

# BROKE AF TO P.I.M.P.:

PROFITING IN MY PAJAMAS



THE ULTIMATE GUIDE TO MAKING MONEY  
JUST FOR EXISTING

TechDash CEO

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## Introduction: The P.I.M.P Awakening

Most of us were raised to believe that making money requires suffering—that you have to work hard, struggle, and barely survive just to earn success. That's the biggest lie ever told.

I used to bust my ass working 12-hour shifts, thinking "hard work pays off." But the truth is, I was stuck in a cycle of exhaustion, and no matter how much effort I put in, I was still broke.

Then one day, I had a wake-up call. I had been working nonstop, losing sleep and I overworked myself to the point of a breakdown. My job replaced me overnight...No loyalty, no hesitation. That was the moment I realized: "If I keep working like this, I'll never actually get ahead."

So, I started studying how rich people REALLY make money. Not the ones who just "look" rich, but the ones who have real wealth, real freedom, and real control over their lives and the biggest lesson I learned? They DON'T work harder, they work SMARTER! They don't trade their time for money like most people do. Instead, they build money-making systems that work for them 24/7. I had been working IN a job, but they were working ON money-making machines that paid them while they slept.

That's when I discovered the P.I.M.P. Formula—a system designed to make money work for YOU instead of you working for money.

This book is your entry ticket to escaping the 9-to-5 mindset and unlocking real financial freedom. By the time you finish reading, you'll understand:

- Why traditional jobs keep you broke
- How to stop trading time for money
- How to build your own passive income system
- How to scale your money and escape the paycheck-to-paycheck trap

*This is your awakening! The only question is: Are you ready to go from **Broke AF to P.I.M.P?** IF*

**\*\*IF YOU THINK YOU'RE TOO ADVANCED FOR THIS BOOK CHECK OUT\*\***

**[P.I.M.I.P TO GHOST BOSS](#) FOR \$2.22**

- **Learn how to stop working for money and start making your money work for YOU!**
- **Under 20 pages—you can finish this in a day and start applying real game by Chapter 3**

## Chapter 1: The Broke AF Reality Check

Let's be real—being broke isn't just about lacking money. It's about feeling stuck, powerless, and frustrated. It's waking up every day knowing that no matter how hard you work, your money just disappears.

I've been there. That moment when you open your banking app, hoping money magically appeared, only to see \$4.73 staring back at you like a cruel joke.

Or when payday hits, and after paying rent, bills, and food, you realize you're just as broke as before. The worst part? Feeling like there's no way out.

*The Truth About Money They Don't Teach You...*

If working hard was the answer, every construction worker, teacher, and nurse would be a millionaire but they're not because the real secret to wealth isn't hard work—it's smart work.

Rich people don't grind harder than the rest of us. They just play the game differently.

They focus on building systems, not trading hours for dollars.

### ***The "Broke AF" Cycle (And How to Break It)***

If you feel like you're trapped financially, you're probably stuck in the "Broke AF" cycle:

Work harder to make more money → But then taxes and expenses take most of it

Get stuck in survival mode → No time or energy to think about building wealth

Live paycheck to paycheck → No savings, no investments, just working to survive

This is why most people never escape. They think "If I could just make more per hour, I'd be okay." WRONG! If your only source of money requires you to clock in and work, you're still in a trap.

The goal isn't to work more, the goal is to build income streams that don't require you to be there. That's what this book will show you—how to stop being broke, start creating multiple income streams, and build a system that makes money while you sleep.

### **Action Steps (Do This Right Now)**

1. Write down three financial struggles you face right now. Be specific.
2. Circle the one you can solve the fastest. Make a plan to fix it THIS WEEK!
3. Find one free tool, book, or resource that helps with that issue. Knowledge = Power.

**Example:** Want to build passive income? Check out Gumroad.com to sell digital products with zero upfront costs.

## Chapter 2: The P.I.M.P. Formula – Profiting In My Pajamas

Let me ask you something: Would you rather make \$100 working all day, or \$100 while you sleep? If you're reading this book, I already know your answer.

The P.I.M.P. Formula is how you shift from chasing money to making money chase you. It's not about working harder—it's about setting up income systems that bring in cash without you having to trade your time for it.

### ***The P.I.M.P. Breakdown***

#### **P = Passive Income Mindset:**

- You gotta stop thinking like an employee. Employees trade time for money—business owners build systems that make money whether they work or not.

#### **I = Income Streams:**

- One paycheck is dangerous. If your only source of money comes from a job, you're one bad day away from being broke AF again. The goal is multiple streams.

#### **M = Money Multiplication:**

- Why make money once when you can make it over and over? The wealthy monetize everything multiple times.

#### **P = Profiting in Pajamas:**

- The dream is making money while you sleep—but that only happens if you set up automation and remove yourself from the process.

#### *Why does this formula work?*

The reason most people never escape the rat race is because they only focus on one source of income and rely on their own effort to make money. Rich people don't work harder than you—they just build money systems. Once you understand this, everything changes!

#### **Action Steps (Do This Right Now)**

1. Write down 3 ways you could make money without trading your time for it.
2. Pick one and research how to start it this week. Even if you don't launch it yet, understanding the steps is the first move.
3. Write down one thing you're currently doing that could be automated or outsourced.

**Example:** Selling a digital product, renting out property, or creating a subscription service.

## Chapter 3: Why Work When You Can Build a System?

Let's break a common myth right now: Rich people don't work harder than you. They just own the systems that make money for them.

- Does Jeff Bezos pack Amazon orders? No.
- Does the CEO of Uber drive people around? Nope.
- Does the owner of McDonald's flip burgers? Hell no.

They built a system that prints money—and now they just collect the profits.

### ***The System Formula: How the Rich Stay Rich***

Everything in life is either a system or a job. A job means you work, you get paid, and when you stop working—you stop getting paid. A system makes money even when you're not working. It keeps going, bringing in cash without your direct effort.

**Example:** Let's say you sell an eBook.

The first time you create it, you do the work but, once it's finished? You can sell 100 copies, 1,000 copies, or 100,000 copies—without doing extra work. The money keeps coming in, even while you sleep. That's a system!

### ***The "Broke vs. Rich" System Test***

If you stop working today, does your money stop too? Or does something keep bringing in cash even if you take a break? If the answer is "my money stops"—you don't have a system yet.

### ***How to Build Your First Money System***

Find a skill or service that makes money (ex: phone repair, freelancing, coaching, content creation). Turn it into a repeatable process. Make it something that doesn't need you to be there 24/7. Automate or outsource it. The goal is to remove yourself from the work. A system can be a digital product, a business that runs itself, or an investment that pays you passively. Your job is to stop working for money—and start making money work for you.

### **Action Steps (Do This Right Now)**

1. Write down one way you currently make money. Ask yourself: Can this be turned into a system?
2. If not, write down one way you COULD make money without needing to be involved 24/7.
3. Research how to automate or outsource part of that process.

**Example:** If you run a business, could you hire a virtual assistant to handle customer messages?

## Chapter 4: How I Built TechDash Without Ever Fixing a Phone

When I first started, I thought I'd be out here fixing phones myself. I was ready to grind. Then, I asked myself: Why do the work when I can sell the system? That was the moment everything clicked. I realized I didn't need to be a repair tech—I needed to be the person who TEACHES repair techs. That's when everything changed!

### ***How I Set Up TechDash Without Ever Touching a Phone?***

I studied the industry. I learned the business without getting my hands dirty by watching YouTube tutorials, researching pricing, and seeing what other phone repair businesses were doing. I created an easy-to-follow system. Instead of repairing phones myself, I documented the exact process so anyone could learn it. I built automation. I set up online sales pages, automated emails, and marketing so TechDash could sell itself—without me needing to be involved. Now, TechDash is a money machine—and I'm not the one doing the repairs.

### ***The Lesson: Sell the Blueprint, Not Just the Work!***

- Rich people don't do the work—they own the instructions.
- Uber doesn't own cars. They own the system that connects drivers to riders.
- Airbnb doesn't own hotels. They own the platform that connects people to rentals.
- McDonald's doesn't cook burgers. They own a franchise system that prints money.

I took this same mindset and applied it to TechDash. Instead of doing phone repairs, I sell the system that teaches others how to do it and guess what? That makes me more money!

### ***How Can You Apply This To Your Own Hustle?***

*Hint:* You don't have to be the worker—you can be the person who sells the system.

- If you cut hair → Sell a barber course on how to start a profitable business.
- If you bake cakes → Sell an eBook on pricing, selling, and marketing baked goods.
- If you do phone repairs → Sell a step-by-step guide teaching others how to start.

### **Action Steps (Do This Right Now)**

1. Write down a skill you have that others would pay to learn.
2. Research how people are already selling that knowledge.
3. Write down one way you could turn your skill into a sellable system.

**Example:** If you're skilled at fixing things, research how people are selling digital courses online. Figure out how you can sell your skill to others too.

## Chapter 5: Staying Faceless & Printing Money Anyway

A lot of people think you have to be famous to make money. That's a damn lie. The ultimate business flex is being rich and invisible. You don't need a personal brand. You need a money system. Here's proof:

- Amazon makes billions, but nobody cares about Jeff Bezos' face.
- Nike is a household name, but Phil Knight isn't a celebrity.
- TechDash makes money, but I stay in the background.

If you love making money but don't want to be an influencer, this is your blueprint.

### ***How to Get Paid Without Showing Your Face***

1. Sell a SYSTEM, not your face. A business, a digital product, or an automation-based service.
2. Use AI & automation to handle customer interactions.
3. Let the system run itself while you collect passive income.

### ***Examples of Faceless Money Systems***

- Affiliate Marketing → Promote other people's products through blogs, niche websites, or faceless TikTok pages.
- Dropshipping / Print-on-Demand → Sell products online without inventory, warehouses, or showing up anywhere.
- Digital Courses & eBooks → Sell knowledge without ever appearing on camera.
- Automation-Based Businesses → AI bots can now sell for you, respond to customers, and even book appointments.

### ***Action Steps (Do This Right Now)***

1. Pick a faceless business model. Choose one: Affiliate marketing, digital products, dropshipping, or automation-based services.
2. Start an anonymous brand. Use a logo instead of your face, AI-generated content, or faceless social media pages.
3. Automate as much as possible. Let AI tools respond to messages, create content, and sell for you.

**Example:** One of the biggest faceless businesses is The Motley Fool—a financial news site that makes over \$500 million per year.

- They don't have a famous founder.
- No one cares who owns the company.
- They built a content-based business that sells stock market insights and recommendations

## Chapter 6: Scaling Up – From Side Hustle to Empire

Starting a side hustle is cool but, you know what's better? Turning it into an empire! Most people stay broke because they only think about next month's rent, not the next 10 years. If you want real financial freedom, you have to think bigger.

### ***The Difference Between a Hustle and an Empire***

A hustle makes you money today, but it stops the moment you stop working. An empire makes money forever, even when you take a break.

- A barber with no system? That's a hustle. He cuts hair, gets paid, but if he stops, the money stops. A barber who owns a chain of barbershops? That's an empire. Even if he never cuts another head, his system keeps making money.
- A personal trainer doing 1-on-1 sessions? That's a hustle. A trainer selling an online fitness program? That's an empire. The course sells itself without him being there.

### ***How I Scaled TechDash From an Idea to a Money Machine***

- I automated sales → The website takes orders, so I don't have to.
- I built a digital product → Instead of fixing phones, I sell the system that teaches others.
- I reinvested profits → I took my earnings and put them into marketing and automation so I could make more without working more.

Now, TechDash runs itself. I don't wake up thinking "I need to fix 10 phones to make money today." Instead, I wake up thinking "How many people bought my system overnight?" That's the difference between a hustle and an empire.

### ***The Secret to Scaling Up***

Most people stay stuck because they're doing everything themselves. If you want to scale up, you need to:

- Duplicate What Works – Find what's making you money and do more of it.
- Automate Everything Possible – The less you touch, the bigger you can grow.
- Expand Your Offerings – Once TechDash worked, I added upsells, bundles, and a mentorship option.

### **Action Steps (Do This Right Now)**

1. Write down how your current hustle makes money.
2. Identify ONE way you can automate or scale it.
3. Write down one step you can take THIS WEEK to scale up.

**Example:** If you do client work, can you turn it into a digital product or course?

## Chapter 7: Work Less, Get Paid More

For years, I thought working harder meant making more money. That's why I stayed broke. The real secret nobody tells you? The LESS you work, the MORE you can get paid. The rich don't work harder—they own the systems that do the work for them.

- Instead of fixing phones myself, I built TechDash to teach others.
- Instead of chasing clients, I built a system that brings them to me.
- Instead of trading hours for dollars, I make money in my sleep.

### ***Why More Work = Less Money***

If you're always working, you have no time to build wealth. If you're busy grinding 12-hour shifts, when will you:

- Start an online business?
- Invest in a passive income stream?
- Build an asset that makes money forever?

The hardest workers aren't the richest, the smartest workers are.

### ***The "Do Less, Earn More" Blueprint***

Stop doing tasks that don't make you money. If it doesn't grow your wealth, delegate it, automate it, or drop it.

- Build assets, not jobs.
- Selling your time = JOB.
- Selling a product, service, or system = ASSET.
- Scale what already works.
- If something is making money, figure out how to make it bigger and easier.

### **Action Steps (Do This Right Now)**

1. Write down one task you do every day that doesn't make you money.

**Example:** Scrolling social media, doing admin work, answering messages manually.

2. Find a way to automate or delegate it.

**Example:** Use AI tools, virtual assistants, or automation software to do it for you.

3. Write down one way you can make money without trading time for it.

**Example:** Can you turn your skill into a course, a product, or a service that runs on autopilot?

## Chapter 8: Getting Paid While You Sleep

If you've never woken up to a PayPal notification or Stripe payout, you are missing out on the best feeling ever. Passive income is not a myth—it's just misunderstood.

### ***The Real Definition of Passive Income***

Most people think passive income means “getting rich without doing anything.” That's not how it works! Passive income means doing the work ONCE and getting paid FOREVER.

- An author writes a book one time → It sells for years.
- A YouTuber makes a video once → It keeps making ad money.
- A course creator builds a program once → It sells on autopilot.

This is how rich people get richer! Why 90% of People Never Make Passive Income. Most people never get paid while they sleep because:

- They only make money by trading time.
- They don't build anything that can sell itself.
- They never invest in money-making assets.

They spend all their time working for someone else, and when they stop working, the money stops too.

***Your First Passive Income System (Start Here)*** You don't need to reinvent the wheel. Just pick a proven passive income method:

- Affiliate Marketing – Get paid for recommending other people's products.
- Selling Digital Products – Ebooks, courses, templates.
- YouTube or Blogging – Create content that earns ad revenue.
- Subscription Services – Memberships, exclusive content, coaching.

### **Action Steps (Do This Right Now)**

1. Write down a skill or knowledge you have that could make money passively.

**Example:** Do you know how to repair phones, flip items, edit videos, or market online?

2. Pick ONE way to turn it into a passive income stream.

**Example:** Turn your skill into an ebook, an online course, or a YouTube channel.

3. Set a deadline to launch. Even if it's not perfect, just start!

## Chapter 9: Building an Empire – The Long Game

Most people stay broke because they only think about next month's rent, not the next 10 years. They focus on making quick money, not building something that lasts. But let me ask you something: Do you want to hustle forever, or do you want to build an empire?

### ***Why the Hustle Mentality Keeps You Broke?***

If you're only focused on fast cash, you'll never break free.

Hustling means you have to keep working.

An empire means your money keeps growing even when you don't work.

Hustlers stay busy. Wealthy people stay strategic.

### ***The Difference Between a Hustle and an Empire***

A hustle makes money today, but it stops the moment you stop working. An empire makes money forever, even when you take a break.

- A graphic designer taking freelance jobs? That's a hustle.
- A graphic designer who sells logo templates online? That's an empire.
  
- A personal trainer doing 1-on-1 sessions? That's a hustle.
- A trainer selling an online fitness program? That's an empire.
  
- A phone repair tech fixing phones all day? That's a hustle.
- A phone repair tech selling a course on how to start a repair business? That's an empire.

### **Action Steps (Do This Right Now)**

1. Write down where you want your business/money system to be in 5 years.

**Example:** Do you want to own a brand, sell a product, or invest in assets?

2. Pick one way to scale your hustle into something bigger.

**Example:** Can you turn it into a course, an agency, or a membership?

3. Set a long-term goal and reverse-engineer how to get there.

***\*The goal isn't to work more, the goal is to build a system that works for YOU!***

## Chapter 10: My Ratchet COME UP Story: How a Cracked Screen Changed My Life (No, Seriously)

One day, I was sitting in my car, minding my own business, just vibing—when the unthinkable happened. My NEW phone slipped off my lap!

**BOOM!** Face-down on the pavement, I already knew what was coming...that gut-wrenching, “Please, Universe, let my screen be okay” moment. I picked up my phone... and there it was—**THE DEVASTATION!** My screen was cracked AF! Listen—I was Broke AF too, so getting it fixed? Not an option! Buying a new phone AGAIN? Hell no! So, I did what any broke genius would do... I said, “Fuck it, I’ll learn how to fix it myself.”

And that’s when **THE RABBIT HOLE OPENED...**

I started watching YouTube tutorials on screen repairs. I started Googling repair kits, looking up how much people charge, and then it hit me like a ton of cracked iPhones—

***“WAIT A DAMN MINUTE... PEOPLE MAKE SERIOUS MONEY DOING THIS?!”***

I had no car, no shop, and no funds, but I had a BRIGHT IDEA—if I could learn to fix screens, I could turn it into a side hustle right from my house.

Then, I had ANOTHER bright idea... “Wait... instead of me freezing my ass off outside doing repairs, what if I just get AI to do it?!” BOOM—**TechDash** was born!

What started as me being too broke to fix my own phone turned into an AI digital empire where I help others go from **BROKE AF to P.I.M.P (Profiting In My Pajamas)**.

Now, I have **MULTIPLE STREAMS of PASSIVE INCOME** from teaching people how to start making **\$500-\$4,000+ a month** without ever stepping foot into a repair shop. The funniest part?

**MY SCREEN STILL AIN’T FIXED! LOL!**