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# MO MarTech Newsletter

## January 17, 2025 Edition

Discover the Keys to Human Connection in Business: Explore the Latest Insights in Our Newsletter!

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# About US

At MO Martech, our mission is to empower business professionals with the knowledge and skills they need to excel in their roles and provide exceptional service and value to their target audience. We are dedicated educators, not consultants, driven by a deep passion to empower people to solve the toughest business challenges.

## Tip of the Week

### How to Write Copy that Creates Intrigue

Want to grab attention? We'll teach you how to craft compelling hooks that spark curiosity and draw readers in.

### Watch the Lesson

## News & Headlines

### MO MarTech Business Marketing Workshop

Registration is OPEN. Discover how to create a strategy that attracts customers instead of chasing leads.

### Register Now



## How to Create Content for Selling Versus "Likes"

If your social media is packed with likes, shares, and comments but your revenue remains stagnant, you might be focusing on the wrong kind of content

### Read full blog



[www.momartech.com](http://www.momartech.com)