

**Dakota Robertson**

@WrongsToWrite

47 sentences that'll make you more money than  
a 4 year business degree:



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People buy with emotion, then justify with logic.



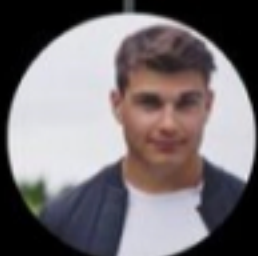
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Sell the transformation, not the product.



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Tell prospects your price, then, shut the fuck up.



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It's easier to sell an offer that solves a pain than one fulfilling a desire.



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Whatever business you're in, study psychology, cognitive bias, and body language.



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If your offer has a solid guarantee, it'll result in more sales than refunds.



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Memes are one of the most powerful forms of marketing.



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Copywriting is 80% research, 20% writing.



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Your service/product should meet demand, not try to create it.



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People don't care about your offer, only what your offer can do for them.





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Using pictures for written testimonials will make them more believable.



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You don't need a \$2000 MacBook Pro, \$967 logo, or a \$87,000 degree to start a business.



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You become wealthy by becoming valuable, then becoming scarce.



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Quantify the timeframe of your offer.



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The market isn't "saturated", your offer just sucks.



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You can be terrible at sales calls if you have a great offer.



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There's no such thing as too high of price, only too little value.



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Specific words and numbers are more believable than broad ones.



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A happy customer is the most powerful form of marketing.



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Sales is about listening.





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Marketing is about empathy.



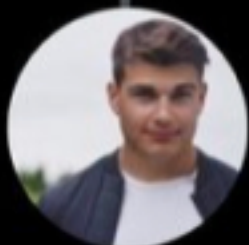
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Use the words “you” and “your” in your copy to make it more engaging.



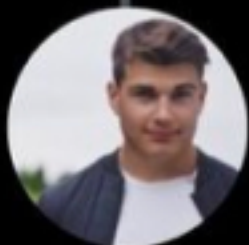
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Use headlines to steal attention and hooks to keep it.



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An average product with great marketing will outsell a great product with bad marketing.



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When stating your price on a sales call, say “It’s a one-time investment of \_\_\_,” not “The price is \_\_\_.”



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Charge “high” prices so you can deliver more value for your clients.



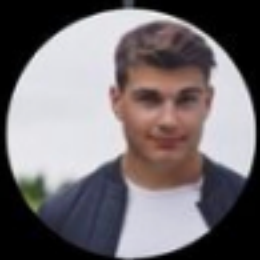
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Selling a good product in a bad market is a losing battle.



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Handle objections in your FAQ section of your landing page to increase conversions.



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Your sales pitch shouldn't be over 2 minutes.



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Never sacrifice your reputation for money.





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To grow at the start, say “yes” to many opportunities, but to continue growing, learn to say “no.”



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Social proof + scarcity + urgency + risk free guarantees + bonuses = irresistible offer.



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Use Power Thesaurus to replace boring words with strong ones to increase conversions.



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The less you care about making sales, the more you make.



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It's okay to fire clients that are a pain in the ass.





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If you don't think you can help a prospect, be honest.



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There will always be a market for health, wealth, and relationships.



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Compete on value, not price.



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A 5th grader should be able to understand your writing.



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If what you sell is confusing, nobody will buy.



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Use the same words and phrases as your target market to increase conversions.



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Study talented fiction writers so you know how to write engaging stories.



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Your 0 to hero story is one of your most powerful marketing assets.



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Persuasive writing sounds conversational, not academic.



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People want to see pictures of your product or service in use.



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If you wouldn't work with someone for a year, don't work with them for a day.



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Give value with 0 expectations and you'll get 10x returns in the long run.