

JC

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Para: Usted

If you're sometimes a little soft 'down there' and you want to turn your wife or girlfriend into a SCREAMER...

Then you need to try this 5-second ritual that gives you a raging libido AND powerful, rock-hard erections that make her scream in ecstasy.



Jeff discovered this 5-second ritual after his wife kicked him out of the house because he couldn't satisfy her.

He's now sharing his secret with thousands of guys around the world and many of them have experienced deeply satisfying results in the sack.

[Get all the details about this 5-second secret for ultimate bedroom confidence](#) [reach deep pleasure points she didn't even know existed].

Chat soon,
John Collins

Market: Erectyle disfunction, male potency

Copy analysis:

First paragraph:

“If you’re sometimes a little soft ‘down there’ and you want to turn your wife or girlfriend into a SCREAMER...”

Notes: how often can you talk about erection problems without saying it directly?

A little soft down there achieves this goal without directly saying it. Because its visual, its something the reader can directly see in their minds eye.

Tip:

To make your copy more appealing, watch how this sentence is in the same line mentioning the problem at hand while at the same time giving the reader what he wants **(turn her into a screamer)** “screamer” is more an irrational desire of the men failing to satisfy her woman.

Second paragraph:

“Then you need to try this 5-second ritual that gives you a raging libido AND powerful, rock-hard erections that make her scream in ecstasy.”

Note: this second paragraph (after the reader identifies with the problem) is talking about a secret (the 5- second ritual) while at the same time giving him 3 reasons to keep reading...

All visual emotional benefits (raging libido, rock-hard erections, make her scream).
Again this are things the user thinks subconsciously most of the time but doesnt say it out loud.

Tip: with your copy use the power of 3 benefits whenever possible and your sentences will become stronger.

Image:



Note:

This image is meant to reinforce the benefit the sentence is conveying in a direct visual way. Look at the girl/woman....she is almost screaming...(off course you cant use a sexual image on an email of a woman screaming while having...Sex)

Tip: When you add this type of image you hyperlink it and you drive more clicks...

Third paragraph:

“Jeff discovered this 5-second ritual after his wife kicked him out of the house because he couldn’t satisfy her.”

Note:

By now the reader without knowing is asking for proof or credibility. Otherwise how can he be sure what he is reading is true? This sentence is very well done, it tells you who discovered it (Jeff)... What he discovered (the secret 5 second ritual) and the reason why he did it (his wife kicked him out of the house because he coulnt satisfy her)

That is some hard-hitting perfectly written copy.

Look how much it is saying in just a few words?

Tip: to say more with less visually whenever you can.

Fourth paragraph:

“He’s now sharing his secret with thousands of guys around the world and many of them have experienced deeply satisfying results in the sack.”

Note:

He is now giving social proof and validating everything he said until this point. Thousands of men have used it. They say it works. And mentions again the BIG benefit. “Satisfy your women otherwise she will leave you”.

Fifth paragraph:

Get all the details about this 5-second secret for ultimate bedroom confidence [reach deep pleasure points she didn’t even know existed].

Note: This is the call to action a strong benefit and curiosity.

Tip: In call to actions imply the benefit. Make it congruent with the whole email so they click. After all this email is talking only about 1 thing.