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 sinply sombody 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).



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.

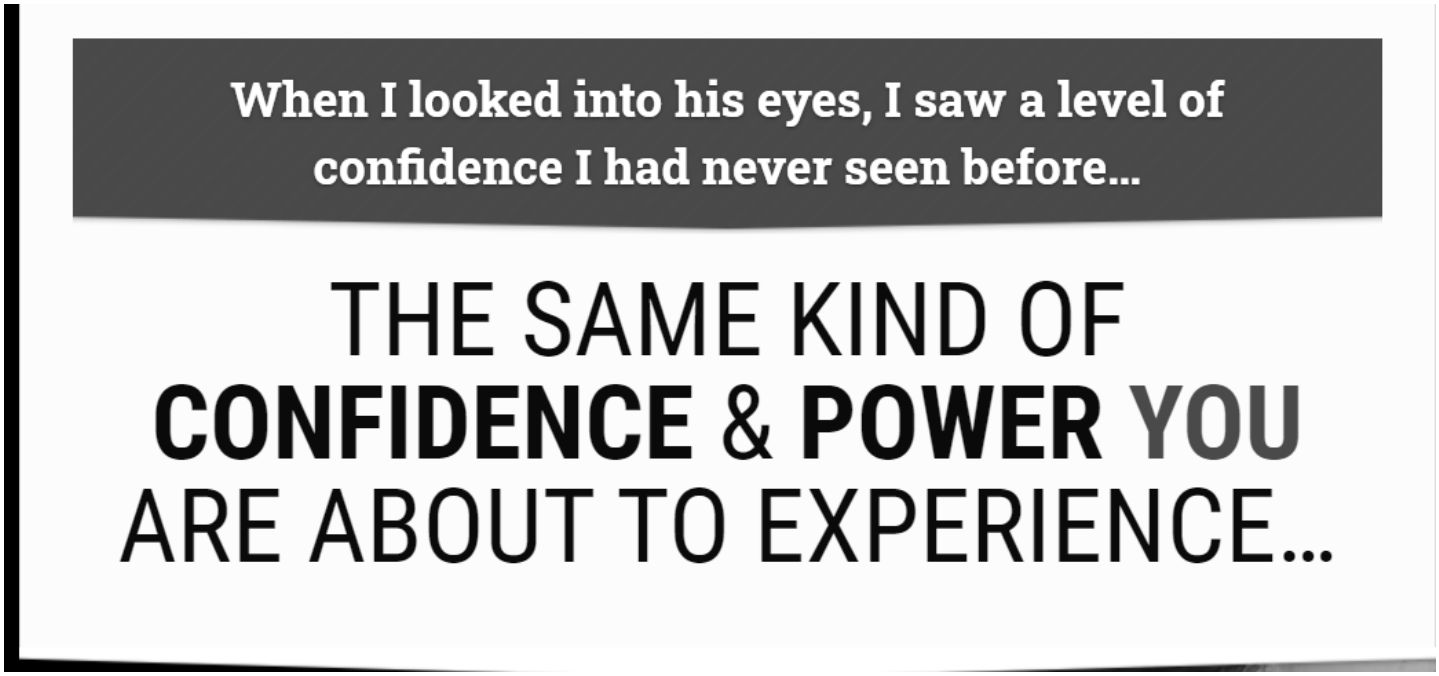
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anyone who reads this thing would be curious on what the heck this technique is and how it's so powerful.

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.

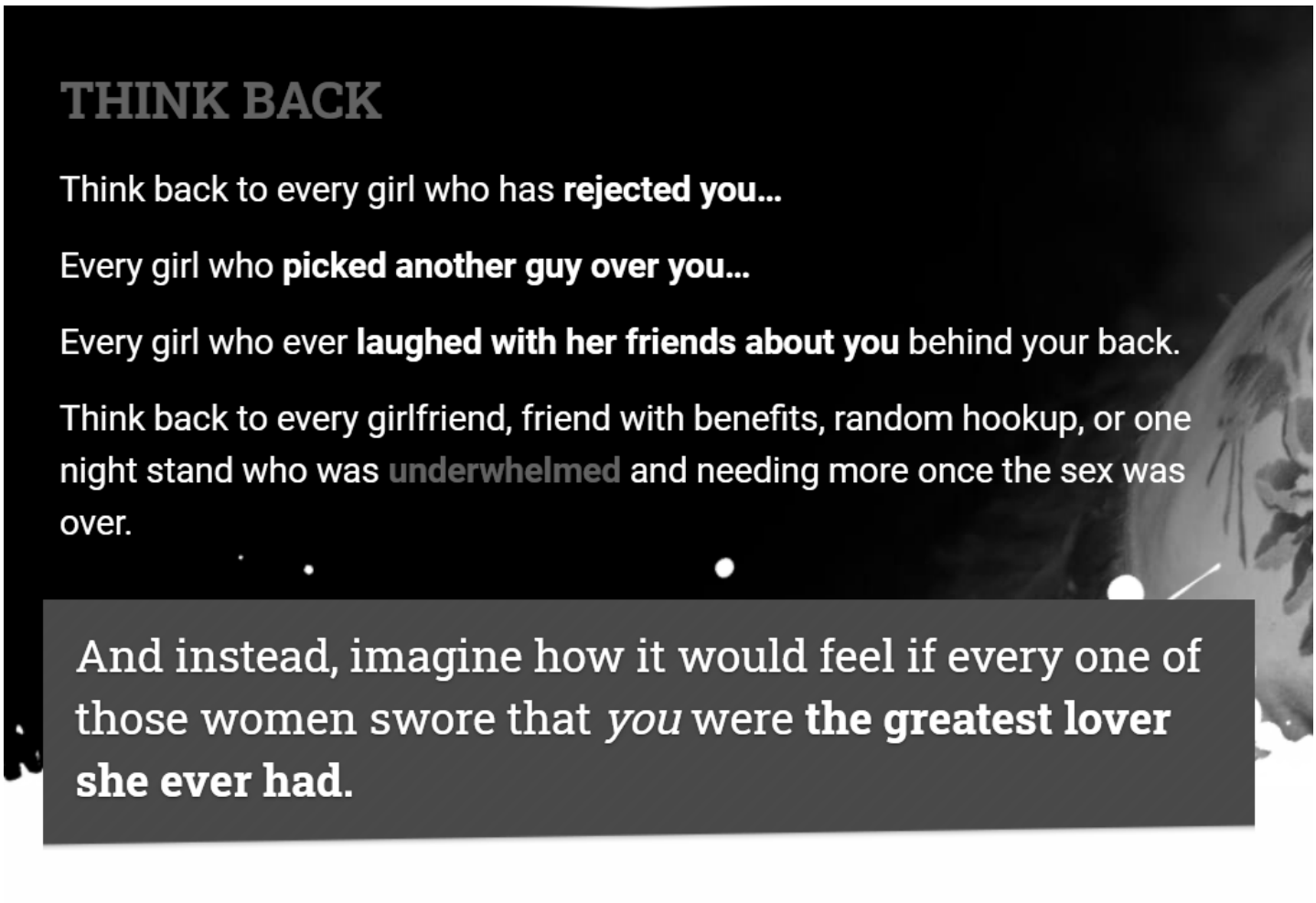
So she promises she's about to give the reader the secret technique to do it.



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.

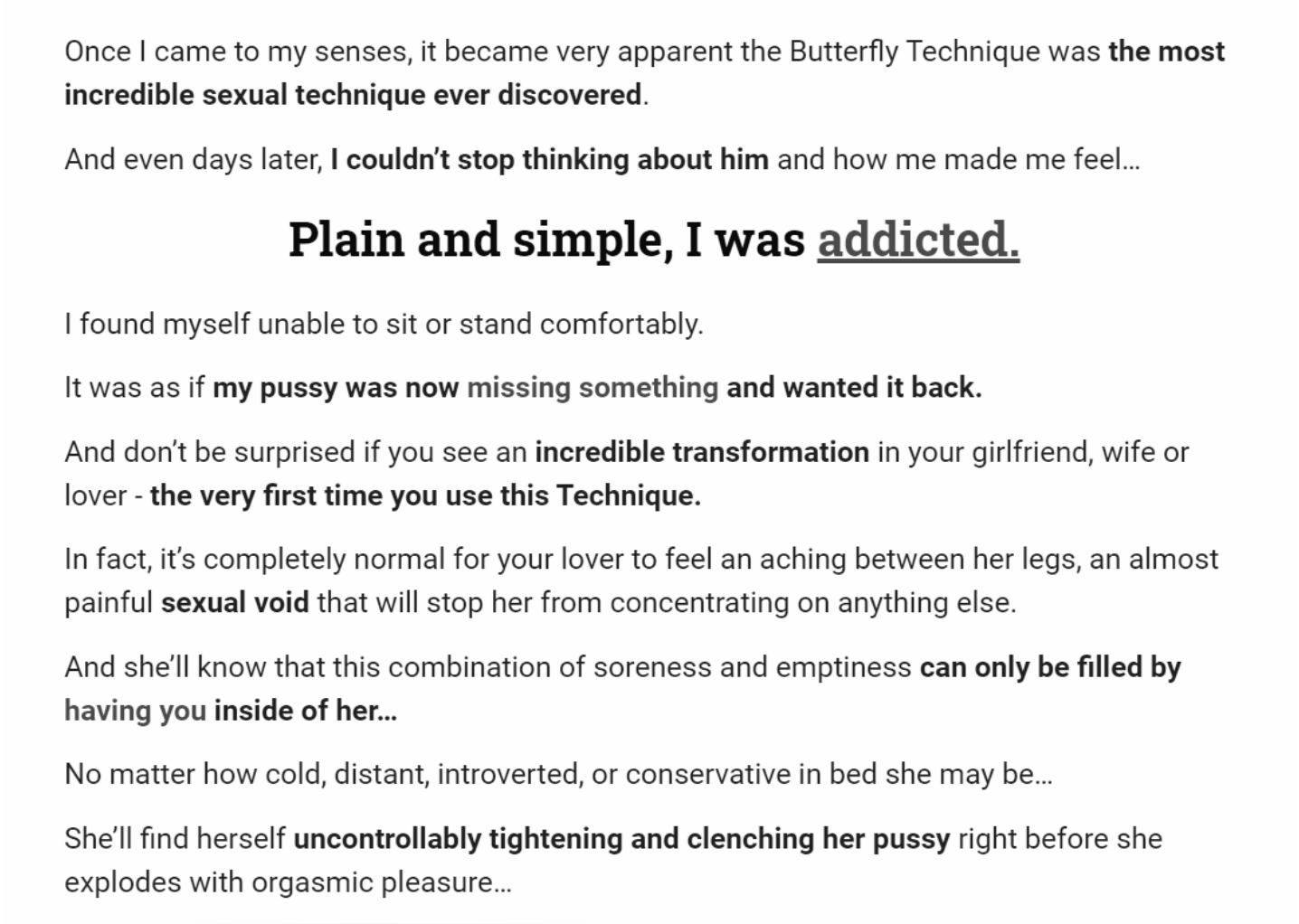
After the bad stuff, she flips it over and gives them a vision -- how would it feel if it went the other way?



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 sinply selling "how you can give pleasure to your woman", but she's selling ATTENTION and EXCLUSIVITY. Much more powerful.

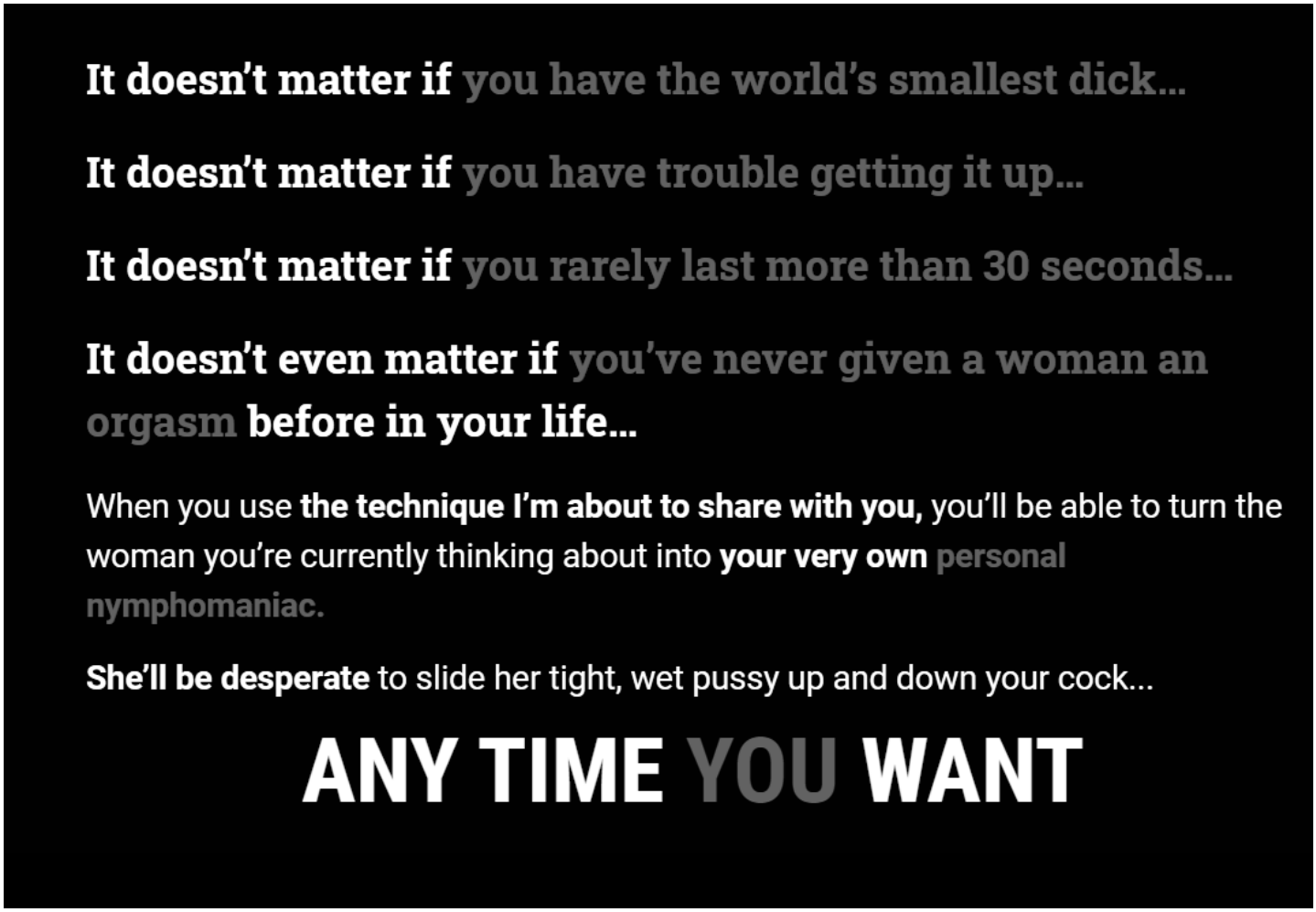


She addresses all the objections any reader could have.

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.

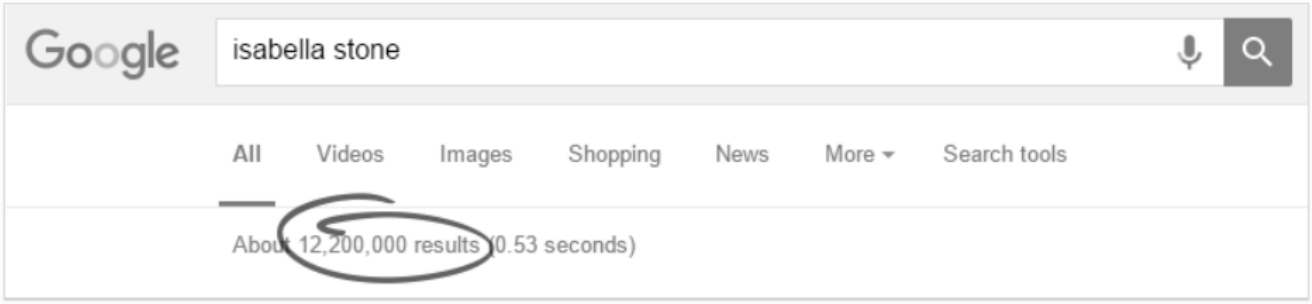


She addresses the authority part and stresses the fact that - despite she's an expert and she thought she knew it all - this technique still shocked her.

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…

PENTHOUSE PLAYBOY RADIO The New York Times

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



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).



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 youfeel even more exclusive (if youdont 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.



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…**

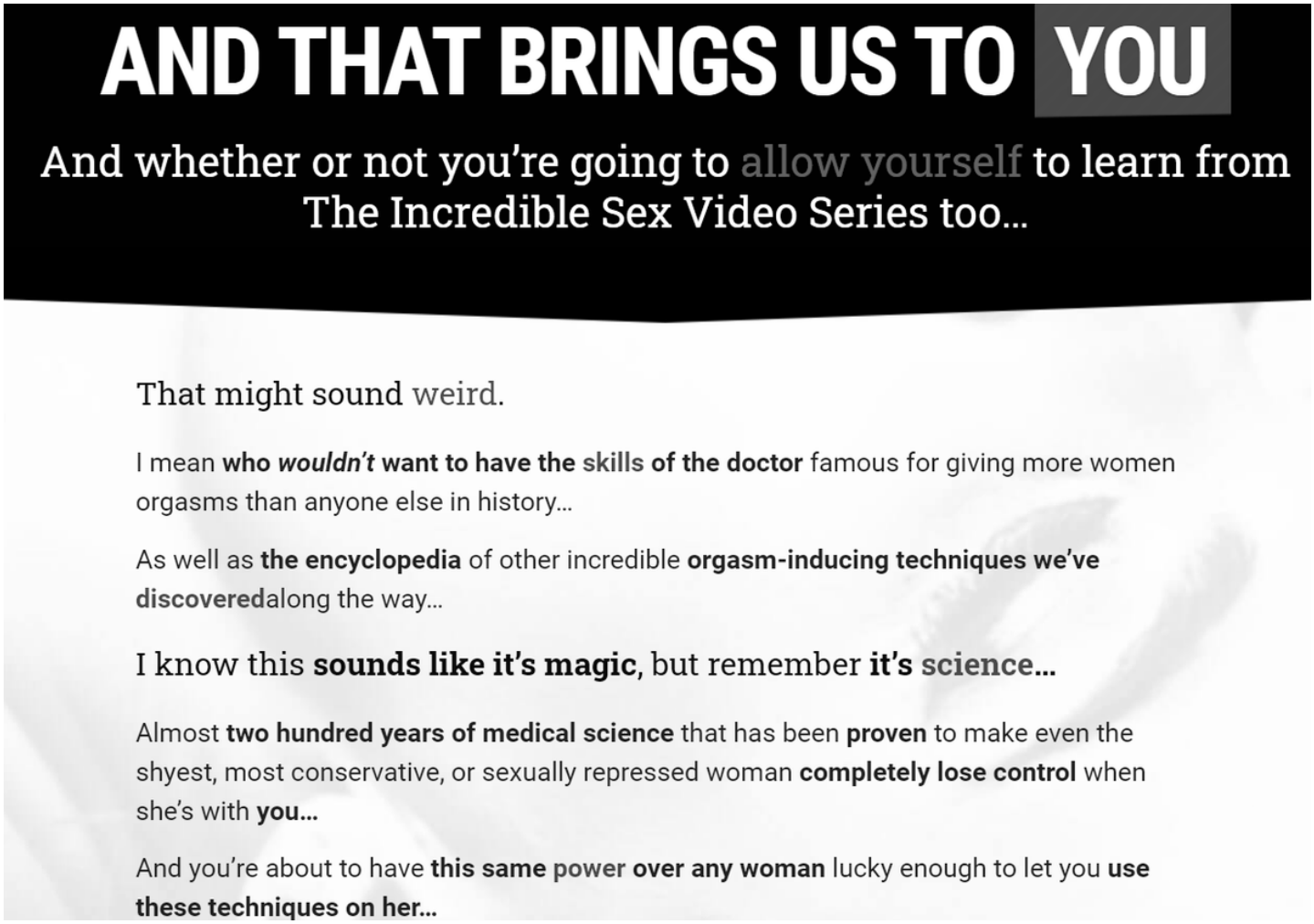
That's when I decided to take all of my **years of training and experience** and create the ultimate **step-by-step video training program…**

And that brings to YOU.

You you you you you you you you you you.

You can NEVER repeat this word enough in your copy.

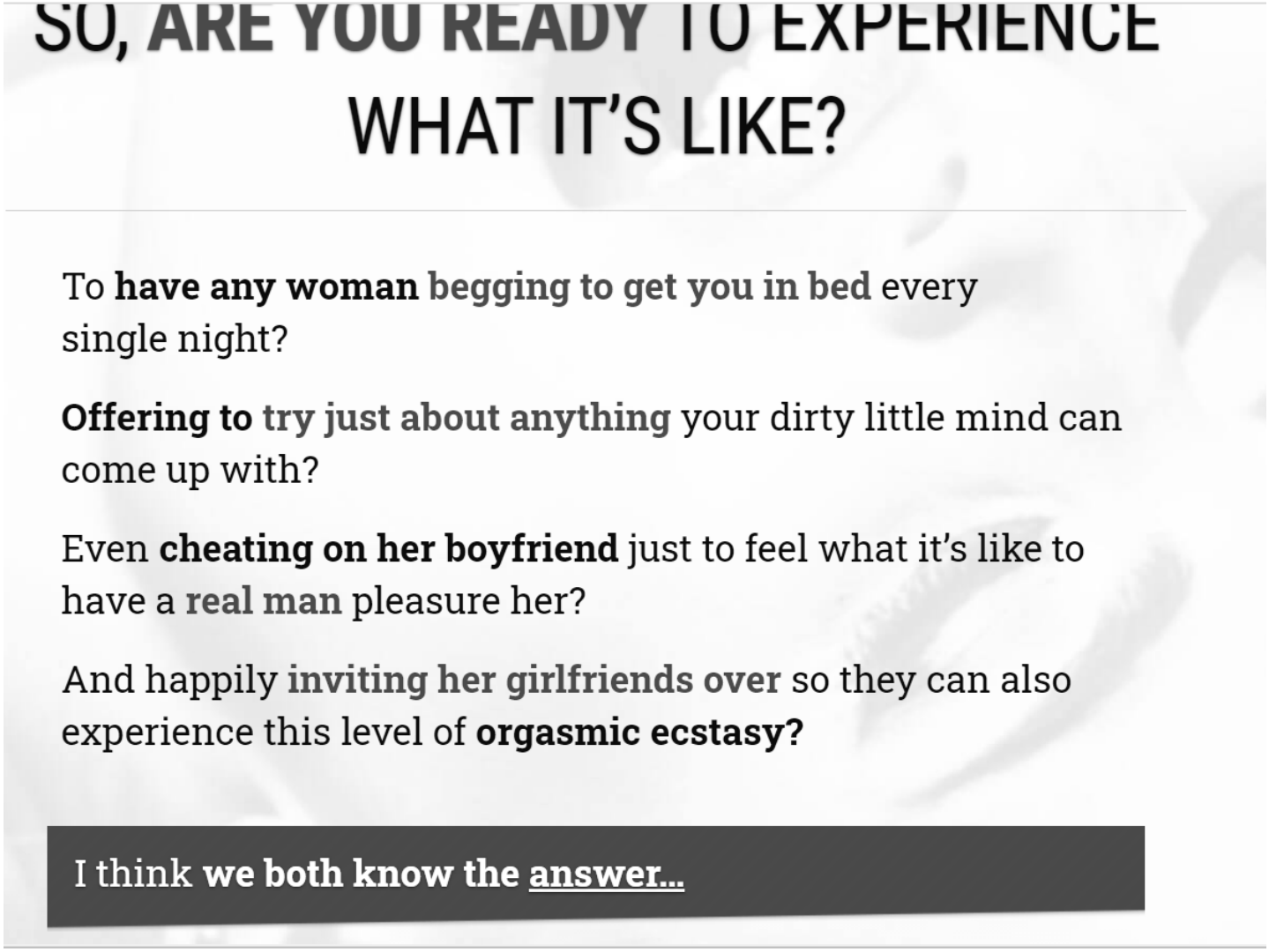
YOU'RE NOT THE SUBJECT.



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.

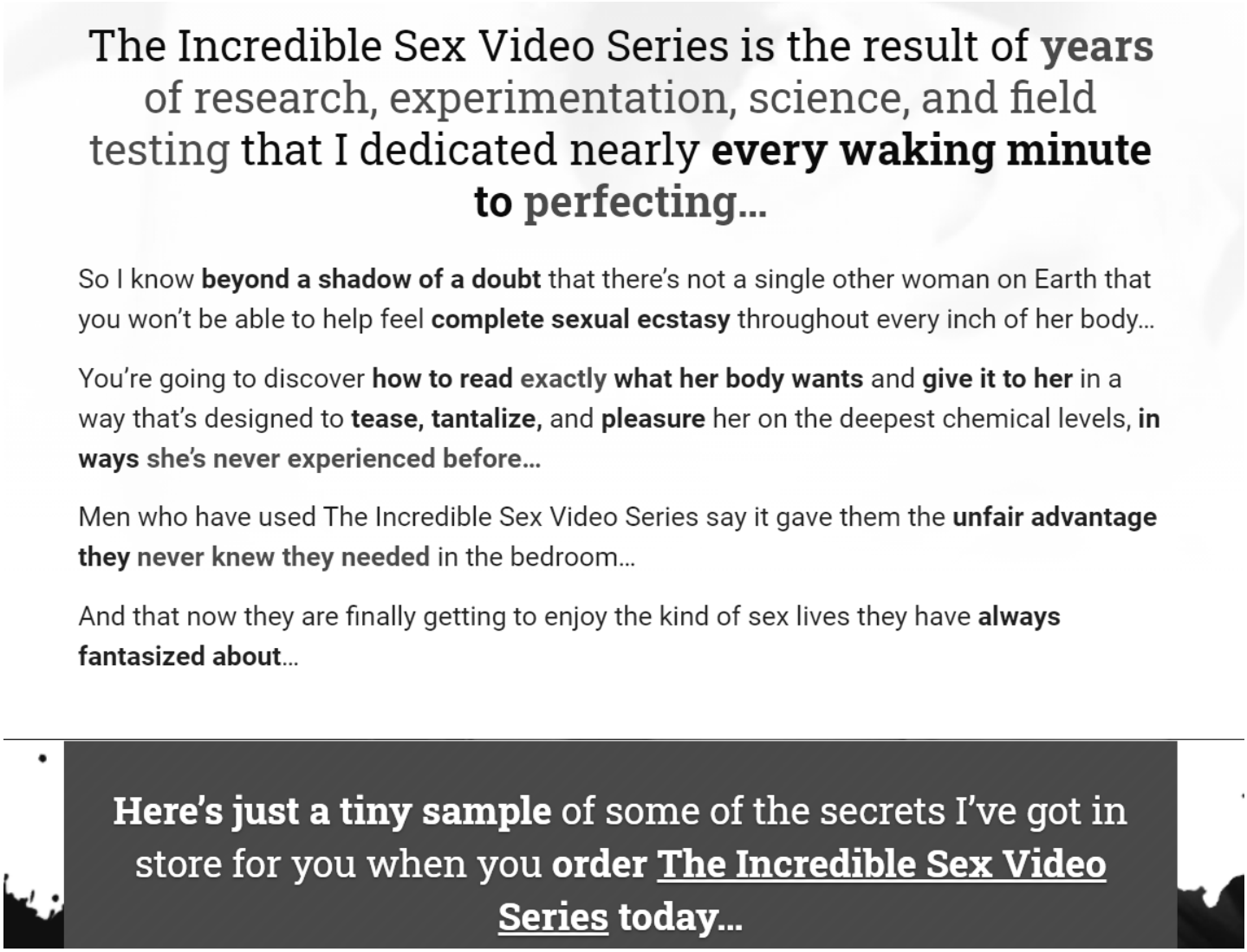


Introducing the bullets.

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



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.



"Lesbian-Only" --> BRILLIANT.

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

Second part: very well justified FOMO



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.

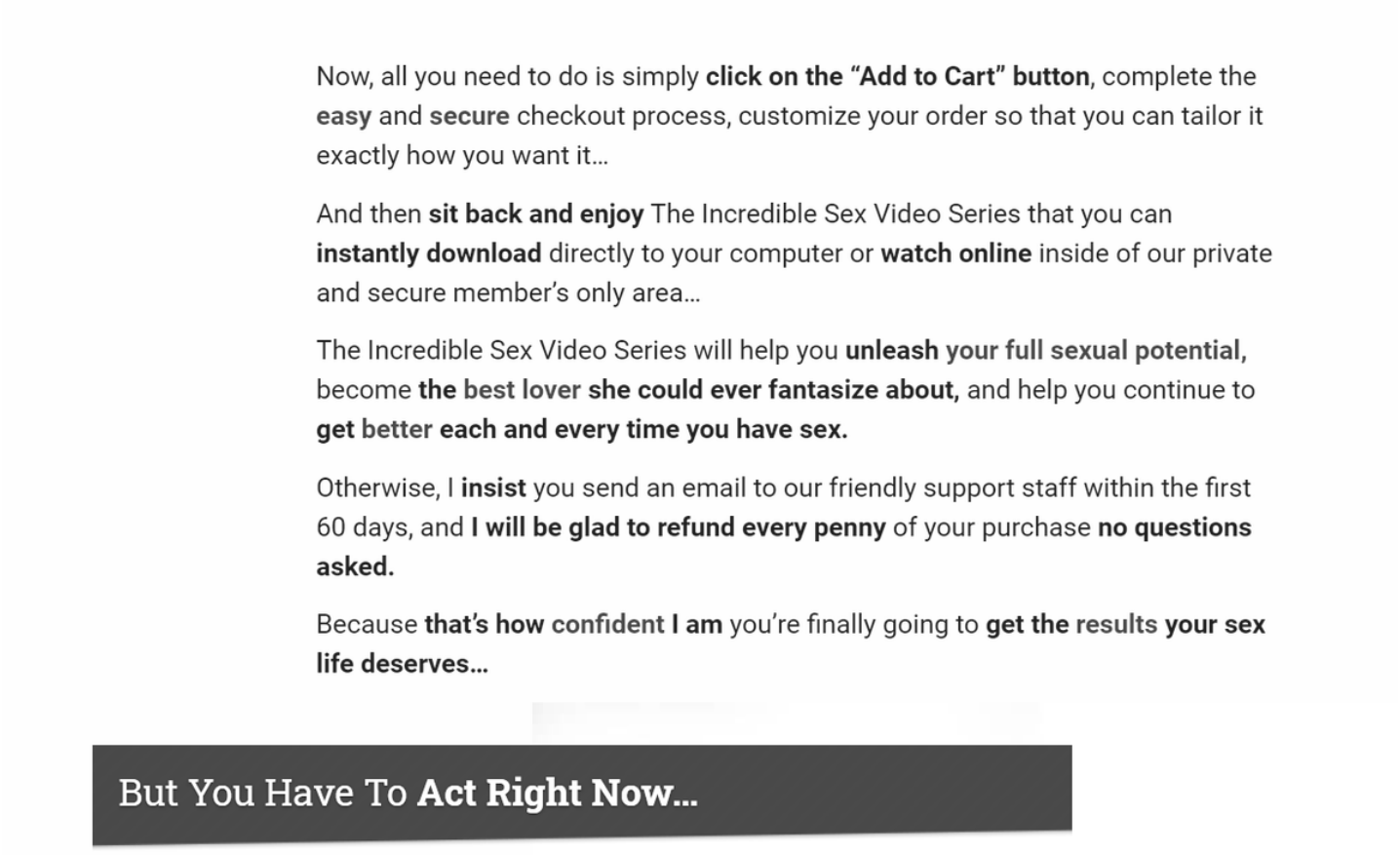
He already addressed all the main objections and a good part of the readers should already by hot



The main principle behid 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?



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

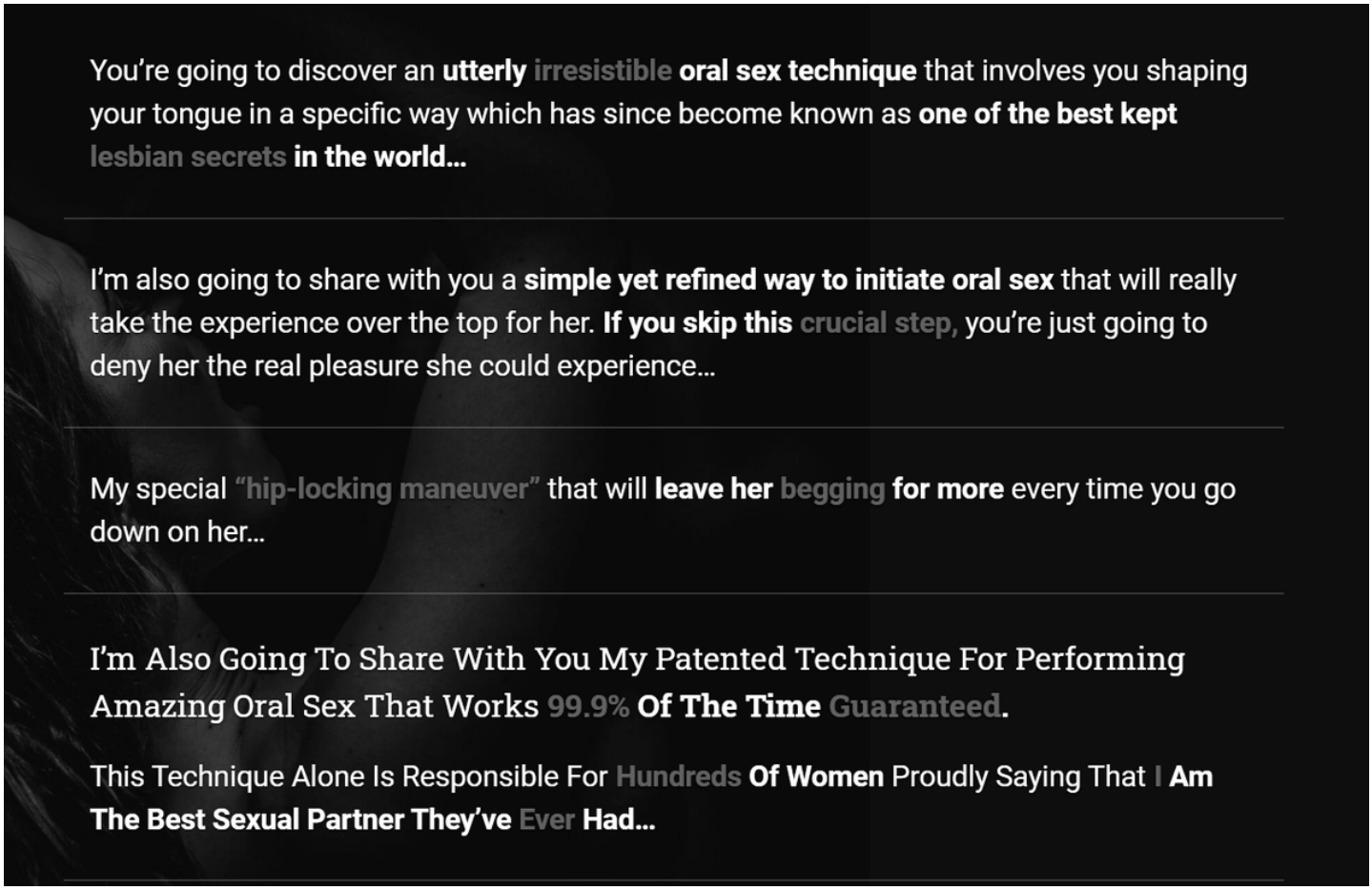
Notice how she makes the checkout easy, secure and fast.

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

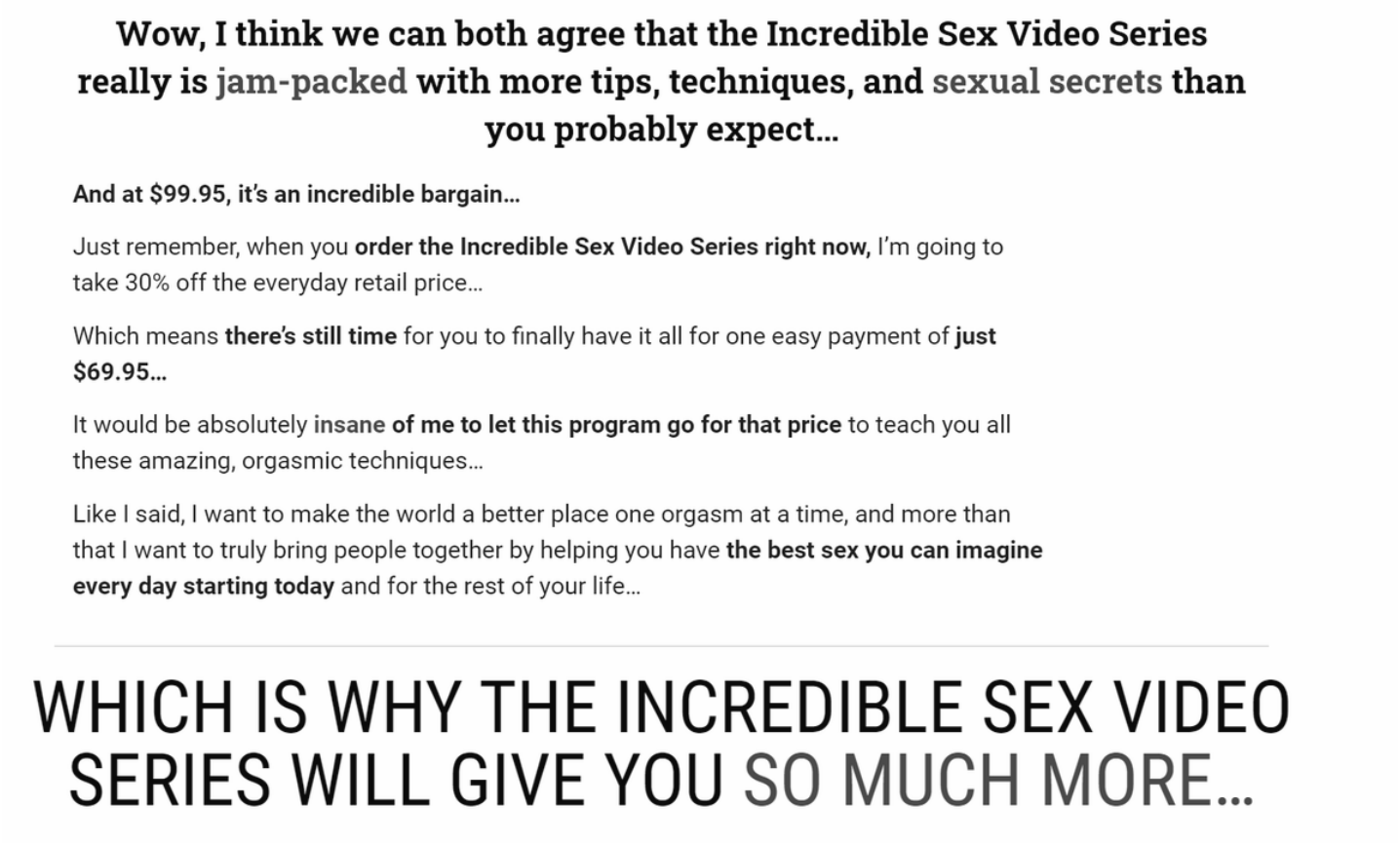


Again, incredible bargain + ANOTHER powerful vision.

Notice the choice of words.

Show don't tell.

Conceptual vs Experiential.



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.

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