

Twitter Thread by Nick Huber



Nick Huber
[@sweatystartup](#)



How to get smarter very fast:

Interact with smart people here on Twitter who have different world-views than you do.

And let them change your mind on something.

Here are the 30 people you should follow (along with my favorite tweet from each)■■■

Twitter can be terrible if you follow negative people.

It can also be more valuable than a college degree if you follow (and network with) the right people.

You get to look right into their brain and read a daily narrative of HOW they think.

Ok lets go:

#1: [@ShaanVP](#)

You know he's all about venture capital based entrepreneurship. I'm about small (non-sexy) business. We disagree on a lot of stuff.

But he's done it and he's won. Bonus follow: [@theSamParr](#) (@myfirstmilpod podcast co-host)

<https://t.co/zBg2Ow82mH>

10 years ago, Netflix spent \$0 on original content.

This year:

Netflix: \$11B

Apple: \$6B
Disney: \$1B
+ amazon, hulu HBO etc.
=
\$20B+

Here's a crazy startup idea to take a swing at this \$20B+ content platform. Here's a quick business plan

— Shaan Puri (@ShaanVP) [January 14, 2021](#)

#2: [@fortworthchris](#)

He is where I want to be in 15 years. Has built a massive real estate private equity firm from the ground up. Super grounded with what the way he does business and his podcast [@theFORTpodcast](#) is top notch.

<https://t.co/fvw1ol6q70>

When buying a deal, every day that goes by, the potential for tunnel vision grows.

Obsessing over executing detailed Due Diligence early and efficiently is paramount to limiting this.

— Chris Powers (@fortworthchris) [January 7, 2021](#)

#3: [@Julian](#)

I'm a scattered thinker and procrastinator.

Julian is a master of clear thinking and simple but effective writing. A world class example of content marketing and mastery.

<https://t.co/J9uMazpPtZ>

THREAD: 10 significant lies you're told about the world.

On startups, writing, and your career:

— Julian Shapiro (@Julian) [January 9, 2021](#)

#4: [@JillianMurrish](#)

The CEO of a private equity group that buys credit / debt. A very unique perspective on employee management, diversification and business strategy.

<https://t.co/HoiqOrE0gY>

Closed a smaller portfolio purchase last week.

What: Secured used auto loans

Originators: 3 dealers

Servicing: Released

Target IRR: 22.8%

Downside IRR: 16.1%

Size: \$586k of principal

Duration: 16 mo

Purchase Price: 88.1%

1/

— Jillian Jaccard Murrish (@JillianMurrish) December 9, 2020

#5: @awilkinson

A brilliant writer and clear thinker who owns a portfolio of scalable internet businesses. His twitter feed is a gold-mine if you're looking for high level management and growth techniques.

<https://t.co/M4phoDYU5W>

Most of success in life and business comes down to one thing:

Avoiding stupidity \U0001f921

Charlie Munger says to invert: \U0001f645\u200d\u2640\ufe0f

Look at all the dumb things that others do to ruin their lives, then avoid those things...

— Andrew Wilkinson (@awilkinson) January 13, 2021

#6: @moseskagan

Has built an impressive real estate portfolio of multi-family assets in Los Angeles. The original real estate twitter guy who convinced us all to begin building in public. If you're into real estate, this is your follow.

#7: @SahilBloom

If you're into finance, this is your guy. Money, economics, storytelling and more.

A great follow if you want to learn more about how businesses get ahold of cash to make the world go around.

<https://t.co/bS1e1Q3eiQ>

1/ An Allegory of Finance

I have been posting a lot of educational (and humorous!) threads on finance, money, and economics.

My mission is simple: to demystify these concepts and make them accessible to everyone.

All of the threads can be found below. Enjoy and please share!

— Sahil Bloom (@SahilBloom) July 18, 2020

#8 @austin_rief

Co-founder of the morning brew. Does deep-dive threads into management, entrepreneurship and digital media.

Distribution is the key to sales. And he's a master.

<https://t.co/6CyRtCNxhS>

1/ "What I've learned" meta-thread

I enjoy posting content on running a business, leadership and what I've learned along the way.

I will continue to add as I share more. Feel free to share with others!

— Austin Rief December 17, 2020

#9 @bobbyfijan

A real estate developer with an itch to give back to the community. Has organized \$100MM+ of ground up development in the mid-atlantic region.

<https://t.co/gnyiAWrjFP>

Dont know this Bldg but I think its impressive apartment conversion

Entry doors are ~20 feet apart so had to add SF to units. Demoed hallway floor & added stairs inside. Stacked bathroom on top of kitchen. Window AC

Funny, this is very scalable way to do hotel to MF conversions <https://t.co/sviREFobzh>

— Bobby Fijan (@bobbyfijan) December 12, 2020

#10 @gregisenberg

When it comes to building in public (and online) Greg is your guy. Any online platform that you want to scale and grow, his advice is meant for you.

<https://t.co/nEfUTxfyu>

Most people don't set themselves up for success

Examples:

1. If you want to start a podcast, you should start with a Clubhouse room
2. If you want to start a Substack, you should start by tweeting

Key to success: Crawl. Walk. Run

— GREG ISENBERG (@gregisenberg) [January 18, 2021](#)

#11 [@tbr90](#)

Tyler is a crypto master and has a lot of great insights into the trends and inside happenings.

<https://t.co/ORfDRFd8o6>

Friends who bought their *very first* crypto on Jan 2 are considering quitting their jobs and trading crypto full time.

They happen to be up >2x in that time bc "someone" recommended ETH, SNX, and AAVE on Coinbase.

These people have no idea what a hardware wallet is. <https://t.co/bVBmCsibhP>

— Tyler Reynolds (@tbr90) [January 17, 2021](#)

#12 [@baldridgecpa](#)

Tax and accounting specialist with a great amount of knowledge around real estate. If your goal is to keep as much of your hard earned cash as you can, Mitchell is your guy.

<https://t.co/p71ONnBsfz>

I spend a lot of my time in life thinking about personal finance and tax optimization.

See my longer tweets in a thread of threads below. I'll keep this pinned and updated as I continue sharing ideas.

— Mitchell Baldrige (@baldridgecpa) [December 2, 2020](#)

#13 [@mkobach](#)

Content, marketing and online brand-building. His examples outline the frameworks all influencers use to build a brand and make money online.

<https://t.co/9kaAwpmW4B>

Three ways to write a viral tweet:

1) Subvert conventional wisdom.

Take a known truth and tell everyone why they\u2019re wrong. The people that agree will retweet, while the people that disagree will comment. The more insightful the observation, the more impressions you\u2019ll get.

— Matthew Kobach (@mkobach) [January 19, 2021](#)

#14 [@garrytan](#)

His feed is a curated list of amazing thoughts. His retweets lead me to discovering a ton of other brilliant folks to follow.

<https://t.co/tRPRnp28lQ>

Great career advice from [@stevesi](#)

Think in 5 year timescales

What will define those 5 years? e.g. This person is really good at X. (For Steven it was writing long emails)

Create something, get it to market, and then fix it. Repeat.

Then you become truly great at your craft

— Garry Tan (@garrytan) [January 12, 2021](#)

#15 [@JamesClear](#)

The original Twitter creative. I scroll THIS feed when I need inspiration and I want to think about interesting concepts and self-improvement philosophy.

<https://t.co/492eNaaGv1>

My top 10 tweets of the year

A thread \U0001f447

— James Clear (@JamesClear) [January 1, 2021](#)

#16 [@JoePompliano](#)

The business behind sports and the teams, entrepreneurs and players. He spends a lot of time digging up amazing mini-documentaries you can read in under 5 minutes.

You probably already follow, but a bonus is his brother [@APompliano](#).

<https://t.co/zlYTYRq66K>

An NBA role player turned his \$350,000 salary into a net worth of \$600M.

Time for a thread \U0001f447\U0001f447\U0001f447

— Joe Pompliano (@JoePompliano) August 14, 2020

#17 @bradleyjohnson2

All things real estate. How to put together deals, what asset classes are worth pursuing, and a deep dive on real estate finance.

<https://t.co/1iyg58t1M0>

I love real estate niche strategies:

- Mobile home parks
- Self storage (retail conversions)
- Cell towers / Data centers
- Cold storage (spin on industrial)
- Lab space

Common trait: Sticky tenants & low ongoing capital.

What are some other emerging real estate niches?

— Brad Johnson (@bradleyjohnson2) July 30, 2020

#18 @AyeshaSelden

A real estate investor and small business owner who shares her daily work from the trenches.

<https://t.co/VyMZ1OqIZQ>

Black homeownership is lower today than in 1968 when legislation outlawed housing discrimination.

I said it\u2019s lower.

Today.

Than it was in 1968.

— Shonda Dimes (@AyeshaSelden) October 1, 2020

#19 @tsludwig

A startup / search fund guy who isn't interested in what's sexy. He's interested in what makes money and how to put together the right team to achieve massive success.

<https://t.co/1p4SEz8rw4>

A few guiding principles for a new CEO's 1st year at an acquired company:

1. Do no harm. You (or the investors) bought a good business. Don't mess it up.
2. Look for low-hanging fruit, especially things that will make a positive impact on team morale. Can be as simple as...

— Tim Ludwig (@tsludwig) [January 12, 2020](#)

#20 [@csallen](#)

Online business building 101. All about maximizing upside while protecting against the downside.

<https://t.co/5Cl84UbStx>

Starting a business, but don't know what your mission is? How about: making your life better.

Working on the things you enjoy, at the pace you set, from wherever you want, with the people you love, so you can be happy— these are perfectly fine reasons to start something.

— Courtland Allen (@csallen) [April 18, 2019](#)

#21 [@BrentBeshore](#)

Has been building in public for years. A very deep thinker in the fundamentals of business, management, faith and life.

The reading doesn't stop at his tweets. I bookmark a lot of his stuff for later study.

<https://t.co/pCTRICU9pA>

Worthwhile exploration of private equity, including history, fundamentals, and dynamics: <https://t.co/z6lac25ORe>

Difference between public and private?

- 1) Information discovery, access, control
- 2) Perception of decreased volatility
- 3) High transaction costs

— Brent Beshore (@BrentBeshore) [January 18, 2021](#)

#22 [@nikitabier](#)

Humor and business wrapped all-in-one. Great content from an excellent copywriter.

<https://t.co/o427CRkAa7>

The greatest moment of my startup was on the day we sold, when I reached out to two of our earliest investors who asked for their money back:

I sent them a breakdown of how much money they would've made.

— Nikita (@nikitabier) January 15, 2021

#23 @BrianFeroldi

With a focus on the stock market and macro trends, Brain is a great follow putting out consistent content around the topic of financial wellness and investing.

Buy great companies, hold for a long time.

<https://t.co/1kOXfejS3>

How long it takes to become a millionaire if you invest:

\$100/month ~45 years

\$500/month ~31 years

\$1,000/month ~25 years

\$5,000/month ~10 years

\$10,000/month ~6 years

If you want to speed up the process,

focus on your savings rate

— Brian Feroldi (@BrianFeroldi) January 16, 2021

#24 @Camp4

A lot of different views around investing, startups and life. I change my mind often when reading Kevin's threads. Especially this one on re-defining what success means to you:

<https://t.co/YVWv2mplg5>

Thread: More of the wrong thing is less
(or, how I stepped off the hamster wheel)

I'm going to share a personal story with hope that it inspires at least one person to re-examine their definition of success

— Kevin Dahlstrom (@Camp4) January 5, 2021

#25 [@Keith_Wasserman](#)

Has built a real estate firm from a single duplex to \$500MM in assets over the past 10 years. And he's on twitter talking about his deals, failures, wins and learning alongside all of us.

<https://t.co/ljKonsdttb>

Updated [@geltinc](#) track record from inception. Accredited investors welcome to participate! Excited for the next decade of compounding! <pic.twitter.com/RUGngsogsO>

— Keith Wasserman (@Keith_Wasserman) [October 24, 2020](#)

#26 [@david_perell](#)

Author of the most popular writing course on the internet. I wholeheartedly believe clear and concise (written and verbal) communication is the key to success, and nobody does it better than David.

<https://t.co/sbbBloSr0r>

Good writers don't magically wake up with gorgeous prose in their head so whenever you see a beautiful sentence, know that it's the result of a painstaking editing process

— David Perell (@david_perell) [January 18, 2021](#)

#27 [@LongvueMatt](#)

Small business operations 101. Hiring, scaling and making great money doing the stuff nobody else wants to do.

<https://t.co/6mqsWwj8Qz>

A trend I want to see more of:

Hungry operators scaling what they uniquely do well, to build a portfolio/holdco of long-term companies

Supported by permanent growth capital (NOT supercharged VC or inflexible/impatient private capital)

I call this `\u201cbootwrapping\u201d`

— Matt Bennett (@LongvueMatt) [August 7, 2020](#)

#28 [@amandaorson](#)

A unique perspective to operations, real estate and business management. She thinks about things differently and is a great follow if you want to spot more blindspots.

<https://t.co/AnvhI5RYNt>

Be good to your employees always, and especially today: it's the highest organic traffic day for new jobs of the year.

And if you *are* hiring, post or amplify your jobs this week to take advantage of peak season eyeballs.

<https://t.co/GSPT0kFOlz>

— Amanda Orson (@amandaorson) [January 4, 2021](#)

#29 [@joshuamschultz](#)

Operations and management wizard. Constantly putting out thought provoking business related content.

<https://t.co/gWDKTY3B01>

My favorite metric to watch when building excellent operations is GM/Employee.

We grew this by 75% in 3 years at my former co through systems, issue / problem solving, and building internal tools.

Understanding how well you do in relation to your labor is key.

More capacity !

— Josh Schultz (@joshuamschultz) [January 18, 2021](#)

#30 [@drgurner](#)

An executive performance coach who gives her entire playbook away for free on Twitter. Learn a lot about reaching the highest level of management from her tweets like this:

<https://t.co/u37RBHor1S>

A saying I've thought a lot about in my work is "Chips on shoulders put chips in pockets," from [@wolfejosh](#) - I see it often...

...but the saying only works, if the anger & frustration are channeled in the proper way. A quick thread. 1/

— Dr. Julie Gurner (@drgurner) [January 19, 2021](#)

Bonus: [@dan_hagberg](#)

My business partner and the brains behind what we do in the self storage business. He ran (for the last 3 yrs) and sold our multi-million dollar service business on his own last month.

Real estate and Small biz.

<https://t.co/h9diAFyJ4O>

When things are going well it's easy to go forward with a property just outside your metrics.

Goal of 2021 is to GROW but never lose discipline or make exceptions on a self storage property. We haven't picked a loser yet and I intend on keeping it that way.

— Dan Hagberg (@dan_hagberg) [January 12, 2021](#)

And I'm a self storage operator who's passionate about real estate, small business and personal development. Here is a thread of my most popular tweets:

<https://t.co/CwSVCINhzq>

My most popular tweets on real estate, self storage and entrepreneurship.

A thread...

— Nick Huber (@sweatystartup) [October 21, 2020](#)

Would you like to start taking twitter more seriously and grow in public?

Here's how to do it:

<https://t.co/r7IVfpGUNz>

I got serious about Twitter on April 12th 2020.

Since that day:

I've raised \$5MM and met with over 200 future investors in my real estate deals.

I've done \$75k worth of consulting.

And I've met mentors and friends I'll carry with me for life.

What worked for me

— Nick Huber (@sweatystartup) [January 15, 2021](#)

And if you have writers block, with no ideas, here's my process:

<https://t.co/VA0vai5vao>

A Twitter hack:

If you see a great tweet getting a lot of traction, jot it down, think on it, make it better, re-write it and schedule it for a month from now.

