

Twitter Thread by SAM PELLEGRINO



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Breakdown of the offers that have been scaled past the 1,000 buyers per day

EPISODE 1

=== THREAD ===

If you are a marketer, an entrepreneur, or simply somebody that is selling something (not necessarily online), you CAN'T AFFORD to avoid reading this thread

It is packed with persuasion lessons and shows how this person was able to influence over 1,000 people PER DAY to buy it

So, for the first episode the subject is the sales letter of "The Incredible Sex Video Series."

Here's the sales letter: <https://t.co/65W9xwrSjB>

Without wasting time, let's go over the page.

Let's start with the headline.

The main emotion here is curiosity.

A mysterious doctor (dead over 100 years ago) did something so extraordinary that for everybody is considered almost impossible (over 2 million orgasms).

Shortly before his death in 1899, an Infamous Doctor writes down
THE SECRET TECHNIQUE HE USED TO GIVE
WOMEN MORE THAN **2 MILLION ORGASMS.**

However, his manuscript **Mysteriously Vanished** and was lost for over a century...

...UNTIL NOW

On top of that, his manuscript was “Mysteriously Vanished” for over a century until now (■■).

Even the greatest playboy would be curious about how the fuck he managed to do this.

Don't tell me you wouldn't

It starts in medias res (in the middle of the story).

Notice how the story is captivating. You can clearly see the scene in your head thanks to the perfect choice of words.

“Butterfly Technique” gives a feeling of curiosity and authority --

I peeled off my skin tight dress, and his fingertips began gently exploring my body...

His hand slowly made its way **up my inner thigh** and grazed my pussy.

I took a deep breath in and allowed myself to relax...

As he started to apply the *Butterfly Technique*, my eyes rolled to the back of my head, and **I lost control of my breathing.**

My hips began to writhe, my back arched, and the muscles between my legs contracted involuntarily.

I could hear myself moan as I dug my nails deeper into his chest.

I began to buck wildly as if riding a crazed bull in the rodeo.

My moans became screams, and I was sure the neighbors could hear me from all the way down the block.

I didn't care. I just didn't want him to stop.

Then I came. HARD. Harder than I ever had before. A wave of pure ecstasy washed over me, as my pussy juice flowed down his fingers.

Still shaking, I could not believe it but I had just experienced the **most intense, body-quaking orgasm of my life...**

Better than the kind I'd read about in erotic novels.

anyone who reads this thing would be curious on what the heck this technique is and how it's so powerful.

PLUS a woman's point of view is different from a man's one. It is clearly more believable, cause the man could be bragging about something that didn't happen.

The main pain point is being ashamed of not being able to make a girl come, so what she is selling is the CONFIDENCE of being able to please every single woman on command.

So she promises she's about to give the reader the secret technique to do it.

When I looked into his eyes, I saw a level of confidence I had never seen before...

**THE SAME KIND OF
CONFIDENCE & POWER YOU
ARE ABOUT TO EXPERIENCE...**

Now this is REALLY powerful. She's selling revenge.

Everyone who has been humiliated by someone wants revenge, ESPECIALLY when we're talking about sexual experiences.

After the bad stuff, she flips it over and gives them a vision -- how would it feel if it went the other way?

THINK BACK

Think back to every girl who has **rejected you...**

Every girl who **picked another guy over you...**

Every girl who ever **laughed with her friends about you** behind your back.

Think back to every girlfriend, friend with benefits, random hookup, or one night stand who was **underwhelmed** and needing more once the sex was over.

And instead, imagine how it would feel if every one of those women swore that *you* were **the greatest lover she ever had.**

She keeps magnifying the promise.

How it will change your woman's sexual life -- and she will literally WORSHIP you.

This way she isn't simply selling "how you can give pleasure to your woman", but she's selling ATTENTION and EXCLUSIVITY. Much more powerful.

Once I came to my senses, it became very apparent the Butterfly Technique was **the most incredible sexual technique ever discovered**.

And even days later, **I couldn't stop thinking about him** and how he made me feel...

Plain and simple, I was addicted.

I found myself unable to sit or stand comfortably.

It was as if **my pussy was now missing something and wanted it back**.

And don't be surprised if you see an **incredible transformation** in your girlfriend, wife or lover - **the very first time you use this Technique**.

In fact, it's completely normal for your lover to feel an aching between her legs, an almost painful **sexual void** that will stop her from concentrating on anything else.

And she'll know that this combination of soreness and emptiness **can only be filled by having you inside of her...**

No matter how cold, distant, introverted, or conservative in bed she may be...

She'll find herself **uncontrollably tightening and clenching her pussy** right before she explodes with orgasmic pleasure...

She addresses all the objections any reader could have.

It is basically fool proof.

Everybody who has two hands can do it. Even if you DONT have a cock.

This gives hope even to the most desperate readers.

It doesn't matter if you have the world's smallest dick...

It doesn't matter if you have trouble getting it up...

It doesn't matter if you rarely last more than 30 seconds...

It doesn't even matter if you've never given a woman an orgasm before in your life...

When you use **the technique I'm about to share with you**, you'll be able to turn the woman you're currently thinking about into **your very own personal nymphomaniac.**

She'll be desperate to slide her tight, wet pussy up and down your cock...

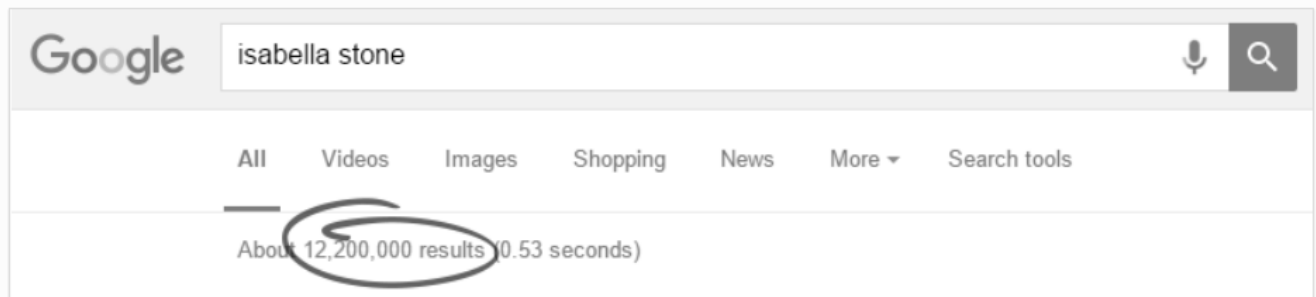
ANY TIME YOU WANT

She addresses the authority part and stresses the fact that - despite she's an expert and she thought she knew it all - this technique still shocked her.

If this shocked EVEN AN EXPERT... it's gotta be something hot, right?

And why am I so confident that you'll see results like these when you use this one simple technique?

My name is **Isabella Stone**, and my sexual training advice has been quoted on over **12 million** websites and blogs around the world...



I've been featured on the Howard Stern Show, Penthouse Magazine, Playboy Radio, the New York Times, and over 75 other major media outlets...



Crazy story about how this Doctor apparently found the cure to an old problem (hysteria), but with an alternative "unorthodox" method

--> alternative methods by an underground (nobody trusted him at the beginning) are LOVED by people

You see, during the late 1800's in England, when a woman would suffer from insomnia, unpredictable, or erratic behavior, disobedience, fits of lashing out at their husbands, or simply not behaving in the way women were expected to at the time...

Doctors would often diagnose them with **Hysteria**, which is a form of insanity...

Husbands would bring their wives to local physicians who would try and **cure** the women of their hysteria by using everything available at the time...

Various drugs that ranged from **completely useless** to **toxic** to **poisonous**...

All the way up to **dangerous** and **potentially fatal surgeries** where they would actually **drill into the woman's skull** and puncture certain areas of the brain...

However, one doctor, **J. Mortimer Granville**, had an entirely different approach. He believed he could cure female hysteria in a much safer manner...

BY FOCUSING HIS ATTENTION BETWEEN HER LEGS

Continues the story of the doctor and how he made A FORTUNE with his methods

--> this reinforces the authority since he used the methods on tens of thousands of women.

UNTIL...

Several days later, the wife returned to Dr. Granville's office, **only this time she was by herself...**

She explained that she was starting to feel some of the same symptoms she had originally and asked if he would **treat her once again...**

The woman excitedly **stripped off her panties** and laid down on the table, which now had **leather restraints** on it to ensure nobody else fell off...

This time when Dr. Granville performed his technique, the woman's **pussy muscles tightened** so much they clamped down on his fingers and cut off the blood supply to his wrist — to the point where **he thought his hands were going to fall off...**

As he once again gave her a mind numbing orgasm in only a few seconds...

And when he was done, she looked up at him with amazement in her eyes and in a quivering voice said, **"Thank you doctor, but I think I need to come back again next week."**

And just like clockwork, the following week the woman found herself back at Dr. Granville's office...

Only this time, she wasn't alone...

.. he had a serious health problem to his hands, so he was FORCED to stop with practising his methods.

But he casually invented the vibrator (keeps reinforcing authority. If he invented something that is used till today, it means the story is true, hence the methods work).

BUT THIS CAME WITH A SERIOUS COST

Doctor Granville would go home and **soak his hands in buckets of ice** to try and ease the **pain of the crippling arthritis** that was starting to form...

Dr. Granville feared he would be forced into an early retirement, as it was becoming more and more difficult to perform even the simplest of tasks such as brushing his teeth or tying his shoes without feeling **excruciating pain...**

He believed that he was stuck with **two terrible options...**

Number one would be to **retire from medicine altogether** and most likely **watch everything he worked for disappear** because all he could do from that point on was sit at a bar and drink day and night...



And that's why he stopped using this secret technique that, later in his life, he decided to write in his notebook to make sure it won't be lost forever.

So, let's recap: she closes the loop he opened with the title.

Obv the story ISN'T 100% real, let's call it plausible.

But she makes an amazing job tying it with things that happened really.

Clears also the "why can't you perform it on yourself" objection, making you feel even more exclusive (if you don't do it, nobody will).

Plus she tells of when she first tried it, reinforcing the concept that it's REALLY powerful and creating a new vision.

Dr. Granville also wrote that **it's anatomically impossible for a woman to perform the Butterfly Technique on herself...**

I tested it out, and he was right...

No matter what I tried, I **simply couldn't get the right angles...**

This means **your lover will be forced to come to you** anytime she wants to feel this level of incredible pleasure...

And since this is **the first time** the Butterfly Technique is being made available to the general public, you can bet that **no guy has ever performed this on her before...**

I was desperate to feel for myself just how incredible the Butterfly Technique is...

Here's how the product was born.

→ Social proof.

Lots of people used it and were amazed by it. So amazed that they offered lots of money to teach it, etc.

She renews the promises made at the beginning, creating a deep burning desire in the reader.

Before I knew it, I began receiving calls from guys all over the country, begging to learn this technique...

Some guys even offering to **fly me out to them first class** and **pay me thousands of dollars** just to know Dr. Granville's long lost Butterfly Technique...

Now I had been working as a sexual trainer for several years at this point, and I got into that field because **my goal in life was to make the world a better place one orgasm at a time...**

And as amazing as Dr. Granville's technique is, there was so much more I wanted to share in order to **turn you into a living, breathing sex god...**

That's when I decided to take all of my **years of training and experience** and create the ultimate **step-by-step video training program...**

And that brings to YOU.

You you you you you you you you you.

You can NEVER repeat this word enough in your copy.

YOU'RE NOT THE SUBJECT.

AND THAT BRINGS US TO YOU

And whether or not you're going to **allow yourself** to learn from The Incredible Sex Video Series too...

That might sound weird.

I mean **who *wouldn't* want to have the skills of the doctor** famous for giving more women orgasms than anyone else in history...

As well as **the encyclopedia** of other incredible **orgasm-inducing techniques we've discovered** along the way...

I know this **sounds like it's magic**, but remember **it's science...**

Almost **two hundred years of medical science** that has been **proven** to make even the shyest, most conservative, or sexually repressed woman **completely lose control** when she's with **you...**

And you're about to have **this same power over any woman** lucky enough to let you **use these techniques on her...**

So are you ready to do all these fantastic things?

Is your desire fucking burning?

I know it is.

Notice how she gets you to say yes in your head multiple times.

This way you will be prone to say yes even when she asks you to buy it.

Subtle but very powerful.

SO, ARE YOU READY TO EXPERIENCE WHAT IT'S LIKE?

To **have any woman begging to get you in bed** every single night?

Offering to try just about anything your dirty little mind can come up with?

Even **cheating on her boyfriend** just to feel what it's like to have a **real man** pleasure her?

And happily **inviting her girlfriends over** so they can also experience this level of **orgasmic ecstasy**?

I think we both know the answer...

Introducing the bullets.

Super important.

A single bullet point could sparkle the curiosity of your reader so much that it could turn him from a no to a "fuck yes".

And, personally, they are one of the most fun things to write.

Look how they make you WANT to know more

The Incredible Sex Video Series is the result of **years** of research, experimentation, science, and field testing that I dedicated nearly **every waking minute** to perfecting...

So I know **beyond a shadow of a doubt** that there's not a single other woman on Earth that you won't be able to help feel **complete sexual ecstasy** throughout every inch of her body...

You're going to discover **how to read exactly what her body wants** and **give it to her** in a way that's designed to **tease, tantalize**, and **pleasure** her on the deepest chemical levels, **in ways she's never experienced before...**

Men who have used The Incredible Sex Video Series say it gave them the **unfair advantage** **they never knew they needed** in the bedroom...

And that now they are finally getting to enjoy the kind of sex lives they have **always fantasized about...**

Here's just a tiny sample of some of the secrets I've got in store for you when you **order The Incredible Sex Video Series today...**

For example (I won't analyze all of them):

All the women make fun of the men who can't find the clit.

How couldn't you be extremely intrigued by this bullet?

Plus, tying it to Robin Hood, she makes it really funny.

As well as a **fool-proof technique** that was designed to guarantee that you

Find Her Clit in Under 3 Seconds Flat

Every time. Hell, even Robin Hood himself would be proud with this level of speed and accuracy...

"Lesbian-Only" --> BRILLIANT.

Lesbian should necessarily know this topic (in the mind of people) more about men.

Second part: very well justified FOMO

The “Lesbian-Only” Fingering Techniques That Will Drive Your Woman Absolutely Wild With Pleasure

I may have to pull this technique out of the program altogether because when certain **feminist groups** find out I'm sharing it with you **they won't be happy...**

After promising all these things, she hasn't even begun to scratch the surface.

It makes people perceive an insane value.

"There are so many things that it will for sure cost a fuckton of money" (--> objection addressed later).

And I Haven't Even Begun to Scratch The Surface

Of everything the Incredible Sex Video Series has to offer...

How much would it be worth to not only have
The Butterfly Technique – the **single move** responsible for
giving over **2 million women** the most intense sexual
experiences of their lives...

As well as **all of the other incredible tips, tricks, and
techniques** I just mentioned...

And **the entire encyclopedia of advanced sexual moves** we
haven't even begun to discuss yet...

As well as your **four exclusive limited-time bonus gifts** and
two mystery super bonuses that you absolutely won't be able to
find anywhere else on the planet?

.....

What?

Only \$99.95 for this insane value??

And it's even discounted?

It's an IRRESISTIBLE offer.

How could you say no?

Which is why when I made The Incredible Sex Video Series available to the public **for the first time...**

Men just like you from all over the world went nuts when they saw that I had **slashed the retail value** down to one tenth of what it really is...

That means **when you act right now**, you can have the Incredible Sex Video Series for **only \$99.95...**

But I want to do you one better...

Because you've read this far, **you've proven that you're serious** about wanting to be the best lover she's ever had...

And that makes me very happy...

Which is why **when you click on the button below** and order The Incredible Sex Video Series right now...

I'm going to **take an additional 33% off** your already massively discounted price...

Which means that while you're on this page, you can finally have it all for one easy payment of just \$69.95...

First CTA BUTTON

I wouldn't be amazed if the majority of the people clicked this and didn't scroll further.

He already addressed all the main objections and a good part of the readers should already be hot

THE INCREDIBLE SEX VIDEO SERIES

~~\$99~~ Just \$69.95



Yes! Add to Cart



Instant digital download

The main principle behind DR is to make people act RN, not later.

Reasons to act now:

1. Urgency: the discount won't last very long (powerful metaphor with a Rolls Royce)
2. Guarantee: it's GUARANTEED that you will become a better lover, what should you worry about?

Now, all you need to do is simply **click on the "Add to Cart" button**, complete the **easy** and **secure** checkout process, customize your order so that you can tailor it exactly how you want it...

And then **sit back and enjoy** The Incredible Sex Video Series that you can **instantly download** directly to your computer or **watch online** inside of our private and secure member's only area...

The Incredible Sex Video Series will help you **unleash your full sexual potential**, become **the best lover she could ever fantasize about**, and help you continue to **get better each and every time you have sex**.

Otherwise, I **insist** you send an email to our friendly support staff within the first 60 days, and **I will be glad to refund every penny** of your purchase **no questions asked**.

Because **that's how confident I am** you're finally going to **get the results your sex life deserves...**

But You Have To Act Right Now...

3. Promise: otherwise you won't ever be the perfect lover

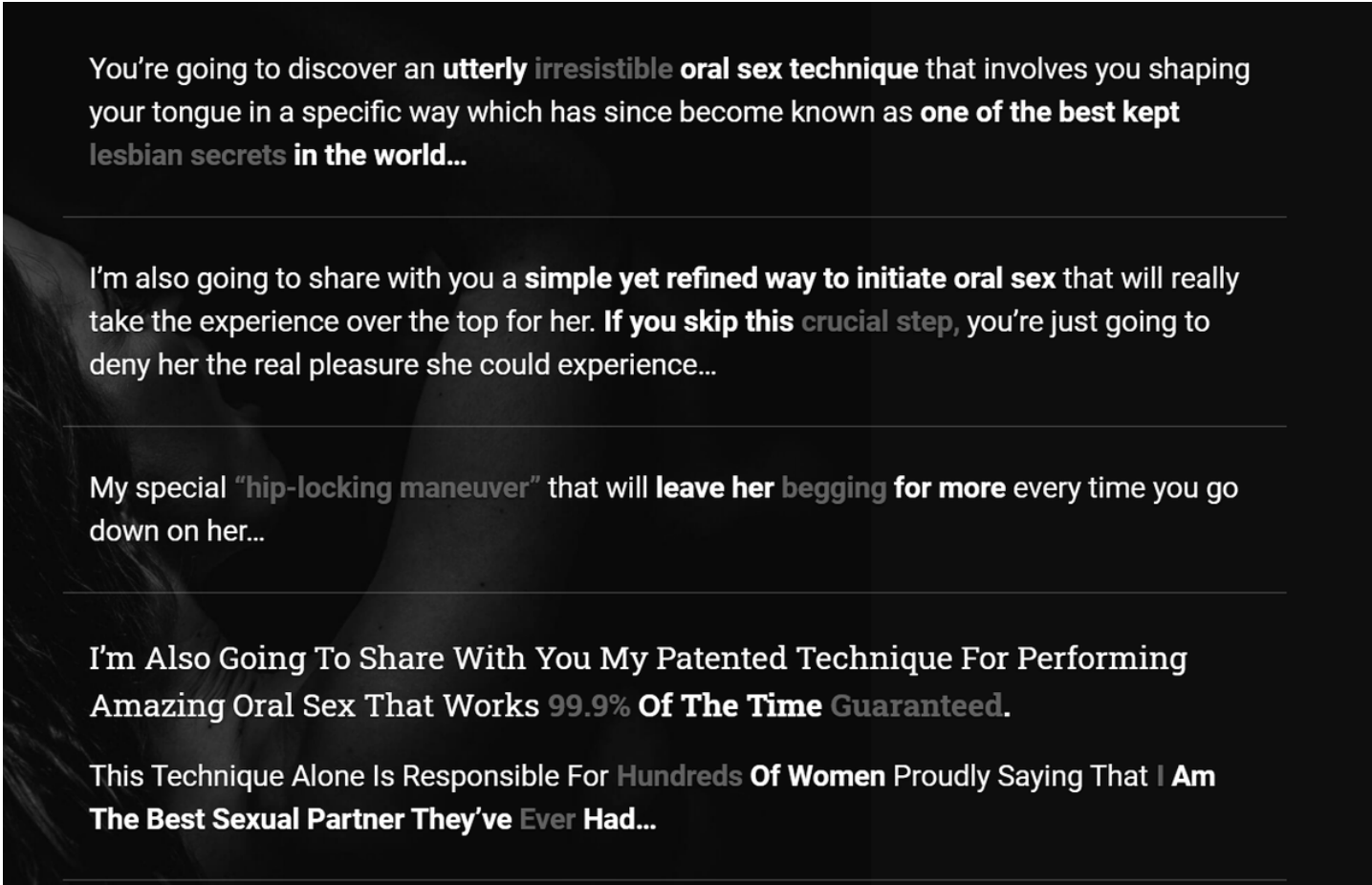
Notice how she makes the checkout easy, secure and fast.

It's very important that you think of you reader as an idiot, you gotta explain EVERYTHING.

There are MORE THAN FOUR PAGES OF BULLETS.

Perceived values goes THROUGH THE FUCKIN ROOF.

For just \$70? Bargain of the century



You're going to discover an **utterly irresistible oral sex technique** that involves you shaping your tongue in a specific way which has since become known as **one of the best kept lesbian secrets in the world...**

I'm also going to share with you a **simple yet refined way to initiate oral sex** that will really take the experience over the top for her. **If you skip this crucial step**, you're just going to deny her the real pleasure she could experience...

My special **"hip-locking maneuver"** that will **leave her begging for more** every time you go down on her...

I'm Also Going To Share With You My Patented Technique For Performing Amazing Oral Sex That Works **99.9% Of The Time Guaranteed.**

This Technique Alone Is Responsible For **Hundreds Of Women** Proudly Saying That **I Am The Best Sexual Partner They've Ever Had...**

Again, incredible bargain + ANOTHER powerful vision.

Notice the choice of words.

Show don't tell.

Conceptual vs Experiential.

Wow, I think we can both agree that the Incredible Sex Video Series really is jam-packed with more tips, techniques, and sexual secrets than you probably expect...

And at \$99.95, it's an incredible bargain...

Just remember, when you **order the Incredible Sex Video Series right now**, I'm going to take 30% off the everyday retail price...

Which means **there's still time** for you to finally have it all for one easy payment of **just \$69.95...**

It would be absolutely insane **of me to let this program go for that price** to teach you all these amazing, orgasmic techniques...

Like I said, I want to make the world a better place one orgasm at a time, and more than that I want to truly bring people together by helping you have **the best sex you can imagine every day starting today** and for the rest of your life...

WHICH IS WHY THE INCREDIBLE SEX VIDEO SERIES WILL GIVE YOU SO MUCH MORE...

Gives the reader security.

256-bit encryption. You can receive it fast. You are completely anonymous.
You won't receive anything in your mail (yep, people fear also these things..)

Guarantee.

All the potential objections? Blown away.

~~you can find and more almost seems unfair, as if you're taking~~
advantage of me...

Which is why right now, before I come to my senses...

I need you to **click on the button below** where you'll be taken to our highly secure checkout page which is encrypted with the latest 256-bit encryption to make sure your information is kept 100% private and confidential...

Simply **fill out the information** on the page and complete the checkout process...

Then you'll be given **the opportunity to customize your order** however you like...

Finally, you'll be given a link to **download** all of your training right now...

This means you can start down your road to sexual mastery **in as little as two minutes from right now**, even if it's 3 in the morning on a holiday...

Your credit card will show a purchase from ClickBank, and nothing will arrive in the mail...

This will ensure that you remain completely anonymous...

I don't want you to have to worry about anything potentially embarrassing for your neighbors to find...

So I've taken that completely out of the equation...

This means **you have nothing to worry about** and **everything to gain...**

The rest of the letter is just describing all the bonuses and super-bonuses (that make the perceived value increase dramatically) and repeating how it's a unique bargain and it's 100% secure.

Hope you liked it and got valuable and useful lessons that you can apply to your business TODAY.

Sam Pellegrino is out.

drops the mic