Twitter Thread by MATT GRAY

MATT GRAY
@matt_gray_

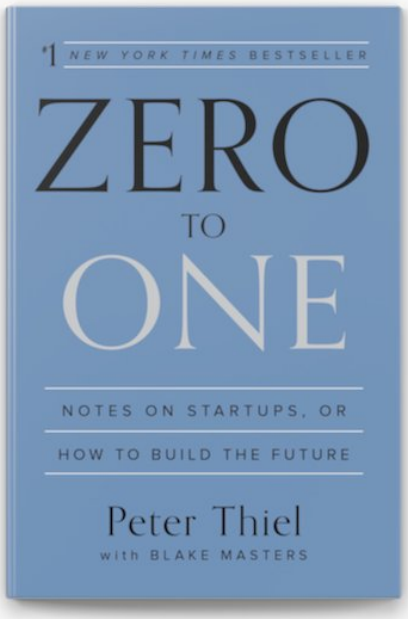
If you want to give yourself a personal MBA, read these 10 books:

Zero to One
by Peter Thiel

Subject: Strategy and Positioning

Lessons:

• Last can be first
• Rivalry causes us to copy the past
• Progress comes from monopoly, not competition



Expert Secrets
by Russel Brunson

Subject: Marketing

Lessons:

• Maintain absolute certainty
• The riches are in the niches
• Convince with emotion first, then logic

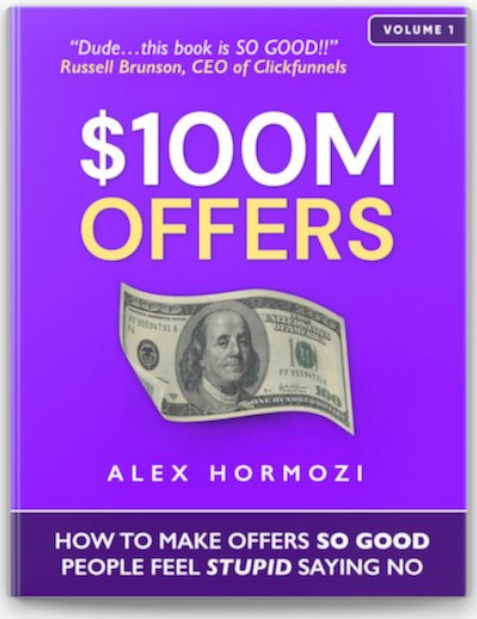


$100M Offers
by Alex Hormozi

Subject: Sales

Lessons:

• Create grand slam offers
• Find the starving crowd
• The fundamental equation of value

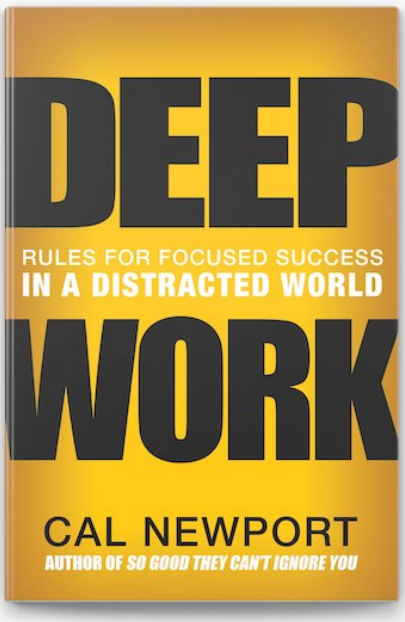


Deep Work
by Cal Newport

Subject: Productivity

Lessons:

- Embrace boredom
- Create daily rituals
- Find your work-style
- Treat work like a craft

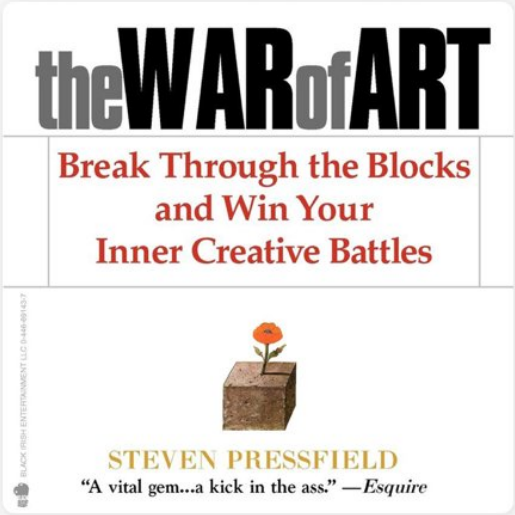


The War of Art
by Steven Pressfield

Subject: Unlocking Creativity

Lessons:

- Live your unlived life
- Embrace and expect fears
- Recognize resistance nad love misery



Get Together
by Bailey Richardson, Kevin Huynh and Kai Elmer Sotto

Subject: Community

Lessons:

• Attracting authentic community members
• Developing community leaders



Hustle Harder, Hustle Smarter
by 50 Cent

(Highly recommend the audiobook - he narrates himself)

Subject: Hustle

Lessons:
• Finding fearlessness
• Constructing your crew
• The power of perception



Obviously Awesome
by April Dunford

Subject: Positioning

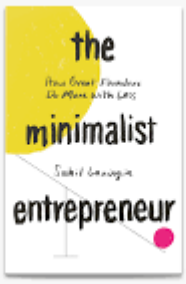
Lessons:
• Layering on trends
• The 6 components of positioning
• Mapping attributes and features to "value themes"



The Minimalist Entrepreneur
by Sahil Lavingia

Subject: Entrepreneurship

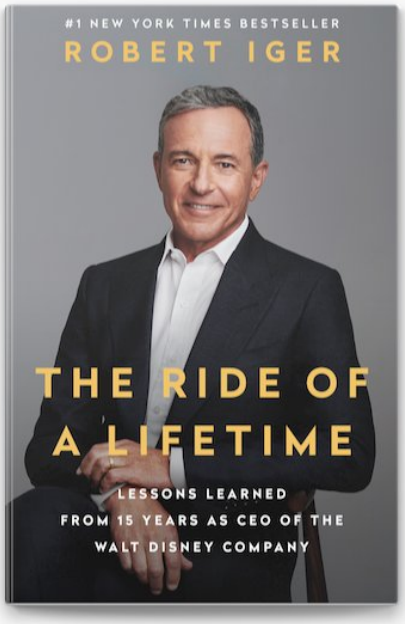
Lessons:
• Market by being you
• Build as little as possible
• Sell to your first hundred customers



The Ride of a Lifetime
by Robert Iger

Subject: Leadership

Lessons:
• Pursue perfection
• Learn to love exertion
• Lead with calm while encouraging risk



Thanks for reading! Follow me @matt_gray_ for more content like this.