Twitter Thread by Andrew Wilkinson

Andrew Wilkinson
@awilkinson

There is one book I recommend more than any other, and I'm ashamed to share the name...

I swear to god, this is an incredible, well-written, thoughtful book.

It's called 'How To Get Rich' ■■■■

It was written by a magazine publishing magnate named Felix Dennis in 2008...



Ignore the title. Seriously. It's great.

He is a character. In the 90's he blew $100MM+ on alcohol and crack cocaine, then become a full-time poet in the early 2000's.

It encompasses most of the important lessons of starting and operating a large business.

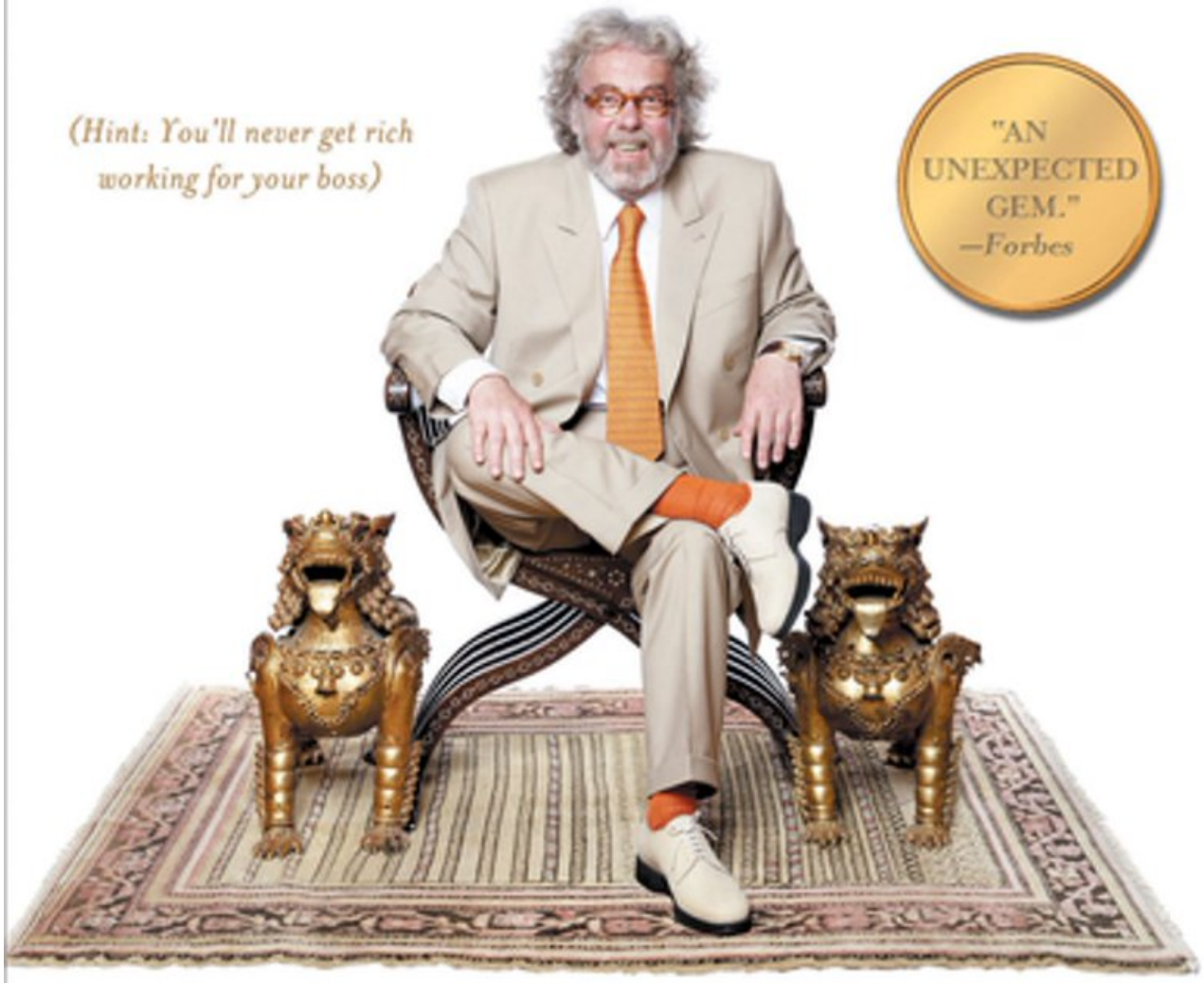
Here's a few bits:

HOW TO GET RICH

One of the World's Greatest Entrepreneurs Shares His Secrets

(Hint: You'll never get rich working for your boss)

"AN UNEXPECTED GEM."
—*Forbes*



FELIX DENNIS

FOUNDER OF *MAXIM* MAGAZINE

Fish where the fish are:

“If you wish to become rich, look carefully about you at the prevailing industries where wealth appears to be gravitating. THEN GO TO WHERE THE MONEY IS!”

Hire smart people and leave them to it:

“When you come across real talent, it is worth allowing them to create the structure. In nine cases out of ten, by inviting them to take responsibility and control for a new venture, you will motivate them to do great things.”

Delegate:

“If you want to get rich, then learn to delegate. Don’t learn to pretend to delegate. Delegation is not only a powerful tool, it is the only way to maximise and truly incentivise your most precious asset – the people who work for you."

Fight to hire the best:

“Stupid people are easy to hire.”

Ideas > Execution:

“If you never have a single great idea in your life, but become skilled in executing the great ideas of others, you can succeed beyond your wildest dreams. Seek them out and make them work. They do not have to be your ideas. Execution is all in this regard.”

Retain ownership:

"Every single percentage point of anything you own is crucial. It is worth fighting for, tooth and claw. It is worth shouting and banging on the table for. It is worth begging for and grovelling for.”

Money ≠ Happiness:

“Happiness? Don't make me laugh. The rich are not happy. I have yet to meet a really rich happy man or woman—and I have met many rich people. The demands from others to share their wealth become so tiresome, that they nearly always insulate themselves."

I first read this back in 2008 and have read it annually since then.

In reality, while it is about how to get rich, it's REALLY about why you probably don't want to get rich and the myriad ways it messed up his life.

Really great. Worth a read: https://t.co/hSk6KlC1jE