

## Pixel events:

Landing page = <https://thehappierhustle.com/survivorship101>

Booking page = <https://thehappierhustle.com/happier-healthier-you>

Page ending with /thank-you = Opt-In conversion event

## Pixel code (put in header):

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window, document,'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '2563152627255985');
fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

## FB Ad 1 (Cold audience, 3x cancer awareness):



**The Happier Hustle**

Published by Colton Randolph · 8m · 🌐



I asked my husband if he felt something similar on his neck...

Of course he said no.

And well...

That's when everything began.

It was only a month later I had started my first round of chemo.

And truly?

It didn't set in I actually had cancer and how much my life was going to change until I started losing my hair.

It wasn't long after that I was fighting to solely survive, and struggling to even walk.

Eventually after months of multiple rounds of chemo, a seizure and a stroke, I was finally told I was in remission.

But it didn't stop there.

I had to battle it again another two times using a new kind of Immunotherapy (which I had to write the FDA and Pfizer a letter of compassion for)...

Thankfully, after the third battle with cancer I had finally won the war.

But, here's the thing:

During my battle with cancer there was only one choice...

That's to survive.

After treatment, you've gone so long just trying to survive.

You have all this built up pain and trauma.

You think to yourself:

"What now?"

"What do I do to feel normal again?"

I was the same way.

It took me literally years to be happy again after cancer.

I tried pretty much everything out there you could, therapists, retreats, self help book after self help book.

Nothing worked.

It wasn't until I made a major discovery that I could truly become happy again.

I was able to take all that pain and trauma cancer caused me and turn it into strength.

That being said...

I'd like you to skip the pain and struggle I had to go through after finishing treatment.

So, from one cancer survivor to another...

I put together a guide called Cancer Survivorship 101, it breaks down that discovery and shows you exactly how you can finally start healing again after cancer treatment.

You can download it here:

<https://thehappierhustle.com/survivorship101>

See you on the other side,

Casey Head

Founder of The Happier Hustle



THEHAPPIERHUSTLE.COM

**Start Actually Living Again After Cancer Remission**

For women cancer survivors only...

Download

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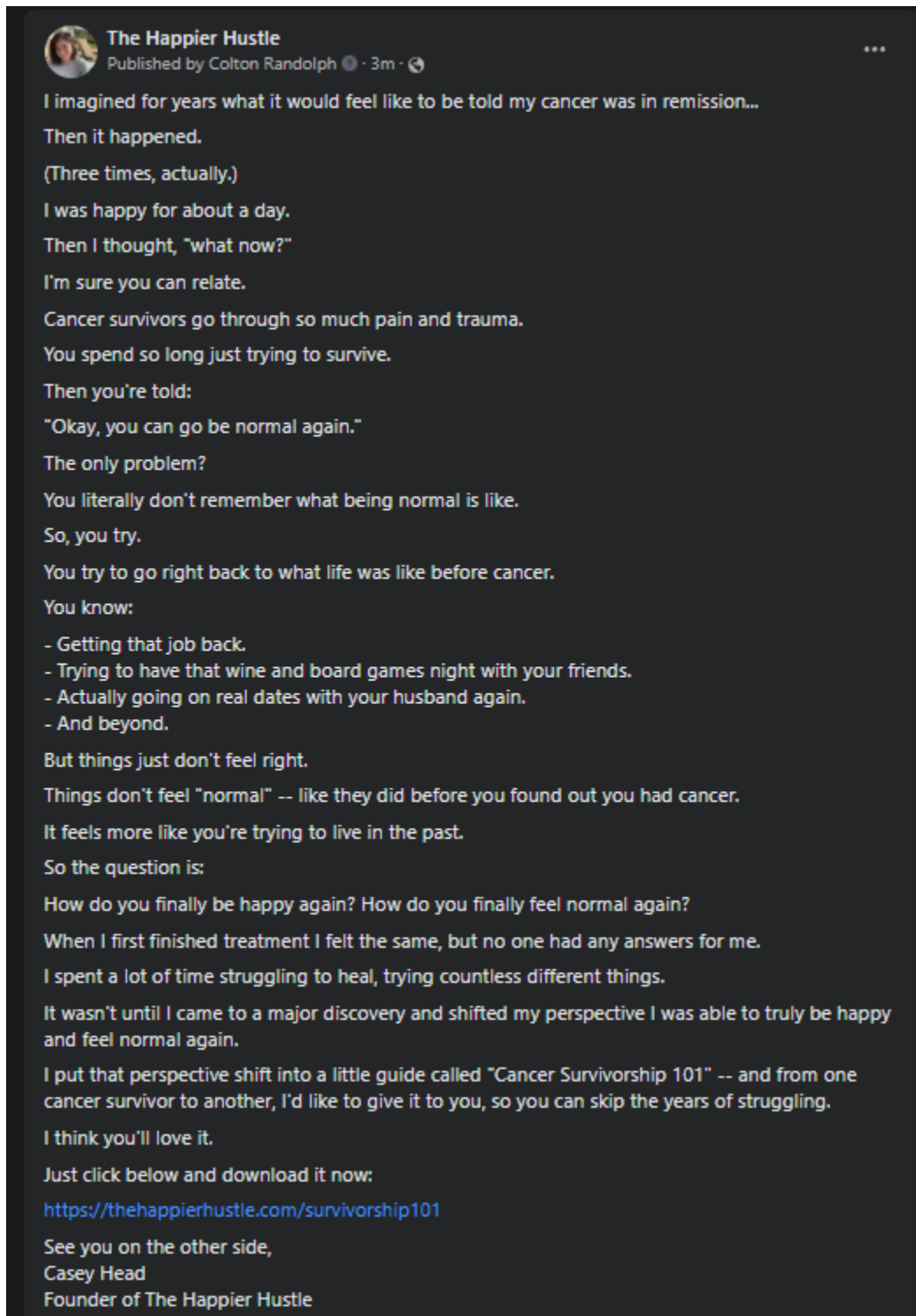



Comment as The Happier Hustle



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## FB Ad 2 (3x Cancer Awareness, Narrowed)


A screenshot of a Facebook post from 'The Happier Hustle'. The post features a profile picture of a woman, the name 'The Happier Hustle', and a timestamp 'Published by Colton Randolph · 3m · 🌐'. The text of the post is a personal narrative about cancer remission and the struggle to feel 'normal' again. It includes a list of activities the author tried to feel better and ends with a link to a guide and the author's name, Casey Head, founder of The Happier Hustle.

 **The Happier Hustle**  
Published by Colton Randolph · 3m · 🌐

I imagined for years what it would feel like to be told my cancer was in remission...  
Then it happened.  
(Three times, actually.)  
I was happy for about a day.  
Then I thought, "what now?"  
I'm sure you can relate.  
Cancer survivors go through so much pain and trauma.  
You spend so long just trying to survive.  
Then you're told:  
"Okay, you can go be normal again."  
The only problem?  
You literally don't remember what being normal is like.  
So, you try.  
You try to go right back to what life was like before cancer.  
You know:

- Getting that job back.
- Trying to have that wine and board games night with your friends.
- Actually going on real dates with your husband again.
- And beyond.

But things just don't feel right.  
Things don't feel "normal" -- like they did before you found out you had cancer.  
It feels more like you're trying to live in the past.  
So the question is:  
How do you finally be happy again? How do you finally feel normal again?  
When I first finished treatment I felt the same, but no one had any answers for me.  
I spent a lot of time struggling to heal, trying countless different things.  
It wasn't until I came to a major discovery and shifted my perspective I was able to truly be happy and feel normal again.  
I put that perspective shift into a little guide called "Cancer Survivorship 101" -- and from one cancer survivor to another, I'd like to give it to you, so you can skip the years of struggling.  
I think you'll love it.  
Just click below and download it now:  
<https://thehappierhustle.com/survivorship101>  
See you on the other side,  
Casey Head  
Founder of The Happier Hustle



THEHAPPIERHUSTLE.COM

**Discover How To Feel "Normal" Again After Cancer Treatment**

For women cancer survivors only...

Learn more

Like Comment Share

Comment as The Happier Hustle

<https://www.facebook.com/102774401396179/posts/448490500157899>

**FB Ad 3 (3x Cancer Awareness, Narrowed - Different Angle):**





## The Happier Hustle

Published by Colton Randolph · 1m · 🌐



It's crazy how during chemo I could hardly even walk around the floor of my hospital.

As I write you this, I just finished my daily Yoga routine.

Nothing promotes mindfulness like Yoga.

That being said...

It had me thinking about my past during my session today.

A couple years ago I had just finished treatment, and my cancer was finally in remission for the third and final time...

I was physically weak, bloated from the steroids, and mentally exhausted.

99.9% of cancer survivors would relate.

As of today I'm more stronger, healthier, and happier than I've ever been.

I finally found my "new normal".

I don't say that to brag.

It took me literally years to get to this point.

After remission like pretty much every other cancer survivor, ever...

I was lost.

Simply trying to piece together my life that was suddenly put on pause.

Trying to go from surviving to thriving.

I tried countless things to help me heal, but nothing really worked.

Eventually, I realized I had to have a perspective shift.

In short, it goes as follows:

Life never goes backwards, it only goes forwards.

You'll never be like what you were before cancer... but that doesn't have to be a bad thing.

You can be happy again.

You can use the pain cancer caused you and turn it into strength.

In other words:

You won't be "normal" again like before cancer, but you can find a "new normal".

I talk more in depth about this perspective shift in a little guide I call "Cancer Survivorship 101".

If you're a cancer survivor ready to stop surviving, and start thriving, I think you'll love it.

Just click the link below and download it now:

<https://thehappierhustle.com/survivorship101>

See you over there,

Casey Head

Founder of The Happier Hustle





THEHAPPIERHUSTLE.COM


**Stop surviving and start thriving...**

For women cancer survivors only...

[Learn more](#)

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**Retargeting Ad:**

- On list, but did not book a call.
- Visited any page, but did not book a call.





**The Happier Hustle**

Published by Colton Randolph · Just now · 🌐



Fancy seeing you here.

I was just browsing through my calendar and it looks like you haven't booked your "Start Living Free Again" call with me yet.

I spent years struggling trying to find my "new normal" after my cancer remission.

Literal years of trial and error.

And well...

I'd much rather you piggyback off my struggle, than have you experience the same struggle.

So, if you're finally ready to stop living in fear, and actually start living free again, click the link below:

<https://thehappierhustle.com/happier-healthier-you>

Talk soon,

Casey Head

Founder of The Happier Hustle



THEHAPPIERHUSTLE.COM

**Start Living Free Again**

For women cancer survivors only...

[Learn more](#)

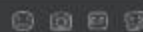
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