Twitter Thread by Nick Huber



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Time for a BOOK LIST.

I've read over 250 self-help and business books..

Heres a list of the ones that have had the largest influence on my life and career.

A thread:

Never Split the Difference - @VossNegotiation

It outlines and reinforces the fact that business, negotiation and any human interaction is inherently very emotional. Mirroring, tactical empathy, starting with no and labeling are all phenomenal.

The E-Myth Revisited - @MichaelEGerber

The first stop for any beginner. This is a great book about the importance of creating a business that can thrive without you. Preaches a lot of my favorite business principles like working on the things that are important but not urgent.

Entreleadership - @DaveRamsey

This book just has non stop quality advice about how to build a business the right way. Dave doesn't preach about politics or religion. He just tells it like it is and tells the stories of what worked for him. Phenomenal read.

Ego is the Enemy - @RyanHoliday

Ryan preaches stoicism and how to handle emotions, rejection and stress. Managing that split second between an event and your reaction is what life is all about. It shows the importance of remaining humble and the dangers of overconfidence.

Principles - @RayDalio

My main takeaway is the discussion on strategic decision making. "Radical Open-mindedness". It's human nature to want to be right and appear right in the eyes of others. People who make the best decisions know they don't have all the answers.

Built to Sell - @JohnWarrillow

This book talks about how to get your life back once your business takes over. How to specialize in your niche and do it really well. Make it scalable and take yourself out of the equation so that it is valuable to a potential buyer. Story format.

The Goal - Eli Goldratt

Also in story format this is all about removing bottlenecks from your business. Find out what is holding you back and really focus on fixing that issue so you can break through and expand. The owner of the small business is almost always the bottleneck.

Company of One - @pjrvs

Large scalable companies aren't likely and aren't the goal of many entrepreneurs. Starting small and specializing is the key to building a great lifestyle business and then an asset that produces money while you live the life you want to be living.

Flip The Script - @orenklaff

This approach to sales is to frame the situation so that customers SELL YOU and the deals close themselves. He came on the podcast and outlined this framework.

The Greatest Salesman in the World – Og Mandino

Life is all about being comfortable in uncomfortable situations. Everyone is a salesman and sales is uncomfortable. This book is a pump up about determination and perseverance and its importance. Its not always going to be fun.

2020 Small Business Taxes – JK Lasser

I read this book when I was 21 and it has saved me hundreds of thousands of dollars. It reads like a textbook but its insanely valuable.

Barking up the Wrong Tree – @bakadesuyo

What traits, skills or routines are most likely to lead to success? A study backed book full of stories and great insights into what it really takes to win at life and business.

Wealth Takes Time - @sweatystartup

Release date March 2022. All about small biz and real estate mindset and strategy.

Get notified here: https://t.co/FEt1sBoSWS

The Dip - @ThisIsSethsBlog

This is a short book (75 pages) and it only took me a few hours to read. Its meant to get you thinking and the real works

when you apply the concepts to your life and your business. My summary here.

Storyworthy - @MatthewDicks

How to be interesting, tell stories and tug and folks' heartstrings. A great book on sales, copywriting, and building deeper relationships. Highly recommend.

Risk Game - Francis J. Greensburger

A story of NYC in the 70s and 80s and how a real estate empire was built and the city was rejuvenated. I can't help but think about all the similarities we could be seeing in our cities soon. An amazing read for anyone interested in RE.

The Fish That Ate the Whale - Rich Cohen

A story of how a man came from nothing and built up a huge empire of banana farms. Corruption, business, it has it all! I'll never look at a banana the same way.

Call Me Ted - Ted Turner

The autobiography of Ted Turner. Unbelievable story of how he took back his fathers small business when he passed away and turned it into an EMPIRE.

All while spending 3+ mo a year on a sailboat as a pro racer.

How to Get Rich - Felix Dennis

Life and business advice wrapped into an amazing book. Corny name, great content.

Atomic Habits - @JamesClear

As good as it gets when it comes to doing the right work and not just setting the right goals. Life is about systems and processes, not goals and dreams.

A few more that make every list:

How to Win Friends & Influence People
7 Habits of Highly Effective People
Rich Dad / Poor Dad
Shoe Dog
4 Hour Workweek
The Pearl - Steinbeck
Titan - Rockefeller
Traction
Hypomanic Edge
Can't Hurt Me

But remember, there is a funny thing about books.

You can read them and think and study all you want.

But unless you are out doing something and making things happen it won't help you at all.

And no book is 100% perfectly made for you. What Ted Turner did won't work for you.

You have to pick and choose the frameworks that fit into your life and DO THE WORK to apply them to your life or business.