



**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



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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





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Learn psychology.

Apply it to your:

- Marketing
- Sales calls
- Copywriting

You'll never go broke.

**762** Likes    **99** Retweets    **46** Replies