

## Twitter Thread by Nick Huber



**Nick Huber**

[@sweatystartup](#)



**Too many folks set the bar way too high with entrepreneurship. The next million dollar company. The next sexy startup.**

**Forget all that.**

**Why isn't the goal to build something that pays you good \$ every year and requires only a few hours of your time per week to make it happen?**

When you start a business your goal shouldn't be to get an article in TechCrunch or raise VC \$.

It should be to make \$1,000 as quickly as possible with as little risk as possible.

Trade your time for money to test an idea.

Speaking of ideas.....

Business ideas are OVERRATED.

The only thing a brand new, world-changing idea will get you is an interesting Twitter bio and very shitty odds of success.

We only hear about the unicorns like Jobs and Musk.

The successful entrepreneurs in your town all have something in common...

They did common things uncommonly well.

They did something that someone else was already doing and they just did it a little bit better.

Young entrepreneurs hear the same advice over and over again...

Change the world. Do something you're passionate about. Thing BIGGER.

That advice is BULLSHIT.

Shoot for the stars and the odds you'll end up with a JOB.

Business is about momentum.

Learn the ropes on something simple. Make some money. Hire a laborer to help you. Answer the phone. Do what you say you're going to do.

And slowly grow. The next opportunity will be bigger. And the next one bigger than that.

And then you wake up 10 years later with a ton of experience and a bank account full of cash.

And guess what...

You're in a position to go big and try to change the world.

Here is a really simple way to figure out what opportunity to go after:

<https://t.co/16unYInrU5>

And remember...

START small. So small your grandma just nods her head and smiles when you tell her what your business idea is.

Love to see this. <https://t.co/xLghMhFch3>

Nick, a couple years ago I came across your subreddit and it sparked the idea to start a knife sharpening business. It ain't sexy but everyone needs it. Average \$300-\$450 a day and my phone won't stop ringing. Best college internship ever.

— Jeremiah (@jctiews) [June 30, 2021](#)

Also - if you're interested in small business and entrepreneurship...

I have a podcast called The Sweaty Startup.

I've released two episodes in the last two days. Both great listens.