

## Twitter Thread by Dickie Bush ■



**Dickie Bush** ■

[@dickiebush](#)



**The first principles of selling online:**

- 1. Increase the number of people who see your product.**
- 2. Increase the percentage of people who see your product that buy it.**
- 3. Increase the percentage of people who buy your product that rave about it.**

**Writing increases all three.**