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Avoid shitty career advice.

Here's what you weren't told or what you don't wanna know but should ■

// THREAD ■ //

Choose a boss with a big heart over a company with a big name.

Yes, a big name on your CV will open doors.

But a boss that has the time to teach you the ropes and who gives you the freedom to be awesome is the best experience you can get.

When you're fresh out of college, don't immediately start your own business.

You'll have a shit ton of ideas to solve problems in your life but you have no idea if other people have the same problems you have.

Start by solving problems other people know how to fix.

DO start a side business as soon as you have the time to do it.

DON'T pursue a passion. Pursue market size and its trajectory.

If you think you're stuck at your current job and there's no way out... That's when you need to quit your job.

A lot of people try to find a different job first.

Opportunity doesn't just present itself. You find it when your back is against the wall after you quit.

Remember that once you're out of college you won't use 90% of the theory you learned but you'll use 100% of the people skills and winner mentality.

Don't be afraid to drop out of college pursuing a degree you realized you didn't want to pursue.

I dropped out of college and chose a different college. Not because of the degree but because of the network and the "way of life" it brought.

One of the best decisions in my life.

A lot of people want to start a social enterprise when they're still young (and foolish).

There's no money in that. You can only change the world if you have money.

Become the new Jeff or Elon first. Start a social enterprise later.

People skill is 90% of succeeding at business.

The rest is:

- consistently learning new things
- having a no guts no glory mentality
- putting things into practice every, single, day

The best way to get a job is to show someone you're worth it with no strings attached.

Be the permissionless apprentice. h/t @jackbutcher

Pick a person you want to work for and make them want to hire you.

Look at all your actions like you have a personal brand account.

A bank account where deposits are made every time you help someone and withdrawals are made every time you ask for something.

Make sure you're always in the black.

The best things don't happen to people who work the hardest.

They happen to people who know the right people.

Forge new relationships daily.

Don't be afraid to outsource or automate your tasks.

What do you think they do in corporate America?

They're constantly looking to cut costs.

Do the same in your work and your business. If you don't find ways to make yourself redundant and more efficient, someone else will.

You have two ways to get people's attention:

1. Spend money on them
2. Spend time on them (permissionless apprentice)

Nobody takes you seriously without skin in the game.

Stop comparing yourself to Elon or Jeff.

This is day 1 for you. They are thousands of days ahead of you.

Don't ask yourself: what would Elon do.

Tell yourself: this feels right to me and I'm doing this today. Decide what to do tomorrow when you get there.

Don't try to solve everyone's small problem.

Solve a critical problem to a select audience. h/t @arvidkahl

Create fans that can't live without your solution instead of passers-by that will drop you at the smallest chance they get.

Building an audience is probably the most underrated tactic there is.

But don't just build an audience.

Build a following. People who want to hear from you because you share real value versus just platitudes.

Share what you're working on. Take people along on your journey.

You can either choose the scarcity mindset or the abundance mindset.

The first will limit your thinking and will trick you into being cheap. To yourself and to others.

The abundance mindset will open you up to a whole new way of thinking where you only see people win.

Competition is a good thing.

But competing on price is the worst thing ever.

You can't build a business on people who switch products when they can save a buck.

You build a business based on the value you provide, not on the savings you hand out.

Start multiple small ventures vs going all-in on one.

You might think you have gold in your hands but don't forget Mr. Cognitive Dissonance.

Because in reality, you don't know what's gonna fly.

What you do know, because of simple math, is the more you try the more you succeed.

Don't focus on the goal. Focus on the system.

Everyone wants to be a millionaire but nobody realizes it takes hard work, consistently. Reaching any huge goal will require years of hard work.

If you don't see that before you start you'll never reach the goal in the first place.

"The pen is mightier than the sword" is more true than ever.

That pen allows you to write your thoughts down.
That pen allows you to structure your day and plan your week.
That pen allows you to build an audience and an audience is the new army.

You don't just make a few key decisions in life.

You make dozens of small decisions every day that help you make the key decisions.

Bad decisions lead to more bad decisions.

Create one key habit you'll do every day to kick off a streak. Build momentum, every, single, day.

There are too many fake gurus out there. Avoid being one at all times.

Build a foundation of real work (credibility) that supports your brand.

Don't talk about how you make money. Show.
Don't talk about how many clients you can land. Show.

Picasso's first painting was just as horrible as your first "work".

The only reason he became great is that he did the work every single day.

Nothing trumps doing over watching. Because "watching" creates a false sense of "I'm learning". You're not learning if you don't create.

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https://t.co/sBstsRmb10

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— Yannick \U0001f6a2 | Startups & Marketing (@Yannick_Veys) February 26, 2021