

**Squats:** <https://rumble.com/v4v414f-squats-14.05.2024.html>

**Context:** This is a story-based thread for Twitter that I'm testing out on my own profile as a way to build a stronger relationship with anyone who comes across my profile

**Sophistication Levels:** 4

**Market Awareness:** 1

## What kind of people are we talking to?

- Men or Women? Both
- Approximate Age range? 20 - 50
- Occupation? Business owners
- Income level? Medium to high
- Geographical location? Anywhere

## Painful Current State

What are they afraid of?

- That there will be no customers on their website and buying from them

What are they angry about? Who are they angry at?

- They could be using some FB or other ads but then they struggle to convert them

What are their top daily frustrations?

- They have no idea about how to market to their target audience

What are they embarrassed about?

- They have no idea about how to market themselves in an effective way

- What roadblocks do they face?

- Not knowing much about advertising or marketing
- When they sit down to learn more about stuff like marketing they get bored the fuck out with different articles

## Desirable Dream State

**If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?**

- Their revenue would be growing daily and they would keep their customers for long
- They wanna get more customers

- They want freedom, flexibility in time, can do what they want when they want
- They want FUCKING SALES

- Who do they want to impress?

- Their mother
- Their girlfriend

- How would they feel about themselves if they were living in their dream state?

- They would feel like someone who can easily provide for his family without having to worry about spending too much money

- What do they secretly desire most?

- They want people to look at them with jealousy

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

## Values and Beliefs

What do they currently believe is true about themselves and the problems they face?

- They would rather work 60 hours a week for themselves than 40 for someone else

### Thresholds:

“Worth it?” Threshold (on a scale from 1 to 10): Here it applies to whether they should read this or not, before they’re on a scale of 2 because they’re scrolling and in the reading zone, I must get them to at least 8 before they read and I use a “WTF” hook for that with a short lead that promises them some value

“Does the idea work?” Threshold: Before reading they’re at 1, to trust that what I’m telling them is true and I’m a person of authority they must be at 7, I cross it by relating with a (I hope) engaging and funny story which shares some extreme and slightly controversial views that will either pull people very closely to trust what I’m saying or it will repel them (like Tate does)

“Do I trust this guy enough?” Threshold: Before reading they’re at 1, they must be at 6 to take the action I want them to take, I do this by sharing controversial views, talking with a lot of personality and hopefully telling a story that’s engaging

### Where do I want them to go?

I want them to like the tweet, retweet the first post of the thread and engage with it while building up relationship with me

**What are the steps to get them from where they are right now to where I want them to go?**

1. Catch their attention
2. Promise a WIIFM
3. Tell an engaging story
4. Pull out and share a lesson from the story
5. Connect it to a CTA
6. CTA

**What are they thinking?**

“Damn, all of this business shit is a whole fucking burden, why does it have to be so hard and boring?”

**Where are they emotionally and physically?**

Emotionally they're feeling exhausted and bored by their business a little, they wanna relax slightly while not being lazy. Physically they're just scrolling on Twitter or have just visited my profile.

**Where are they in the funnel?**

They either see my tweet for the first time or see it as a pinned tweet on my profile.

**Personal Analysis:**

- Big concern for me is if I'm not cutting the sentences in a non-human way especially in between tweets, I've already checked for it but I'm still not quite sure
- As always one thing I look at since I'm not a native English speaker is the flow of my copy that I've tried to fix by reading everything out loud and I think it's decent now
- And the most important part - is the story as engaging as it should to keep the reader reading? From the feedback I got from people from my day-to-day life it's pretty interesting but I'm still not sure

## THE COPY:


Is your marketing similar to my bitchy blue-pilled weak “friend”?


Let's see if your answer is “Yes”

(btw, if it is - then I'm gonna show you exactly how to fix it fast to make more money) 😏

—

Last week I've went out with a pretty big group of friends (around 12)

And one person insisted on inviting a guy who nobody really likes... 

But because someone in this group is extremely nice (Yes, it's me )

—

We finally decided to invite this guy anyway


And even though we were concerned at first about whether or not he'll fuck this "hang out" up

—

...everything was going smoothly...

Until the topic of sparring with each other came up

—

Then things went down pretty fast 


And for context - I absolutely love fighting and I've been training various martial arts over the past few years

—

And this guy is as masculine as a gay feminist femboy

So the first thing he said immediately after the topic came up was...

—

„Guys I think fighting is a low dignity activity, as a civilisation we've progressed further than to act like animals who fight each other" 

... 

—

Now, let me be honest with you because this sentence screams one thing:

WEAKNESS

—

Why?

Because this dude is as dangerous as a 3-weeks-old kitten

So it's obvious that he's just looking for excuses avoiding discomfort

—

And as far as I try to avoid judging people like this...

Your customers WILL judge you

—

And if you show them any signs of unnecessary and unrelatable weakness:

You'll lose their trust in your brand

—

And what happens when your prospects don't trust you?

You get ZERO sales

—

So please, for the love of the Flying Spaghetti Monster

Don't make your brand look weak

—

And please show me that you're surely not weak by:

- Retweeting the first post of this thread
- Liking this post
- Commenting how you'll avoid making your business look weak

Are you „not-weak” enough to do all of these?