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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.