

## Twitter Thread by Jarrold Drysdale



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### **Here's a quick, semi-bitter thread on why I'm building software products again ■**

I avoided building software for years after my first one failed and people told me it was too risky to do again. I ended up spending years writing books and courses. Some "failed". They were just as risky.

People say "write a book before doing software, it's smaller and faster". But writing a book is damn hard. And for many of us, it takes longer than expected because you have to learn to write too.

Most bootstrappers and founders I know got into the products business because we wanted to do software. And how many of us are avoiding our biggest ambitions out of fear? When most of us are already experts in design or coding, \*not\* writing?

Don't build the business of your dreams, it's too risky. Instead, just work on something you don't like for 3 years. Because that's healthy.

And it's interesting that most people teaching "Don't do SaaS" are already doing SaaS themselves. ■

So I'm doing software again, because it's why I started working for myself to begin with. I'm tired of all the fear-mongering about software. I've weathered enough failed products to know it's not so bad.

My advice: every product is risky. Don't let fear scare you into a project you don't enjoy, when you could build something you do. It's much easier to keep going despite setbacks when you actually like the work.

My next SaaS project is here if you're curious: <https://t.co/wITWCE5GUL>