Twitter Thread by Zac Nielson



Zac Nielson
@ZacheryNielson

I used to work 14+ hour days and have a 'no days off' mentality. This year I cut that shit off and focused on building a career and life of quality. The results are higher income, more time to enjoy life, schedule on my terms + stronger relationships. Fuck your "hustle."

The reality is 99% of people's "hustle" is just them hustling themselves. Hustling yourself out of life and into a worker cog. The exact opposite of what you want to become when you're an entrepreneur. You're becoming the same system you sought to destroy.

To build a successful business it takes way more than just plain old hard work. I am a huge believer in American grit, not American hustle. You need hard work, but if that is all you can bring to the table, you have no place running a business.

People work hard because they believe in what they're doing or they feel they have to make it happen. I get that. We have families and people counting on us. But you are failing them all when you live in your office.

We are privileged in even being able to run a business. If you are lucky enough to do that, you owe it to yourself, your loved ones, and the people counting on you to do it the right way. Be healthy. Sleep. Live your life. Be more than your career. ■