

Rawslyn Ruffin - Statics Sprint 4

Simon Squibb × World's Biggest Business Competition.
Three static ads, each with its primary text and headline.
Alternate headlines are included for testing.

Ad 1 - Business Ideas Note (Native)

Image file: Ad1_BusinessIdeasNote.png

Headline: Make 2026 The Year You Actually Start

Alternate headlines to test:

1. Start The Business In Your Notes App, Free
2. Free 4-Week Business Competition: Starts 24 Oct

Primary text

Somewhere on your phone there's a note like this.

Your note may not mention selling homemade candles on etsy. Maybe you're more of a baker.

Perhaps you want to start a clothing brand, an app, or a coaching thing you've been "thinking about" since 2019.

You add to it every January. You reread it everyday on the way to work.

Then life gets busy and it goes back in the memory hole for another year...

And every year you wait, you watch someone else launch something that looks a LOT like the idea in your notes.

I know how common this is, because I walk up to strangers on the street and ask them one question.

"What's your dream?"

Almost nobody says "I don't have one."

They say "I've always wanted to..." and then they tell me why they haven't started.

They don't have the money, they don't know where to begin, and they've got nobody to show them what to do first.

That last one is the real killer.

So I'm fixing it. For free.

On 24 October I'm kicking off the World's Biggest Business Competition. Four weeks, live, building your business step by step with my team at HelpBnk and expert guests.

Here's what you get when you join:

👉 A 77-lesson curriculum built for the business YOU want to start (e-commerce, apps, services, creators, or coaching and communities)

👉 Live streams, weekly workshops and daily hands-on exercises

👉 A private community of people building the same kind of thing as you, so you're never doing it alone

👉 A 60-second pitch at the end for a share of the \$1,000,000 prize fund (180 founders get \$5,000, and one gets \$100,000)

It fits around your day job. Evenings, weekends, and you can catch up on sessions when it suits you.

And it costs nothing. You don't even need a card.

Why free? I built and sold my company. I've made my money. Now my mission is to help 10 million people start a business... and I'm hoping they'll pass it on.

So here's my challenge...

Open that note on your phone and look at the year you first wrote it down.

Then tap below and make 2026 the year you actually make it happen.

We start 24 October. Sign-up takes under 60 seconds.

Ad 2 - He Said No to £10,000 (Breaking News)

Image file: Ad2_HeSaidNo_Breaking.png

Headline: He Said No To £10,000. Now It's Free.

Alternate headlines to test:

1. Why I Won't Charge For Help
2. Free Business Competition Starts 24 Oct

Primary text

People ask me every day to be their mentor.

Some have even offered me £10,000 to help them for just ONE day.

I always say no.

I'm not too busy. I just don't want to charge people for help.

Let me explain...

Five years ago I'd sold my company and I was looking for a purpose. My son was one year old, and I wanted to make him proud.

I realised the phrase we all live by, "give and take", was wrong.

"I'll help you... only if you help me." That's NOT what makes us happy.

So I started walking up to strangers and asking them one question: "What's your dream?"

Over 22 million people now follow along.

And so many of the answers break my heart, because those people are still waiting. Waiting for the money, waiting for the right idea, waiting for someone to show them what to do first.

So instead of helping one person for £10,000, I'm going to help as many people as I can, for free.

On 24 October, I'm kicking off the World's Biggest Business Competition.

Four weeks, live, built around the business you want to start or grow:

- ✓ A live kickoff with me on 24 October
- ✓ Live streams with expert guests, all four weeks
- ✓ A 77-lesson curriculum for your track (e-commerce, apps, services, creators, or coaching and communities)
- ✓ Weekly workshops with my team at HelpBnk
- ✓ A private community of people building what you're building

Then you pitch your business in 60 seconds for a share of the \$1,000,000 prize fund.

180 founders get \$5,000. One gets \$100,000.

Most people charge \$1,000, \$5,000, even \$10,000 for this kind of help.

Yours costs nothing, and you don't even need a card.

What's the catch?

There isn't one, but if we help you, you pass it on.

Tap below, pick your track and grab your spot. It takes under 60 seconds.

See you on the 24th of October.

Simon

P.S. Wondering who pays for it? Our partners, like Shopify, help cover the costs. Why? Because every business that grows here could become their customer.

Ad 3 - I Only Had the Idea in My Head (Social Proof)

Image file: Ad3_IdealnMyHead_SocialProof.png

Headline: "I Only Had The Idea In My Head..."

Alternate headlines to test:

1. How Emily Went From Idea To Business
2. Build It With People Who've Done It. Free.

Primary text

"I only had the idea in my head..."

That's Emily. She went through our HelpBnk Accelerator.

A month later, she had a business officially registered, a bank account, an Instagram, content ideas and content posted.

But the line that got me was this one:

"I didn't feel alone building this."

Because more than money, more than not having the "perfect" idea, THAT is what stops most people.

Trying to figure it all out on your own. At the kitchen table. At 11pm. With nobody to ask.

Emily isn't the only one.

Avi told us: "Before the accelerator, I was lost and unsure. Now I'm clear about what I need to do, and I have paying customers!!!"

Joe got his first customer, a full paying client on a monthly retainer worth over £7,000.

Everyone's story is different, and I can't promise you theirs.

But the same HelpBnk team that helped them is running something new... and this time it's open to everyone, for free.

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Four weeks, live:

- 👉 A 77-lesson curriculum for the business you want to build
- 👉 Live streams, weekly workshops and daily hands-on exercises
- 👉 A private community of people on your track, building alongside you
- 👉 A 60-second pitch at the end for a share of the \$1,000,000 prize fund

It fits around your day job, and it costs nothing. You don't even need a card.

If there's an idea sitting in your head right now, this is your sign.

Tap below and pick your track. It takes under 60 seconds.