

Twitter Thread by [Zain Kahn](#)



Zain Kahn

[@heykahn](#)



I went from zero to leading marketing teams in 5 years.

But I never studied marketing in college.

Those 5 years I spent 1,000+ hours studying 100s of books and resources.

I've distilled everything I learned in those 5 years into 7 simple frameworks.

Here they are ■ for free:

1. How to write world class copy:

<https://t.co/xk5CLgGMOo>

Apple, Nike, Coca Cola.

3 legendary companies. 1 common marketing trait:

Great copywriting.

Here are 10 copywriting tips to help you master marketing:

— Zain Kahn ([@heykahn](#)) [September 7, 2021](#)

2. Master the psychology of marketing:

<https://t.co/mFQ2zhdUXM>

10 principles from psychology to master marketing:

— Zain Kahn ([@heykahn](#)) [July 26, 2021](#)

3. Learn how to lead:

<https://t.co/GMLSF4jHcS>

Being a new manager is scary.

You're suddenly responsible for leading a team and you have no idea how to do it.

I've served as a manager and executive at several companies.

Here's a step by step cheatsheet to help you become a better leader today:

— Zain Kahn (@heykahn) [March 15, 2022](#)

4. Use the best marketing tools:

<https://t.co/cRYcLfgp6h>

The right marketing tools give you superpowers.

But 90% of marketers don't know about them.

Here are 10 marketing tools to help you master marketing:

— Zain Kahn (@heykahn) [September 14, 2021](#)

5. Understand the key marketing mental models:

<https://t.co/vgs6pxlHyK>

10 mental models to master marketing:

— Zain Kahn (@heykahn) [September 1, 2021](#)

6. Master the fundamentals of growth:

<https://t.co/RjC7LtlGYA>

I've grown 5 products to 7 million+ users.

These are the 5 core principles of growth every marketer should know: pic.twitter.com/lfeAityTL0

— Zain Kahn (@heykahn) [August 9, 2021](#)

7. How to create a killer brand:

<https://t.co/iPOcYoyXfz>

Apple, Ferrari, Louis Vuitton.

3 legendary companies. 1 common trait:

A mythical brand.

Here are 7 branding principles to help you master marketing:

— Zain Kahn (@heykahn) October 5, 2021

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I write and share insights about marketing, tech, and psychology.