

## Twitter Thread by George Mack

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**Marketing is the ultimate meta skill.**

**Lifhack: 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.