Twitter Thread by Brian Bourque ■



Brian Bourque ■
@bbourque

22 Powerful Ideas from Startup Founders

Startups succeed when they solve problems:

https://t.co/BzbzzKI15p

> \u201cA genuine intention to solve a problem\u201d is the best startup strategy you can have.
>
> Do not lose sight of the intention behind your service, as you scale up.
>
> — Al Caan (@caan_al) January 15, 2022

Choose your customers wisely:

https://t.co/OhXC6dR2eM

> $600 Client \u2014 Complain, complain, complain
>
> $60,000 Client \u2014 \u201cMoney sent, thanks\u201d
>
> — Will Cannon (@iamwillcannon) September 12, 2021

Resist the lure of new ideas when the real work begins:

https://t.co/mLg41hfgT0

> Beginner\u2019s Dilemma:
>
> New endeavors are so challenging that other options appear an easier route to success.
>
> If you choose to switch, rather than iterate and optimize, you\u2019ll always be a beginner.
>
> And things will always seem hard.

— Barrett O'Neill (@barrettjoneill) February 6, 2022

Consider all paths and points of entry:

https://t.co/bW23I5pCsa

> 90% of new startups fail.
>
> Consider buying a business instead.
>
> — Chris Munn (@chrisxmunn) February 4, 2022

Make something bad and then improve it:

https://t.co/GcGKd7Dz57

> It's really important to remember that:
>
> 1. Making something bad.
> 2. Then iterating until it's good.
>
> ... is way faster than:
>
> 1. Make something good upfront.
>
> This shortcut is used by the great, prolific creators. pic.twitter.com/xwLnRzXvkE
>
> — Julian Shapiro (@Julian) September 17, 2021

Get out of your own way. Or get help:

https://t.co/37b4zMfr0b

> It is shocking how often startups fail because of the personality flaws and deep seated childhood traumas of their founders and execs.
>
> Get therapy. Get exec coaching. Do inner work.
>
> It will save you if you let it. You\u2019ll solve problems now and prevent problems in the future.
>
> — garrytan.eth \u9648\u5609\u5174 (\u221e, \u221e) (@garrytan) May 17, 2019

When in doubt, revenue solves all problems:

https://t.co/lpYwzMrxnH

> In 1 tweet:
>
> 1/ Storytelling is everything
> 2/ Understand your competition
> 3/ Market size is important
> 4/ Customer references are critical
> 5/ Investors love product demos
> 6/ Build the relationship over time
> 7/ The Team should be 10X better than you
> 8/ Revenue solves all problems
>
> — Luke Sophinos (@lukesophinos) January 19, 2022

Consider your competitors when choosing a market:

https://t.co/6G5kFfTbCT

> Entrepreneurs get caught up trying to build cool shit. It's 2022 and your city is still full of dusty old businesses with mediocre service and no systems. You'll drive by 10 of them today.
>
> Compete w/ them instead and you'll make more $ and impact more lives with less risk.
>
> — Colin Landforce (@landforce) January 29, 2022

Early stage growth requires versatility:

https://t.co/t0pYrZnrM2

> Build your startup with generalists.
>
> Scale your startup with specialists.
>
> — Andrew Gazdecki (@agazdecki) December 19, 2021

Asking for help is often the shortest path to a solution:

https://t.co/FZRDSh8CI1

> People want to help you. Let them.
>
> — Melissa Stewart (@MelissaOnline) November 30, 2021

Build for yourself:

https://t.co/52iHv9Fhta

> Build what you've always wanted to exist.
>
> — Bereket (@heybereket) October 8, 2021

Most of what we consume is noise.

Turn the volume down and focus on what's at hand:

https://t.co/XWeNhf0X4P

> No one asked, but my advice to you if you\u2019re freaking out about the market is to find something really interesting to work on for the next 2-5 years. Delete the news apps and Twitter off your phone, and go focus on that
>
> — Elle Morrill (@DanielleMorrill) January 24, 2022

Consider distribution as a differentiator:

https://t.co/wNaUJZQDIx

> A hack to never be ignored:
>
> Reach people where most people don\u2019t reach them.
>
> It\u2019s the easiest way to rise above the noise.
>
> — Aadit Sheth (@aaditsh) February 10, 2022

Put yourself in the path of luck by maximizing your surface area:

https://t.co/gkfeUdIiwY

> Many don't admit but luck is a big contributor to success
>
> — stani.eth (\U0001f47b,\U0001f33f) (@StaniKulechov) February 1, 2022

Don't forget to take breaks:

https://t.co/JIGWdzxKRy

> "When we are tired, we are attacked by ideas we conquered long ago." \u2014 Friedrich Nietzsche
>
> — Alice Chikara (@simplifyplanet) February 3, 2022

Be yourself in bold ways:

https://t.co/QkqSLEOYL2

> You've got to be willing to let everybody down. You can't do anything great without pissing somebody off.
>
> — Khushbu (@oktuned) July 17, 2021

Empathy is the way:

https://t.co/nw8KwWszAY

> If you can tell a story, people will like you.
>
> If you can tell your story, people will love you.
>
> If you can tell their story, people will do anything for you.
>
> — Robbie Crabtree (@RobbieCrab) June 20, 2021

Optimism is a superpower:

https://t.co/OQlnlDeWNE

> Good morning to everyone looking to hit publish on an imperfect project.
>
> — Brandon Zhang (@brandonthezhang) February 10, 2022

Learn to sell:

https://t.co/HMXyOrLEn0

> Recruiting is sales. Fundraising is sales. Marketing is sales at scale.
>
> Sales is the #1 skill for any startup, VC or bootstrapped.
>
> — Jesse Pujji (@jspujji) January 18, 2022

Users are more than data points:

https://t.co/Xrco9c99pp

> 1. Most marketers lack creativity and guts, not data
> 2. Most valuable insights come from qualitative research, not quant data
>
> — Pe:p Laja (@peeplaja) January 19, 2022

Perfection is the enemy of progress:

https://t.co/hiTioiUVnG

> \U0001f92f My e-commerce brand just passed the $500,000 in 2021 YTD revenue mark last week.
>
> No venture funding. Year one. And we're profitable.
>
> I'd like to story tell a few huge learnings I've gained as a 20 year old dropout who formerly cooked fries at McDonald's.
>
> \U0001f9f5Here we go
>
> — Corey P Nicholson (@coreynceo) August 9, 2021

You've made it to the end.

https://t.co/dnMi8FoBID

> Know when to stop
>
> — \U0001d475\U0001d495\U0001d489\U0001d482\U0001d48f\U0001d485\U0001d482 \U0001f1f2\U0001f1fc (@NthandaManduwi) December 14, 2021

That's it.

If you enjoyed this please retweet the first tweet so others can enjoy.

Follow me at @bbourque for more on startups and marketing.

https://t.co/smx3ATK01v

> 22 Powerful Ideas from Startup Founders
>
> — Brian Bourque \U0001f680 (@bbourque) February 13, 2022