

Twitter Thread by [Chris Hladczuk](#)



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[@chrishlad](#)



What if you could avoid competition forever?

How to Build a Personal Monopoly with [@david_perell](#) + [@jackbutcher](#)

THREAD■



Personal Monopolies



1/ What is a personal monopoly?

The intersection of...

- Curiosity: What do you care about?
- Competence: What are you good at?
- Character: Who are you?

These combinations SHRINK the area of competition.

"Competition is for losers."

[@peterthiel](#)

2/ Where to Start

"You can't connect the dots looking forward: you can only connect them looking backwards."

-- Steve Jobs

Trust your curiosity and intuition.

Only curiosity creates uniqueness.

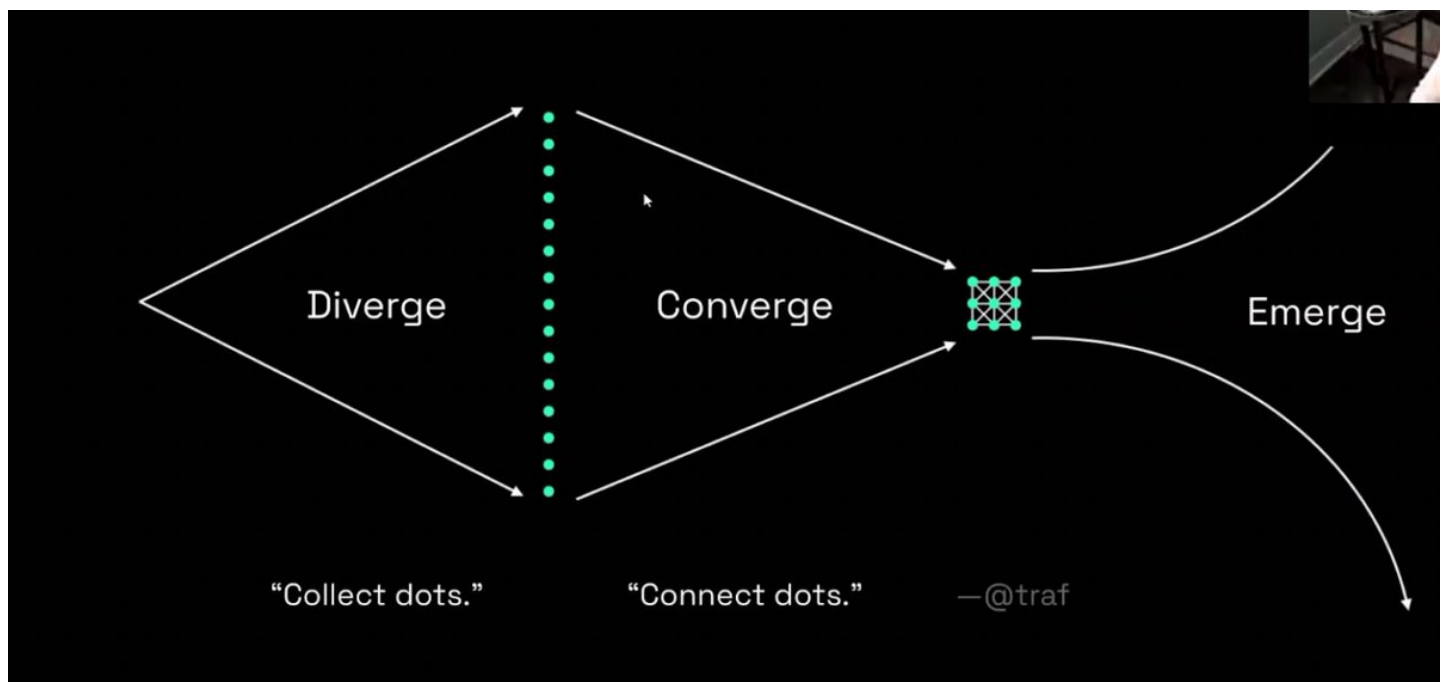
3/ BUTCHER'S FRAMEWORK

DICE = Diverge, Converge, Emerge

DIVERGE (Collect Dots): Pursue things you're interested in

CONVERGE (Connect Dots): Find the connections among interesting things

EMERGE: You've found where to start. Now attack it everyday.



4/ "Make a single decision to eliminate 1,000 decisions."

-- [@tferriss](#)

For [@visualizevalue](#) + [@jackbutcher](#): How do you visualize something to make it simpler?

Eliminate anything that doesn't compound towards achieving that goal.

5/ PERELL'S PERSONAL MONOPOLY FRAMEWORK

CREATE

- Write + publish every day

CONVERSE

- Talk with interesting people

CONSUME

- Read/Listen/Watch

CLARIFY

- Crystallize your monopoly

6/ PERELL'S NICHE FRAMEWORK

"Don't find a niche. Create one."

-- [@david_perell](#)

The Process:

- Have a conversation.
- Share on Twitter.
- Get FEEDBACK.
- Create an Essay.
- Get FEEDBACK.
- Distribute via Book/Course

Iterate to make the original idea completely new.

7/ "Whenever you have an idea, ask yourself, what changed about the world?"

[@david_perell](#)

What led to the rise of Personal Monopolies?

- 1) Globalization
- 2) Computers and Robotics
- 3) Everybody is internet connected

8/ "An army of robots is freely available - it's just packed in data centers for heat and space efficiency."

[@naval](#)

Whenever you...

- Tweet
- Blog
- Podcast

You use that army.

9/ The Personal Monopoly Path

"The world is very efficient, so the people that succeed are the ones irrationally passionate and patient."

-- [@naval](#)

This isn't a short-term journey.

Dedicate 10+ yrs to it and winning is inevitable.