

Editor guidelines — *split screen, every second.*

16 videos. Every one is split screen the whole way through: Moran on camera, the board on screen. The board is never static and never off screen.

PDF: [download the whole pack](#) · **Top of funnel only:** [page](#) / [PDF](#)

Raw footage: [Google Drive](#) — Moran 22 July

⚠️ READ THIS BEFORE YOU CUT ANYTHING

These instructions were written by AI. Use your common sense.

They are a starting point and a map of what's on the board — not a rule book. If something doesn't make sense for the video, **change it**. If you see a better cut, a better transition, a funnier or sharper visual — **take it**. You're the editor. Be flexible, be creative, and make it worth watching.

The only things that are **not** flexible are the four rules below: split screen throughout, the hook bar never leaves, something changes every 2–3 seconds, and the browser URL never appears.

Start here

Read this section once before you cut anything. Everything after it is reference.

The four things that make these videos work

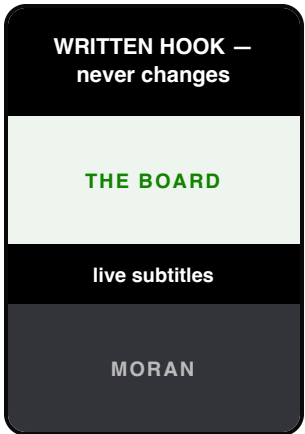
1. **Split screen, always.** Board on top, Moran underneath. **It never breaks** — not for the hook, not for the CTA, not for a single frame.
2. **The written hook never leaves.** Black bar at the top, same text for the entire video. Someone landing at second 19 still knows what they're watching.
3. **Something changes every 2–3 seconds.** A zoom, a pan, a circle drawn, a number appearing. If the board sits still for 4 seconds the video is broken.

4. **Every single line has its own instruction.** He says pre-market, the pre-market box is on screen. He says number eight, number eight is circled. Nothing is left for you to infer — but see the note above about improving on it.

NEVER ON SCREEN

The browser address bar. The board is a web page and the URL must never appear in any frame. Record in Chrome full screen (⌘F on Mac) so the address bar is gone before you hit record. If a clip already has it, crop the top 8% — do not blur it.

The layout



ZONE	HEIGHT (1080×1920)	WHAT'S IN IT
Written hook	~270px · 14%	The line at the top of each video below. Bold sans 52–56px. Two lines is normal. Same size on all 19 — never rescale per video.
Board	~730px · 38%	Screen recording. Always moving.
Subtitles	~190px · 10%	Own black bar. 3–6 words at a time. Never burned over the footage.
Moran	~730px · 38%	Medium shot, talking to camera.

Annotation

Use a screen-drawing tool (**Presentify** or **Screen Brush** on Mac) so the pen goes straight onto the board while recording. **Red, thick, rough.** Circle every number as it is said. Neat annotation

looks like a corporate slide; scrappy looks like someone working.

Getting the board footage

One page, everything on it: <https://acquisitions-how-we-work.pages.dev/board>

- **Chrome, full screen (`^⌘F`), 4K if you can.** You're cropping into a vertical frame, so you need the pixels.
- **Two-finger scroll** pans. **Pinch** zooms. **Fit** button snaps back to the whole board.
- **Click any image** to open it full-screen at native resolution — use that for every document being read out loud.
- The board's own toolbar can stay in frame. It reads as a real tool. Only the browser chrome is forbidden.

The board map — where things live

PART 1 — BUYING	PART 2 — GROWING
01 Your buyer profile / deal criteria	01 Getting found
02 Listed	02 Lead generation
03 Pre-market	03 Appointment setting
04 Off-market	04 Follow-up
05 We act as the buyer	05 Sales
06 Analysis	06 Reviews & referrals
07 The numbers	07 The numbers
08 Capital	08 Jarvis
09 The offer	09 What it's worth after
10 What you see	

THE OPENING SHOT, ON EVERY VIDEO

Start on the **full board, zoomed all the way out**, and hold for about two seconds before you push in. It is the most impressive frame we have — it is the reason someone keeps watching. Then push toward whatever the first line is about.

File naming

Raw footage: [Google Drive — Moran 22 July](#)

Every video has a code. It's printed in the black tag next to each title below, and it's what the delivered file must be called. Nothing else.

CODE	WHAT IT IS	WHICH VIDEOS
<code>T0F1</code> — <code>T0F4</code>	Top of funnel — cold audience	Videos 1–4 (Moran's recorded scripts)
<code>M0F1</code> — <code>M0F5</code>	Middle of funnel	Videos 5–9
<code>B0F1</code> — <code>B0F6</code>	Bottom of funnel — one client each	Videos 10–15
<code>AD1</code>	Paid ad	Video 16

What to call the files

THING	NAME IT
The delivered video	<code>T0F1-FINAL.mp4</code> · <code>M0F3-FINAL.mp4</code> · <code>B0F7-FINAL.mp4</code>
A revision	<code>T0F1-FINAL-v2.mp4</code> — bump the number, never overwrite
Its folder	<code>/T0F1/</code> — one folder per video, everything for it inside
A-Roll take	<code>T0F1-aroll-2.mov</code>
Board recording	<code>T0F1-board-capital.mov</code>
Testimonial clip	<code>clip-robert-hJvIK01w-K8.mp4</code>

WHY IT MATTERS

Moran needs to find a video months later by what it does, not by when it was made.

`B0F7-FINAL.mp4` tells him it's bottom-of-funnel and which one. `video_final_v3.mp4` tells him nothing. **The code never changes**, even if the posting order does.

Delivery spec

1080×1920, H.264, 9:16 vertical. Subtitles burned into the caption bar, never over the footage.

Why it's cut this way

Taken from a teardown of Perspective's Meta ads — their competitor ads have run continuously for over a year, which is the only proof that matters.

RULE	WHY
Cut every 1.5–3 seconds	Their winning ads never hold a frame longer. Not a zoom for the sake of it — a new piece of information each time.
Every visual is literal	They use a turtle for slow loading, cartoon spies for hidden problems, a man holding a "QUICK MATHS" sign. Show the thing he is saying, never a mood.
The number moves while he talks	Don't show a static figure. Change it on camera — 3x ticking to 4.5x is worth more than any explanation.
One styled word per beat	In the caption bar, one word per section gets colour or italic. That's the retention device — the eye keeps re-engaging.
Text lives in bars, never over footage	Nothing important is ever covered. On the board half this matters most, because the numbers are the point.
Screen recording carries ~40%	Of their best ad's runtime. Ours should be more — the board is the differentiator.

THE THING THAT GETS THESE REJECTED BY AN AUDIENCE

Decorative movement. A zoom that doesn't correspond to what's being said reads as filler and people leave. If a line names no card on the board, the B-Roll column says so — stay on Moran's face and keep it simple. That is always better than cutting to something irrelevant.

The 16 videos

The black tag is the **delivery code** — that's the filename. **Every instruction is built from the words in that specific line. Split screen never breaks. TOF1–TOF4 are Moran's own recorded scripts** — don't change the words.

T0F1 How private equity buys businesses with 10% down (60-second cut)

Video 1 · 270 words · ~98s · 12 beats · deliver as **T0F1-FINAL.mp4**

Written hook — stays on screen the whole video

HOW PRIVATE EQUITY BUYS BUSINESSES WITH 10% DOWN

✓ MORAN'S OWN RECORDED SCRIPT

These are the exact words he records. **Do not change the script.** The editing is still yours to improve.

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

I'm gonna give you the exact process private equity firms use to buy businesses with 10% of their own money.

Medium shot, bottom panel.

Top panel: the full board, zoomed all the way out. Hold 2s — the scale shot. Slow push begins on the last word.

2

And I know this because we've done hundreds of these deals — in fact over a billion dollars' worth of transactions.

Medium shot, bottom panel.

Top panel: kinetic type, one item at a time. \$1B+ in transactions, then hundreds of deals. Two seconds total — it's a credential, not a brag.

3

You start right here with your buyer profile and deal criteria — that's just making sure you're focused on what business you'll actually buy before you look at a single deal.

Medium shot, bottom panel.

Top panel: Part 1 · Box 01 — buyer profile / deal criteria. Zoom the document until lines are readable.

4

You need to know your goals as far as cash flow, price range, geography, ideally one industry.

Medium shot, bottom panel.

Top panel: Part 1 · Box 01 — buyer profile / deal criteria. Zoom the document until lines are readable.

5

Then you need deal flow, right?

Medium shot, bottom panel.

Top panel: pull out so Boxes 02, 03 and 04 are visible together.

6

Three ways to find deals.

Medium shot, bottom panel.

Top panel: pull out so Boxes 02, 03 and 04 are visible together.

7

Number one — Listed. We use sixteen marketplaces, not one, we scan them every day.

Medium shot, bottom panel.

Top panel: Part 1 · Box 02 — Listed. The marketplace grid. circle **16**.

8

Number two — Pre-market. We have twenty-seven hundred brokers who send us stuff before they list it. Took us 10 years to build relationships with them.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card. circle **2,737**.

9

And three, off-market — this is where you go straight to owners who never listed. We use Clay for enriching database & Instantly to warm up email accounts and outreach.

Medium shot, bottom panel.

Top panel: Part 1 · Box 04 — Off-market. The databases card. type **Clay** on screen as he says it; type **Instantly** on screen as he says it.

10

Everybody's fighting over option number one. Nobody's even knocking on two and three.

Medium shot, bottom panel.

Top panel: pull out so Boxes 02, 03 and 04 are all visible. Big red **X** over Box 02, red circles on 03 and 04.

11

And the money to close the deal. Everybody thinks they need two million dollars to buy a two million dollar business. You don't. Ten percent can come from you, ten from the seller, eighty from the bank.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card. write **10 / 10 / 80** in red, one number at a time.

12

If you follow and comment or DM me the word ASSETS I'll send you the whole thing, with the templates scripts and what not... we're looking to invest and support operations in multiple AI powered sector rollups, so I'm happy to give u all the other juice for free.

Medium shot, bottom panel.

Top panel: the IG follow button animates in with a tap sound and flips to *Following*, then a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list. Literal, not abstract. Moran stays in the bottom panel throughout.

TOF2 If you own a business, buy your competitor — here's the whole machine

Video 2 · 269 words · ~98s · 16 beats · deliver as **TOF2-FINAL.mp4**

Written hook — stays on screen the whole video

IF YOU OWN A BUSINESS, BUY YOUR COMPETITOR

✓ MORAN'S OWN RECORDED SCRIPT

These are the exact words he records. **Do not change the script.** The editing is still yours to improve.

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

If you own a business, the fastest growth you'll ever get isn't marketing. It's buying your competitor.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel: Part 1 · Box 01 — buyer profile / deal criteria.** Zoom the document until lines are readable.

2

You're not buying a business. You're buying revenue, bolted onto overhead you already pay for.

Medium shot, bottom panel.

Top panel: Part 1 · Box 01 — buyer profile / deal criteria. Zoom the document until lines are readable.

3

Here's the whole machine.

Medium shot, bottom panel.

Top panel: pull out so Boxes 02, 03 and 04 are visible together.

4

Three ways to find them. Listed — sixteen marketplaces scanned by AI daily.

Medium shot, bottom panel.

Top panel: Part 1 · Box 10 — What you see. Scroll the daily activity report. circle 16.

5

Pre-market — relationships with twenty-seven hundred brokers.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card. circle **2,737**.

6

Off-market — straight to owners who never listed, using email & LinkedIn outreach at scale on multiple sub accounts.

Medium shot, bottom panel.

Top panel: Part 1 · Box 04 — Off-market. The databases card.

7

We use AI to analyse every memorandum doc we get and kill the bad ones as soon as possible, to not waste time.

Medium shot, bottom panel.

Top panel: Part 1 · Box 06 — Analysis. The memorandum doc and the 8 questions.

8

To finance the deal... ten percent from you, ten from the seller, eighty from the bank. We might invest alongside u as well if we like you & the deal.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card. write **10 / 10 / 80** in red, one number at a time.

9

Post deal — start letting AI learn and eventually run your SOPs.

Medium shot, bottom panel.

Top panel: Part 2 · Box 08 — Jarvis. Zoom the card, then play the demo.

10

Install AI reception so the phone is answered even on Sunday nights. Every lead is chased.

Medium shot, bottom panel.

Top panel: Part 2 · Box 03 — Appointment setting. The Sunday-night call card.

11

Reviews are automated, and same goes for your content & advertising, all using AI UGC & funnel automations.

Medium shot, bottom panel.

Top panel: Part 2 · Box 06 — Reviews.

12

If you have one small business you could sell it for three times earnings.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement. **3x**.

13

If u have five combined you could sell for eight to twelve multiple your earnings... we call that a rollup.

Medium shot, bottom panel.

Top panel: Part 2 · Box 09 — What it's worth after. The valuation curve. **8–12x**.

14

Bring AI into acquisitions — that's what we call AI powered rollups. I know that because I just sold Rollups.com to Naval Ravikant's company.

Medium shot, bottom panel.

Top panel: Part 2 · Box 09 — What it's worth after. The valuation curve. cut to the Rollups.com site or the acquisition headline; cut to the Rollups.com acquisition headline.

15

If you follow and comment or DM me the word ASSETS I'll send you the whole thing — templates, scripts and what not...

Medium shot, bottom panel.

Top panel: the IG follow button animates in with a tap sound and flips to *Following*, then a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list. Literal, not abstract. Moran stays in the bottom panel throughout.

16

So eventually we might work on an acquisition, implementing AI, or a rollup together.

Medium shot, bottom panel.

Top panel: the full board zoomed all the way out, slow drift, then the end card over it. This line is the partnership offer — hold it long enough to read.

T0F3 How to find businesses for sale before they hit the market

Video 3 · 214 words · ~78s · 12 beats · deliver as T0F3-FINAL.mp4

Written hook — stays on screen the whole video

HOW TO FIND BUSINESSES FOR SALE BEFORE THEY HIT THE MARKET

✓ MORAN'S OWN RECORDED SCRIPT

These are the exact words he records. **Do not change the script.** The editing is still yours to improve.

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

If you're looking for businesses to buy for over six months, and everything's either under offer or priced at more than five times earnings — you don't have a search problem!

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel:** literal b-roll of what he's describing — a queue, the same listing site open on a laptop, months crossed off a calendar.

2

You're just in the same line as every other potential business buyer.

Medium shot, bottom panel.

Top panel: literal b-roll of what he's describing — a queue, the same listing site open on a laptop, months crossed off a calendar.

3

The line that actually matters is pre-market.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card.

4

Twenty-seven hundred brokers. Twelve hundred with a direct line. Took us ten years to build relationships with them.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card. circle **2,737**; circle **1,200**; "**10 years**" on screen.

5

The way we built those relationships was to run five emails over two weeks.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card. open the five emails full screen and move through them.

6

Introduction. Then sharing credentials, and then our deal criteria.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card.

7

And now 10 years later... we can just ask — anything pre-market you can send over? And of course I'm happy to sign as many NDAs as you want...

Medium shot, bottom panel.

Top panel: Part 1 · Box 05 — We act as the buyer. The signed NDA.

8

That's the process that produces us deal flow of businesses for sale nobody else sees.

Medium shot, bottom panel.

Top panel: pull out so Boxes 02, 03 and 04 are visible together.

9

Remember, business brokers get paid by sellers.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card.

10

So all they care about is who can actually close, so they don't waste their time.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card.

11

If you follow and comment or DM me the word ASSETS I'll send you the whole thing that helped us

build those relationships and get access to pre-market deals — the templates, scripts and all that...

Medium shot, bottom panel.

Top panel: the IG follow button animates in with a tap sound and flips to *Following*, then a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list. Literal, not abstract. Moran stays in the bottom panel throughout.

12

My goal is to eventually partner with you on an acquisition or an AI powered rollup, so let's get connected.

Medium shot, bottom panel.

Top panel: the full board zoomed all the way out, slow drift, then the end card over it. This line is the partnership offer — hold it long enough to read.

TOF4 You don't need to be a millionaire to buy a million-dollar business

Video 4 · 239 words · ~87s · 8 beats · deliver as **TOF4-FINAL.mp4**

Written hook — stays on screen the whole video

YOU DON'T NEED TO BE A MILLIONAIRE TO BUY A MILLION-DOLLAR BUSINESS

✓ MORAN'S OWN RECORDED SCRIPT

These are the exact words he records. **Do not change the script.** The editing is still yours to improve.

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

You don't need to be a millionaire to buy a million dollar business and quit your job, or grow your business by years worth of revenues in an afternoon when u finalised the transaction.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: Top panel: Part 1 · Box 08 — Capital. The funding structure card.

2

Every day people do it with about ten percent. And that ten percent doesn't even have to be yours.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card.

3

You put in ten. The seller carries ten. The bank does eighty, usually on an SBA loan — and that ceiling just went to ten million dollars.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card. circle the **\$10M** SBA ceiling.

4

I know that because I was involved in more than a billion dollars worth of those transactions, and just sold Rollups.com to Naval Ravikant's company.

Medium shot, bottom panel.

Top panel: kinetic type, one item at a time. cut to the Rollups.com site or the acquisition headline, then cut to the Rollups.com acquisition headline, then **\$1B+ in transactions**. Two seconds total — it's a credential, not a brag.

5

Here's what nobody says out loud, right? A bank will not fund your startup idea because you think you are the next Elon Musk.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card.

6

But it will absolutely fund you to buy a business that already makes money. Because thirty years of cash flow is collateral, and an idea isn't.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card.

7

So where does your ten percent come from? Can be your retirement account. Or investors — we're looking to invest in deals under LOI and got 1000s of accredited investors looking to passively invest in deals that we find.

Medium shot, bottom panel.

Top panel: Part 1 · Box 09 — The offer. Letter of intent, full screen. circle the investor count.

8

If you follow and comment or DM me the word ASSETS I'll send you the whole process — templates, scripts and what not... so we can potentially invest in your acquisition one day and grow an AI powered rollup together like the big guys do...

Medium shot, bottom panel.

Top panel: the IG follow button animates in with a tap sound and flips to *Following*, then a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list. Literal, not abstract. Moran stays in the bottom panel throughout.

MOF1

Buy your competitor — not a business you've never run

Video 5 · 152 words · ~55s · 8 beats · deliver as M0F1-FINAL.mp4

Written hook — stays on screen the whole video

BUY YOUR COMPETITOR — NOT A BUSINESS YOU'VE NEVER RUN

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

If you already own a business, the single best thing you can buy is your competitor.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel: Part 1 · Box 01 — buyer profile / deal criteria.** Zoom the document until lines are readable.

2

Someone in your market, doing the same thing, whose owner is tired.

Medium shot, bottom panel.

Top panel: Part 1 · Box 01 — buyer profile / deal criteria. Zoom the document until lines are readable.

3

You're not really buying a business. You're buying revenue, bolted onto overhead you already pay for.

Medium shot, bottom panel.

Top panel: Part 1 · Box 01 — buyer profile / deal criteria. Zoom the document until lines are readable.

4

Same office, same back office, same crews. Cheapest growth there is.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

5

Now if it's your first one, different rule. Don't buy what's exciting. Buy what you've already done.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

6

Fifteen years running operations? Buy something with crews and vans. Twenty years in sales where the owner is the closer? You can actually replace him.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

7

And the bank checks this too. They want to see you've run something like it before.

Medium shot, bottom panel.

Top panel: Part 1 • Box 01 — buyer profile / deal criteria. Zoom the document until lines are readable.

8

DM me the word ASSETS and I'll send you everything — all the templates, all the prompts, all the scripts. If you want us to do it for you then let's talk, but the assets are free either way.

Medium shot, bottom panel.

Top panel: a DM notification landing with the file list, then then a calendar / booking card slides in for the "let's talk" half, then and the word **FREE** stamps over the asset list. Literal, not abstract. Moran stays in the bottom panel throughout.

M0F2

Everything it actually takes to buy one business

Video 6 · 175 words · ~64s · 10 beats · deliver as M0F2-FINAL.mp4

Written hook — stays on screen the whole video

EVERYTHING IT ACTUALLY TAKES TO BUY ONE BUSINESS

△ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

People think buying a business is finding one you like and making an offer.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel:** literal b-roll of what he's describing — a queue, the same listing site open on a laptop, months crossed off a calendar.

2

Here's what actually happens in between. It's about nine jobs, not one.

Medium shot, bottom panel.

Top panel: pull out so Boxes 02, 03 and 04 are visible together.

3

Deal flow — sixteen marketplaces scanned by AI every day. Brokers — twenty-seven hundred of them, five emails each.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card. circle **16**; circle **2,737**; open the five emails full screen and move through them.

4

Off-market — Clay to enrich the database, Instantly to warm the accounts, email & LinkedIn outreach at scale on multiple sub accounts.

Medium shot, bottom panel.

Top panel: Part 1 · Box 04 — Off-market. The databases card. type **Clay** on screen as he says it; type **Instantly** on screen as he says it.

5

Then applying under your own name. Signing NDAs same day. Proof of funds per deal.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The investor room / proof-of-funds documents.

6

Then AI reads every memorandum doc that comes back and kills the bad ones fast, so you don't waste time.

Medium shot, bottom panel.

Top panel: Part 1 · Box 06 — Analysis. The memorandum doc and the 8 questions.

7

And chasing everyone who doesn't reply, which is most of them.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

8

About ninety applications a month gets you three memorandums worth reading.

Medium shot, bottom panel.

Top panel: Part 1 · Box 06 — Analysis. The memorandum doc and the 8 questions. **90; 3.**

9

None of it's hard. All of it's full-time. And you've already got a job.

Medium shot, bottom panel.

Top panel: split comparison — *you, alone* against *the machine*. Bars grow at different speeds.

10

Comment or DM me the word ASSETS and I'll send the whole thing — every template, every prompt, every script. If you want us to do it for you, let's talk. Either way the assets are free.

Medium shot, bottom panel.

Top panel: a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list, then then a calendar / booking card slides in for the "let's talk" half, then and the word **FREE** stamps over the asset list. Literal, not abstract. Moran stays in the bottom panel throughout.

M0F3

The memorandum doc a broker sends you is a sales document

Video 7 · 177 words · ~64s · 8 beats · deliver as M0F3-FINAL.mp4

Written hook — stays on screen the whole video

THE MEMORANDUM DOC A BROKER SENDS YOU IS A SALES DOCUMENT

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

That memorandum doc the broker sends you? Somebody got paid to write it, to make that business look as good as it possibly can.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel: Part 1 · Box 06 — Analysis.** The memorandum doc and the 8 questions.

2

It's a sales document. It is not a report.

Medium shot, bottom panel.

Top panel: Part 1 · Box 06 — Analysis. The memorandum doc and the 8 questions.

3

So here's what to do with it. Eight questions, every single one.

Medium shot, bottom panel.

Top panel: Part 1 · Box 06 — Analysis. The memorandum doc and the 8 questions.

4

Price and what's included. Three-year average earnings — including the bad year, not the best one. Top five risks. How involved is the owner. Is there a manager.

Medium shot, bottom panel.

Top panel: Part 1 · Box 06 — Analysis. The memorandum doc and the 8 questions.

5

And number eight, the one that kills people — who's going to manage this business the day after you close?

Medium shot, bottom panel.

Top panel: Part 1 · Box 06 — Analysis. The memorandum doc and the 8 questions. circle **number 8**.

6

Because most deals that look like three times earnings are really four and a half, once you take out the manager you're gonna have to hire.

Medium shot, bottom panel.

Top panel: Part 1 · Box 06 — Analysis. The memorandum doc and the 8 questions. **3x**; change the multiple live: **3x → 4.5x**.

7

We run AI over every one of these now, so the bad ones get killed as soon as possible.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

8

DM me the word ASSETS and I'll send you everything — all the templates, all the prompts, all the scripts. If you want us to do it for you then let's talk, but the assets are free either way.

Medium shot, bottom panel.

Top panel: a DM notification landing with the file list, then then a calendar / booking card slides in for the "let's talk" half, then and the word **FREE** stamps over the asset list. Literal, not abstract. Moran stays in the bottom panel throughout.

M0F4

Four ways to fund a business purchase. Most people know one.

Video 8 · 169 words · ~61s · 7 beats · deliver as M0F4-FINAL.mp4

Written hook — stays on screen the whole video

4 WAYS TO FUND A BUSINESS PURCHASE. MOST PEOPLE KNOW 1.

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

There's four ways to fund buying a business. Most people only know one.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel:** literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

2

Number one — the structure. Ten percent from you, ten from the seller, eighty from the bank on an SBA loan. That ceiling just went to ten million.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card. write **10 / 10 / 80** in red, one number at a time.

3

Number two — proof of funds. A broker won't send you financials without it. On letterhead, referenced, ninety day validity. Not a screenshot of your bank app.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The investor room / proof-of-funds documents. **90.**

4

Number three — a real bank pre-qualification. A lender reviewed your finances and put a number in writing before you made an offer on anything.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The investor room / proof-of-funds documents.

5

And number four, the one nobody knows exists. Thousands of active investors fund exactly this. So your ten percent doesn't have to be yours.

Medium shot, bottom panel.

Top panel: Part 1 • Box 08 — Capital. The investor room / proof-of-funds documents. circle the investor count.

6

And we might invest alongside u as well, if we like you & the deal.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

7

Comment or DM me the word ASSETS and I'll send the whole thing — every template, every prompt, every script. If you want us to do it for you, let's talk. Either way the assets are free.

Medium shot, bottom panel.

Top panel: a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list, then then a calendar / booking card slides in for the “let's talk” half, then and the word **FREE** stamps over the asset list. Literal, not abstract. Moran stays in the bottom panel throughout.

MOF5

Just bought a business? Don't change anything for two weeks.

Video 9 · 185 words · ~67s · 10 beats · deliver as M0F5-FINAL.mp4

Written hook — stays on screen the whole video

JUST BOUGHT A BUSINESS? DON'T CHANGE ANYTHING FOR TWO WEEKS.

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

You just bought a business. The instinct is to walk in and start fixing things.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel:** literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

2

Don't.

Medium close, bottom panel.

Hard beat. Top panel goes black with the word in white, half a second, silence. Bottom panel stays on Moran.

3

First two weeks you change nothing. You measure. Phones tracked, every customer into one list, one screen showing what's actually happening.

Medium shot, bottom panel.

Top panel: Part 2 · Box 07 — The numbers. The live dashboard.

4

And chase the unpaid invoices. There's always thirty or forty grand sitting there nobody's chasing. That usually covers your whole first month.

Medium shot, bottom panel.

Top panel: Part 2 · Box 07 — The numbers. The live dashboard. circle the unpaid-invoice figure.

5

Then install AI reception, so the phone is answered even on Sunday nights. Forty-one percent of calls come in after hours.

Medium shot, bottom panel.

Top panel: Part 2 · Box 03 — Appointment setting. The Sunday-night call card. circle **41%**.

6

Only then do you turn marketing on. Run ads into a business that misses one in five calls and you're just burning money faster.

Medium shot, bottom panel.

Top panel: Part 2 · Box 02 — Lead generation. The ad card.

7

Then every lead gets chased. Then reviews are automated. Then your content & advertising, all using AI UGC & funnel automations.

Medium shot, bottom panel.

Top panel: Part 2 · Box 06 — Reviews.

8

Then you start letting AI learn and eventually run your SOPs.

Medium shot, bottom panel.

Top panel: Part 2 · Box 08 — Jarvis. Zoom the card, then play the demo.

9

None of it's complicated. It's just never been anybody's job.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

10

DM me the word ASSETS and I'll send you everything — all the templates, all the prompts, all the scripts. If you want us to do it for you then let's talk, but the assets are free either way.

Medium shot, bottom panel.

Top panel: a DM notification landing with the file list, then then a calendar / booking card slides in for the "let's talk" half, then and the word **FREE** stamps over the asset list. Literal, not abstract. Moran stays in the bottom panel throughout.

B0F1 Brandon waited three years. Now he runs a \$22M business

Video 10 · 100 words · ~36s · 8 beats · deliver as B0F1-FINAL.mp4

Written hook — stays on screen the whole video

BRANDON WAITED 3 YEARS. NOW HE RUNS A \$22M BUSINESS.

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

Brandon waited three years for the right business.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel:** literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

2

Three years of looking. And not buying.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

3

[CLIP — Brandon]

Medium close, bottom panel.

Hard beat. Top panel goes black with the word in white, half a second, silence. Bottom panel stays on Moran.

4

Now he runs a business doing twenty-two million a year.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

5

And here's the part people get wrong about waiting. Waiting isn't the problem.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

6

Waiting with nothing running in the background is.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

7

He wasn't sitting there hoping. Applications were going out the whole time.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

8

DM me the word ASSETS and I'll send you everything — all the templates, all the prompts, all the scripts. If you want us to do it for you then let's talk, but the assets are free either way.

Medium shot, bottom panel.

Top panel: a DM notification landing with the file list, then then a calendar / booking card slides in for the "let's talk" half, then and the word **FREE** stamps over the asset list. Literal, not abstract. Moran stays in the bottom panel throughout.

B0F2

Tyler's bought ten companies. Nobody stops at one.

Video 11 · 92 words · ~33s · 7 beats · deliver as B0F2-FINAL.mp4

Written hook — stays on screen the whole video

TYLER'S BOUGHT TEN COMPANIES

△ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

Tyler's bought ten companies.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel:** literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

2

Not one. Ten.

Medium close, bottom panel.

Hard beat. Top panel goes black with the word in white, half a second, silence. Bottom panel stays on Moran.

3

[CLIP — Tyler]

Medium close, bottom panel.

Hard beat. Top panel goes black with the word in white, half a second, silence. Bottom panel stays on Moran.

4

And here's what nobody tells you about the first one. It's the hard one.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

5

By the second, the bank already has a file on you. The brokers call you back. You know in ten minutes whether a deal's even worth reading.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card.

6

Nobody stops at one.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

7

Comment or DM me the word ASSETS and I'll send the whole thing — every template, every prompt, every script. If you want us to do it for you, let's talk. Either way the assets are free.

Medium shot, bottom panel.

Top panel: a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list, then then a calendar / booking card slides in for the “let's talk” half, then and the word **FREE** stamps over the asset list. Literal, not abstract. Moran stays in the bottom panel throughout.

B0F3

Leo owns over ten laundromats

Video 12 · 94 words · ~34s · 7 beats · deliver as B0F3-FINAL.mp4

Written hook — stays on screen the whole video

LEO OWNS OVER TEN LAUNDROMATS

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

Leo owns over ten laundromats.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel:** literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

2

[CLIP — Leo]

Medium close, bottom panel.

Hard beat. Top panel goes black with the word in white, half a second, silence. Bottom panel stays on Moran.

3

Laundromats. Not tech, not an app. Machines in a room taking coins while he sleeps.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

4

And that's the whole point of a rollup.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

5

One laundromat sells for three times earnings. Ten of them together sell for eight to twelve.

Medium shot, bottom panel.

Top panel: Part 2 · Box 09 — What it's worth after. The valuation curve. **3x; 8–12x.**

6

Same machines. The buyer's just paying for size.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

7

DM me the word ASSETS and I'll send you everything — all the templates, all the prompts, all the scripts. If you want us to do it for you then let's talk, but the assets are free either way.

Medium shot, bottom panel.

Top panel: a DM notification landing with the file list, then then a calendar / booking card slides in for the "let's talk" half, then and the word **FREE** stamps over the asset list. Literal, not abstract. Moran stays in the bottom panel throughout.

B0F4

Miriam bought two marketing agencies

Video 13 · 100 words · ~36s · 7 beats · deliver as B0F4-FINAL.mp4

Written hook — stays on screen the whole video

MIRIAM BOUGHT TWO MARKETING AGENCIES

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

Miriam bought two marketing agencies.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel:** literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

2

[CLIP — Miriam]

Medium close, bottom panel.

Hard beat. Top panel goes black with the word in white, half a second, silence. Bottom panel stays on Moran.

3

And I want to say something about this one.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

4

Almost every buyer I show you is a guy. That's not because women can't do this. It's because fewer of them get told they can.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

5

Miriam bought businesses that already had clients, staff and revenue.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

6

Same process. Same funding structure. Same three ways to find them.

Medium shot, bottom panel.

Top panel: pull out so Boxes 02, 03 and 04 are visible together.

7

Comment or DM me the word ASSETS and I'll send the whole thing — every template, every prompt, every script. If you want us to do it for you, let's talk. Either way the assets are free.

Medium shot, bottom panel.

Top panel: a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list, then then a calendar / booking card slides in for the “let's talk” half, then and the word **FREE** stamps over the asset list. Literal, not abstract. Moran stays in the bottom panel throughout.

B0F5

Jared bought an \$8M landscaping company with other people's money

Video 14 · 92 words · ~33s · 6 beats · deliver as B0F5-FINAL.mp4

Written hook — stays on screen the whole video

JARED BOUGHT AN \$8M LANDSCAPING COMPANY WITH OPM

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

Jared bought an eight million dollar landscaping company using other people's money.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel:** literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

2

[CLIP — Jared]

Medium close, bottom panel.

Hard beat. Top panel goes black with the word in white, half a second, silence. Bottom panel stays on Moran.

3

Landscaping. Trucks, crews, contracts. The kind of business nobody posts about.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

4

And he didn't fund it himself. That's what other people's money actually means — the seller, the bank, and investors carried it.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The investor room / proof-of-funds documents.

5

The business paid for itself.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

6

DM me the word ASSETS and I'll send you everything — all the templates, all the prompts, all the scripts. If you want us to do it for you then let's talk, but the assets are free either way.

Medium shot, bottom panel.

Top panel: a DM notification landing with the file list, then then a calendar / booking card slides in for the "let's talk" half, then and the word **FREE** stamps over the asset list. Literal, not abstract. Moran stays in the bottom panel throughout.

B0F6

Robert drove the truck. Now he owns the company.

Video 15 · 97 words · ~35s · 6 beats · deliver as B0F6-FINAL.mp4

Written hook — stays on screen the whole video

ROBERT DROVE THE TRUCK. NOW HE OWNS THE COMPANY.

△ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

Robert drove a truck for a living.

Medium close, bottom panel.

Top panel: the person's photo or clip thumbnail, or literal b-roll of the moment. Moran goes medium-close below.

2

Today he owns a trucking company doing thirteen million dollars.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

3

[CLIP — Robert]

Medium close, bottom panel.

Hard beat. Top panel goes black with the word in white, half a second, silence. Bottom panel stays on Moran.

4

And the thing he thought was holding him back was actually the qualification.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

5

Fifteen years driving trucks. The bank loved that — SBA wants relevant experience, and he had more of it than someone with an MBA and no miles.

Medium shot, bottom panel.

Top panel: Part 1 · Box 08 — Capital. The funding structure card.

6

Comment or DM me the word ASSETS and I'll send the whole thing — every template, every prompt, every script. If you want us to do it for you, let's talk. Either way the assets are free.

Medium shot, bottom panel.

Top panel: a phone mockup with **ASSETS** being typed into a comment box, then a DM notification landing with the file list, then then a calendar / booking card slides in for the “let’s talk” half, then and the word **FREE** stamps over the asset list. Literal, not abstract. Moran stays in the bottom panel throughout.

AD1

Why I tell people not to buy the \$2,000 course

Video 16 · 519 words · ~189s · 26 beats · deliver as AD1-FINAL.mp4

Written hook — stays on screen the whole video

WHY I TELL PEOPLE NOT TO BUY THE \$2,000 COURSE

⚠ AI-WRITTEN — USE COMMON SENSE

Change anything that doesn't serve the video. Be creative. Split screen and the hook bar stay; everything else is yours to improve.

1

Every week somebody messages me asking which program they should buy to learn how to buy a business.

Medium shot, bottom panel.

Open the top panel on the full board, all the way out, hold 2s. Then push into this: **Top panel:** literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

2

Give me forty-seven seconds and I'll tell you why I keep saying don't buy any of them. And then I'll just give you the whole thing for free.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

3

And I mean that literally. Stay to the end and I'll show you where every document we use is posted publicly.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

4

The deal criteria, the eight-question analysis, the five deal killers, the funding structure. No email, no checkout.

Medium shot, bottom panel.

Top panel: Part 1 · Box 01 — buyer profile / deal criteria. Zoom the document until lines are readable.

5

Now look, I'm not here to hate on any of them. Some of that content is genuinely good.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

6

Codie's free stuff is better than most people's paid product. That's not the problem.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

7

The problem is what a course actually sells you. It sells you information. And information only works if you've got the time to execute it.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

8

So here's what executing it actually looks like. Sixteen marketplaces, checked every day.

Medium shot, bottom panel.

Top panel: Part 1 · Box 02 — Listed. The marketplace grid. circle 16.

9

Twenty-seven hundred brokers, five emails each over two weeks. Ten to twenty sending domains, warmed for three weeks before you send a single email.

Medium shot, bottom panel.

Top panel: Part 1 · Box 03 — Pre-market. The broker network card. circle 2,737; open the five emails full screen and move through them.

10

About ninety applications a month to get three memorandums worth reading. And eight questions run on every one of those before you can even say yes or no.

Medium shot, bottom panel.

Top panel: Part 1 · Box 06 — Analysis. The memorandum doc and the 8 questions. 90; 3.

11

That's not a knowledge problem. That's twenty-five hours a week.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

12

And you've got a job. Or you already own a business.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

13

So what actually happens is you buy the course, you watch it, you agree with all of it — and then you send maybe ten applications in a month, because that's what fits around your life.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

14

Ten a month doesn't find you a business. Ninety does. Same knowledge. Different amount of time.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement. **90.**

15

So I stopped selling the information. We're a done-for-you advisory and investment firm.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

16

We run the search, we sign the NDAs, we read the pdfs, we structure the offer, and we put capital in alongside you when the deal's big enough.

Medium shot, bottom panel.

Top panel: Part 1 • Box 05 — We act as the buyer. The signed NDA.

17

Which means the information isn't my product. So I'll just give it to you.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

18

Tyler's bought ten companies. Brandon bought a business doing twenty-two million a year.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

19

Robert drove a truck, and now owns a thirteen million dollar trucking company.

Medium close, bottom panel.

Top panel: the person's photo or clip thumbnail, or literal b-roll of the moment. Moran goes medium-close below.

20

And not one of them is smarter than you. Not one of them read something you couldn't read. They just didn't do it on their own.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

21

So here's all I'm asking. Follow me.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

22

Over the next few weeks I'm posting the whole thing — the deal criteria, the sixteen marketplaces, the analysis, the funding structure, the ninety day plan after you close.

Medium shot, bottom panel.

Top panel: Part 1 • Box 02 — Listed. The marketplace grid. circle 16; 90.

23

Free, no email.

Medium close, bottom panel.

Hard beat. Top panel goes black with the word in white, half a second, silence. Bottom panel stays on Moran.

24

Then go try it yourself. Genuinely. That's the test. If in a month you've got deals moving, brilliant — you never needed me.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

25

And if you find what everybody finds, which is that you know exactly what to do and you cannot find twenty-five hours a week to do it — then we should talk.

Medium shot, bottom panel.

Top panel: literal b-roll of exactly what he's saying here. If nothing literal fits, hold the card you were already on with a slow push — do not cut to a new, unrelated card just to create movement.

26

DM me the word ASSETS and I'll send you everything — all the templates, all the prompts, all the scripts. If you want us to do it for you then let's talk, but the assets are free either way.

Medium shot, bottom panel.

Top panel: a DM notification landing with the file list, then then a calendar / booking card slides in for the "let's talk" half, then and the word **FREE** stamps over the asset list. Literal, not abstract. Moran stays in the bottom panel throughout.