Twitter Thread by GREG ISENBERG



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I made a list of things that 95% of people think are weaknesses but aren't

The best founders, bosses, employees, creators I know are really "weak"

If you master these 17 "weaknesses", it will be life changing:

Changing your mind

You become happier and luckier when you change your mind

Changing your mind isn't controversial. It's totally normal

Knowing when to shut up

Normalize listening!

Listening actually solves most problems

To get things done: listen

Taking advice from someone that you don't like, but who is smart and right

This one is hard and hurts

Just because you don't like them, doesn't mean they aren't right

Taking a nap

Fun fact: naps are predominantly deep sleep and our body is wired for them

Naps are the past, present and future

Creating a lifestyle business

In Silicon Valley, there is this narrative that a “lifestyle business” is weak

Question: since when is prioritizing your lifestyle a bad thing?

If a lifestyle business is your dream, it’s perfectly okay to not dream of going IPO

Building in public

Public is scary. Public is out there. Public is messy
But messy isn’t weak…

The most successful people I know didn’t get there by hiding in a corner

How to grow fastest: be out there

Tweeting daily even when you have a tiny audience

Every big Twitter account started with just their best friend or mom following them

Point: You’re trying. And trying IS cool, trying ISN’T weak

Tag your favorite Twitter accounts with less than 5k followers

Let’s support them

Working 9-6

My favorite up and coming entrepreneurs only work ~40h/week. But they really make it count

The internet doesn’t care about how many hours you put into something. They care about how your product or content makes them feel

Timebox your work week

Sending cold DMs

If you don’t send cold DMs/emails, you aren’t giving it your all

You’d be surprised how many top founders I know still cold DM people they want to talk to

Reminder: whoever you look up to, chances are they cold DM people just like you

Saying "I'm sorry"

Most people confuse “I’m sorry” with “I’ve lost”. It’s two different things

How to move mountains:

Apologize when you're wrong

Staying polite when someone else loses it on you

Don't take it personally. They are just expressing their unhappiness

The ultimate flex: being calm in moments of anger

That's how you become a clear thinker

Doing something out of generosity, without expectation for reciprocation

The more generous you are, the more will come to you

Walking away from something

Be mindful of what adds or subtracts to your life

Some things are worth walking away from

The small price to pay for freedom

Walk away to win

Following up

People forget, emails get lost

I know it feels soul-crushing but following up is the cost of doing business

Crying

Especially for men. I don't know who needs to hear this but it's okay to cry

Communicating a lot

There is no such thing as overcommunication

Always optimize for being on the same page

Most conflict is because of misunderstanding

Letting the other car go first, just because...

It’s not a race

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