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Prompt PsyOps™: Scroll-Stopping Secrets

*Old School Copy. New School Channels.
No More Invisible Marketing.*



This is a Prompt PsyOps™ Product from Garry Lynn Baker & Thirty Minute Marketing

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WELCOME

Let's Be Honest About Where You Are Before You Weaponize What's Inside This Case Study

This isn't just a welcome. It's a **mirror. A mindset shift. A launchpad.**

Before you try to mimic a \$11M scroll-stopper or punch dopamine into the cold hearts of strangers on the internet...

Take a breath.

And ask yourself:

Where am I, really, in my marketing journey?

Not your funnel. Not your niche. **You.**

There Are 3 Places You Might Be Right Now

1. **You're New**

You're learning. You've read a few swipe files. You've tried some content. Maybe no sales yet—or inconsistent ones.

This case study will **speed up your pattern recognition** and help you skip the “years of confusion” phase if you apply it with honesty.

2. **You've Sold a Few Things**

You've had a few wins. Maybe a solid tweet thread. A small list. A few commissions or product sales. But nothing “explosive.”

This case study is your **moment of leverage**. Use it to install a new level of creative aggression and emotional sharpness into your content and copy.

3. You're Experienced But Plateaued

You know your way around funnels, content, and offers—but you're stuck in “good not great” mode. Conversion rates are stable. Growth is meh.

This case study will **refocus you on what always worked**: emotional truth, deep identity resonance, and narrative copy that bleeds.

BEFORE YOU START:

Load This Case Study Into Your Favorite LLM and Chat With It
Like a Strategist

This isn't a PDF to skim. It's a **copy war plan**.

To get the most out of it, use this custom prompt inside your favorite AI (ChatGPT, Claude, etc.) and let it become your writing partner, strategist, and mirror, after you upload this case study to the AI...

STARTER PROMPT (Copy/Paste This into Your AI):

You are a direct response copywriting strategist trained in the style of Prompt PsyOps™.

*I'm studying the “**Prompt PsyOps™: Scroll-Stopping Secrets**” case study (attached) to level up my marketing and copywriting.*

Here's where I'm honestly at in my journey: [INSERT WHERE YOU'RE AT – beginner, intermediate, advanced, stuck, burned out, starting over, etc.]

Here's what I sell or want to sell: [INSERT NICHE, OFFER, PRODUCT OR AFFILIATE THING]

Here's my biggest frustration or block right now: [INSERT CURRENT CHALLENGE]

Help me reverse-engineer this case study into an actual plan of action.

Start by asking me the right questions to extract my real emotional story, ideal audience pain points, and how I can build emotional grenades that connect, convert, and build trust. Don't write anything generic—make it deeply personal to what I just shared.

Why This Prompt Works:

- It makes the AI contextual.
- It grounds everything in **your stage, your product, and your emotional truth.**
- It flips AI from being “just a writer” to being your **copy coach, brand therapist, and strategic co-creator.**

Pro Tip: Keep This Chat Thread Open

Use that AI convo as your **copy lab**:

- Test emotional intros
- Generate YouTube hooks
- Craft email sequences
- Build out lead magnets
- Reframe your offer positioning
- Refine your niche message

All based on the psychology and tactics in this case study.

Final Orientation Before You Begin

This case study is **not just something to read**. It's something to **build from**.

Your first ad.

Your new lead magnet.

Your reworked about page.

Your most honest tweet yet.

Whatever you do...

Start from where you are. Speak from what you've lived. Sell from what you believe.

Then turn that into **copy that detonates in the hearts of your audience**.

Welcome to Prompt PsyOps™. Let's get to work.

 Need Help?

If you're stuck, confused, or just want to say hi, don't hesitate to reach out.

 Email: garry@30minutemarketing.net

You'll get personal support — from a real human, not an AI bot (imagine that).



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Emotional Grenades & \$11M Scroll-Stopppers

*How Cold Traffic Got Converted with Copy Tactics Older Than
Facebook (And How to Do It With AI Today)*

By Prompt PsyOps™

If you think this is just another \$11M case study, you're already missing the point.

This isn't about *money*. It's about **mechanism**. It's about the psychology that slices through digital noise like a hot blade through apathy.

This is the **anti-hype guide** to the scroll-stopping, cold-traffic-crushing creative that didn't just work... it *exploded*.

What follows is a deconstruction of a viral ad strategy from a Facebook post in the NHB (Nothing Held Back) group—where a marketer claimed to have pulled in **\$11M in 87 days** using nothing more than “emotional grenades.”

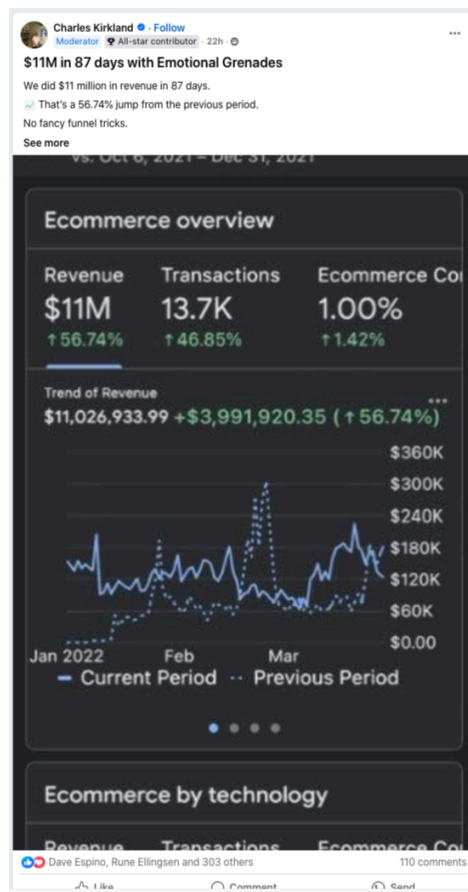
No funnel voodoo. No media buying gymnastics.

Just **copy so good, it made bored people feel again.**

But don't be fooled.

This isn't new. It's **Halbert in a hoodie**. It's **Dan Kennedy disguised as dopamine**.

The Facebook Post



This post appeared in the **Nothing Held Back (NHB)** Facebook group and is the **source material** that inspired the *Prompt PsyOps™: Scroll-Stopping Secrets* case study.

<https://www.facebook.com/photo?fbid=3096045367224761&set=gm.1752025009531183&idortv=508635450536818>

[Click Here to Download the Full Facebook Post as a PDF](#)

The Real Strategy (Not the Numbers)

“\$11M in 87 Days” is a Hook.

The strategy is much older than that.

What worked here is a **direct response formula** that predates social media:

- **Problem → Agitate → Identity Trigger → Emotional Hook → Subtle Promise**


If you’ve studied classic controls, you’ll recognize it.


This is **Gary Halbert meets Agora meets cold-traffic meme copy**.


It’s timeless persuasion, dressed in scroll-friendly packaging.

Deconstructing the Ad (Line by Line)

Let’s break down the original post into direct response components:

“We did \$11 million in revenue in 87 days.”  **Results-Based Authority Lead**


“No fancy funnel tricks. No huge ad spend spike.”  **Disarming Objections / Credibility Builder**

“We wrote ads that hit harder than reality.”  **Emotional Trigger / Pattern Interrupt**

“Because no one logs onto Facebook thinking, ‘I hope I see an ad that changes my life today.’”  **Psychological Truth / Empathy-Based Resonance**

“They’re not shopping. They’re doom-scrolling.”  **Market Awareness / Pain Context**

“They just want to feel something.”  **Emotional Truth Bomb**

“If our copy didn’t hit harder than Mike Tyson in his prime, we were ignored.”  **High Stakes / Identity-Driven Standard**

Classic Direct Response Controls This Mirrors

Classic Piece	How It Connects
<i>Gary Halbert – Coat of Arms Letter</i>	Identity, legacy, emotion, curiosity
<i>Dan Kennedy – Magalog Format</i>	Emotional selling with testimonial-style proof
<i>Clayton Makepeace – ED Promotions</i>	Pain-first intros, masculine identity, long-haul conversion
<i>Agora Financial – End of America</i>	Emotional stakes, surprise, and logical inevitability

This Facebook ad post is not innovative.

It’s an evolved form of what has always worked.

Core Psychological Tactics Used

1. Pattern Interruption

“Ads that hit harder than reality.”

Facebook users are *overstimulated and numb*. You have 2 seconds to inject meaning or emotion.

2. Pain Before Want

“Now the silence in your bedroom is louder than ever.”

Go for the wound, not the want. Don't sell the fix—**sell the hell they're living in.**

3. Identity Hook

“This isn't for every guy. It's for the ones who still believe they've got more in the tank.”

High-performing ads don't sell features. They sell **who the buyer wants to be.**

AI PROMPT STACK: Turn Your Product Into an Emotional Grenade

Use these with ChatGPT or any GPT-4 model.

Prompt #1: Emotional Cold Ad Generator

“Write 3 emotionally triggering Facebook ad intros for [target identity] struggling with [core pain]. Use PAS with identity-based language and dopamine-hitting visuals.”

Prompt #2: Pain Reframer

“Turn this generic pain point — ‘struggling with intimacy’ — into 3 vivid emotional scenarios that reflect shame, silence, or loss of identity.”

Prompt #3: Dopamine First, Logic Later

“Reframe this product pitch using scroll-stopping emotional language. Hit conflict, identity pain, and subconscious desire in the first 3 lines.”

Prompt #4: Identity-Based Ad Template

“Write a Facebook ad using this template:

- 1. Pattern interrupt**
- 2. Identity trigger**
- 3. Emotional wound**
- 4. Subtle promise Target audience: [insert demographic]. Pain: [insert pain].”**

Templates: Plug-and-Play Emotional Hooks

Identity Trigger

“This isn’t for everyone. It’s for [insert aspirational identity] who [insert pain-based belief].”

Vivid Pain Scenario

“You’ve turned down sex so many times, she stopped asking. Now the silence is louder than ever.”

Curiosity Hook

“The real reason your [problem] hasn’t gone away—and it’s not what you think.”

Recognition

“If you’re a [group], this hits different.”

Prompt PsyOps™ Emotional Wounds Cheat Sheet

The 7 Deep Wounds That Convert — And How to Ethically Aim Your Copy Straight at Them

This cheat sheet will help readers instantly connect **deep emotional drivers** to their copy, niche, and offer strategy — making the AI prompts *ten times more powerful*.

Use this cheat sheet to plug emotional truth into your prompts, offers, and stories. These wounds are **the hidden gravity** behind the best-performing cold traffic copy.

Wound	What It Feels Like	Niche Examples (Health, Wealth, Relationships)
1. Failure	"I used to be someone... now I'm not."	Lost status, performance issues, failing business
2. Shame	"I'm broken. I don't measure up."	Weight gain, sexual dysfunction, job loss
3. Abandonment	"No one sees me. I've been left behind."	Aging alone, ignored by spouse, unsubscribed audience

Wound	What It Feels Like	Niche Examples (Health, Wealth, Relationships)
4. Betrayal	"They lied to me. My body/system/life let me down."	Medical letdown, financial scams, broken trust in relationships
5. Powerlessness	"I've tried everything. Nothing works."	Chronic health, debt traps, emotional burnout
6. Disconnection	"We don't talk anymore. I feel invisible."	Marital silence, loneliness, disengaged social following
7. Unworthiness	"Why would this even work for me? I don't deserve better."	Low self-esteem, poverty mindset, repeated failures

HOW TO USE THIS:

1. **Pick the top 1–2 wounds** your audience is silently battling.
2. Use these in your prompts:

“Write a cold traffic Facebook ad intro that speaks to men over 40 who feel powerless about their health and disconnected from their spouse.”

3. Watch how fast your content stops the scroll—and starts real emotional connection.

This is why Prompt PsyOps™ works. You're not just triggering attention. You're creating recognition. And recognition converts.

Scroll-Stopping Ad Checklist

Use this to gut-check your cold traffic copy:

- First 3 lines interrupt default scroll behavior?
- Emotional pain is *felt*, not stated?
- Identity-driven language? (Not just demographics)
- Clear psychological trigger? (Dopamine, shame, loss, surprise)
- No logic until emotion has done its job?

If you can check 5/5—you've got a shot at a modern control.

Final Insight: You Don't Need a Better Funnel—You Need Better Feelings

Funnels didn't drive \$11M in 87 days. **Feelings did.**

Copy that understands shame, lost identity, boredom, and numbness...
outperforms *any* optimization or automation.

This is the heart of direct response.

And now—with AI, prompts, and persuasion templates at your
fingertips—you can wield these emotional weapons too.

Ready to Build Your Own Control?

Use this brief as your blueprint. Use the prompts to rewire your offer. Use
the checklist to grade your copy.

Then launch your emotional grenades into the scroll...

...and watch what happens.

Prompt PsyOps™ *Strategy with soul. Copy with consequences.*

Free Traffic

How Emotional Grenades Apply to Free Traffic (YouTube, Twitter/X, Organic Posts)

For Health, Wealth, and Relationships Niches

“But I don’t run paid ads... does this still apply?”

If that thought crossed your mind, good. Because **this is where Prompt PsyOps™ really shines.**

Let’s break it down:

Whether you're paying for traffic or earning it— you still have to stop the scroll, spike emotion, and sell identity.

The **principles** don’t change. Only the **format** does.

Think of your YouTube thumbnail, your Tweet, your Instagram Reel, your blog intro— they all serve the same role as a Facebook ad’s **first three lines**:

Interrupt > Emotion > Identity > Curiosity > Click

What *You* Need to Do (Even with Free Traffic)

No matter the channel:

- You have to earn attention.
- You have to move people emotionally.
- You have to make them see *themselves* in your message.

The same “emotional grenades” work—just **repurposed** for the container.

Let’s walk through this **by platform and niche**.

YOUTUBE (Free Traffic)

✗ What most people do:

“How to Fix Erectile Dysfunction Naturally” = **weak, expected, ignored**

✓ What you should do instead:

“Why She Doesn’t Ask for Sex Anymore (And What That Says About You)” *Emotional trigger + shame frame + identity*

AI PROMPT (Health):

“Write 5 YouTube video titles and thumbnail headlines for men 40+ struggling with ED. Use conflict, identity loss, and emotional shame. Avoid generic how-to phrases.”

Tip: Think **Emotion + Consequence**

The best titles hint at:

- Lost pride
- Silent suffering
- Identity disconnect
- Urgency to reclaim power

Search Tip:

Search “Agora Copywriting YouTube” or look for old **Rodale / Bottom Line** titles. Study how they use *emotional implication*, not just informational curiosity.

TWITTER / X (Free Traffic)

✗ What most people do:

“Here are 5 ways to save money on taxes.” = **informative, not emotional**

✓ What works instead:

“You’re not broke because of what you earn. You’re broke because of what you ignore every April.”

AI PROMPT (Wealth):

“Write 10 tweet hooks that call out subconscious financial pain points in millennials. Include conflict, identity triggers, and emotional punch. Avoid tip-list format.”

BONUS TACTIC:

Pair tweets with visuals that **highlight emotional tension**, not just info. Ex: A guy staring at bills with his kid in the background, not charts and graphs.

INSTAGRAM

✗ “Tips to Improve Communication with Your Partner”

= **Instagram life coach wallpaper**

✓ “You never meant to stop talking to each other. But one silent night turned into 30. Now neither of you knows who speaks first.”

= **Emotional recognition bomb**


AI PROMPT (Relationships):

“Create 7 Instagram Reels scripts that speak to women in silent, disconnected marriages. Use first-person narrative, emotional tension, and past vs. present contrast.”

Tie Back to the Case Study

Just like the \$11M campaign, you’re not *explaining features* or *sharing tips*. You’re **mirroring emotional realities** your audience already lives with.

You’re taking this playbook:

 *Pain-first copy* → *Identity hook* → *Emotional consequence* → *Subtle promise*

And repackaging it into:

- A Tweet
- A YouTube title
- A carousel
- A hook for your reel

The **medium** changes. The **psychology** does not.

How to Find More Proven DR Inspiration

If you're not already studying old-school direct response, here's how to get dangerous fast:

WHERE TO SEARCH:

- “**Gary Halbert Letter**” (look for “The Boron Letters” PDF)
- “**Dan Kennedy sales letter PDF**”
- **Swipe.co** – classic DR ad examples
- **MarketingBullets.com** – breakdowns of winning DR ads
- **Reddit** – r/Copywriting and r/Marketing threads with DR gold

WHAT TO SEARCH:

Use phrases like:

- “identity-based ad copy examples”
- “direct response for cold traffic”
- “headline swipe file PDF”
- “classic magalog Agora Financial”

Prompt PsyOps™ Power Move

Want to go deep?

Use this **meta prompt** with ChatGPT:

“Act as Gary Halbert meets a modern Facebook ad copywriter. I want to write [YouTube videos/Tweets/Instagram captions] for [target audience] struggling with [deep emotional pain]. Start with the emotional grenade, build identity resonance, and imply a solution without explaining it yet. Format it for this platform: [insert].”

Final Word for the Free Traffic Marketer

Whether it's a \$2 CPM or a free tweet...

If your copy doesn't hit like a grenade, **you're not in the game.**

Your free traffic still has to:

- Trigger curiosity
- Activate shame, pride, or urgency
- Speak to the soul behind the scroll

And now—with these prompts, examples, and a deep understanding of the classic control mechanics—you're armed.

No budget needed. Just clarity, conviction, and emotional truth.

Prompt PsyOps™ *Marketing psychology for the bold and the broke. Strategy with soul. Copy with consequences.*

Affiliate Marketing

This is the **Affiliate Marketer's Edition** of this Prompt PsyOps™ case study — written with surgical clarity and designed to bridge the timeless truths of direct response with **modern affiliate marketing strategy**.

OR

How to Sell Someone Else's Product with Scroll-Stopping Emotional Copy—and Build Your Own Brand Doing It

The Big Lie in Affiliate Marketing

Most affiliate marketers treat their work like a **transaction**. Click. Cookie. Commission. Done.

But if you want **long-term leverage**, you need to stop thinking like a product pusher...

...and start thinking like a **niche emotional strategist**.

Don't just sell the product. **Sell the *problem*** the product solves. And then own that problem-space with every asset you build.

How This Ties Back to the \$11M Ad Strategy

The original post wasn't about the product. It was about **the feeling behind the need**.

That's your job as an affiliate. If you sell a testosterone booster, you're not selling zinc. You're selling the **return of primal confidence** after years of feeling soft, unseen, or invisible.

Step-By-Step Strategy: Building an Affiliate Brand Around Emotional Grenades

Let's say you're an affiliate in the **Health niche**, promoting a **testosterone booster**.

Here's how to build a real brand with scroll-stopping copy, a list of loyal readers, and offers that convert.

STEP 1: Pick a Problem You Can Emotionally Own

Don't pick "testosterone" as your niche.

Pick the **emotional terrain**:

“Men over 40 who feel like they’ve lost their edge—in bed, at work, and in their body.”

You now own the **insecurity, identity crisis, and inner frustration** of that man.

This gives you unlimited content, storylines, and affiliate offers.

STEP 2: Build Your Lead Magnet Around the Emotional Wound

✗ What most affiliates do:

“Download the FREE guide: 7 Foods That Increase Testosterone”

Boring. Forgettable. Transactional.

✓ What you should do:

“Read This If You Feel Like You’ve Lost Your Edge...” “How to Reclaim the Confidence You Had at 25 (Without Going Broke on Supplements)”

This is *content that hooks the soul*.

You now capture emails not just from curious Googlers... but from **emotionally invested men** who will **buy over time**.

STEP 3: Use Emotional Grenade Emails to Build Trust + Promote Offers

Here’s how your **email list** becomes a **brand**:

Each email is:

- A story
- A callout of a deep pain

- A “holy sh*t this guy gets me” moment
- A soft bridge to the solution (your affiliate offer)

EMAIL EXAMPLE: “The Quiet Moment That Broke Me”

“She touched me... and nothing happened. I told her I was tired. Truth is, I didn’t feel like a man. That’s the moment I knew I needed to fix something.”

→ **Emotional Grenade. Identity Trigger. No pitch yet.**

Then the next line...

“If you’ve felt like that—this helped me start turning it around. Not a magic pill. But something shifted.” [affiliate link]

This is **direct response + brand-building** in one email.

STEP 4: Use Your Own Media Platforms to Scale Brand Trust

Let’s say you’re on **YouTube** or **Twitter/X**. You don’t need to go viral. You need to **resonate**.

Every piece of content should:

1. Call out a deep wound
2. Share something personal or raw
3. Build trust
4. Point to your list

Tweet:

“At 42, I looked in the mirror and didn’t recognize myself. Not because of weight. But because of what I felt: tired, numb, small. That was the day I started fixing it. [link to opt-in]”

YouTube video:

Title: “Why Most Men Over 40 Feel Like Ghosts (and How to Get Your Fire Back)”

Then inside, share the story → add value → CTA to your list → bridge to your affiliate offer.

AI PROMPT STACK FOR AFFILIATE MARKETERS

Use these to build content, email sequences, and lead magnets with ChatGPT:

PROMPT #1: Niche Positioning Blueprint

“Act as a direct response copywriter. Help me define a brand voice and emotional wound for men 40+ who feel like they’ve lost their masculine edge. I want to build an affiliate brand that sells a testosterone supplement through story, emotion, and trust.”

PROMPT #2: Emotional Email Series

“Write a 5-part email welcome sequence for new subscribers who opted in because they feel tired, low-T, or sexually disconnected. Each email should use an emotional story, identity resonance, and lightly promote my affiliate product.”

PROMPT #3: YouTube + Social Prompts

“Give me 10 video titles and tweet-style hooks that emotionally connect with men struggling with low testosterone and lost confidence. The goal is to grow my list and promote a supplement indirectly through trust.”

How to Own a Single Niche Long-Term (Affiliate Brand Growth)

Pick a **single emotion**, not just a niche.

Niche	Emotion You Own
Health	“Loss of self” or “silent shame”
Wealth	“Unrealized potential” or “failure”
Relationships	“Disconnection” or “unworthiness”

Then build:

- A landing page that speaks that emotion
- A lead magnet that soothes that emotion
- A list that you write to from that wound
- Offers that *so/ve*, not just sell

Final Framework for Affiliate Grenade Strategy

The New Affiliate Stack (Prompt PsyOps™ Style)

Funnel Layer	Strategy
Lead Magnet	Emotional headline + pain-first promise
Email Sequence	Identity-driven story arc + trust-building
Content Channels	Emotional micro-content (X, YouTube, IG)
Affiliate Offers	Bridge from pain → identity reclaim → subtle pitch
Brand Positioning	Own a niche emotion, not just a product vertical

Final Thought:

The affiliates who win in 2025 and beyond won't be the ones who "find the best products." They'll be the ones who **understand the emotional war their audience is fighting.**

Then they'll show up every day, not with content...

...but with **copy that feels like a mirror**, and solutions that feel like hope.

Prompt PsyOps™ *Where affiliate marketing meets psychological warfare—ethically.*

UNCOMFORTABLE TRUTH

This All Works Better If It's *Your* Story

This is where you learn the **Uncomfortable Truth** —where you get a gut-punch with the honesty most marketers avoid.

Let's get real.

You can fake emotional copy.

You can use templates. You can prompt AI. You can build a funnel that looks like the \$11M one.

But if it's not **your truth**—your actual pain, your past, your transformation—it will **always feel slightly off.**

Not to everyone. Just to the people who **would have become obsessed with your message.**

Why It Matters

Copy that converts is not just clever.

It's not just emotional. It's **vulnerable**. It's specific. It bleeds.

The reason that \$11M campaign worked isn't *just* because it hit identity and pain points.

It's because the person writing it had **actually lived it.**

They weren't theorizing how it might feel to have ED or lost confidence or to be ignored by their partner.

They wrote it like it was tattooed on their bones.

The Human Brain Knows

AI can write convincing copy. You can even swipe controls word-for-word. But when **you've actually lived the problem your offer solves**, your copy hits *different*.

- You choose different words.
- You don't flinch when talking about shame.
- You speak with conviction—not performance.
- You become someone your audience doesn't just buy from... but *believes in*.

How to Turn *Your* Story Into Scroll-Stopping Copy

You don't need a perfect transformation story. You just need **a real one.**

Here's a framework to pull it out:

3-Part Story Prompt (For Personal Truth Copy)

Prompt:

“Write a 3-part personal story using the format:

1. The moment I knew something was wrong
2. What I tried and why it didn't work
3. The shift that actually helped and what changed in my life.”

Use vivid emotional details, no marketing language. Just truth.

Then apply this reframe:

“Now write 2 social media posts or ad intros based on this story that use identity hooks, emotional contrast, and curiosity.”

Emotional Grenades From Your Own Life Hit Harder

The copy examples in this case study?

They worked not just because they were *well-written*...

But because they were **well-felt**.

They came from a place of:

- “I've lived this hell.”
- “I know what this pain tastes like.”
- “And I *earned* this solution the hard way.”

That kind of story doesn't need a hook. **It is the hook.**

Final Word

You are the offer. Even if you're selling someone else's product.

- Your story is the scroll-stopper.
- Your pain is the empathy builder.
- Your transformation is the proof.

And if you're not there yet?

Start telling the truth **as you go**. Be the voice **in the middle of the story**, not just the hero at the end.

People don't want perfect gurus. They want *real ones*.

This level of raw truth is rare ... and exactly what builds a cult brand around you.

Prompt PsyOps™ *Don't just tell a story. Tell the one you were afraid to write. Because that's the one that converts.*