

Twitter Thread by Jack Butcher



Jack Butcher

[@jackbutcher](#)



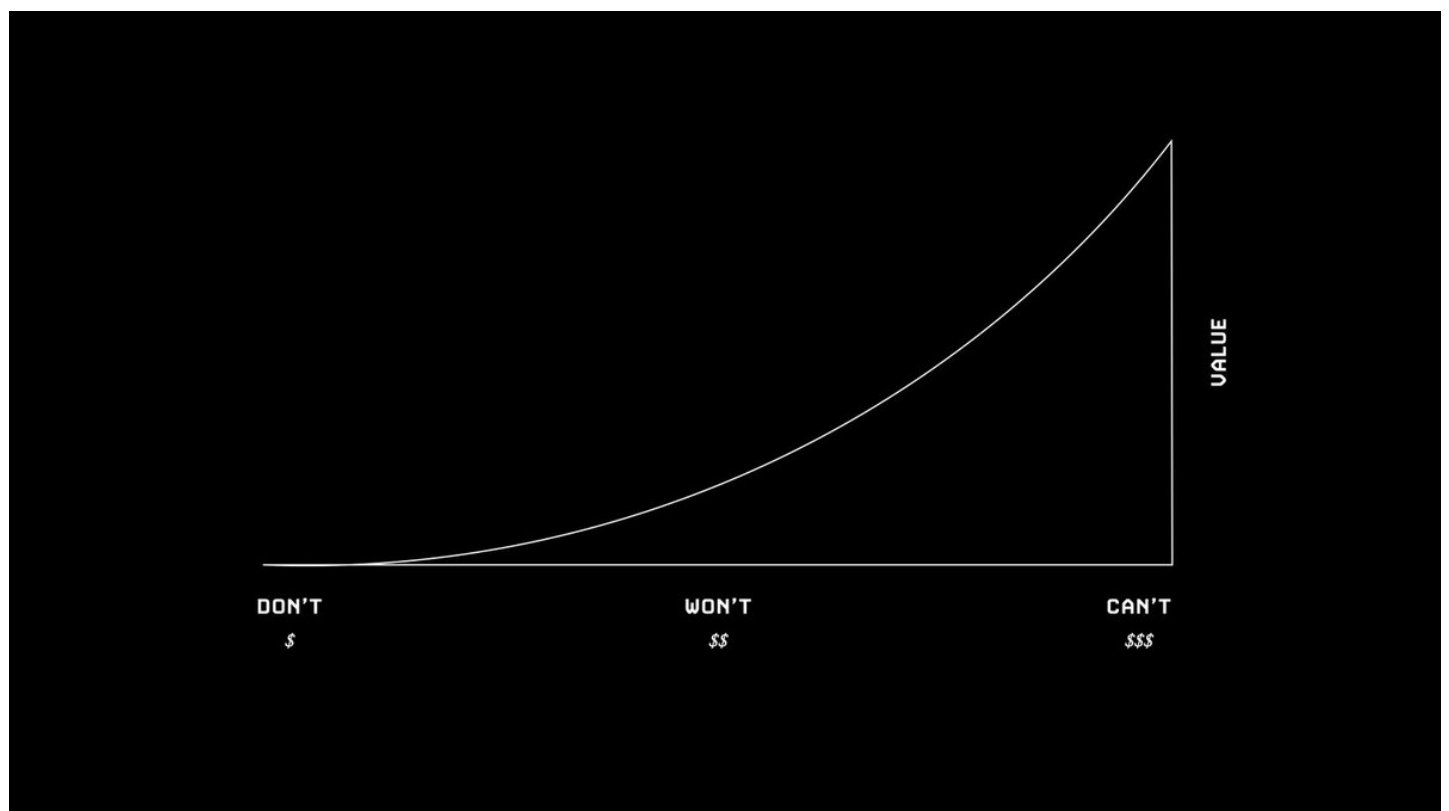
Building Principles:



1/

Value = doing things that other people don't do, won't do or can't do.

"You get paid in direct proportion to the difficulty of problems you solve" — Elon Musk



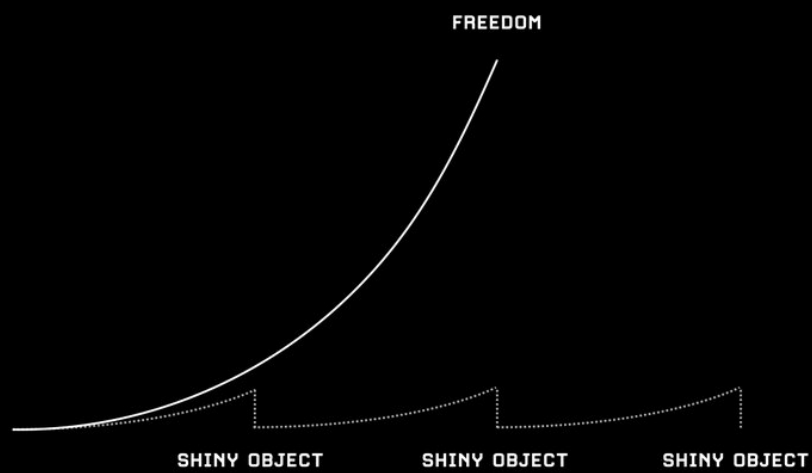
2/

Service is high-touch result generation (building experience), product is low-touch result generation (scaling experience).



3/

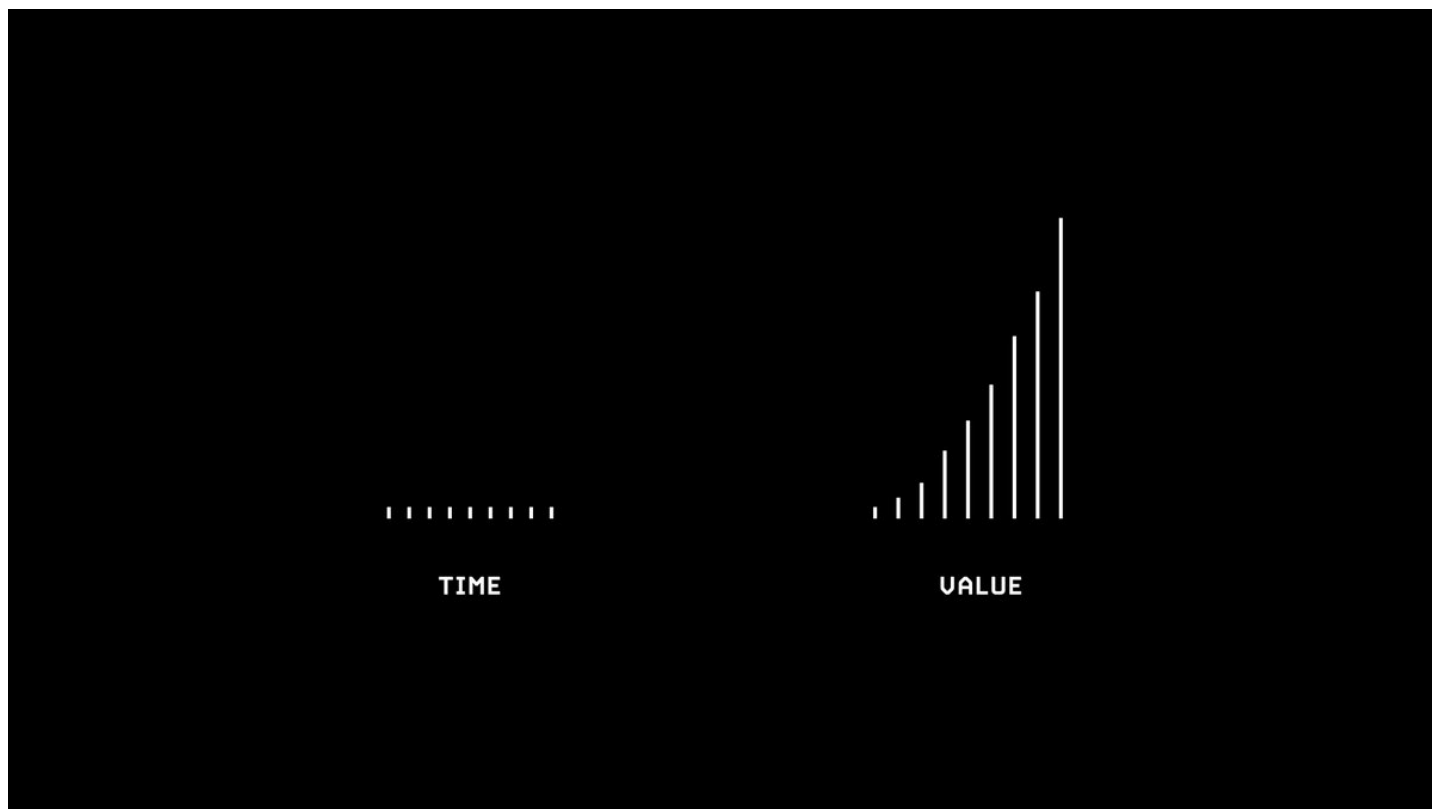
In a world of infinite distraction, focus is the only path to freedom.



4/

Sell time to buy experience, sell experience to buy time.

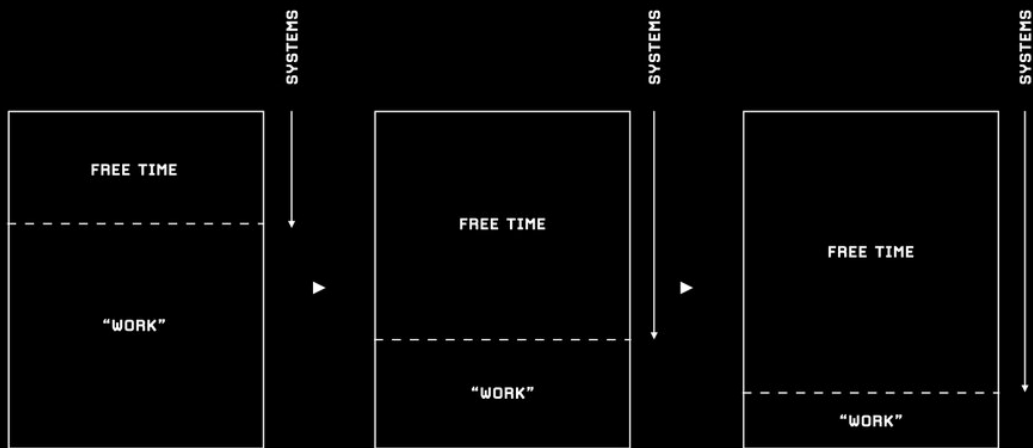
"If you don't find a way to make money while you sleep, you will work until you die." — Warren Buffett



5/

Use free time to build systems that free up time.

"Let systems run the business and people run the systems." — Michael Gerber



6/

You can't get good unless you get going.

"Failure is success in progress." — Albert Einstein

THE PERFECTIONIST →

THE ITERATOR

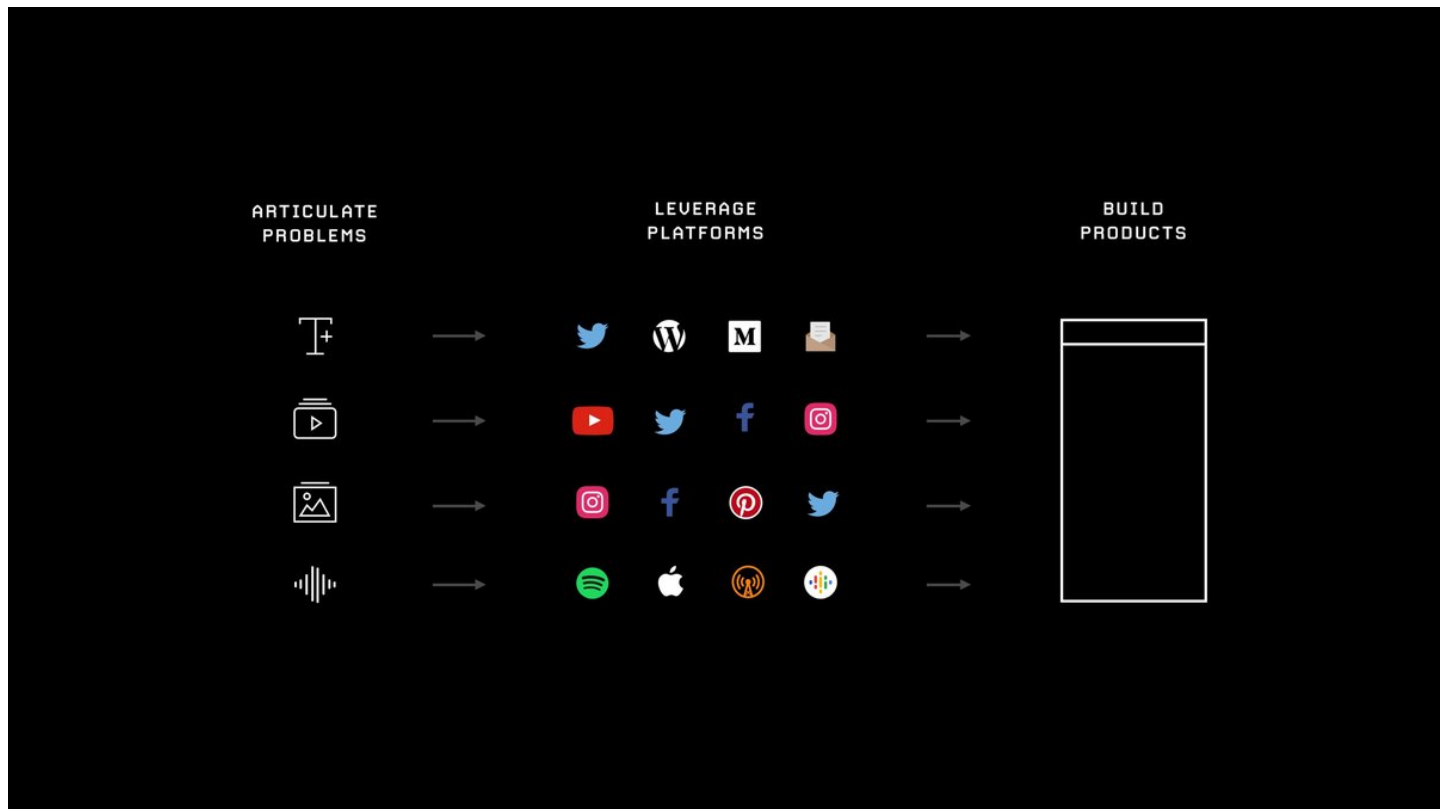
THE PROCRASTINATOR



7/

Make media work for you.

Write, record, design, edit once, publish twice.



8/

Build once, sell twice.

"Software is eating the world." — Marc Andreessen

