Twitter Thread by Graham Mann



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The conversation between @jackbutcher and @ShaanVP was full of gems

Here are 30+ key takeaways ■

State the obvious.

9 times out of 10 we all have a version of "obvious" that is different from others.

An audience is a superpower that lets you dabble in all kinds of things.

Those who should be envied have assets other than money: cult followings, knowledge, audiences (or a combination).

Network and audiences are what allow awesome stuff to come into life all the time.

Content is the magnet.

Three proof points for investing:
- Are they a participant in a long-term game that has inherent trust? (like Silicon Valley)
- Do you know the person?
- Do you know another person who is investing?

Reduce friction enough and you'll have no problem getting your fair share (often through fees).

Customers will be happy to pay.

It's crazy that people don't talk about how much they're getting paid.

Information asymmetries are where lots of money gets made in life.

One of @ShaanVP's meta-goals: "I want to be Robinhood for information."

In other words, what do successful people think about that the rest of us don't? And how can I share that?

On lifestyle:

It's easier to save money to start, but at some point there's nothing left to cut.

Focus on building the skill of making money than on reducing expenses.

Shaan's focus: how people make their money, what they do with it, and how they do it, which is why he talks about those topics.

He talks about topics that are interesting to him (or his previous self).

Why he shut down the newsletter:

He wants to use money to buy time, and this was doing the opposite: sucking his time for some marginal money.

The biggest thing you can do to improve your mindset for making money: hang out with people that make a lot of money.

One thing this will do will break your scale. For example, @awilkinson made $200M on one investment this year.

How do you find those people?
- Move where they are (like SF)
- Host people—invite awesome people to be together and be in close proximity to them.

Once you're near these people, you'll hear:
- What they're up to
- How they made things happen
- What they're investing in
- What they're doing or not doing

Every dollar you have gets some sort of return, including things like buying a house.

How do you maximize that return?

If you get the why and the what right, the how will happen.

The ABZ framework:

A: You need an accurate framework of where you are
B: You need your next step
Z: You need your end goal

Once you do B, you'll figure out the next thing.

@ShaanVP's end goal: to teach 1% of the world's population (70M) to a point where it affects their life.

"I wanna get paid to learn"

Actual ways to get paid to learn:
- Learn and then package it and sell it
- Learn and then invest based on it

A modern-day travesty: that people settle for jobs that aren't fulfilling for them.

From @jackbutcher: one of the things that people get stuck on is the belief that sharing what they love can be monetized.

In other words, they don't believe that what they enjoy could be considered work.

@naval saying @ShaanVP likes:

To escape competition, seek authenticity.

Doing what feels like play isn't enough.

You have to do what feels like play to you, but that others consider work.

@danielgross was one of the best guests on the podcast.

The key was he brought an awesome energy and state and how he approached the questions.

You want to be a 12/10 in one area, and you want to be around people that are 12/10 in at least one area.

These people change your frame of reference.

(@danielgross was one)

@APompliano is another person that @ShaanVP has learned a lot from.

He's one of the best building and monetizing an audience right now.

A big life hack: wake up naturally.

Big companies can be a great place to find your next idea or your next cofounder.

They aren't great for developing the skills that will help you build your next company (like management and process).

There are people you meet that you know will win.

There are lots of other people who win, but need the right context or timing.

@ShaanVP wants to be one of the people who can win in all contexts.

Being able to control your own mindset and state of mind is massively underrated.

You always need to be in some sort of state: why not be confident, upbeat, and feeling good?

(inspired by @TheNotoriousMMA)

There will be a popular modern-day philosophy that centers around people having faith in themselves.

Radical self-reliance.

If you listened and I missed some, please add in the replies!

Here's another great thread @DalosOrtiz https://t.co/ir1ghOTu5k

> The greatest way to end the year:
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> Enjoying a conversation between @jackbutcher & @ShaanVP on @visualizevalue Office Hours.
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> They discussed the benefits of building an audience, how to think about money, and frameworks to do more.
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> Here are my learnings \U0001f447
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> [Thread] pic.twitter.com/2xm6pBlEG9
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> — Dalos Ortiz (@DalosOrtiz) December 29, 2020