

## Dakota Robertson @WrongsToWrite

Study marketing to steal attention.

Study storytelling to keep attention.

Study sales to monetize attention.

1.8k Likes 437 Retweets 48

Replies



Use psychology in your writing.

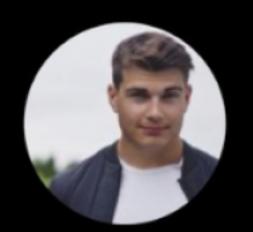
## Write about:

- 1) Sex
- 2) Family
- 3) Superiority
- 4) Social approval
- 5) Increasing comfort
- 6) Improving life quality
- 7) Decreasing fear and pain

These desires are built into humans.

Use the power of Mother Nature.

**1.1k** Likes **164 26** Replies



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Sales = Listening.

Marketing = Empathy.

Writing = Communication.

Ignoring soft skills = Hard life.

606 Likes 111 Retweets 17 Replies



Learn psychology.

Apply it to your:

- Marketing
- Sales calls
- Copywriting

You'll never go broke.

762 Likes 99 Retweets 46 Replies