Twitter Thread by Deep Note

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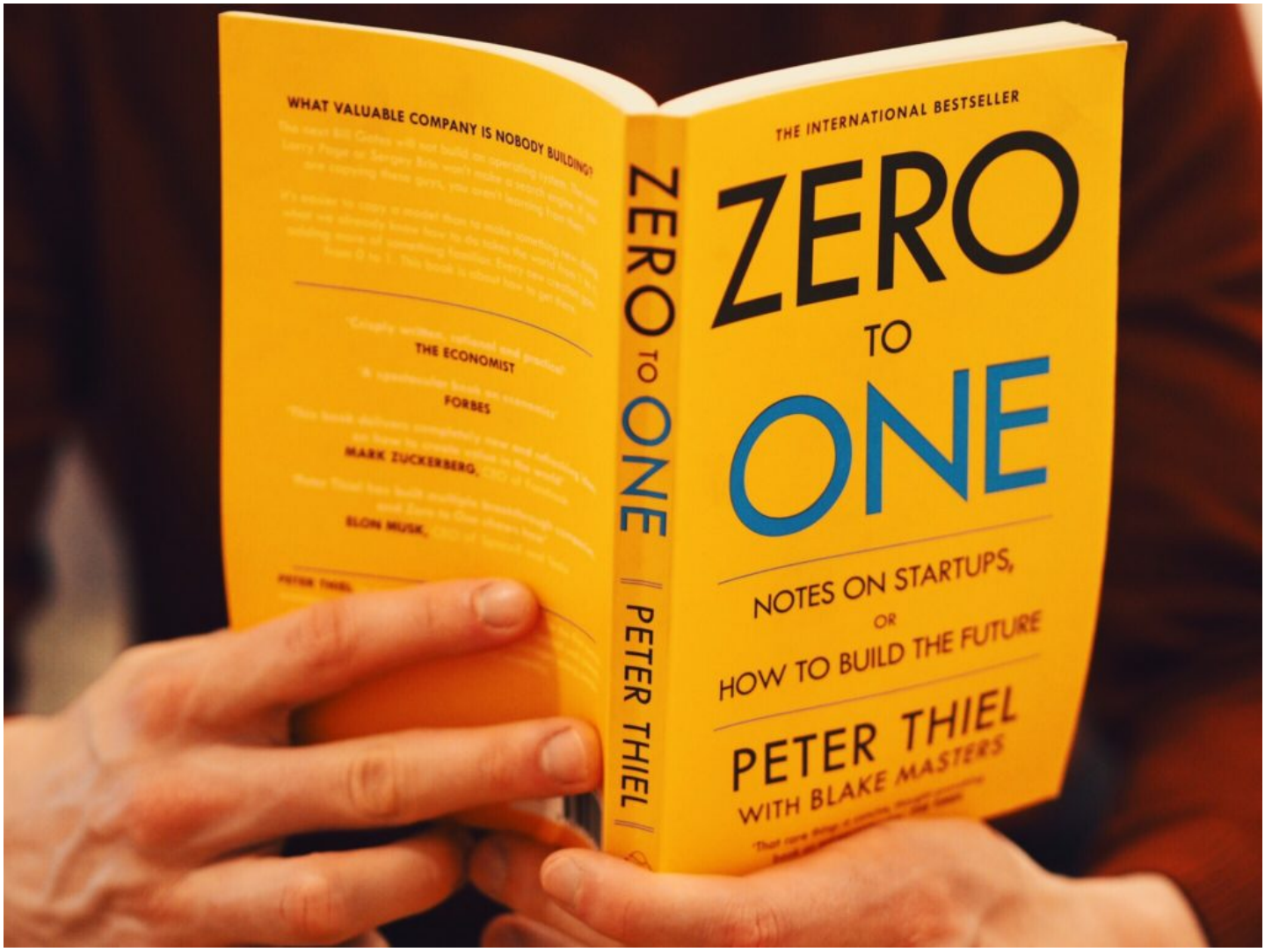
10 Incredible Lessons From the Book “Zero to One”

■■Book Review■■



1. Focus on One Thing

■ The truly successful ones will put all of their effort behind one unique idea or business plan and throw all of their weight behind that effort.

2. The 80/20 Rule

80% of your profits or yield will be produced by 20% of your customers or products.

■This fact is also true for most of the other topics.

3. Invest Early

Maximizing retirement savings should be a key interest to any successful entrepreneur.

■It will lead to greater dividends as you age and will generate wealth much more quickly than you might think.

4. Ignore the Common Wisdom

To be successful, to truly create a 1 from 0, you'll need to:

■ think for yourself and come up with a new product or solution that people don't already know that they need.

5. Be an Optimist

While the path to success will undoubtedly be littered with failure and setbacks, you must always keep an optimistic mindset and focus on the future.

6. Learn How to Sell

If you aren't already good at selling, become better. If you are good, become better anyway.

7. Automation is Not the Solution

You should focus on building a business or product that leans on the complementary abilities of both humans and computers and

■Focus on things that can leverage the power of man and machine.

8. People Are Power

■People that make up a company drive a huge amount of its potential success or failure.

If your company utilizes other talent, you need to make sure that you bring out the best from every person who works for your company

9. There's No Formula

■There's no winning formula to success.

Instead, consistent success is normally found in people who constantly push themselves.

10. Important Truth

■“What important truth do very people agree with you on?”

Your answer to it may reveal a potential pathway for your efforts or future business.

Study physics to understand chemistry.

Study chemistry to understand biology.

Study biology to understand psychology.

Study psychology to understand economics.

Study economics and philosophy to be free.

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