

PENTAFECTA

How to use patterns to
write pro-level copy

Written by Martin Messier

PENTAFECTA

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Crush Your Competition Pattern

This is a pattern that Gary Halbert uses in several sales letter. With it, you accomplish one end: wipe out the competition.

You can do this in one of two ways:

1. Lump the majority of your competitors together into a single bag and then... detonate it!

2. Bring up a single feature of your competitors' solutions that instantly turns them into a hassle.

Let's see how this can be accomplished...

- [Better Sex letter](#)
- [Blackjack letter](#)
- [Money Murder letter](#)



Example: from Gary Halbert's "Better Sex" letter

"[...]

There's just one little problem: who can you trust when you finally decide to look for the new secrets of how to have the best sex of your life? The truth is, the field of better sex is so new even most of the so-called "sex experts"... don't have a clue... about the world- class techniques of over-the-top, truly astonishing sex.

It makes me angry.

You see, nearly every "sex information" product I've seen on the market is nothing more than...

A Silly Attempt to Pass off Bad Pornography as Real Sexual Technique!

Most of the so-called "experts" that you see and hear on television... do not know anything... about giving sustained, maximum pleasure by using truly superior sexual techniques. In fact, their only real advice for improving your relationship is to increase "communication" between you and your partner.

That's fine, as far as it goes. However, it does not go very far... because...

No Real Communication Can Exist Where There Is Continued Sexual Frustration Due to Lack of Technical Skills!

"[...]"

Analysis

"There's just one little problem: who can you trust when you finally decide to look for the new secrets of how to have the best sex of your life? The truth is, the field of better sex is so new even most of the so-called "sex experts"... don't have a clue... about the world- class techniques of over-the-top, truly astonishing sex.

It makes me angry."

Here, he subtly instructs the reader how to react to this. He could have said a number of possible responses — "It is ridiculous," "It makes me laugh," "It scares me," "It disgusts me," etc...

Anger is the emotional response when someone's standards are violated.

As such, he begins at a VERY SUBTLE LEVEL to crush the competition.

continued on the next page...

Analysis

"You see, nearly every "sex information" product I've seen on the market is nothing more than...

A Silly Attempt to Pass off Bad Pornography as Real Sexual Technique!

Most of the so-called "experts" that you see and hear on television... do not know anything... about giving sustained, maximum pleasure by using truly superior sexual techniques. In fact, their only real advice for improving your relationship is to increase "communication" between you and your partner.

This is where the magic really happens. First, he wipes out 90% of the sex information products by labeling them "bad pornography."

Then, he lumps the majority of competitors ("Most of the so-called 'experts' that you [...]") into a single bag.

Next, he states that their only legitimate advice is to increase communication skills. It's important to note that communication skills are often valued by audiences who value "new agey" solutions (law of attraction, meditation, etc.) and less by people who value hardcore, tangible solutions, or technical skills. In addition to detonating the competition, he is also catering and qualifying his prospect with that statement.

Analysis

Next, he uses a Counter-Intuitive Pattern: It consists in offering a counter-intuitive yet incredibly compelling piece of information to the reader. If the reader accepts it as truth, you will have gained massive ground in taking ownership of their thought process regarding the subject at hand. If the reader ALREADY BELIEVES THIS anyway, it tightens the bond between him/her and Halbert even further.

"That's fine, as far as it goes. However, it does not go very far... because...

No Real Communication Can Exist Where There Is Continued Sexual Frustration Due to Lack of Technical Skills!"

He then detonates the value of communication skills by stating that they mean nothing without technical skills.

Done and done, in the most elegant way possible!

Example: from Gary Halbert's "Blackjack" letter

"[...]

In practice and research I discovered that to successfully use these systems you need either to have a photographic memory, or, a computer to perform the constant calculations required. And, I might add, that's crazy! No casino in the world will allow you to play blackjack with a computer. And, those people fortunate enough to be born with a photographic memory usually end up with some kind of "super job" that gives them all the money they'll ever need. So for the average person, many of these systems are not even worth the paper they're printed on.

[...]"

Analysis

"In practice and research I discovered that to successfully use these systems you need either to have a photographic memory, or, a computer to perform the constant calculations required. And, I might add, that's crazy! No casino in the world will allow you to play blackjack with a computer. And, those people fortunate enough to be born with a photographic memory usually end up with some kind of "super job" that gives them all the money they'll ever need. So for the average person, many of these systems are not even worth the paper they're printed on. "

Halbert brings up a single feature of competitors' solutions, instantly rendering them into a hassle.

Example: from Gary Halbert's "Money Murder" letter

"[...]

If you have any money invested in the stock market, you're really asking for it. 18 months ago Winnebago was considered one of the safest of the blue-chip stocks on the New York Stock Exchange. \$1000 invested in this "safe" stock only a year and a half ago, as of this writing, would have shrunk to \$145. And hundreds of stocks have done even worse.

What about US savings bonds? As an investment they are really a joke. 10 years ago if you had invested \$1000 of your hard earned money into series "E" government bonds you would have by now earned only \$7.44 a year in purchasing power.

Well, how about keeping your money hidden in an old sock under the mattress? had you tucked away a thousand dollars in this manner in 1957, by now your purchasing power would have dropped a full 40%. Are things about to get better?

No way.

"[...]"

Example: Analysis

"If you have any money invested in the stock market, you're really asking for it. 18 months ago Winnebago was considered one of the safest of the blue-chip stocks on the New York Stock Exchange. \$1000 invested in this "safe" stock only a year and a half ago, as of this writing, would have shrunk to \$145. And hundreds of stocks have done even worse.

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Well, how about keeping your money hidden in an old sock under the mattress? Had you tucked away a thousand dollars in this manner in 1957, by now your purchasing power would have dropped a full 40%. Are things about to get better?

No way."

Notice how he lumps all the competition into the same bag by demonstrating that all these money management alternatives result in an eroding net worth. He then detonates the bag by asking:

"Are things about to get better? No way."

Coin-A-Concept Pattern

A fantastic pattern that Gary Halbert also uses in several sales letters. Here's how it works...

Turn the benefit into a “thing” and give it a name. Ex: “hidden money”

You create a concept, name it and attribute all the power of your approach to this concept. Everyone in your target market will want to find out what the heck it is. It exerts a very strong pull.

Let's see how this can be accomplished...

- [Credit Card letter](#)
- [Desperate Nerd letter](#)
- [Plain Woman letter](#)

Example: from Gary Halbert's "Credit Card" letter

"[...]"

You may have more money in your pocket than you realize. A lot more. In fact, chances are that you have virtually thousands of dollars of "hidden money" in your wallet or purse right now.

"[...]"

Analysis

"You may have more money in your pocket than you realize. A lot more. In fact, chances are that you have virtually thousands of dollars of "hidden money" in your wallet or purse right now. "

Halbert turns this idea into a "thing" called "hidden money". His prospect will instantly want to "see" it, since it's already in their wallet or purse.

Example: from Gary Halbert's "Desperate Nerd" letter

"[...]

So, I kept searching and searching until I came up with my "crazy letter idea" which is the first experience I ever had with what I call RCS or "remote control selling".

RCS uses the secrets of something else I developed called "killer advertising" which almost forces people to buy whatever you are selling. And, what RCS let you do is, sell almost anything without ever meeting your customers in person... or even talking to them on the phone!

[...]"

Analysis

"So, I kept searching and searching until I came up with my "crazy letter idea" which is the first experience I ever had with what I call RCS or "remote control selling".

RCS uses the secrets of something else I developed called "killer advertising" which almost forces people to buy whatever you are selling. And, what RCS let you do is, sell almost anything without ever meeting your customers in person... or even talking to them on the phone!"

He coins three concepts, one right after the other! The first is "crazy letter idea." The second is "remote control selling." The other is "killer advertising."

"killer advertising": this "thing" almost forces people to buy whatever you are selling. Wouldn't you want to know what it is?

"remote control selling": not only does it use the secrets of killer advertising, but it also lets you sell almost anything without ever meeting your customers in person or talking to them on the phone! Wouldn't you want to know what THAT is?

"crazy letter idea": he actually doesn't reveal what that is in this paragraph, which generates even more curiosity as to what it is.

Example: from Gary Halbert's "Plain Woman" letter

"[...]"

Maybe you don't like that. Maybe it's unfair. But the truth is the truth. These young women haven't yet been "loosened up" by age, childbirth, hundreds of sexual experiences or anything else that causes them to lose what some people call that "honeymoon fit".

[...]"

Analysis

"Maybe you don't like that. Maybe it's unfair. But the truth is the truth. These young women haven't yet been "loosened up" by age, childbirth, hundreds of sexual experiences or anything else that causes them to lose what some people call that "honeymoon fit"."

Halbert coins the term "honeymoon fit". It tickles the mind of the prospect, and makes the idea of having a tight vagina even more seductive. "Being tight" is a somewhat vulgar term. "Honeymoon fit," on the other hand, sounds way more sophisticated.

Counter-Intuitive Pattern

Another Gary Halbert favorite! This is one of the most brilliant pattern I've seen him use. It's subtle, elegant, and powerful.

Here's how you use it:

Offer a counter-intuitive yet incredibly compelling piece of information to the reader. If the reader accepts it as truth, you will have gained massive ground in hijacking taking ownership of their thought process regarding the subject at hand.

Let's see how this can be accomplished...

- [3 stocks letter](#)
- [Day Trader letter](#)
- [Plain Woman letter](#)

Example: from Gary Halbert's "3 Stocks" letter

"[...]

First, I have a rule for myself and, that rule is...

Buy Only Stocks Listed On One Of The Three Major Stock Exchanges!

The reason for that rule? Simple: You see, I realize I'm never going to make any money by buying stocks. I'm only going to make money when I sell my stocks. And, when I'm ready to sell, I want to make damn sure whomever wants to buy can easily find quotes and other details of the stocks I want to sell. In other words, I have no interest (at least currently) in messing around with any stocks... unless... they are listed in the Wall Street Journal, Barron's or Investor's Business Daily.

[...]"

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Halbert pulls off something incredible with only paragraph. He uses the Distiller pattern (more on that later), the Monolith pattern (more on that later) and the Counter-Intuitive pattern.

Here's the Counter-Intuitive pattern:

"[...] I'm never going to make any money by buying stocks. I'm only going to make money when I sell my stocks. [...]"

If the prospect buys into that counter-intuitive frame, Halbert has made significant inroads into his psychology.

Example: from Gary Halbert's "Day Trader" letter

"[...]

Now chew on this: (Language that hints at a meaty piece of information) Because the FOREX does not have a physical location or a central exchange, it is able to operate on a 24 hour basis leapfrogging from one time zone to another across the major financial centers of the world.

The FOREX market actually follows the sun around the globe... because... as one country is closing for the day, another is just opening up. This market is open 24 hours a day, six days a week from 5:00 PM Sunday (East Coast Time) to 4:00 PM Friday (East Coast Time). This 24 hour access combined with its huge trading volume makes this...

The Most Liquid Market On Earth!

[...]"

Analysis

"Now chew on this: (Language that hints at a meaty piece of information) Because the FOREX does not have a physical location or a central exchange, it is able to operate on a 24 hour basis leapfrogging from one time zone to another across the major financial centers of the world.

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The Most Liquid Market On Earth!"

The counter-intuitive piece is that the FOREX market is a different kind of market. It is open 24 hours a day, 6 days a week. You can make money almost non-stop.

Example: from Gary Halbert's "Plain Woman" letter

"[...]

Most Men Are Sexually Attracted To Very Young Women!

Why is this? To answer that question, I have no choice except to tell you something no one wants to talk about publicly. Even most doctors won't tell you this but, the truth is... young women are most likely to be extremely tight!

Maybe you don't like that. Maybe it's unfair. But the truth is the truth. These young women haven't yet been "loosened up" by age, childbirth, hundreds of sexual experiences or anything else that causes them to lose what some people call that "honeymoon fit".

Why is this so important? The answers are easy. A woman with a very tight vagina increases a man's ego by making him feel he has a much larger than average penis. (And, almost all men secretly worry about the size of their penis.)

A tight vagina makes a man feel every inch of his penetration. It stimulates every single nerve ending in his genital area. It literally causes a flood of sexual energy and ecstasy all over his body.

[...]"

Analysis

"Most Men Are Sexually Attracted To Very Young Women!"

Why is this? To answer that question, I have no choice except to tell you something no one wants to talk about publicly. Even most doctors won't tell you this but, the truth is... young women are most likely to be extremely tight!

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A tight vagina makes a man feel every inch of his penetration. It stimulates every single nerve ending in his genital area. It literally causes a flood of sexual energy and ecstasy all over his body."

The counter-intuitive idea in this text is that it's more important to make a man feel he has a larger than average penis than it is to stimulate him sexually.



Distiller Pattern

You use the Distiller pattern anytime you want to capture your prospect's attention and focus it exclusively on your solution.

The Distiller Pattern consists in distilling a complex and sophisticated concept to its bare essence.

This creates a frame. If the prospect buys into it, you now have gained A LOT of influence over his decision-making.

Let's see how this can be accomplished...

- [3 Stocks letter](#)
- [Blackjack letter](#)
- [Plain Woman letter](#)

Example: from Gary Halbert's "3 Stocks" letter

"[...]

The reason for that rule? Simple: You see, I realize I'm never going to make any money by buying stocks. I'm only going to make money when I sell my stocks. And, when I'm ready to sell, I want to make damn sure whomever wants to buy can easily find quotes and other details of the stocks I want to sell. In other words, I have no interest (at least currently) in messing around with any stocks... unless... they are listed in the Wall Street Journal, Barron's or Investor's Business Daily.

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"The reason for that rule? Simple: You see, I realize I'm never going to make any money by buying stocks. I'm only going to make money when I sell my stocks. And, when I'm ready to sell, I want to make damn sure whomever wants to buy can easily find quotes and other details of the stocks I want to sell. In other words, I have no interest (at least currently) in messing around with any stocks... unless... they are listed in the Wall Street Journal, Barron's or Investor's Business Daily."

The Distiller Pattern consists in distilling a complex and sophisticated concept to its bare essence. In this case, the concept is making money investing. He distills it to selling his stocks.

If the prospect accepts this premise, (s)he has then bought into the frame Halbert has offered. Since Halbert controls the frame, he is in a great position to influence the prospect.

Example: from Gary Halbert's "Blackjack" letter

"[...]

As you probably already know, blackjack is the only game that can truly be beaten. You see, unlike craps, roulette, slots or any of the other popular casino games, blackjack is based on what is known as "dependent trials". This means that the result or outcome of any given hand depends on what cards are still remaining in the deck.

On the other hand, craps, roulette, slots, etc., are games of chance based on "independent trials". Now, independent trials means that every time you roll the dice, spin the roulette wheel, or pull the slot handle, the chances of any particular number (or combination of numbers), coming up is always the same. The previous spin, roll or pull has no influence on what the next outcome will be.

[...]"

Analysis

"As you probably already know, blackjack is the only game that can truly be beaten. You see, unlike craps, roulette, slots or any of the other popular casino games, blackjack is based on what is known as "dependent trials". This means that the result or outcome of any given hand depends on what cards are still remaining in the deck.

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In this case, the concept is success in gambling. Think of how many variables could be involved in winning or losing a game of blackjack. He distills it to "dependent trials". Dependent trials are the "make-or-break" factor in winning.

If the prospect accepts this frame, Halbert now controls the conversation because the prospect is in brand new territory.

Example: from Gary Halbert's "Plain Woman" letter

"[...]

Why is this so important? The answers are easy. A woman with a very tight vagina increases a man's ego by making him feel he has a much larger than average penis. (And, almost all men secretly worry about the size of their penis.)

A tight vagina makes a man feel every inch of his penetration. It stimulates every single nerve ending in his genital area. It literally causes a flood of sexual energy and ecstasy all over his body.

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Analysis

"Why is this so important? The answers are easy. A woman with a very tight vagina increases a man's ego by making him feel he has a much larger than average penis. (And, almost all men secretly worry about the size of their penis.)

A tight vagina makes a man feel every inch of his penetration. It stimulates every single nerve ending in his genital area. It literally causes a flood of sexual energy and ecstasy all over his body."

In this case, the concept is keeping a man happy. Halbert distills it down to having a tight vagina.

Monolith Pattern

A powerful differentiating pattern you can use to position yourself head and shoulders above your competition.

Here's how to use it:

Distinguish yourself from potential competitors who want to meddle in obscure, marginal and even questionable approaches strategies.

This instantly separates you from shady or scammy competitors and preempts the prospect from cozying up to those competitors in the first place.

Let's see how this can be accomplished...

- [20 pounds letter](#)
- [Amazing Investment letter](#)
- [Eye Surgery letter](#)



Example: from Gary Halbert's "20 pounds" letter

"[...]

How many diet pills or plans or systems have you tried that were actually developed by a licensed medical doctor? Probably very few, if any. Why? Because most people or companies have nothing to lose if their so-called weight loss programs don't work. They just don't care if your hopes and dreams are shattered. Here today, gone tomorrow, along with your hard-earned cash!

[...]"

Analysis

"How many diet pills or plans or systems have you tried that were actually developed by a licensed medical doctor? Probably very few, if any. Why? Because most people or companies have nothing to lose if their so-called weight loss programs don't work. They just don't care if your hopes and dreams are shattered. Here today, gone tomorrow, along with your hard-earned cash! "

Halbert pits the authority of his offer against the competition. He leverages the fact that his weight loss system has been developed by a doctor. He then proceeds to portray the competition as nothing more than unscrupulous profit-seekers, singling himself out in a sea of shady and scammy offers.

Example: from Gary Halbert's "Amazing Investment" letter

"[...]

How good is good? Let's take a look. Here is a comparison of the performance of investment "X" over the last 16 months to the performance of other "hot" investment vehicles.

Investment vehicle	% appreciation	investment "X"
Gold	237%	214% better!
Silver	250%	202% better!
Real estate	145%	311% better!
NYSE stocks	257%	264% better!
Treasury bonds	163%	277% better!
Money market funds	178%	253% better!

"[...]"

Analysis

"How good is good? Let's take a look. Here is a comparison of the performance of investment "X" over the last 16 months to the performance of other "hot" investment vehicles.

Investment vehicle	% appreciation	investment "X"
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Money market funds	178%	253% better!"

In one fell swoop, Halbert proves his claim while simultaneously demonstrating superiority to the alternatives. This pattern is especially powerful in this message because the target audience KNOW these alternatives quite well. They undoubtedly will HAVE TO KNOW what this unknown investment is.

Example: from Gary Halbert's "Eye Surgery" letter

"[...]

In fact, there are over one million cataract surgeries performed, each year, in the United States alone. Many of which are performed by inexperienced doctors in less than perfect conditions. This has led to some scary stories on how some of these operations have gone wrong for some patients.

But don't worry, because as it turns out, the Cumberland Plateau has four of the best eye clinics in the world. These are the clinics of Larry E. Patterson, M.D. who is the Medical Director and Primary Surgeon of the Eye Center of Tennessee. Dr. Patterson is hands down one of the best (if not the best) eye doctor on earth. He is so good, so sure of his method and his skill, that he guarantees his own work. In other words, if you are not satisfied with your eye surgery...

You Get 100% Of Your Money Back!

[...]"

Analysis

"In fact, there are over one million cataract surgeries performed, each year, in the United States alone. Many of which are performed by inexperienced doctors in less than perfect conditions. This has led to some scary stories on how some of these operations have gone wrong for some patients.

But don't worry, because as it turns out, the Cumberland Plateau has four of the best eye clinics in the world. These are the clinics of Larry E. Patterson, M.D. who is the Medical Director and Primary Surgeon of the Eye Center of Tennessee. Dr. Patterson is hands down one of the best (if not the best) eye doctor on earth. He is so good, so sure of his method and his skill, that he guarantees his own work. In other words, if you are not satisfied with your eye surgery...

You Get 100% Of Your Money Back!"

At the get-go of the message, he begins to pit his offer against others. He induces doubt and worry in his prospects when it comes to potential competitors, and positions his solution as the only viable way. The 100% Money Back guarantee is the icing on top of the cake to solidify his absolute position of authority.



BONUS: See-Saw Pattern

When you want someone to buy, it's always useful to destabilize them emotionally first. You want to shake them up so they can't keep their ground easily. It's also very useful to keep engagement high.

Here's how to deploy this pattern:

Offer something valuable, then pull it back, then offer another valuable, then pull it back. This pattern trains the prospect to expect the pull-back so that they grab the offer before he pulls it back.

Let's see how this can be accomplished...

- [Fireplay letter](#)
- [NASDAQ letter](#)
- [Options letter](#)

Example: from Gary Halbert's "Fireplay" letter

"[...]

If you would like to make love with one (or more) women who are almost crazy to have sex with you, this will be the most exciting message you will ever read.

Here is why.

Julie Paris (no relation to that other young woman named Paris) is a lesbian who lives in Miami Beach, Florida. Actually, she is bi-sexual... but... she hardly ever "wastes her time" with men these days. That's because (according to her) most men just don't have a clue about how to satisfy a woman in bed.

For years, Julie has studied chemistry and its biological effect on women. She is responsible for creating many of the top cosmetic products in the entire world. But now, she has created a product called "Fire Play" that makes almost all women...

Instantly Horny!

Actually, Julie created this product more than 1-1/2 years ago. But she's never put it on the market before now. She felt if she had sold it before now, the result would be millions of women almost crazy to have hot sex... but... these women would be with men who did not know how to satisfy them. Recently though, something happened which changed her mind.

continued on the next page...

Example: from Gary Halbert's "Fireplay" letter

Julie read the manuscript of a new book written by a man who knows so many sex secrets that... according to her... it's almost like he is a lesbian trapped in a man's body. She thinks every man in the world should read this book and, here is how you can get a copy of it...

100% Free!

But, here's a warning: Before you request your free copy of the book, you better know some of the secrets revealed in it. You see, Julie (and the author of the book) don't want to embarrass anyone... or... make them feel uncomfortable in any way. So, if your religious beliefs or your conservative upbringing or, if you have "personal reasons" against having great sex... you probably should NOT read this book.

[...]"

Analysis

"Julie Paris (no relation to that other young woman named Paris) is a lesbian who lives in Miami Beach, Florida. Actually, she is bi-sexual... but... she hardly ever "wastes her time" with men these days. That's because (according to her) most men just don't have a clue about how to satisfy a woman in bed.

For years, Julie has studied chemistry and its biological effect on women. She is responsible for creating many of the top cosmetic products in the entire world. But now, she has created a product called "Fire Play" that makes almost all women...

Instantly Horny!"

Halbert begins the See-Saw pattern in the second sentence of the first paragraph, with the first "... but..."

He's going in one direction with "she is bi-sexual", and then shifts the See-Saw's direction with "but". The prospect's mind instantly asks "Why not?"

He continues in the second paragraph. He positions Julie as an authority, and then leads with "But now..."

Once again, he inverts the direction of the See-Saw.

continued on the next page...

Analysis

"Actually, Julie created this product more than 1-1/2 years ago. But she's never put it on the market before now. She felt if she had sold it before now, the result would be millions of women almost crazy to have hot sex... but... these women would be with men who did not know how to satisfy them. Recently though, something happened which changed her mind."

Pay attention to how much See-Sawing is going on here.

She created the product a year and a half ago, BUT she's never put it on the market.

The result would be millions of women crazy to have sex... BUT... they would be with inadequate men.

Every single one of these statement keeps the prospect off balance. He has no idea where the sales letter is going because there is so much inversion going on.

continued on the next page...

Analysis

"Julie read the manuscript of a new book written by a man who knows so many sex secrets that... according to her... it's almost like he is a lesbian trapped in a man's body. She thinks every man in the world should read this book and, here is how you can get a copy of it...

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Once again, pay attention to how he presents the book, BUT... here's a warning.

Up until this point, Halbert doesn't give his reader a solid point for the prospect to grasp on. The constant See-Sawing causes the prospect to welcome and latch onto the sales argument when it arrives.

Example: from Gary Halbert's "NASDAQ" letter

"[...]

Imagine the market has closed for the day and a certain stock closed for the session with a price of 20 1/8 per share. Now imagine, after the market has closed, a sensational news story comes out about that company whose stock closed today at 20 1/8.

Let's say the FDA has given the company in question approval to market an amazing new cure for baldness. This new cure is a simple pill that will grow a full head of hair on a man's head in less than 30 seconds and there are no harmful side effects.

We don't have to guess what is going to happen to the share price of this company's stock. It is literally going to skyrocket in price.

Unfortunately, this jump in price is going to occur before the market opens tomorrow morning... and... before you have a chance to buy that stock at anything approaching the 20 1/8 price where it closed today.

[...]"

Analysis

"Imagine the market has closed for the day and a certain stock closed for the session with a price of 20 1/8 per share.

Now imagine, after the market has closed, a sensational news story comes out about that company whose stock closed today at 20 1/8.

Let's say the FDA has given the company in question approval to market an amazing new cure for baldness. This new cure is a simple pill that will grow a full head of hair on a man's head in less than 30 seconds and there are no harmful side effects.

We don't have to guess what is going to happen to the share price of this company's stock. It is literally going to skyrocket in price.

Unfortunately, this jump in price is going to occur before the market opens tomorrow morning... and... before you have a chance to buy that stock at anything approaching the 20 1/8 price where it closed today."

Can you find the See-Saw in there? Watch how he jumps from imagining the market closed with a stock at a certain level. Then, to imagining great news coming out. He builds up that idea, and then shifts the direction of the See-Saw again with "unfortunately, this jump in price..."

Notice how that plays on the prospect's emotions.

Example: from Gary Halbert's "Options" letter

"[...]

The man who first began to publish the newsletter was one of the most respected and revered market analysts of his time. A man who many of America's rich turned to when they wanted to become really rich. A man who was regarded as the "Warren Buffet" of options trading in his time.

This man's name is Paul Sarnoff, and he was widely regarded as one of the greatest options experts of all time. In fact, Paul was the first person to teach options trading in the 1950's, when most people never even heard of them. At that time, he charged \$25 a session and 22 people showed up at his very first class. Five weeks later...

Those Who Followed His Advice Were \$50,000 Richer!

(That's over \$300,000 in today's money!)

Paul Sarnoff passed away in 1999 at the age of 80 years. He had lived a long, happy and extremely successful life. Many thought it was the death of an era... and in truth... it was! Paul's death left a large empty space in many people's hearts. And his passing could have crippled the ability of his newsletter readers to make huge profits in the options market.

continued on the next page...

Example: from Gary Halbert's "Options" letter

His clients and subscribers wondered what they would do now that this man was gone. They knew of nobody who could put so much money in their pockets from doing nothing more than following his advice.

But Paul was a smart man, and this was something he had on his mind many years before he died. For over three decades, Paul worked hard to leave an even BIGGER (than his own) legacy for his clients and the subscribers of his newsletter. Paul left...

His Son, Steve!

[...]"

Analysis

"The man who first began to publish the newsletter was one of the most respected and revered market analysts of his time. A man who many of America's rich turned to when they wanted to become really rich. A man who was regarded as the "Warren Buffet" of options trading in his time.

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Notice how he starts... He begins by building up the first swing of the See-Saw by introducing a character who, apparently, is capable of making his clients much richer.

At this point, prospects are salivating. But then, Halbert reverses the See-Saw when he informs that this rainmaker has passed away...

continued on the next page...

Analysis

“His clients and subscribers wondered what they would do now that this man was gone. They knew of nobody who could put so much money in their pockets from doing nothing more than following his advice.

But Paul was a smart man, and this was something he had on his mind many years before he died. For over three decades, Paul worked hard to leave an even BIGGER (than his own) legacy for his clients and the subscribers of his newsletter. Paul left...

His Son, Steve!”

He then builds up the other swing of the See-Saw by describing how clients and subscribers reacted.

He then reverses the See-Saw again when he suggests that Paul had worked hard to leave an even BIGGER legacy than his own. This relieves the tension the prospect is feeling and sets him up for the sales pitch.

THERE YOU HAVE IT!

You now know the Pentafecta.

These patterns may seem simple, but their use can mean the difference between making the conversion vs losing it.

Study this guide again as often as necessary and, more importantly, apply what you learned and profit from it.

I'd love to hear your thoughts on this guide. Please share them with me at martin@dailyNLP.com.