Twitter Thread by DAN KOE



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Study human behavior, storytelling, marketing, big ideas, biological problems, and yourself.

Grabbing and holding attention is the skill of all skills.

Human behavior, why?

If you want to change the world, solve problems, or build any kind of money-making solutions — you will have to spark positive behavior change.

Habits, biases, psychology, etc.

Making people read, watch, or listen is different from changing behavior.

Storytelling.

Well-aligned with human behavior.

Storytelling = transformations and overcoming hardships. Humans love that shit.

They are relatable and reveal the path to overcoming your own obstacles.

Marketing & big ideas.

Catching and holding people's attention with your value (whether it be a product, content, or just in everyday situations).

All of these overlap.

You need to be able to grab, hold, and "convert" attention.

To make money, meet people, or spark change.

Biological problems.

Health, wealth, and relationships.

If you can solve a problem within these verticals / eternal markets, you are set.

Solve your own > teach others > refine your system > help others with your system.

Make it easy and implementable.

Yourself.

Self-observation is a lost art.

If you can dive deep and understand WHY you do the things you do, you begin to understand the world as a whole.

In terms of business, you make market research seamless if you are helping others solve problems you've solved in yourself.