## Twitter Thread by Dakota Robertson





## 47 sentences that'll make you more money than a 4 year business degree:

People buy with emotion, then justify with logic.

For every \$1 you spend on email marketing, you can expect an average return of \$36 (if you know what you're doing).

Sell the transformation, not the product.

Tell prospects your price, then, shut the fuck up.

It's easier to sell an offer that solves a pain than one fulfilling a desire.

Whatever business you're in, study psychology, cognitive bias, and body language.

If your offer has a solid guarantee, it'll result in more sales than refunds.

Memes are one of the most powerful forms of marketing.

Copywriting is 80% research, 20% writing.

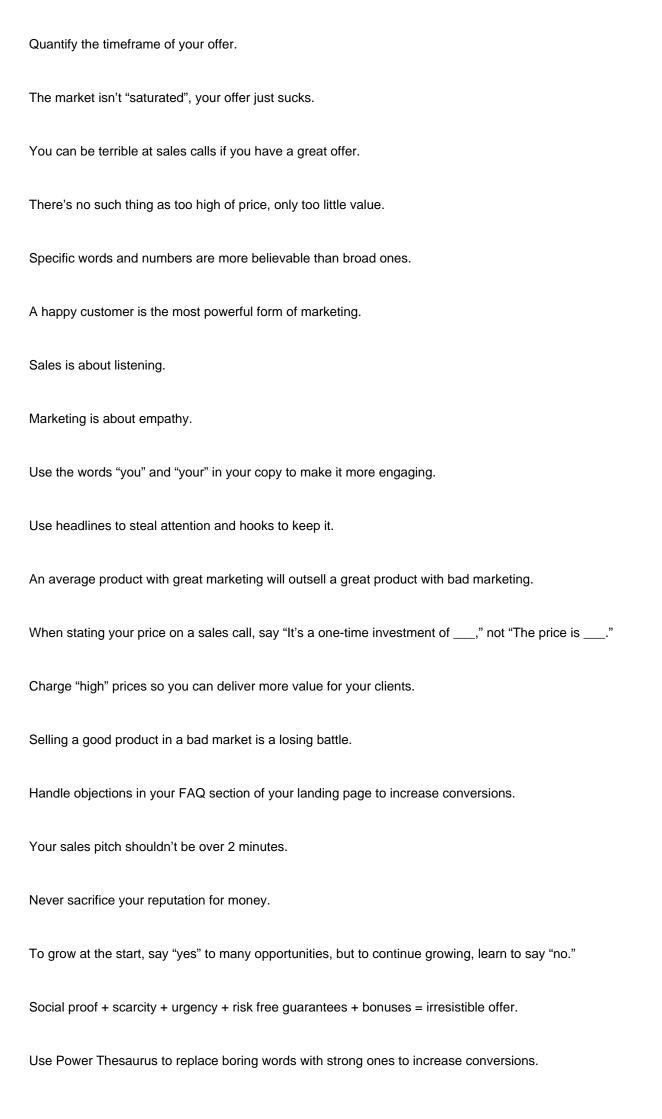
Your service/product should meet demand, not try to create it.

People don't care about your offer, only what your offer can do for them.

Using pictures for written testimonials will make them more believable.

You don't need a \$2000 MacBook Pro, \$967 logo, or a \$87,000 degree to start a business.

You become wealthy by becoming valuable, then becoming scarce.



The less you care about making sales, the more you make.
It's okay to fire clients that are a pain in the ass.
If you don't think you can help a prospect, be honest.
There will always be a market for health, wealth, and relationships.
Compete on value, not price.
A 5th grader should be able to understand your writing.
If what you sell is confusing, nobody will buy.
Use the same words and phrases as your target market to increase conversions.
Study talented fiction writers so you know how to write engaging stories.
Your 0 to hero story is one of your most powerful marketing assets.
Persuasive writing sounds conversational, not academic.
People want to see pictures of your product or service in use.
If you wouldn't work with someone for a year, don't work with them for a day.
Give value with 0 expectations and you'll get 10x returns in the long run.
Thanks for reading.
If you got value from this thread and want to help someone else, give the 1st tweet a retweet.
And if you want more content like this, shoot me a follow <u>@WrongsToWrite</u>
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