side Dude Energy*, *Bxtches on Tap*, and *The Unconfined Man*. The brand was named the 2025 top men's coach on TikTok.

Before the brand, he bartended six nights a week in the Detroit EDM scene. The voice on the page is the same voice his audience has been reading for years, which is why a ghostwritten version of it tends to fail and a captured version of yours tends to convert.

The Done-For-You Funnel is a productized version of the build he has refined on his own audience. You hire the operator, not the agency.

SELECTED BOOKS

Shit Our Dads Shoulda Taught Us
Side Dude Energy
Bxtches on Tap
The Unconfined Man

FIND HIM AT

bxtchesaintshit.com
@bxtchesaintshit on every platform
jake@bxtchesaintshit.com