Twitter Thread by Nick Huber



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Entrepreneurship culture in America is all messed up and it's a shame.

TechCrunch. Product Hunt. Shark Tank.

It's all about new ideas. Changing the world. Innovation. 0 to 1. Blue ocean. Venture capital and exits and scalability.

And ITS ALL A LIE.

You ask the average american who a real entrepreneur is they'll say Jobs, Musk or Zuck.

We read their books and idolize them and hang on their every word.

So the brightest among us think they need a moat. A new idea. Something revolutionary.

Were setting them up for FAILURE.

I took an entrepreneurship course at Cornell in 2011. 24 kids with new ideas. Big plans. Pitch decks looking for series As.

I was #25 with a regular old-fashioned business.

When professors asked me what my differentiator was I didn't have an answer.

I saw a company out there doing sweaty, non scalable work. They were terrible at it.

I started by trading my time for money. Bought a $1500 cargo van. Used the things I had in my life to make some profit.

I wasn't trying to educate a customer base.

I wasn't following my passion.

I didn't need funding or a network.

I wasn’t competing against brilliant folks from Stanford.

I want trying to prove a concept.

I wasn’t emotionally attached to anything except adding value.

My customers and my competitors existed. I could study them interacting with each other.

I made decisions with my brain, not my heart.

I was competing against folks with fax machines, clipboards and paper ledgers.

And the best part... WE WERE PROFITABLE FROM DAY ONE.

None of those 24 folks in my class succeeded. They all went and got jobs. Their new ideas didn’t catch on.

They all had dreams of millions of users and an exit.

Scalable models that could work anywhere from a computer.

But 90% failed to make a single dollar.

So who are the real entrepreneurs?

Who are the wealthiest people you know?

I’m not talking about money.

I’m talking about the people who do what they want to do when they want to do it.

Who are they?

Now hear comes the hard truth.

I know a lot of wealthy emtrepreneurs.

None of them had new ideas. None of them raised VC money. None of them were on shark tank.

They all did common things uncommonly well.

Regular old businesses just a little better.

Most of them have a few things in common:

They worked really hard doing something not fun for 5+ years. Many times 20+ yrs.

They started out trading their time for money.

They did things that weren’t scalable.

Many of them offered services.

They all had to talk to people. Most of the time face to face.

They had to sell themselves and their ideas.

They didn’t take a lot of risk.

Most of them hired coders but few of them were coders.

Stop buying into the hype. The click bait. The sexy stories of overnight success and mega riches.

Entrepreneurship isn’t that complicated.

Do something with good odds, low risk and moderate rewards.

Don’t master your craft, master leading other people.

Think with your head, not your heart.

It’s not about you and what YOU love or what YOU want to be doing.

And lastly..

Start SMALL.

Biz is about momentum.

Fast forward 10 years and we sell that company for 7 figures and we're buying $20MM worth of self storage a year.

It was a stepping stone to bigger and better things.

We learned operations and communication and resourcefulness.

And it served us well.

And the best part.

When you’re successful, experienced, wealthy and you have a killer network...

It’s time to change the world with something BIG.

Also - I’m just talking my book here. I could be very wrong.

Luckily there are thousands of ways to win at this game.

Feel free to disregard, challenge me or move right along!

Also, if you’re looking for an opportunity check out this list and take your pick:

https://t.co/xjB9BEIoC5

The sweatier the better!