

# Twitter Thread by Alex • Copywriting Dad.



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## You don't need a \$100,000 MBA

Here are 9 valuable lessons that took me 5 years to learn.

( 3 minutes read )

1. Quit thinking too much on the product to sell

Think of;

- A customer you can serve
- A problem you can help them solve

These are the two basics needed.

2. Connect with your customers quite often.

- Read reviews
- Have a customer service chat
- Give them phone calls

Find out how they feel and think.

This is the foundation of effective marketing and product design.

3. Avoid desperate sales.

Trying to get them to buy something, will make them rebellious.

Train yourself to think, speak, and act with abundance.

4. Networking makes the strongest pillar in any business

- Have an asset people want

- Have a skill most people don't have

Cultivate one and making connections will be 10x easier.

#### 5. Provide top notch customer service

Over deliver your services and products.

People don't forget how you make them feel

That's how you win their trust

#### 6. You don't need to have an original idea to start a successful business.

Creative ideas will flow as your business grow.

#### 7. Build a brand plus a cult.

Have community around your brand.

Make your customers interact with you and with each other.

This is how you turn first-time customers into repeat customers.

#### 8. Sell outcomes and emotions, not boring features and you'll scale your business 10x better.

#### 9. Marketing scales up profit everytime.

Having a great product is never enough if you let no one know you.

Let's set the week on fire...

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