# Twitter Thread by Courtland Allen



**Courtland Allen**
@csallen

## What are some things you should *NOT* do as an indie hacker?

I was recently on @ProductHunt Radio (https://t.co/IuSMrZTaYG) where @Abadesi asked me this question about all sorts of challenges that founders face.

Here are a few of my thoughts…

@ProductHunt @Abadesi Don't blindly follow advice without considering the context in which the advice was given (from who, to who, when, for what) and adapting it to fit your personal situation.

E.g. advice that works for a high-growth VC-funded startup might be disastrous to your indie business.

@ProductHunt @Abadesi (This applies to any and all advice in life, btw, not just advice for how to start and run a company. It's almost never a good time to turn off your brain and blindly follow what others are saying.)

@ProductHunt @Abadesi Don't equate being a founder with being an inventor. It's an analogy that can easily go too far.

You'll end up overvaluing and over-protecting your pet ideas. Or worse, you'll never come up with an idea at all, because you'll assume that it needs to be something completely new.

@ProductHunt @Abadesi There are many thousands of businesses that solve more-or-less the same old problems, but in unique ways, or for a unique segment of customers, etc. You're probably better off picking a very straightforward problem to solve, and then getting innovative with your solution.

@ProductHunt @Abadesi Don't wait to start learning from your customers.

Talk to customers about what you're doing from day #1. Figure out where they hang online and learn from their conversations. Try to get a strong sense of what they'll think about your product before you waste months building it.

@ProductHunt @Abadesi Don't try to be too clever when finding your first users.

Going from 1M to 2M users requires a bulletproof strategy, considerable knowledge, and a healthy dose of luck. Going from 1 to 2 users requires… a conversation.

@ProductHunt @Abadesi More broadly, don't copy founders or companies who are way further ahead than you are. If you're going to copy them, copy what they did in the early days, not what they're doing now.

Many of the strategies that work at scale are often deadly to early-stage companies.