

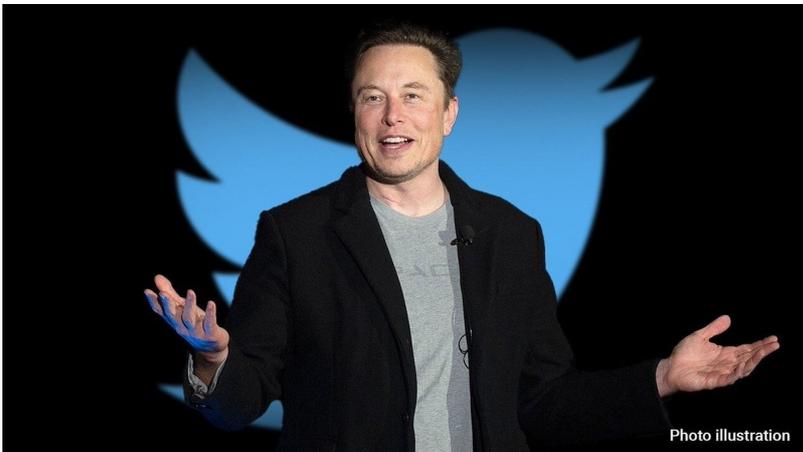


**Jose Rosado** @joserosado Tue Nov 08 11:58:12 +0000 2022

Elon Musk's best kept secret? His persuasion skills.

I accidentally discovered how Elon uses persuasion when I was reading about his hostile takeover of Twitter.

Here are 13 persuasion tactics Elon Musk uses on Twitter: <https://t.co/SANweDYFXN>

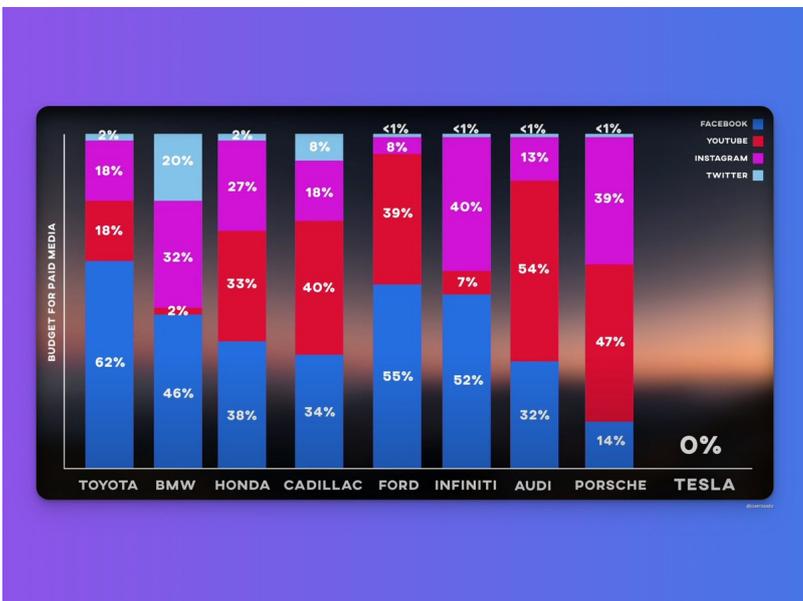


Before I tell you...

I want you to take a look at the marketing spending breakdown major car manufacturers.

Did you notice it?

(hint: look at Tesla) <https://t.co/4xUyta3pAa>



In 2018:

General Motor spent \$3.4 billion in ads.

Fords: \$2 billion

Volkswagen: \$5 billion

Tesla? \$0

Crazyyyyyy

But how?

Look...

Let me clarify that adversiting is not marketing.

While Elon's companies don't spend money on ads...

They do market the hell out of their products using a few persuasion secrets I'll be telling you about today.

So...

So today I'll reveal a 13 persuasion tactics Elon Musk uses on his Twitter account and businesses.

These tactics work even if you're not rich – except for one ■

Let's go:

Tactic 1:

Reciprocity

How it works:

Give something away for free. Get something in return.

How Elon used it:

In September 2017, Hurricane Maria knocked out the power in Puerto Rico. Musk sent help. He got free press.

<https://t.co/56L8zEGfdL>





Tactic 2:  
Post your Ls

How it works:

Posting about your failures makes you appear trustworthy and transparent. It helps build trust and empathy towards you.

<https://t.co/nkBoazIEC8>



Tactic 3:  
Create Controversy

How it works:

Post controversial ideas you truly believe in. It'll help you build a rock-solid following by scaring away the weak and attracting the hard-core people. <https://t.co/naUGXs3LfH>



 **Bernie Sanders** ✓  
@SenSanders

We must demand that the extremely wealthy pay their fair share. Period.

1:09 PM · Nov 13, 2021 · Twitter for iPhone

9.7K 19.3K 220.8K

 **Elon Musk** ✓  
@elonmusk

Replying to @SenSanders

I keep forgetting that you're still alive

9:29 AM · Nov 14, 2021 · Twitter for iPhone

31.7K 58.4K 253.5K

 **Elon Musk** ✓  
@elonmusk

Replying to @elonmusk and @SenSanders

Want me to sell more stock, Bernie? Just say the word

...

10:24 AM · Nov 14, 2021 · Twitter for iPhone

Tactic 4:

Shit posting

How it works:

Post memes and jokes. Memes carry an emotional punch. It's impossible to hate someone who makes you laugh. It makes people think "He's one of us" <https://t.co/xSN5efnCAE>





Tactic 5:

Delete your tweets

How it work:

Post something valuable. Then delete it. People will be asking for it in your DMs. Deleting tweets and threads creates a sense of urgency and scarcity.

(musk deleted these tweets) <https://t.co/rFuahKSMD8>



 **Elon Musk**  @elonmusk · 57m  
What do you call someone who is a master at baiting?

Tactic 6:  
Use scarcity

Explanation:  
Let people know that there's limited spots for your programs. This will make your followers jump over hurdles so they don't miss the chance to buy. <https://t.co/g5HSKnhvghc>



@josefcrasdo

OUT OF STOCK



## Cyberwhistle

1000 DOGE ⓘ

Out Of Stock

### Description

Inspired by Cybertruck, the limited-edition Cyberwhistle is a premium collectible made from medical-grade stainless steel with a polished finish. The whistle includes an integrated attachment feature for added versatility.

*Note: Cyberwhistles are final sale. Orders will begin shipping in 4-6 weeks.*

Tactic 7:

Use social proof

Explanation:

When in doubt, people look at what others are doing. If they see the behavior is acceptable and common, they'll be open to doing it too.

(30,000 people bought Elon's "Burnt Hair" perfume and Twitter is usage is at an all-time high) <https://t.co/xVr6CLM3Jy>

**Elon Musk** @elonmusk

**Please buy my perfume, so I can buy Twitter**

5:09 PM · Oct 12, 2022 · Twitter for iPhone

43.3K Retweets 11.5K Quote Tweets 588.3K Likes

Tweet your reply **Reply**

**Elon Musk** @elonmusk · Oct 12  
Replying to @teslaownersSV  
The counter-intuitive thing is that it's actually gonna be a sick product!

811 538 16.1K Tip

@jperosado

**Elon Musk** @elonmusk

**28,700 bottles of exquisite Burnt Hair perfume already sold!**

Only 1,300 left of this unique, limited edition, collector's item.

**Elon Musk** @elonmusk · Oct 11  
The finest fragrance on Earth!  
[boringcompany.com/burnthair](https://boringcompany.com/burnthair)  
[Show this thread](#)



@jperosado

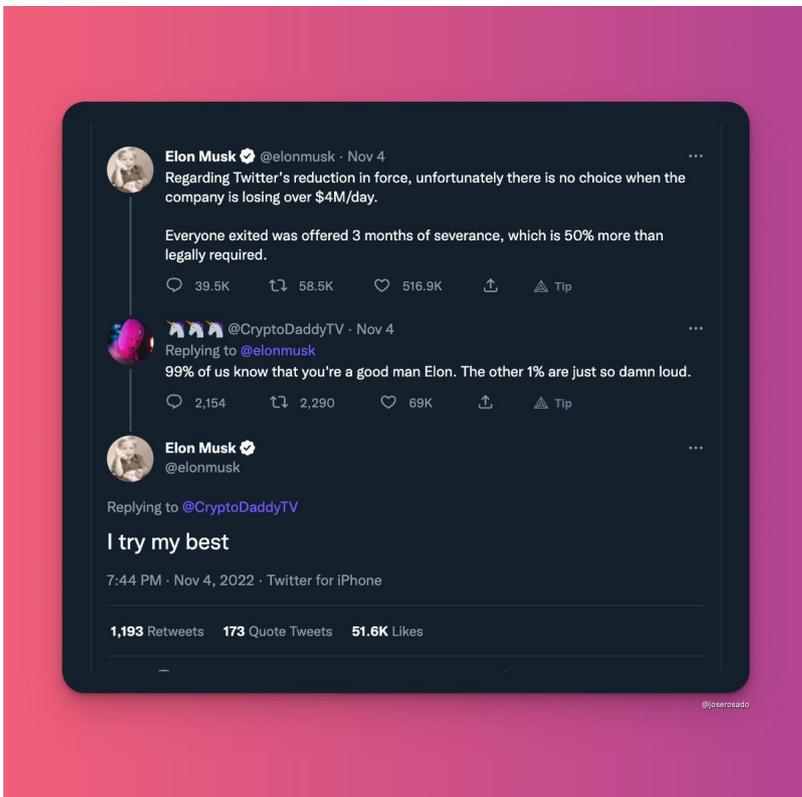


Tactic 8:

Reply to followers

Explanation:

Content is king. But engaging with your followers is what helps you build a reputation. Connect with your followers in the timeline and your DMs. <https://t.co/bf5i0ro9Jb>



Tactic 9:

Keep people informed.

Explanation:

Let your followers know about your future plans. Announcing your products pre-sells people. <https://t.co/zRjguMZ11J>



Tactic 10:

Be yourself

Explanation:

People want to follow real people. Just be yourself. <https://t.co/A1yMcVPIQc>



Membalas @Be2the9s

Some people use their hair to express themselves, I use Twitter

[Terjemahkan Tweet](#)

8.41 AM · 1 Apr 2019 · Twitter for iPhone

329 Retweet 57 Tweet Kutipan

Tactic 11:

Build in public

Explanation:

Are you creating something new? Post about your progress, learnings, and the challenges you're facing. It's a great way to build hype for your stuff and make people root for you. <https://t.co/IV6DgqYbzU>





@joseorlando



@joseorlando

Tactic 12:

Open a pre-order period.

Explanation:

Promote your products before they're ready. That way, you can gauge interest.

(Elon Musk pre-sold 250K Cybertruck back in 2019) <https://t.co/VBYMkFOGoC>



Tactic 13:

Buy Twitter for \$44 Billion Dollars

Explanation:

If nothing else works to make your account grow... buy Twitter <https://t.co/Cy7j9rQwv4>



DATE		FOLLOWERS		FOLLOWERS
2022-10-25	Tue	–	110,019,153	–
2022-10-26	Wed	+143,302	110,162,455	–
2022-10-27	Thu	+279,218	110,441,673	-1
2022-10-28	Fri	+821,314	111,262,987	–
2022-10-29	Sat	+589,910	111,852,897	–
2022-10-30	Sun	+414,477	112,267,374	+1
2022-10-31	Mon	+440,902	112,708,276	+1
2022-11-01	Tue	+408,717	113,116,993	+2
2022-11-02	Wed	+365,637	113,482,630	+1
2022-11-03	Thu	+359,886	113,842,516	–
2022-11-04	Fri	+291,009	114,133,525	–
2022-11-05	Sat	+297,982	114,431,507	+2
2022-11-06	Sun	+230,191	114,661,698	–
2022-11-07	Mon	+216,107	114,877,805	LIVE -1
Daily Averages ↵		+213,447		–
Last 30 days ↵		+6,403,428		+7

@joserosado

That's a wrap!

This is thread 2/24 of the **#HyperThread** challenge.

So if you enjoyed this it:

Retweet the first tweet of the thread to share it with your audience

<https://twitter.com/17730766/status/1589950410609025024>

"But GM and Ford makes moneiss"

Yup... but:

"In the first quarter, Tesla just reported a net income of \$3.31 billion. By comparison, GM recorded a net profit of \$2.93 billion in the same period. Ford [...] posted a net loss of \$3.1 billion"

source: <https://www.thestreet.com/technology/tesla-makes-more-money-than-gm-and-ford> <https://t.co/8970iipzqC>

So GM spends \$3 billion to make roughly \$130 billion.

Tesla spends \$0 to make \$53 billion.

I'm no mathematician, but \$127 billion in profit sounds higher than \$53 billion.