Twitter Thread by Indu_ravi



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Keynotes from @jackbutcher talks on "Marketing Lessons " with @david_perell.

"Build once, Sell twice."

How to create a online presence using the Internet to communicate and connect with the idea?

Why is coining language so important in brand packaging?

" The world doesn't reward the people who have ideas but reward the people who are best at communicating their ideas." @david_perell

One of the most important marketing lessons is to understand the power of coining terms and language.

1// Coining terms means coining the ideas, the path that let other people remember, share and make sense of the world.
Creating ideas is a means of building a profitable business that remains in people's mind.

2//. " People grow your brand as a result of sharing your language."
Coining language enables the spread of an idea which increases the market for a brand.
To market a brand learn how to communicate the idea.

3//. The words used to promote a brand is a description of the idea.
"The name of the brand itself is a way to explain the service." @visualizevalue
To communicate through language, we must understand how can we phrase an idea in the minds of people.

4//. Developing a descriptive to your brand by understanding how does the word describe what your product is about, does it inline with the brand give rise to the value writing.

5// Learning how to rearrange ideas with the internet, to think with the number of people who can help us give a signal if something is working.
One must try to put words out in the world and just see what people resonate.

6//. Building a coining language for your brand, like "Build one sell twice" or "Personal Monopoly" is a part of the rearranging process that puts them out in the world to see what worked.

7//. There are ways to structure language and intuitively understand why things are catchy.
Something becomes catchy if it's bound in our brain and we can recollect it.
We often undervalue the difference that the right structure of words can make.

8//. One must excel in the skill of phrasing and positioning ideas in a way that excites people.
Pay attention to what ideas resonate on a casual conversation, share them in public and refine the ideas to build a portfolio of coining terms.

9//. Communicating ideas on the internet in small tweaks and knowing how to structure the presenting of ideas can lead to an exponential difference in the spread of an idea.

10//. The key is to take ideas and turn them into published thoughts.
Coining language or simple design is the most important marketing tool.

https://t.co/QGrNujPfii