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6 Key Emotions that Hook Your Reader



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Words without
emotional context are
just a bunch of letters
strung together

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If you want your readers
to remember you and
take action- your
writing must hit them
emotionally

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"Whaat! I didn't know that"

The Secrets of Retirement No One Tells You

Maybe my pain can become your gain



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"Crap! I hope that
won't happen to me"

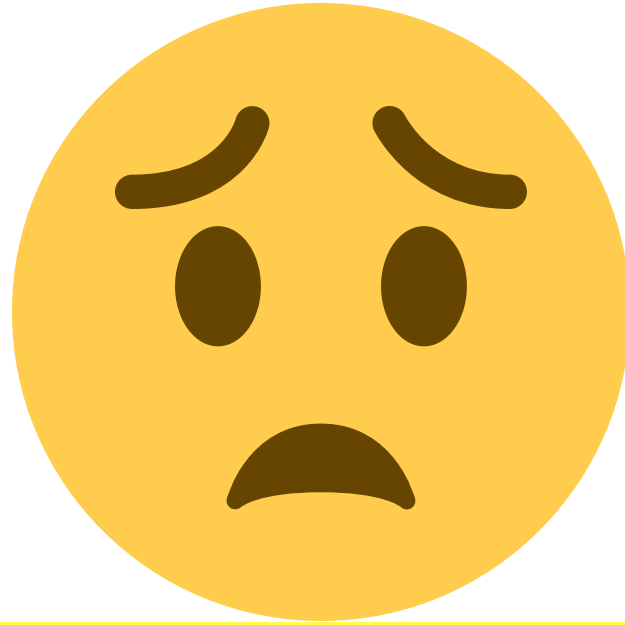
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"Gosh! I hope I'm not
doing that"

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"Wow! This person really gets me"

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Social comparisons sometimes make us feel better and sometimes don't. Here's how to use that tendency to actually get better.



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"Yes! I really want that
too"

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"Nope! I don't agree
with that"

If You Want to Be a Creator, Delete All
(But Two) Social Media Platforms



Zulie Rane · Follow

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Link in Bio

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