Twitter Thread by George Mack



George Mack
@george__mack

Marketing is the ultimate meta skill.

Lifehack: Most people are awful at marketing.

Marketing Is The Ultimate Meta Skill

Written by George Mack

The ultimate meta skill: **Marketing.**

In the 2020's, it is one of the most liquid skills on the market. Marketing Is one of the few skills you can export to other areas of life:

1. If you can spot future memes, you can spot future investments.

2. If you can create a persuasive landing page, you can create a persuasive CV.

3. If you can write a great sales email, you can write a great direct message.

4. If you can build a solid referral scheme, you can build a solid network.

5. If you can make viral content online, you can make viral content in your office.

6. If you can reframe a products features, you can reframe your mood.

When deciding to learn a skill, look for the ability to export it to other domains. **The more domains you can export it to, the more liquid the skill is.** Marketing is one of the most liquid skills of the century - it gives you the ability to multiply everything you do.

Life hack: Most people are awful at marketing.