

**STOP WORKING  
FOR OTHERS**

**YOUR SANITY**

**DEPENDS**

**ON IT.**

HOW TO BREAK FREE FROM THE 9-5 GRIND AND START YOUR OWN  
PROFITABLE ONLINE BUSINESS THAT ALLOWS YOU TO BECOME YOUR OWN BOSS.

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**Forbes Under 30 - Growth Hacking  
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- Society has conditioned us into selling ourselves short, time and time again.
- Education taught you to work towards being employed.
- Being employed taught you to accept the bare minimum, be submissive, and celebrate successes that will never compensate for your actual time and energy put into your job.
- Working for others is openly accepting you are a pawn in another's plan for the future  
" A future that doesn't even have you in the picture "
- You have become indispensable, something to be thrown away in the click of a finger.
- All for the sake of comfort and a salary that limits your quality of life.
- Comfort doesn't create winners or progression, it creates complacency and opens up the door to selling ourselves short.

**The Solution?**  
**Stop working for**  
**others.**

Envision yourself right now,  
getting up in the morning,  
alarm beeping away.

You hit snooze, one, two, three, four times.



The fifth, you reluctantly get up, after you consciously come to a conclusion that hey, I need this job, the bills don't pay themselves.

Every single day repeats itself, and each day you are in a constant battle with yourself, your sanity and finding the will to continue.

Then the weekend comes around, and just as fast as the momentary retreat comes, you're back where you started.

Subjecting yourself to the same misery, the same 9-5, all in aid of getting a paycheck that possibly has not changed much over the past few years.

AND FOR WHAT?

**Have you ever just stopped for a second and had a real and honest conversation with yourself, to realize that you are living in someone else's dream?**



To put it quite simply, you are using up your spirit, health, time, all the resources that you bodily possess, to feed your boss' ego and dreams. You see that new super car, property or second business that they just invested in? Yeah, you paid for that. By working in a small 4 by 4 office, your boss can operate by morning, night i.e. whenever they choose and wherever they please.

An unlimited flexible remote working routine for the price of your freedom. And, the worst thing of all here is, society has conditioned us to not even recognize it.

We have been built around getting those promotions, working as hard as humanly possible, for a fraction of what we deserve.

Sure, you can have the title of 'Head Executive' for a company, but ultimately you are still not the CEO of your life here, *are you?*

But hey, the title looks good, it eludes others thinking you have made it in life; yet, you really haven't.

Even the freelancers out there, who have built this illusion that they own their time and are resilient-they are not.

Freelancers still face instability in the big wide-world of entrepreneurship.

There is one of you, versus multiple clients, and work that perhaps will not be met with the same quality, as opposed to a founded company's workforce.

A company is an anchor to success, and credibility; a face of leadership. The face of your company will overtime reap rewards and attract a community built by your own hands; **something that can never be taken away from you.**



Despite all of this somehow, many will still trade all of this freedom to invest an entire lifetime to being indispensable to others, rather than investing within themselves to make it alone.

**“Comfort doesn’t create winners or progression,  
it creates complacency and opens up the door  
to selling ourselves short.”**

*It is the select few that wake up and realize, why should I have one slice of the pie, when I can have it all? Why work many hours with endless clients; draining my light and energy, just for a percent of a deal I took charge in and had the initiative to create? Why work freelance when I can only earn as much as I can finish single-handedly?*

**Last time I checked, we are all living the main characters in our own lives, so shouldn’t we be taking the elite role, and all the goodies that come along with it?**



**Stop working for others, and create an empire Your  
empire.**

**BUILDYOUR EMPIRE**

## Chapter 2: Forget about your boss

Working under a boss is problematic when you want to navigate your destiny. Destiny is not something you wait for, in fact, that's all fairy tales and fantasy. You are in complete control of your destiny and to focus it towards success and growth, you have to take sole responsibility of steering the way. Success is never given, it's earned. Therefore, you can see can't you, how a successful destiny cannot be compatible under the regime of working for a boss? There is no one better at knowing what is best for you, the goals you want to achieve, the barrier that comfort can create against you, than yourself. It is as simple as that.

The generic system where a boss micromanages charge for every ounce of progress that can be squeezed out of a job is very **outdated**. A real successful workplace is one where you, the leader, takes charge of those that work for you, but not as employees; as entrepreneurs that have complete ownership of their future and income. They dictate what success can become a possibility; however, in doing so they must accept complete accountability of the outcomes that they create. Your role as the leader will be to guide them, opening the path of opportunities their way and strategizing the scope of potential that can be reached. By passing on your wisdom and sole responsibility of success within their hands, the working environment you create will be a sustainable and infectious one. There will be nothing as motivating, and the idea that success **can exist** with no limitations, will also attract a larger working empire for yourself, without you even having to go out and seek it!

You will also need to squash the idea that a working company needs to be situated under the same roof. This concept is dull, and contradicts the initial idea of success being sought as freely as your entrepreneurs put in the work. The reality of ownership and freedom means you give the space for those in your empire to **breathe** and **grow**. Sure, you can select to have an office and finance that as an asset for the future, however in the preliminary stages of scaling your business, it can become a potential financial burden and responsibility that is not necessary to push for progress at the start-up phase.

Ask yourself, why cage yourself and your team, when it is a possibility to honor your working responsibilities from anywhere across the globe? We all want adventure, we all want freedom. Who says that those cannot coexist in harmony, if discipline and sheer effort consistently show up on the daily? It's only those that have been left behind in the old standard approaches of the working world, that cannot venture out to the possibility of remote working. However, they will all hit a wall where growth can no longer be clearly navigated, or where their working team is no longer dedicated to the cause as they would like. By giving the free reins on the unique possibilities which dictate success, working with you will not be a chore-but **a purpose**.

## **REMEMBER**

As a leader destiny is limitless, but as a boss you will be walking in the already lived footsteps and ventured roads of business.





Every success that has been witnessed up until today started from a place that **you now** happen to be gearing yourself up towards. **An unknown and untraveled road.** The problem with this concept of creating your own road to success is, our loved ones are not used to seeing the progress, but rather just witnessing guaranteed results. For that reason, they will often encourage you to embrace the old ways of attending school, building your way through an outdated working regime, basically being born into a system to work for others and never finding your freedom. Freedom does not start when you retire, it starts when you want it to.



Therefore, **don't listen to your relatives or friends.** Just do what you were born to do and create a reality that gives you the freedom you are looking for.



## Chapter 4: Forget about becoming rich slowly

**Forget getting rich slowly.** Sure, while we have all heard some of the greatest businessmen today commending their acumen and concepts of slow sustainable growth, they are not the only ways of obtaining a wealthy future. That thought process is a limiting ideology of the past. However, even the 'get rich quick' schemes that are circulating the digital realm nowadays are shrouded with falsehood and limitation too. You need to be wary of that, and while it is possible, you need to be willing to put in the work for it, and **in the right way too.** Nothing worth having can manifest overnight.



Today's target and generation of entrepreneurs are vastly impatient, wanting quick results, with immediate scaling up the ladder of success. While hunger is healthy; you need to equip that with the virtue of patience and the consistency of longevity to **try, and try again.**

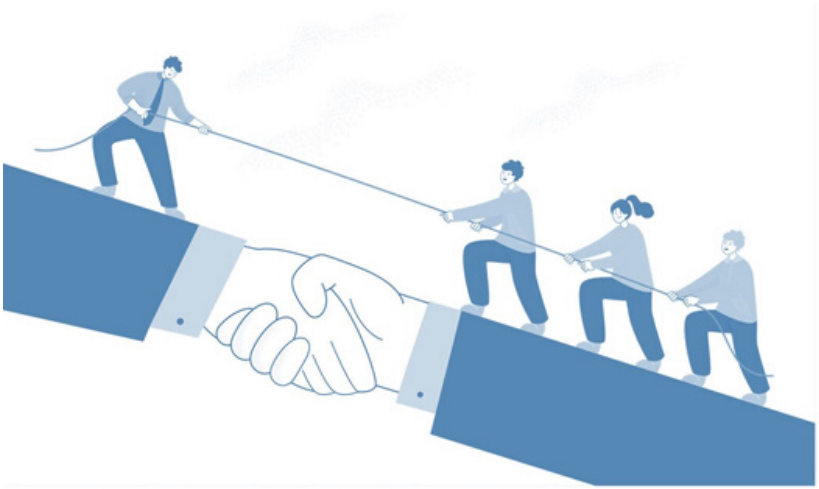
A complete trust in the process and journey you are on, with embrace of the unknown. You will get there, it is just a case of when, and making sure your discipline shows up each and every day, to allow you to mold the path that you wish to unfold. You are in charge of setting your goals and timelines that you wish to achieve, as it is you who will be striving and reaching for it, and no one else. Therefore, only you and you alone can dictate and find what works for you, but it is important to always **priorities what is sustainable**, over the **quick fixes**.



My journey within two years reflects how it is possible to scale a seven-figure business within a timeline and goal set by an individual who has started from the bottom. I hold the reins to an empire that formed from a dormant passion brought to life. I now have a team of 10 hungry and passionate entrepreneurs, in addition to 15 consultants who use their expertise to attract permanent prospects for my business.

## Personal one-to-one mentorship

Through the expertise of my mentorship, I have provided guidance to many people facing the same situation as you are. The fool-proof map you will be given by myself, will allow you to surpass the common pitfalls and equip you with transferable skills that can be applied towards starting your entrepreneurial journey, so that you can scale your business into a reality-no questions asked.



## Chapter 5: Don't be a victim of shiny object syndrome

Often the **shiny object syndrome**\* symbolizes an incentive within business that everyone leans towards and chases, without acknowledging the full responsibilities needed to anchor its success permanently and sustainably. The most important priority for you and your business is a long-term presence and future. As a successful entrepreneur, you need to ask yourself the question ***'what can I leverage to make this initiative resilient and longstanding within the market?'***



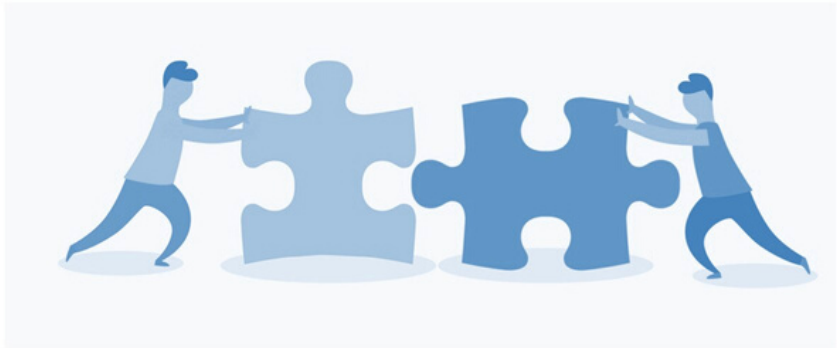
You need to be able to mold a skill-set that will continuously evolve your business, and capitalize that into the 6 or 7 figured business that you deserve. A great example of today's current 'shiny object syndrome' is how drop-shipping is positioned within the market as a "get rich quick scheme". While yes, it is a credible source of income, it requires an investment of money, strategy, education, and by no means can you urgently expect so much, with so little time invested. Many people are driven by the rush of instantaneous profits, and are clouded by their lack of knowledge and understanding of how to make this source of income a sustainable one.

Those who primarily go after the 'trends' led by greed and misjudgement, will often result in having huge losses, which could have been prevented through a devotion for the long-term. Yet, this is never usually the case and therefore, most people never actually see such short-term business concepts past a year of continuity. The shiny object syndrome mind-set is **never sustainable**.



Reflecting on my personal story specifically, I successfully navigated my business from the skill set I gained within my role at one of the largest advisory companies, which aided early stage startups in developing their business sustainably. Having leveraged my own skills from there, I invested my savings and commissions obtained into successfully founding a B2B entity that has massively flourished since its conception. This was doable due to the gap which I identified within the market from my previous working relationships.

The key to sustained success is to be able to provide a solution to that 'gap' within business. What I recognized through liaising with clients was that businesses were unable to represent their brand identity in terms of marketing themselves nor provide sales of solutions to their target markets. They were lacking that impact and ability to establish the prominence of who they are. Therefore, I courageously took the leap in manifesting my empire from that very niche I identified, and fulfilled it myself.



You have to remember that no story starts from pure sheer luck, it takes the willingness to invest within yourself, your knowledge base, and commit to it wholeheartedly. Do not drop out when the going gets tough, as this is where your presence will be valued the most towards your business.



Within my course I will demonstrate the exact skills and investment you will need to make, to ensure your start-up and founded business will have exactly what it takes to continuously evolve for the long-run.



\***Shiny object syndrome:** When people have the tendency to pursue an idea without any clear objectives or risk assessments put in place to anticipate future outcomes.

**Example:** Drop-shipping is very popular currently, yet many people get taken by surprise and fail to hit the process successfully, due to the 'get rich quick mindset'. The failure to prepare a strategy, or the investment towards an education to navigate it to success, is why many people give up before they have even begun.



## Chapter 6: Don't wait, take action now before it's too late

**Your time is the most valuable asset.** The more time you contribute to building other people's dreams, the more it will come at a cost. That cost could be what stands between you and the investment you need, to make your ambitions happen. Time is the most valuable currency of all, and you need to invest it wisely; into something which will benefit you and the future that you envision. The longer you wait without implementing any action for your vision, the more you will have actually devalued yourself and the life **'you could have had'**. That is why you need to take action now, **before it is too late**. Seize what is rightfully yours, because nothing is ever guaranteed. By initiating action now, you are putting yourself as the priority and the center of your life, which is exactly how it should be.



Committing to your learning requires the largest investment of your own time, and you have to be ready to show up each and every day without fail. Sometimes to begin on a journey, you need to create goals that may not always be as transparent as you would like. It is also very important to make it clear that there is no weakness in asking for aid towards your business intentions, all are successful when they are navigated and guided by a mentor- *me*.

### **Manifest your dream**

By having myself as a mentor on your side, we will clearly identify the niche of your business, and the business model you will operate. No matter if your desired goal is creating a business within PR or marketing, or more down the route of app and web development, we will be able to mold together the foundations of what you need to bring it into existence. The possibilities are endless- when there is a will, there most certainly is a way. The business guidance that my mentorship will provide to you, will identify the exact fool-proof plan you need to take full action for the vision you want to create. Even if right now, you are pretty unsure of the feasibility of your business idea, we can narrow it down together and manifest it into something that is pliable and readily viable to be established as a business entity.

These business tools I will give you will expand other possibilities down the line such as sustaining loyal customers, obtaining a return of profit and really etching out your long-standing empire amongst other competitors. The steps mentioned are all accounted for within my business framework. The only thing that is missing to the recipe of success, is you showing up with hunger, passion and complete accountability for you and your business aspirations.



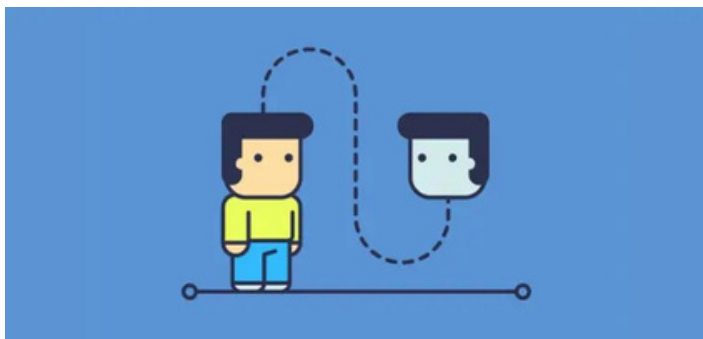
Time waits for no man; waiting has an ultimate cost. Without mustering the courage in taking action **right now**, something that could have been the perfect solution for a market of business, most likely will be seized by someone else. All it comes down to is the eagerness and willingness to invest those first few hours to research, and together, we can bring your plan to life and make it a reality. I will be with you, every step of the way. However, for this to manifest in something resilient and sustainable, you need to be accountable for every step moving forward. Success will never be achievable without it.



## Chapter 7: Speak nurturing to yourself

While the beginning of a journey can be unknown and intimidating, you need to remember that not having all the answers immediately is **ok**. In fact, acknowledging areas that you need to improve on, will help the journey's progress navigate forward towards growth. The important thing here is to remain consistent with your encouraging mindset. Never give up. You must trust in the process, and manifest yourself entirely from the will and drive to push forward-no matter how much doubt may try to steer you otherwise.

Always speak to yourself in the most nurturing way, as you should always be your number one fan. The moment things are looking unclear, flat and mellow, remind yourself why you started and why this is so important to you. You have come so far, and nothing worth having will ever come easy.



You are investing in yourself with blind trust, so you must learn and seek out all the knowledge that is required to make your journey easier. You are always a winner when you invest in your skillset, knowledge and future. Nobody will ever know everything, that is inevitable. However, it is always important that you remain hungry and recognize that the start of growth and success must always begin from somewhere.

The biggest reward is creating an empire from an idea that first appeared as *'nothing'* to so many others. All that matters is your vision for the future, and today's actions will bring you one step closer. Start today, as tomorrow is not always guaranteed.

Have you always known that you are destined for greatness but don't know exactly where to start?

### - Ask Yourself First

Are you willing to take **FULL** accountability and seize your business empire in-waiting?

**Yes?**

Get in touch **today**, because your **'I will do it tomorrow'** is never guaranteed.





# ASSIL DAYRI

**Growth Hacking - Forbes Under 30  
Founder of AMD Consulting Group  
Marketing - Tech & E-Commerce Entrepreneur**

Assil was in the world of business before going off on his own. but starting his own online business? It was a whole new ball game. he began alone. In a new country, with no funding, and from scratch. So it was all on him to learn from zero.

He dug in the grind work, got stuck on tangents and sucked up failures, but he kept putting in the learning and hard work because he had a burning certainty: his online business would need to become a success! And he made it thrive.

When he started his second online business, it was so much easier and the businesses after that got easier each time - because he had mastered the foundational mindset and practical skills of running a thriving online business as a real entrepreneur

**Now:**

Through his mentorship - selected as one of Forbes 30 under 30 for 2023 he brings his years of lessons and insights to give ambitious people the hands-on guidance he wished he had to make the financial freedom they crave for a certain, fast-tracked reality.

## Get Access To The Program



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