Twitter Thread by Chris Munn



Chris Munn
@chrisxmunn

An MBA can cost $250k.

Or you can learn lessons from the best companies in the world.

For free. Here on Twitter.

9 great threads that are MUST READS for anyone advancing their career or business.

Problem ---> Business from Canva
@jspujji
https://t.co/w5mUCM7nmq

> Two Teenagers pitch 100+ VCs with no success.
>
> Instead, they bootstrapped the startup to millions in profits until the VCs came calling.
>
> The crazy part?
>
> Today the company is worth over $15BN and they have full control.
>
> You've used the app, but you don't know the story
> \U0001f447\U0001f3fd\U0001f447\U0001f3fd\U0001f447\U0001f3fd
>
> — Jesse Pujji (@jspujji) August 20, 2021

Growth from Constellation Software
@heymaxkoh
https://t.co/6sudp36yIK

> 90% of business acquisitions fail.

But there are exceptions:

Mark Leonard, Founder of Constellation Software $CSU, is one of them.

He's acquired over 500 companies in the last 2 decades...

Turning $25 Million into $32 Billion.

Here's his "Growth by Acquisition" playbook: pic.twitter.com/VUgqFyYAb6

— Max Koh (@heymaxkoh) October 18, 2021

Marketing by Lego
@DanesaGlez
https://t.co/P2u5RUy2qa

Lego is one of the most beloved brands of all time.

In a Digital-First World, it has not only survived but thrived.

Here are 9 lessons from Lego's marketing that will help your brand stand the test of time:

\U0001f9f5\U0001f447 pic.twitter.com/l6ukVT7aj9

— Sheila Gonzalez (@DanesaGlez) November 11, 2021

Customer Service from Ferrari
@chrisxmunn
https://t.co/gSv4bKjf6X

In 1963, Ferrari insulted a tractor manufacturer in Northern Italy.

That tractor manufacture would become a $11B problem for Ferrari.

A wild story on revenge and listening to your customer.

— Chris Munn (@chrisxmunn) November 9, 2021

Storytelling from Pixar
@dickiebush
https://t.co/VRgM2WkNMi

The most creative company of the last 30 years:

Pixar.

Back in 2011, Pixar storyboard artist Emma Coats shared their "22 Rules For Storytelling."

And the rules are a must-read for writers, entrepreneurs, and anyone who wants to tell captivating stories.

Here's the breakdown: pic.twitter.com/eUqUpvvbDX

— Dickie Bush \U0001f6a2 (@dickiebush) October 28, 2021

Building a Team by Bolt
@theryanking
https://t.co/7JyBWhNg1b

How to build a sales team:

— Ryan Breslow \U0001f57a (@theryanking) November 13, 2021

Hiring from MaidThis
@NeelBParekh
https://t.co/ygmZGYTn23

I spent 8+ years working on our cleaner recruiting funnel.

Here is the EXACT 6-Step Hiring Funnel we use and the numbers you need to be targeting.

\U0001f4b0Money making thread for any local service biz entrepreneur

//The MaidThis Franchise Hiring Playbook\U0001f447//

— Neel Parekh (@NeelBParekh) November 23, 2021

Effective Writing from Amazon
@david_perell
https://t.co/L462CUcZDX

These Amazon writing tips are fantastic.

\U0001f44f pic.twitter.com/aO0GKncHQC

— David Perell (@david_perell) December 23, 2019

Starting a Brand from Chobani
@zhr_jafri
https://t.co/str3sHvvpf

A Turkish immigrant from a poor shepherd family landed in the US at the age of 22

And created a multi billion $ yoghurt brand starting from a 80 year old to be defunct factory in just 5 years

> A thread of Chobani \U0001f9f5
>
> 1/ pic.twitter.com/AMkW5Vy8Jw
>
> — Azhar.ITC (@zhr_jafri) January 23, 2021

TL;DR:

Canva: Turing a Problem Into A Biz
Constellation Software: Creative Growth
Lego: Master Marketing
Ferrari: Customer Service (Or Not)
Pixar: Genius Storytelling
Bolt: Building a Dope Team
MaidThis: Make Hiring a Process
Amazon: Communicate!
Chobani: Build w/ What You Know

Thanks to these creators for putting these together:

@jspujji
@heymaxkoh
@danesaglez
@chrisxmunn
@dickiebush
@theryanking
@NeelBParekh
@david_perell
@zhr_jafri

Give them a follow for more insights.

If you enjoyed anything here, it would be great if you could share with some more of the Twitter community.

Just retweet the first tweet.

https://t.co/wSX8ahAmDX

> An MBA can cost $250k.
>
> Or you can learn lessons from the best companies in the world.
>
> For free. Here on Twitter.
>
> 9 great threads that are MUST READS for anyone advancing their career or business.
>
> — Chris Munn (@chrisxmunn) December 11, 2021

I'm Chris.

I send my community 2-3 threads a week similar to these.

Come along for the ride.

■ @chrisxmunn ■