

Miles Deutscher Threadwriting Style Guide

Tonality & Voice

- **Confident and authoritative:** Miles writes with conviction, making bold statements as if they were facts. He rarely hedges or uses tentative language. For example, he flatly asserts **“Stablecoins are the most obvious bullish trend in crypto.”** ¹ and **“ChatGPT’s new o3 model has completely changed how I research crypto.”** ² Such definitive statements convey expertise and authority.
- **Direct and conversational:** The tone is informal yet instructive – he often addresses the reader as “you” or uses inclusive language like “we.” He speaks **to** the audience, creating a one-on-one feel. For instance, **“If you’re not leveraging these cutting-edge tools to gain an edge in the market, you’re falling behind.”** ³ directly challenges the reader, as if in a frank conversation. Contractions (“don’t,” “you’re,” etc.) and colloquial phrases (e.g. “doom-scrolling CT” for Crypto Twitter ⁴) give a casual, relatable vibe even while discussing technical topics.
- **Motivational and urgent:** Miles frequently adopts an encouraging yet pressing tone. He instills urgency by implying now is the time to act or learn. For example, **“If you don’t know how to trade, now is the best time in history to learn with AI.”** ⁵ This kind of phrasing motivates readers to take action immediately. He also inspires ambition by highlighting huge opportunities, as in **“\$PEPE has changed many lives... But you can change yours too. Here’s my full guide to finding meme coin gems (and trading them for crazy returns).”** ⁶ – implying the reader can achieve similar success with his guidance.
- **Blunt and candid:** He doesn’t shy away from tough love or critical statements. Miles will call out mistakes or misconceptions in a forthright manner. A notable example opens a thread with: **“If yesterday scared the sh*t out of you, you’re making a few MAJOR investing mistakes... It’s okay to make them once, but DON’T do it again.”** ⁷ This bluntness (even using mild profanity and all-caps for emphasis on “MAJOR” and “DON’T”) gives his voice a no-nonsense, brutally honest edge. Readers feel he’s telling the hard truth, not sugarcoating.
- **Informal yet professional:** While the voice is conversational, it remains focused and professional in content. He doesn’t use humor, memes, or off-topic anecdotes; the tone stays on-point about crypto. The language is **informal in style** (uses slang like “alpha”, “CT”, “PMF”) but **serious in substance**. There’s an underlying tone of **credibility and pragmatism** – e.g. referencing real metrics or outcomes – even as he uses approachable language. This balance makes his threads accessible but also respected; readers feel he’s a knowledgeable peer or mentor.
- **Confidently optimistic (with realism):** Miles often conveys excitement about opportunities (new tools, upcoming market moves) with confident optimism, yet he tempers it by acknowledging challenges. For instance, he’ll hype a *“massive week for crypto”* but also note key factors or warnings in the content. The overall voice is positive and forward-looking, instilling confidence that **“you can get ahead if you follow along,”** while still reminding of risks or lessons (as seen in his caution not to repeat mistakes ⁷). This gives his voice credibility – he’s bullish but not blind.


Verbiage (Word Choice & Jargon)

- **Crypto-specific jargon:** Miles liberally uses crypto terminology and acronyms, assuming his audience understands them. Terms like *alpha* (meaning insider knowledge or edge), *CT* (Crypto Twitter), *PMF* (product-market fit), *ATH* (all-time high), and tickers like **\$BTC** are common and go unexplained ⁸ ⁹. This jargon establishes him as a native of the crypto space and resonates with informed readers. For example, he writes “On-chain stablecoin volumes are... rivaling Visa” without defining “on-chain” ¹⁰. A ghostwriter should **use industry lingo confidently** (and correctly) to match his voice.
- **Powerful, hype-driven words:** His diction includes many **strong adjectives and adverbs** to drive excitement. He talks about “massive” weeks ¹¹, “cutting-edge” tools ³, “serious money-making alpha” ², “crazy returns” ⁶, “game changer”, etc. Hyperbolic phrases like “completely changed how I research” ² or “truly found strong PMF” ¹² make the content feel high-stakes and impactful. He also isn't afraid of superlatives: “best time in history”, “most advanced”, “most obvious bullish trend”. This choice of words creates a sense of urgency and importance around his message.
- **Action-oriented language:** Miles' writing is full of action verbs and directives, underscoring a get-things-done attitude. Common verbs/phrases include “learn,” “use,” “find,” “spot,” “invest,” “compiled,” “give you,” “level up,” “gain an edge,” “prepare,” “break down.” The threads often sound like a playbook or tutorial, with Miles pushing the reader to act or consider specific strategies (e.g. “I compiled the top 10 alpha tweets...” ⁸; “Here are 10 of my favourite prompts. In this thread, I will break them down.” ¹³). The verbiage makes each tweet feel actionable and dynamic, as if the reader should be actively following along or taking notes.
- **Repeated patterns and catchphrases:** There are certain phrases and structures Miles uses frequently, giving his threads a signature flavor. For example, “Here's how...” or “Here's my guide to...” introduces solution-oriented threads ¹⁴. Phrases like “In this thread, I'll...” appear often as he transitions from the hook to content ³. He commonly uses the “If you're not doing X, you're missing out/falling behind” construction to challenge readers ³. And he often ends the intro with “Let's dive in.” (or an equivalent call to begin) to kick off the detailed content ¹⁵. These repeated elements make his voice consistent and recognizable. A style emulation should include such phrases to maintain authenticity.
- **Concise, straightforward sentences:** Miles favors clear and relatively short sentences. He delivers one idea at a time, often splitting longer thoughts into multiple lines or tweets for clarity. Complex sentences with multiple clauses are rare; instead, he might use a punchy sequence of simple sentences. For instance, “It can find gems, spot hidden catalysts, and build custom portfolios. Most people still don't know how to prompt it properly.” ¹⁶ Each sentence hits a point without run-on elaboration. This simplicity makes threads easy to follow and “sticky” (memorable) because each point is digestible. Even when explaining concepts, he tends to use plain language over technical exposition, except for necessary jargon.
- **Definitive and commanding tone:** The word choice often carries a tone of command or certainty. He uses the simple present tense for general truths (“Stablecoins **are**...”, “This **is** how...”) and imperative mood in subtle ways (“Take advantage of...”, “Don't do it again.” ⁷). Modals like *must* or *need to* occasionally appear when giving advice (implied or explicit). Overall, the **verbiage leaves little room for doubt** – readers aren't invited to question if a strategy *might* work; they're told *this is what works*. For example, rather than saying “AI could help you trade,” he states “**ChatGPT's new model can analyse charts in seconds**” as a fact ⁵. This confident wording is persuasive and encourages readers to trust his insights.

- **Minimal fluff or filler:** Miles does not waste words on tangents or flowery descriptions. Nearly every sentence serves a purpose – either to hook, inform, or prompt action. You won't find him rambling or adding personal anecdotes unrelated to the thread's topic. Even adjectives and superlatives are there to emphasize key points, not to fill space. This lean verbiage contributes to a fast-paced reading experience. In ghostwriting, **avoid overly long introductions, apologies, or theoretical asides** – get straight to the point as Miles does.

Structure & Formatting

- **Hook-heavy intro tweet:** Each thread begins with a carefully crafted intro (usually contained in the first tweet) designed to grab attention. Miles often uses **multiple short lines separated by line breaks** in the opening tweet to create a visual and rhetorical hook. A typical intro format is:
 - **A question or bold statement to spark curiosity**, sometimes using two lines of questions. *E.g.*, “Where is retail right now? And will they ever return to crypto?”¹⁷ or “2024 has been a trader’s paradise, but an investor’s nightmare.”⁵ This highlights a problem or mystery up front.
 - **A line emphasizing the stakes or why it matters.** *E.g.*, “The entire bull market hinges on these 2 questions.”¹⁷ or a statement of significance like “Most altcoins have not yet reached a recovery stage...” (implying why the issue is important).
 - **A promise of value or a solution in the thread.** He explicitly tells readers that the thread will answer or address the issue. *E.g.*, “And in this thread, I’ll answer them.”¹⁷ or “Here’s how I use o3 to extract serious money-making alpha.”¹⁴. Often this line is prefaced by the thread emoji and a colon.
- **The “ : [Title or summary]” line.** Miles frequently includes the 🧵 emoji followed by a concise thread title or summary of what’s to come¹⁷. For example: “ : The honest truth about the 2024 crypto cycle (where did retail go?)”¹⁷ or “ : How to use it to trade smarter, faster, and with real conviction.”¹⁸. This not only clearly marks the start of a thread but also acts as a headline, telling readers exactly what value they’ll get if they continue reading. Together, these elements make Miles’ intros highly engaging. They pose a question or problem, highlight relevance, and promise answers – all formatted in an easy-to-scan way (each sentence on its own line or separated for emphasis). This structure is crucial to hooking readers in.
- **Organized with lists and steps:** The body of Miles’ threads often follows a list or step-by-step structure. If the thread is a “guide” or “tips,” he will enumerate points with **explicit numbering** (“1. ... 2. ... 3. ...”). For example, he presents “10 Grok prompts” as a numbered list of prompts (Prompt #1, #2, etc.)¹⁹, or “top 10 alpha tweets” with each item numbered 1 through 10¹¹. In a strategy thread, he might say “This thread will be a basic 4-step breakdown...”²⁰ and then label the sections 1, 2, 3, 4 accordingly. The numbering provides clear signposts and encourages readers to keep scrolling for the next point. Each number or step often acts as a mini-header for that tweet or segment, sometimes accompanied by a brief title (e.g. “1. Product-market fit.” as a header before explaining that concept²¹). This formatting makes the thread easy to navigate and remember.
- **One key idea per tweet:** Generally, Miles limits each tweet in the thread to a single main idea or a cohesive set of points (if it’s a list, a tweet might contain 1–2 list items depending on length). He does not usually combine multiple unrelated ideas in one tweet. Instead, **each tweet advances the thread logically** – either expanding on the previous point or introducing the next. For example, after an intro, the next tweet might start with “Firstly, let’s discuss...” to begin the analysis²¹, and subsequent tweets each tackle one aspect or example. This modular approach means readers can pause or digest information tweet by tweet. It also allows Miles to insert media (images or embedded tweets) with the point it illustrates without overcrowding a single tweet.

- **Frequent line breaks for readability:** Within a tweet, Miles uses line breaks to separate sentences or clauses, creating a neat vertical flow. Rather than a wall of text up to 280 characters, he breaks many sentences into new lines (often each sentence on a new line, or at most two short sentences per line). This **intra-tweet formatting** makes each tweet look like a small paragraph with its own mini-structure. For example, in one intro tweet he writes: *"I quit doom-scrolling CT.\nNow I use Grok 3 as my crypto research assistant...\nIt's BETTER than ChatGPT...\n: 10 Grok prompts I use to..."* with each sentence on a separate line ²². This habit carries through the thread body as well. The result is higher visual impact and easier comprehension – readers can skim down the lines and absorb the message quickly.
- **Thread length and pacing:** Miles' threads typically range from roughly 10 to 20 tweets, though some go longer if the topic warrants (his detailed analyses can exceed 25 tweets). He seems to choose the length based on how many points he needs to make: for example, a "5 tips" thread will have slightly over 5 tweets (with intro and conclusion), whereas a complex breakdown could be ~15-20 tweets. Regardless of length, the **pacing is consistent** – each tweet delivers new information or insight, keeping a steady flow. There's usually no filler tweets; even mid-thread, he may re-hook attention with a subheading or a rhetorical question to maintain momentum. Ghostwriters should ensure threads have enough tweets to cover the topic in depth (since Miles is comprehensive) but not so many that it dilutes the message. Aim for a **focused, value-packed thread** where every tweet pulls its weight.
- **Use of media and embeds:** In many threads, Miles includes supporting media – this could be charts, screenshots, or links to other tweets/resources. For instance, in a "top 10 tweets" thread, he actually embeds the referenced tweets after summarizing them ²³. In analytical threads, he might attach a chart image or a screenshot of data to reinforce a point (e.g., an image showing on-chain volume trends alongside his statement on stablecoin volumes ¹⁰). These elements are always relevant and are introduced with context (he'll mention the data or the takeaway, then provide the link or image). **Formatting-wise**, he uses the quote-tweet  style or just a link for other tweets, and captions images with one line explanation if needed. The thread remains primarily text-driven, but these visual aids add credibility and break up text monotony. When emulating his style, consider where a piece of evidence (tweet or graphic) could strengthen a point – Miles uses them to substantiate claims or give examples without derailing the narrative.
- **Conclusion or closing tweet:** Miles often concludes threads with either a summary, a forward-looking statement, or a call-to-action (CTA). The final tweet might re-emphasize the key takeaway or encourage the reader to do something (follow an account, implement the advice, etc.). For example, after delivering value, he might say **"I hope you've found this thread helpful. For more in-depth AI research, follow my dedicated AI page @aiedge_."** ²⁴ – wrapping up with a helpful tone and a plug for further engagement. Other times he may end with a pithy conclusion like *"Ultimately, education and patience are what separate winners from gamblers in crypto."* (hypothetical style of conclusion). The structure of a Miles thread isn't complete without this closing note that often broadens the perspective or invites the reader to stay connected. Ensure to include a closing remark or CTA when ghostwriting, as it's part of his thread structure DNA.

Style Rules & Mechanics

- **Crafting strong hooks:** Miles is a master of the thread hook. As a rule, **start with a bang** – either a question that taps into the audience's curiosity or a bold claim that challenges conventional thinking. His hooks often use **rhetorical questions**, e.g. *"Where is retail... And will they ever return?"* ¹⁷, to frame the exact question the community is asking. Other times it's a startling statement (*"2024 has*

been an investor's nightmare" ⁵) that intrigues by contrast. The key is that the first one or two lines **stop the scroll**. In ghostwriting, ensure the first tweet (and especially its first line) follows this rule: identify the pain point or big question, and present it in a way that the reader **needs** to see the answer. Miles often hints that *"the answer is in this thread,"* explicitly promising value, which is a great hook mechanic.

- **Smooth transitions and flow:** Even though each tweet is discrete, Miles uses transitional phrases to maintain continuity. Common mechanics include starting a tweet with words like **"Now," "So," "Here's," "Next," "Firstly/Secondly,"** etc., to link back to the prior context. For instance, after an intro, he'll segue with **"Firstly, let's discuss..."** to begin the deep dive ²¹ . Or he might pose a question at the end of one tweet and answer it at the start of the next. He also sometimes reminds the reader of the thread's purpose mid-way: e.g., *"In this thread, I'm breaking down X..."* as a gentle reset or to refocus if the thread is long ³ . This guiding hand through the content is important. To emulate this, **make liberal use of connective words and refer back to the thread's main topic as you move between points**. It should feel like a logical progression, not a collection of disjointed tweets.
- **Calls-to-action (CTAs):** Miles often includes CTAs in a subtle, text-based way. Rather than using a lot of emoji or new lines shouting "PLEASE RT", he will integrate the CTA into a sentence. Two places these appear: **in the intro or in the conclusion**. In intros, he might use a parenthetical aside as a CTA, e.g. *"(bookmark this thread if you're serious about building real edge)"* ²⁵ inserted right after the thread title. This is a clever way to encourage engagement (bookmarking or sharing) while staying in voice. In conclusions, he often invites the reader to follow or learn more: e.g. **"Follow @mileshighclub_ for early alpha"** or **"follow my dedicated AI page for more"** ²⁴ . Another CTA style he uses is a **"teaser for future content,"** such as *"I'll cover advanced strategies in a future thread"* ²⁶ , which prompts users to follow and watch for updates. The rule here is to keep CTAs **brief and aligned with the thread's topic** (no generic "smash that like"). They should feel like a natural extension of the thread's value – e.g., *if you liked this, here's where to get more*.
- **Visual hierarchy and emphasis:** Because Twitter doesn't allow rich text formatting, Miles creates hierarchy through text styling and spacing. Mechanically, he:
 - Uses **all-caps** for single words or short phrases to emphasize importance. Examples: **"BETTER"** in *"It's BETTER than ChatGPT..."* ²² , or **"MAJOR"** and **"DON'T"** when scolding common mistakes ⁷ . This technique is used sparingly (perhaps 1–3 times in a thread) for key points he really wants to stand out.
 - Occasionally uses **parentheses** to add side comments or asides without breaking the flow of the main sentence. For instance, *"(and trading them for crazy returns)"* as part of a thread title ⁶ adds a tantalizing aside, and *(bookmark this thread...)* adds a meta instruction to the reader ²⁵ . Parentheses let him layer an extra thought or instruction in a softer tone.
 - Deploys **line breaks** (as mentioned) to isolate ideas, effectively turning each line into a sub-heading of sorts within the tweet. The first line of a tweet might be a mini header (e.g., a numbered list item or a bold claim) and the subsequent lines in that tweet are the explanation or evidence. This creates a visual hierarchy where the left margin (or the number) indicates a new section or idea.
 - Uses **punctuation for structure**, such as colons after the thread emoji to introduce the thread title ¹⁷ , or colons to lead into an explanation. He might write a setup clause then **": here's what it means ..."**. He's also fond of the em dash or hyphen to add punchy follow-on phrases – though we need to verify usage (it appears more in his longer explanatory tweets when connecting thoughts). In general, he sticks to simple punctuation (periods, question marks, occasional comma) to keep text clean.
 - Does **not** use decorative formatting like bullet emojis or numbered emoji icons; he sticks to plain text numbers/letters for ordering. The simplicity is itself a style: everything looks clean and serious.

- **Layering information (progressive disclosure):** Miles structures his threads to gradually reveal information, almost like peeling layers of an onion or teaching step-by-step. The mechanics of this:
- He **starts with fundamentals or context** before moving to specifics. For example, in a thread about stablecoin investments, he first explains *why stablecoins are a bullish trend and the landscape* before listing his top picks ²¹ ¹² . In a thread about AI trading, he first notes the importance of learning to trade in the current market, then introduces the AI tool, then explains how to use it ¹⁸ ²⁰ .
- He often **breaks content into multiple tweets for a single point** if needed: stating the point in one tweet, then giving examples or reasoning in the next. This keeps each tweet focused but allows deeper exploration across tweets. It's a way of saying "Point X is important. Now, here's why/how ->" and using the next tweet(s) to elaborate. Ghostwriters should adopt this by not cramming too much into one tweet – instead, outline the point, then use the following tweet to support it with data, analogies, or sub-points.
- There is usually a **logical buildup**: problem → why it matters → solution → how to implement → recap. Not every thread follows a strict formula, but the ideas connect in a cause-and-effect chain. For instance, in one thread he identifies an issue (retail is absent), explains the cause and why it's crucial, then discusses what could trigger return, and likely concludes with what investors can do in the meantime. This narrative layering makes the threads feel cohesive and **persuasive, building a case point by point**. Always think about the knowledge state of the reader: Miles first primes them, then delivers the payload, then tells them what to do with it.
- **Use of disclaimers or lack thereof:** Interestingly, Miles rarely uses formal disclaimers within his thread text. He does not start a thread with "Not financial advice" or constantly remind readers of risks – his bio note "*Tweets aren't financial advice*" covers that. Instead, any caution is woven into the content itself (like pointing out mistakes or risk factors as part of the discussion). The **mechanic here is to maintain an authoritative tone**; adding "IMO" or "not advice" frequently could undermine the confident voice he cultivates. When he does caution, it's as advice (e.g., don't repeat this mistake) rather than as a liability disclaimer. Therefore, a ghostwriter should **avoid explicit disclaimers mid-thread** unless absolutely necessary for context. It's more in Miles' style to assume the reader knows the context (he's an analyst, not a financial advisor in that moment) and to speak authoritatively about what *he* believes or does. In sum: write assertively, and if you need to warn or caution, do it as guidance ("be careful with X...") rather than a legalistic disclaimer.
- **Consistency and persona:** Across all mechanics, the underlying rule is consistency with Miles' persona – that of a savvy crypto analyst and educator who is enthusiastic about new tech (AI) and opportunities, yet grounded by experience. Mechanically, this means:
 - Maintaining the **same voice throughout** (don't suddenly switch to overly formal language or drop in slang that Miles wouldn't use).
 - Threads often **reference previous insights or common community knowledge**, building continuity. Ex: "We all know how that ended: Luna, FTX, 3AC..." to invoke collective memory without needing further explanation ²⁷ . This shorthand builds rapport ("you and I both remember these events"). Use such references when appropriate – it's a mechanic to leverage shared history for credibility and connection.
 - He sometimes uses **questions mid-thread** to engage the reader or introduce a new section ("But how can you invest to capture the upside?" ¹). This Q&A mechanic keeps readers mentally participating. Incorporate rhetorical questions not just at the start but also when switching topics or raising a problem that the next point will solve. It's an effective way he keeps threads from feeling like a monologue and more like a dialogue.

Formatting Habits

- **Emoji use is minimal:** Miles deliberately avoids flashy or silly emojis, reflecting a preference for a serious tone. You will **rarely (if ever) see emojis** like 🍌, 🍌 in his threads. The one emoji he consistently uses is the **thread emoji** 🧵 at the start of his intro's final line to denote that a thread is coming ¹⁷. This has become almost a branding element. Aside from that, he might use an occasional checkmark or arrow in a list, but it's not common in the content we've seen. The absence of emojis keeps the focus on his words and ideas, giving the threads a professional feel despite being on a casual platform. When ghostwriting, **do not add extra emojis** for emphasis or humor – it would clash with Miles' established style. Emphasize via wording or capitalization instead.
- **Line breaks & spacing:** As noted earlier, Miles uses single line breaks frequently to separate thoughts. **He does not appear to use multiple blank lines** (double line breaks) for extra spacing – that could look odd on Twitter. Instead, he ensures each tweet is concise enough that it doesn't need internal padding beyond the natural breaks between sentences. So, format tweets as compact paragraphs: a statement, break, another statement, break, etc., without any unnecessary empty lines. The visual effect is a tight block of text with each concept on its own line, versus a dense paragraph. This approach improves readability on mobile devices and draws the eye down the thread. Maintain this habit: every new sentence or idea likely deserves a new line, but avoid trailing spaces or blank tweets.
- **All-caps and capitalization:** Miles uses ALL CAPS **sparingly but effectively**. Typically, one or two words get the all-caps treatment to **signal strong emphasis or emotion**. Examples include words like **"BETTER"** ²² to make a comparative point, or **"MAJOR"** mistakes ⁷ to underline severity. He also might capitalize acronyms or internet slang by convention (e.g. FOMO, CT are naturally upper-case). What he doesn't do is write entire sentences or long phrases in all-caps (which would come across as shouting or overly promotional). The habit is: *use caps as a highlighter, not as a font*. One word in caps amidst otherwise normal text really stands out and mirrors how he might raise his voice on that word if speaking. Keep such emphasis limited to critical adjectives/verbs that drive the point home.
- **Punctuation habits:** Miles' punctuation is generally standard. **Periods** end his sentences, and he isn't afraid of making a new sentence (or new line) rather than using commas or semicolons to chain clauses. This leads to punchier punctuation – lots of full stops rather than meandering sentences. He uses **question marks** in hooks or when prompting the reader to think (especially at beginnings of threads or new sections). **Exclamation points** are surprisingly rare; he conveys excitement through words like "massive" or "game changer" rather than "!". This keeps the tone authoritative (overuse of "!" can seem unprofessional or overly hype-y). However, an occasional exclamation might slip in if truly warranted by excitement, but it's not a hallmark of his style. **Colons** appear in two key ways: after the 🧵 emoji in intros to introduce the thread title, and sometimes to lead into an explanation or list (e.g., "Key point: explanation..."). He also uses **commas** where appropriate for compound sentences, but often he'll just start a new sentence instead. **Dashes/Em dashes** can be used to insert a dramatic pause or aside – for example, "Stablecoins – an integral weapon in the global race for currency dominance – ..." (hypothetical use). If used, it's for emphasis or parenthetical thoughts. In summary, punctuation is clean and classic; it supports clarity. The ghostwriter should follow suit: favor periods and question marks, use exclamation points extremely judiciously, and generally punctuate for readability.
- **Quotation and citation format:** In some threads, Miles uses quotes to denote specific terms or to quote someone. For instance, he put **"Technical Analysis"** in quotes when referring to it as a learning buddy context ²⁸, implying a semi-ironic or special usage of the term. He might quote an

expert or a phrase for emphasis or to indicate it's a label. When including another person's words, he often uses the `>` quote style or just quotation marks if paraphrasing. For example, when listing alpha tweets, he'll quote the tweet content or summarize it, then provide a link ²³. As a habit, if referring to concepts, consider if quotes are needed to show they are jargon or used in a non-literal sense. And if pulling a direct phrase or title, use quotes to be true to Miles' detail-oriented approach (he wouldn't misattribute or misquote intentionally). However, he doesn't overload on quotes; usually one set to highlight a concept per relevant tweet.

- **Handles, hashtags, and cashtags:** Miles strategically uses Twitter handles (`@username`) and cashtags (`$COIN`) in his formatting. He tags relevant projects or people (e.g., `@OpenAI` when discussing their models ¹⁶, or a person he interviewed, or his own projects like `@aiedge_` ²⁴). These tags serve to give credit, point readers to resources, or funnel attention to his other ventures. They also lend credibility (tagging a source implies it's real and checkable). He doesn't use hashtags much, which is notable – hashtags are rare or nonexistent in his threads, possibly to keep the text clean and because crypto Twitter prefers plain text or cashtags. Instead of `#Bitcoin`, he'd use `$BTC`, which is both a ticker symbol and automatically discoverable on Twitter. **Cashtags** are prevalent when discussing coins (e.g., `$PEPE` ⁶) to clearly indicate the asset. The style guide for ghostwriting: use `@` mentions for companies, tools, or individuals directly involved in the content (but only a couple per thread to avoid looking spammy), and use `$` for cryptocurrencies rather than hashtags. This aligns with Miles' formatting and the norms of crypto discussions.
- **No excessive styling gimmicks:** Overall, Miles' formatting philosophy is "clarity over gimmicks." He doesn't do things like alternating caps, pseudo-ASCII art, or overuse of ellipses. Ellipses (`...`) might appear if he's trailing a thought for effect or omitting something intentionally, but not often. He doesn't center text or use weird alignment (not really possible in Twitter except via creative spacing, which he doesn't bother with). So the habit is straightforward: rely on good writing and clear formatting, not on fancy unicode tricks or styling, to engage readers. This straightforward formatting instills a professional tone and also ensures the focus stays on content.

Behavioral Patterns (Content & Posting Habits)

- **Topical focus and themes:** Miles' threads consistently revolve around **crypto investing and market education**, with recurring themes that reflect current narratives. Common thread topics include:
 - **Market cycles and sentiment:** e.g., analyzing *where retail investors are* in the cycle ¹⁷, or what the next bull run might hinge on. He addresses big-picture questions the community is asking at the time.
 - **Altcoin insights:** discussing specific sectors or types of coins (AI coins, stablecoins ¹, meme coins ⁶) and often listing his top picks or a guide to investing in those.
 - **Crypto "alpha" and research techniques:** sharing how to gain an edge, such as using new tools like AI (ChatGPT/Grok threads) ²², on-chain metrics, or mental models used by top investors. These threads position him as someone who is ahead of the curve and can help his followers do the same.
 - **Educational how-tos:** e.g., *"How to trade smarter with AI"* ¹⁸, *"My guide to finding gems"* ⁶, or *"5 investing mistakes to avoid"*. These provide direct value and tips to the audience.
 - **Weekly or timely updates:** Sometimes he compiles *"Top X things you need to know this week"* ¹¹ or similar round-ups, indicating he times content with news cycles or weekly cycles.
- In summary, his content is **audience-centric**: it answers pressing questions and feeds the audience's desire for profit, knowledge, and staying ahead in crypto. A ghostwriter replicating his style should focus on these themes and ensure each thread fits one of these purposes (and is something current crypto Twitter cares about).

- **Timing and frequency:** Miles appears to post threads regularly, often capitalizing on timing for maximum relevance. For example, a “massive week for crypto” thread likely comes on a Monday or Sunday to prep followers ¹¹. Threads about new AI models or tools coincide with or shortly after those tools launch (he was quick to write about ChatGPT’s new model in late April) ². When a trend like meme coins or a major market event happens, he’s ready with a thread (e.g., PEPE’s surge in May 2023 prompted his meme coin guide ⁶). He also reacts to market scares (e.g., a sudden drop prompting the “mistakes” thread about being scared) almost in real-time. This pattern shows **responsiveness** – he doesn’t operate on a strict schedule only; he also injects threads when the moment is right. For ghostwriting, this means be prepared to write about **current events or hot topics quickly in Miles’ style**, and maintain a cadence (possibly a few threads per week) so that his account stays active with fresh insights.
- **Engagement with audience’s concerns:** A notable pattern is how Miles seems to anticipate and answer the community’s burning questions or emotions. When retail investors’ absence was the talk of the town, he wrote *“the honest truth about where retail went.”* ¹⁷ When people were doom-scrolling and feeling FOMO for alpha, he shared how he uses an AI assistant instead ²². After a scary market dip, he addressed **fear and mistakes** head-on ⁷. This shows a cyclical pattern of addressing **fear and greed** – the two big drivers in crypto. He calms fears by offering solutions (learn, use new tools, follow fundamentals) and stokes healthy greed by pointing out opportunities (10-20X altcoins, untapped trends). **Audience anticipation** is key: he stays tuned to what his followers are worried or excited about, then delivers a thread that speaks directly to those feelings. This makes his content feel very **timely and relevant**, almost participatory in the community zeitgeist.
- **Cyclical and follow-up content:** Miles doesn’t treat threads as one-off hits; he often references past threads or builds series. For example, a thread might explicitly say *“I will break down more advanced strategies in future threads.”* ²⁶ This creates a **content arc** that keeps the audience looking forward to the next installment. Likewise, he might do recurring formats (like weekly alpha tweet compilations, or periodic check-ins on a theme). He sometimes says *“as I mentioned in yesterday’s thread…”* which shows continuity and that he expects readers to follow along day-to-day. When ghostwriting, consider developing ongoing series (e.g., a part 1, part 2) or at least maintain consistency in advice so that one thread can naturally reference another. This behavior reinforces his credibility (he’s consistently on these topics) and his relationship with followers (almost like episodes in a show).
- **Use of current narratives and trends:** Miles aligns his threads with broader narratives in the crypto space. If AI is booming in conversation, he ties AI to crypto investing (multiple threads on AI tools). If a new platform (like Base blockchain) or trend (like real-world assets) is emerging, he might incorporate that into content (either via examples or dedicated threads). By doing this, he **rides the wave of trending topics**, ensuring higher engagement and relevance. It’s a pattern of being **early to discuss** what everyone will soon be talking more about. Additionally, he leverages known events (like the ETF news or big coin pumps) as entry points to discuss related strategies. A Miles-style guide would recommend always asking: *“What’s the narrative this week, and how can I speak on it while adding my own twist or insight?”* That’s how he stays both **informative and attention-grabbing**.
- **Audience engagement patterns:** Though the threads themselves are one-way communication, Miles often subtly encourages engagement. We discussed CTAs like bookmarking and following. He also sometimes phrases things in a way that invites agreement or reflection, which can drive replies. For example, stating *“Most people still don’t know how to prompt it properly.”* ¹⁶ might make readers think *“Do I know how? Maybe I should read on or respond.”* Likewise, asking *“But how can you invest to capture the upside?”* ¹ engages the reader’s mind to attempt an answer, then he provides it. This pattern of **posing challenges or tasks** (“learn now,” “don’t do this mistake again,” “use these

prompts”) also makes readers feel they’re being guided by a coach, which encourages loyalty and interaction (people might comment their experience or thank him). He rarely explicitly asks for replies or thoughts in-thread, but the way he addresses the reader fosters a sense of conversation. Ghostwriters should keep this in mind: write to the reader, anticipate their internal questions, and occasionally prompt their agreement or self-assessment. This makes the content more engaging and “sticky,” as readers internalize the message.

- **Consistent persona across content:** All these patterns feed into a consistent persona – that of a confident, savvy crypto guide. Miles does not deviate into unrelated domains or wildly different tones. Even when he’s critical or when he’s excited, it’s within the same general voice. Over time, followers know what to expect: **threads that cut through noise, provide actionable insights, and do so in a concise yet impassioned way.** This consistency means any ghostwritten content must stay true to those core characteristics every time. Deviating (for example, writing a thread full of memes or a thread that’s overly cautious and dry) would break the pattern his audience expects. Instead, maintain the balance he does – **bold but reasoned, hype but with substance, educational but not patronizing.** These patterns of behavior in content release and style are as important to emulate as the sentence structure itself, because they contribute to why Miles’ threads perform well and feel authentic to his personal brand.

Persuasive & “Sticky” Writing Techniques

(Leveraging principles of effective communication to match Miles’ psychological impact on readers)

- **Curiosity gaps and suspense:** Miles creates a strong **curiosity gap** at the start of threads – a classic persuasive technique. By asking questions or making provocative statements without immediately giving the answer, he exploits the reader’s natural desire to know more. For example, opening with two unanswered questions about retail investors ¹⁷ or hinting that a new tool is “*better than ChatGPT*” ²² sets up a mystery or counter-intuitive claim. The reader feels compelled to continue to resolve their curiosity. This is a deliberate psychological hook. When emulating his style, ensure the opening frames a question or surprise (“X happened... but here’s something you didn’t realize” or “You’re missing Y, here’s why...”). Miles often withholds the “solution” until after laying out the question/problem, which makes the eventual answer (his thread content) more satisfying and memorable.
- **Fear of missing out (FOMO):** Many of Miles’ threads tap into FOMO, which is a powerful motivator in the crypto space. Phrases like “**you’re falling behind**” if you don’t use a new tool ³, or highlighting a coin that did *375,000x returns* ⁶ (implying readers won’t want to miss the next such opportunity), are engineered to spark that fear of missing the boat. He often implies *scarcity or urgency*: “*now is the best time... don’t wait*”. This psychological trigger pushes readers to pay attention and take his advice seriously (nobody wants to be the one who missed out because they ignored Miles’ thread). However, he balances FOMO with guidance – the message isn’t simply “you’re too late,” but “act now and you can still benefit.” This encourages immediate engagement. A ghostwriter should weave in subtle FOMO cues – e.g., “*Only those who adapt will thrive in the next cycle*”, “*the window to learn this is closing*”, etc. – as Miles does, to make the content stick and prompt action.
- **Authority and social proof:** Miles often references **expert figures or successful people** (social proof) and speaks with authority himself. By mentioning “**top crypto investors**” and their mental models ²⁹, or noting “*according to @OpenAI devs*” about a model’s power ¹⁶, he leverages external authority to bolster his points. He also cites big events (Luna, FTX collapses ²⁷) and huge numbers (trillions in volume, 20x returns) to give an authoritative weight to his statements. This use of

evidence and reference makes his advice more convincing – it's not just him saying it, it's backed by data or the actions of successful entities. The effect on readers is increased trust and persuasion: *"Miles clearly knows what the big players are doing, maybe I should listen."* To replicate this, incorporate relevant stats, case studies, or quotes from known sources in the thread. It's a psychological reinforcement: people tend to follow advice that seems *validated by others* or by facts. Miles' threads are sticky partly because they're not just opinion – they're opinion fused with factual anchors.

- **Concrete examples and storytelling:** While Miles isn't a traditional storyteller in the personal anecdote sense, he **uses examples and mini-narratives** to make points tangible. For instance, referencing **PEPE's 375,000x saga** ⁶ is essentially telling the story of a legendary trade to inspire readers. Listing the litany of crypto failures (Luna, 3AC, Celsius, etc.) in one breath paints a dramatic picture of why retail lost trust ²⁷ – it's storytelling by rapid historical recap. These techniques make the content **emotionally resonant and memorable**. Readers aren't just seeing dry facts; they're reminded of vivid events and outcomes. Psychologically, people remember stories and examples far more than abstract advice. Miles deploys this by citing specific coins, dates, outcomes, and sometimes hypothetical scenarios ("If yesterday scared you... you're doing it wrong" conjures the reader's own story of panic) ⁷. In a style guide sense, ensure to **include concrete details** when possible: instead of saying "a big gain," mention the actual figure or coin; instead of "some failures," name them. Building these mini-narratives into threads keeps readers hooked and makes the lessons "stick" in their mind via association with those events.
- **Emotional triggers (fear and hope):** Miles' writing masterfully triggers both **fear and hope**, the twin emotions that drive decision-making. He might scare the reader a bit by highlighting mistakes or risks (*fear of losing money, fear of being unprepared*), and immediately follow with hope (*there is a solution or a big opportunity ahead*). For example, *"If you were scared, you made mistakes"* (fear/guilt) and *"It's okay... just don't do it again and here's how to avoid it"* (relief/hope) ⁷. Or painting a bleak picture of investor's nightmare, then introducing AI as the hope to navigate it ¹⁸. This push-pull on emotions keeps readers engaged on a visceral level – it's not just logic, it's feeling. They feel urgency, maybe anxiety, but then are given optimism and excitement to keep going. This contrast is psychologically persuasive because it first unbalances the reader (highlighting a pain point) and then resolves it (providing a remedy), which is the classic pain-agitate-solution copywriting formula in action. Ghostwriters should mimic this by not being afraid to **address the reader's worries** (losing money, missing out, being wrong) and then swiftly pivoting to an empowering tone that *those worries can be overcome by following the thread's insights*.
- **Inclusive and motivational language:** Miles often writes in a way that empowers the reader, making the content "sticky" through a positive personal impact. He uses **second person ("you") a lot** – the reader feels spoken to directly, which increases engagement. Moreover, he uses motivational phrasing: *"you can change yours too"* ⁶, *"now is the best time to learn"*, *"you're falling behind"* (a warning, but one that implies *you can catch up*). By directly addressing and occasionally challenging the reader, he creates a psychological dialogue. Readers often internally respond, *"Challenge accepted"* or *"Teach me how."* This is persuasive because it personalizes the message – it's not about what *he* did only, it's about what *you*, the reader, can and should do. In emulating this, use "you" to keep the focus on the reader's agency, and sprinkle in motivational lines that either challenge or encourage the reader to adopt the behaviors he's advocating. The result is content that doesn't just inform, but also rallies the reader to act, which is exactly the effect Miles tends to achieve.
- **Clarity and simplicity (for retention):** Despite dealing with complex subjects, Miles keeps the delivery simple and clear, which is a big reason his threads are "sticky" – they're easy to digest and remember. Cognitive science tells us that people retain information better when it's broken into clear chunks and described in simple terms or steps. Miles does this by using *bullet-like numbering, short sentences, and plain language* as much as possible. Even terms like "technical analysis" or "on-chain

metrics” are everyday jargon in crypto, and he doesn’t delve into overly academic descriptions. By focusing on key takeaways and using a structured format, he makes the threads’ core messages stick in the reader’s mind. For instance, a reader may easily recall “*Miles’ 5 rules to not get rekt*” or “*those 10 AI prompts*” because of how clearly they were laid out. Persuasion isn’t just about convincing in the moment, but also about making the information memorable enough that the reader can act on it later. Miles achieves that through his clarity. A style guide should enforce this principle: **never convolute for the sake of it** – a straightforward, well-organized delivery beats a dense, complex one in terms of reader impact.

- **Consistency and trust-building:** Over time, Miles’ consistent style and reliable content build a sense of trust – readers find his threads persuasive because they recognize the pattern and have been rewarded with useful info in the past. This is a broader psychological effect: consistency in voice and valuable output creates a loyal audience who are primed to believe you. Every thread he writes follows through on its hook (he does deliver the promised “full guide” or “honest truth”), which conditions readers to trust future hooks. He also doesn’t stray from his domain of expertise, so his authority seems authentic. For ghostwriting, this means **maintaining the established voice and quality in every single thread** is crucial for persuasiveness. One off-tone or fluff piece can break the illusion. But if each thread reliably uses the techniques above – hooking curiosity, providing evidence, appealing to emotion and logic in balance – then the audience remains receptive and the writer can persuade them more easily with each new thread. Essentially, Miles’ style itself has become a persuasion tool; people see a Miles thread and expect to learn something important, which makes them pay closer attention. Emulating that style consistently will imbue the ghostwritten threads with the same advantage.

By adhering to these guidelines on tone, wording, structure, and technique, a writer can closely replicate Miles Deutscher’s threadwriting voice. The goal is to capture his **confident, insightful, and engaging** style so precisely that readers feel the content was written by Miles himself. Use the above principles as a checklist – from the bold hook and crisp sentences to the subtle psychological triggers – to ensure every thread resonates with the same energy, authority, and stickiness that Miles’s own threads deliver. Following this style guide will help produce Twitter threads that not only **inform and educate** in Miles’ unique way, but also **persuade and excite** the crypto audience just as his original work does. 17 22

1 3 9 10 12 15 19 21 26 28 Thread by @milesdeutscher on Thread Reader App – Thread Reader App
<https://threadreaderapp.com/thread/1924165283645972672.html>

2 4 5 8 11 13 14 16 18 20 22 23 Miles Deutscher's Threads – Thread Reader App
<https://threadreaderapp.com/user/milesdeutscher>

6 Miles Deutscher Shares Ultimate Guide To Investing In Meme Coins
<https://coinpedia.org/news/miles-deutscher-shares-ultimate-guide-to-investing-in-meme-coins/>

7 Miles Deutscher on X
<https://x.com/milesdeutscher/status/1820686198895223251>

17 27 Miles Deutscher Discusses Retail Investor Absence and Altcoins with 10-20X Potential
<https://cryptonews.com.au/?p=123061>

24 Miles Deutscher on X: "I hope you've found this thread helpful. For ...
<https://twitter.com/milesdeutscher/status/1915858854115741708>

25 Miles Deutscher on X
<https://x.com/milesdeutscher/status/1905681296007069916>

29 Highlights by Miles Deutscher (@milesdeutscher) / X
<https://twitter.com/milesdeutscher/highlights>