Twitter Thread by Jack Butcher

Jack Butcher
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Building Principles:

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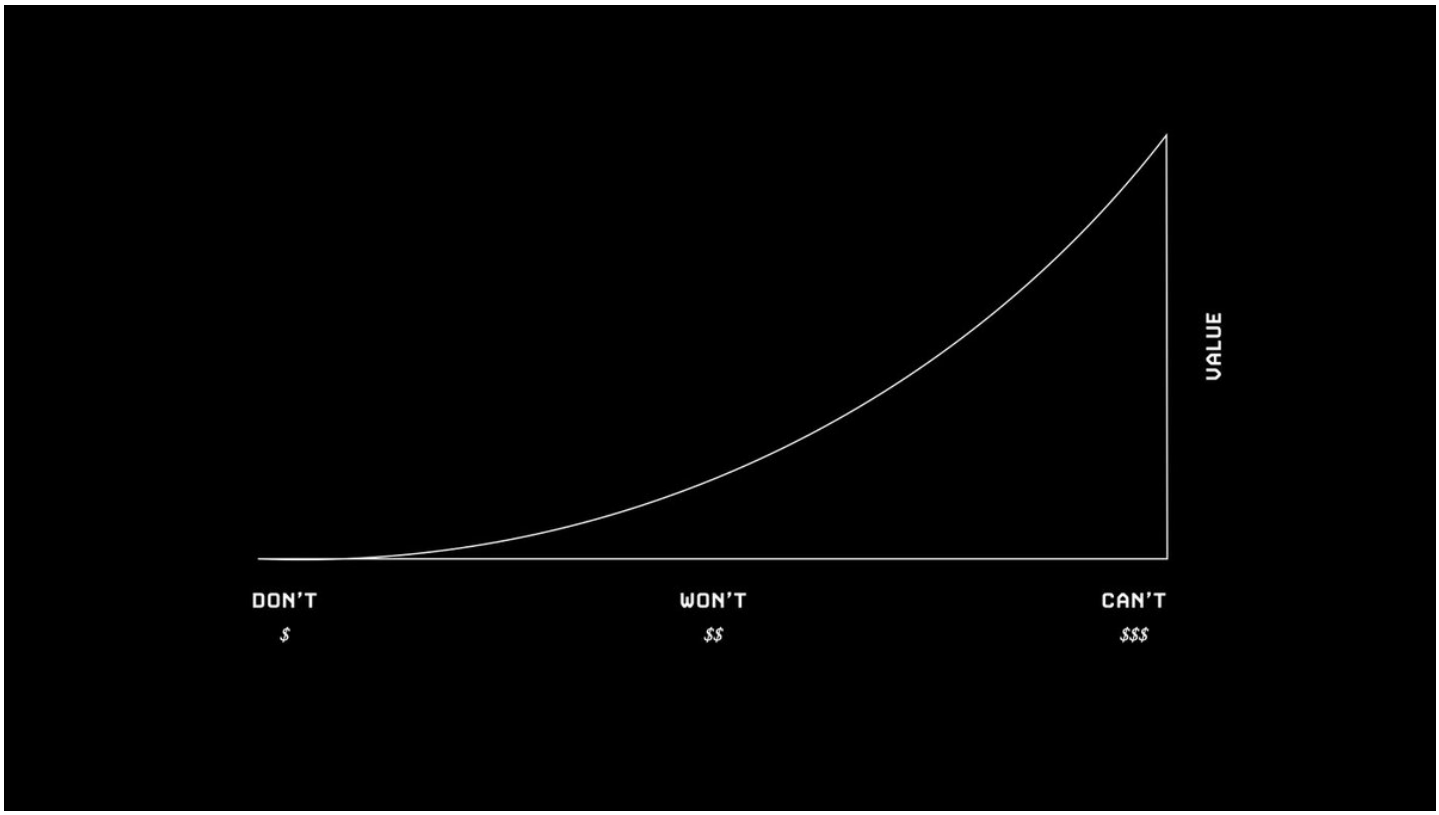
1/

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



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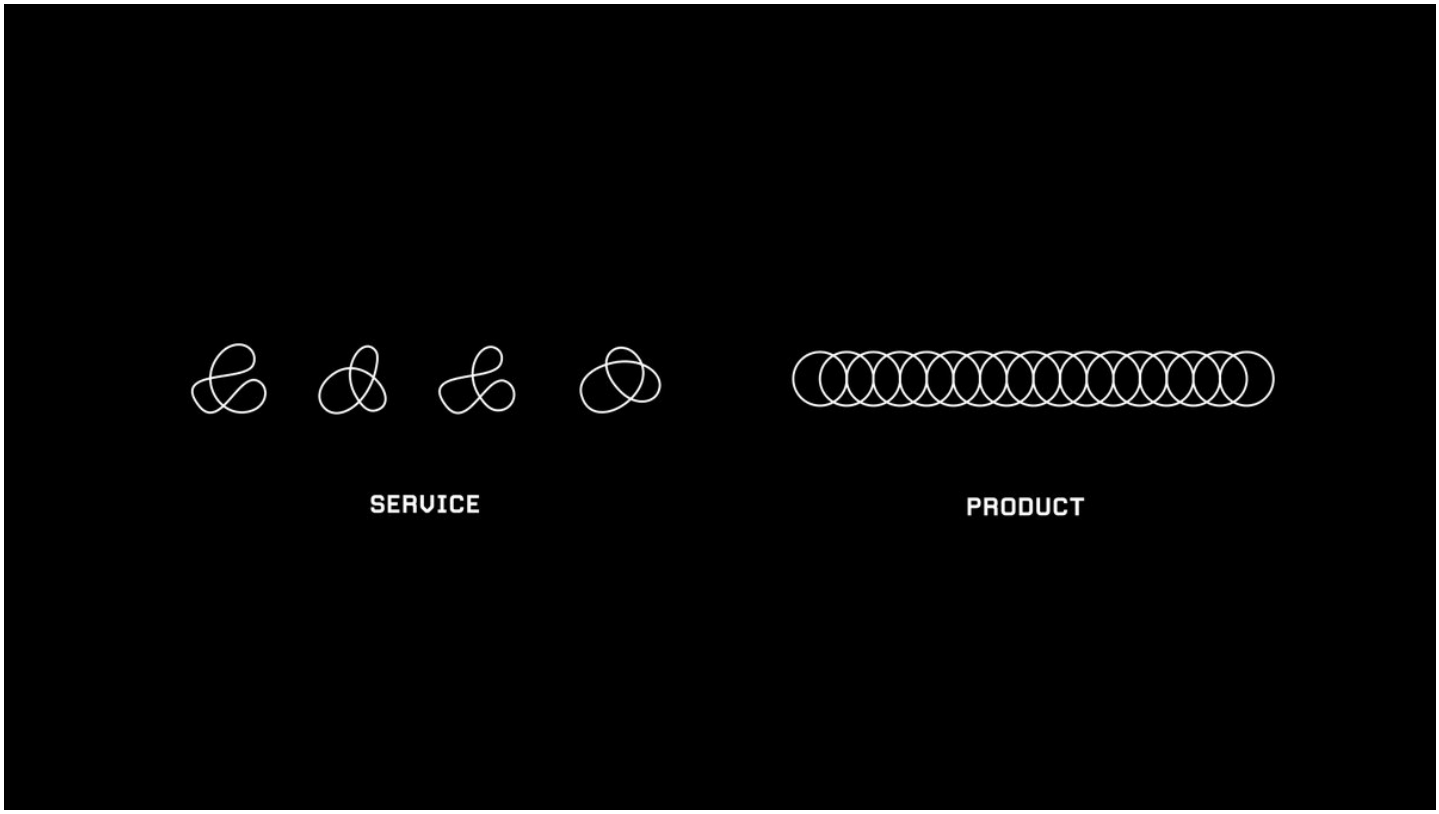
Service is high-touch result generation (building experience), product is low-touch result generation (scaling experience).



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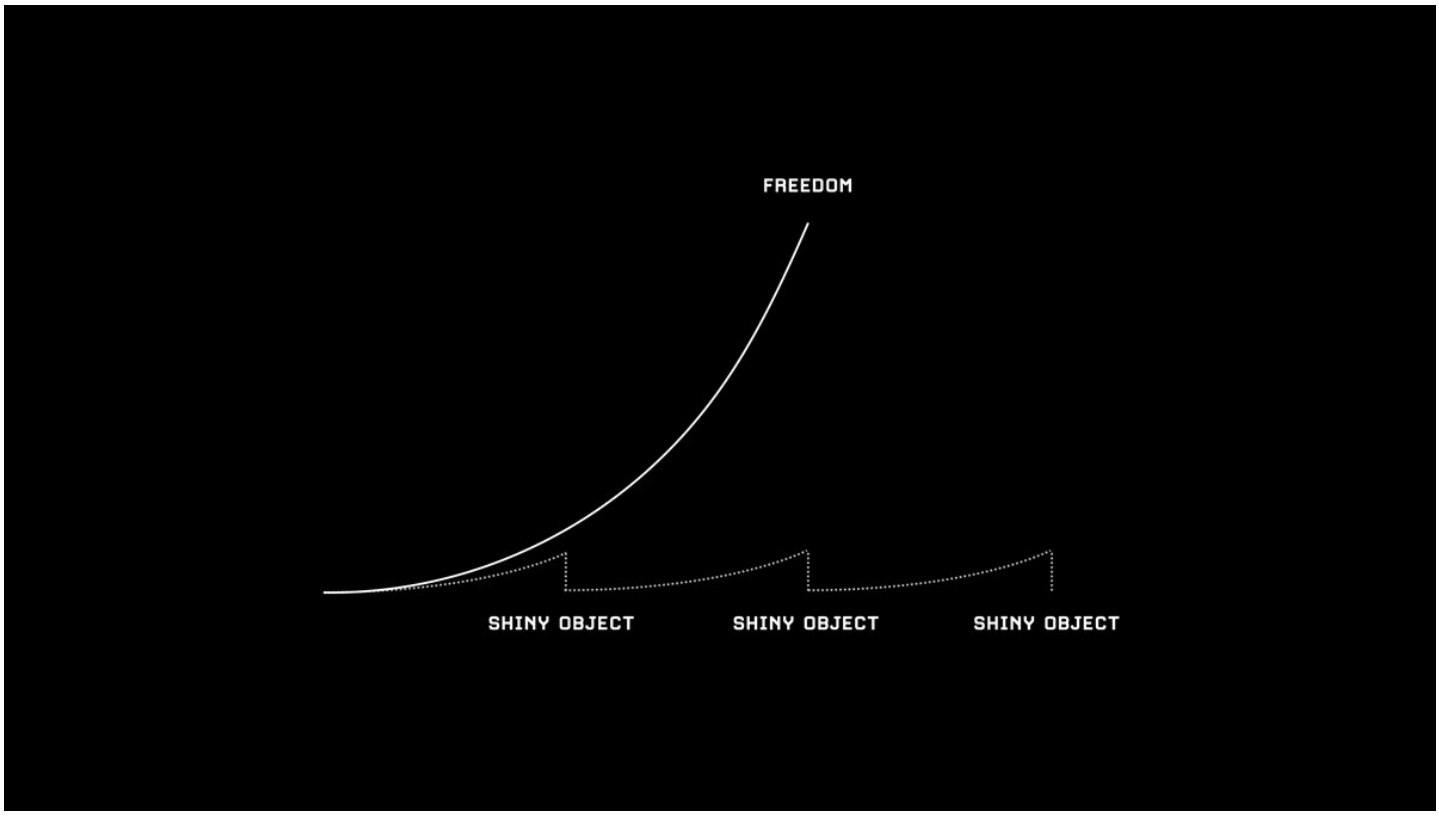
In a world of infinite distraction, focus is the only path to freedom.



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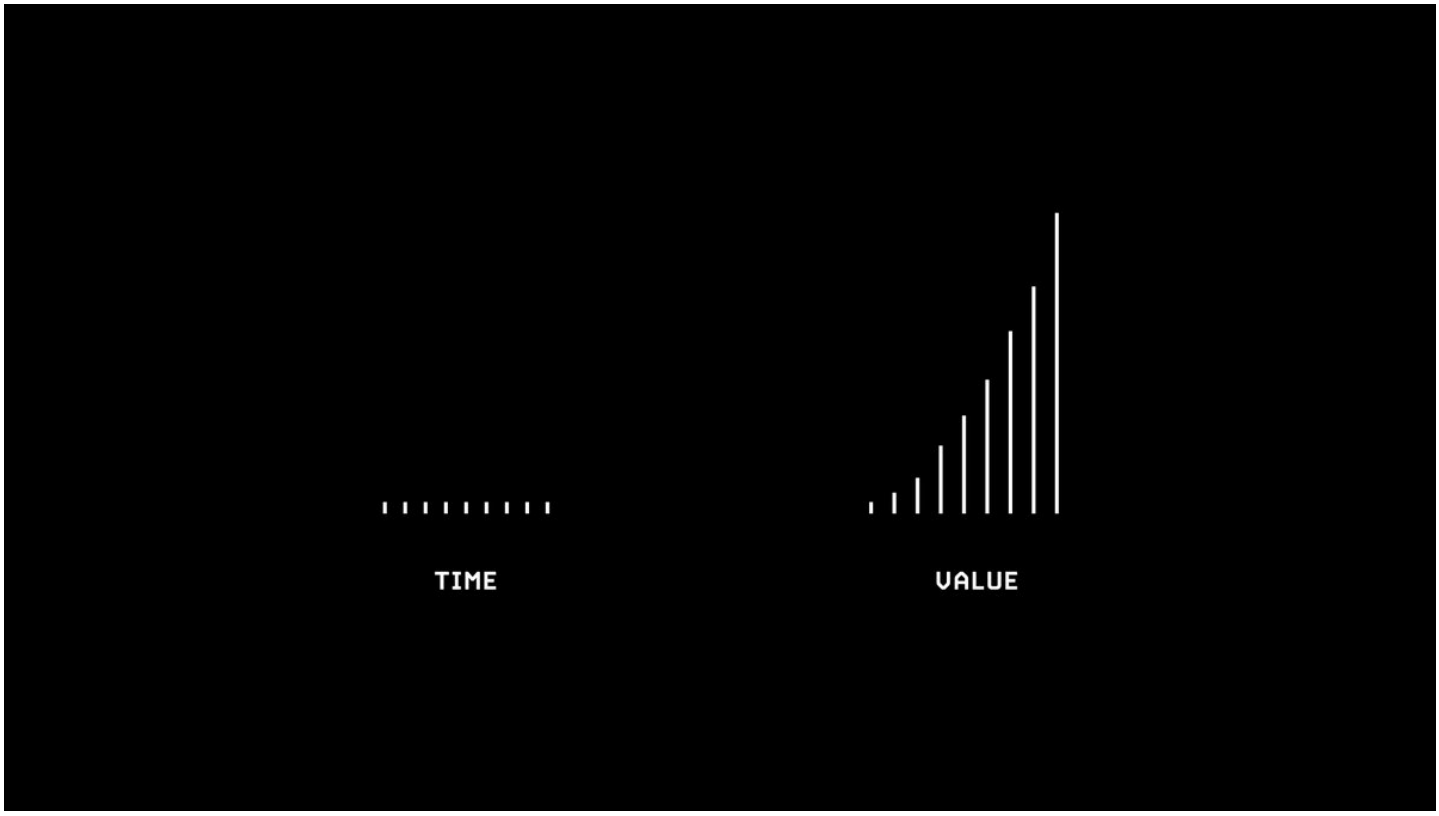
Sell time to buy experience, sell experience to buy time.

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



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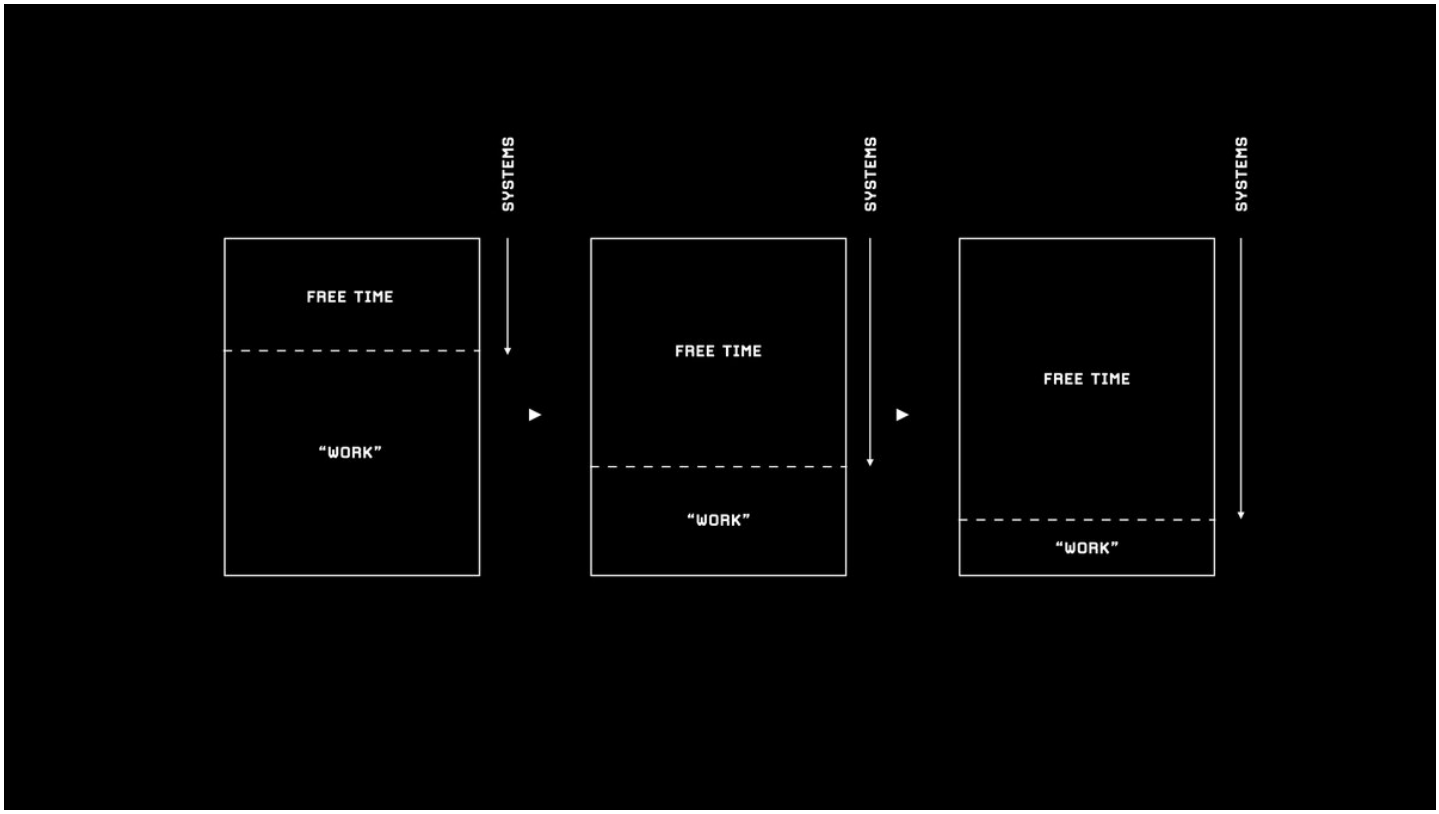
Use free time to build systems that free up time.

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



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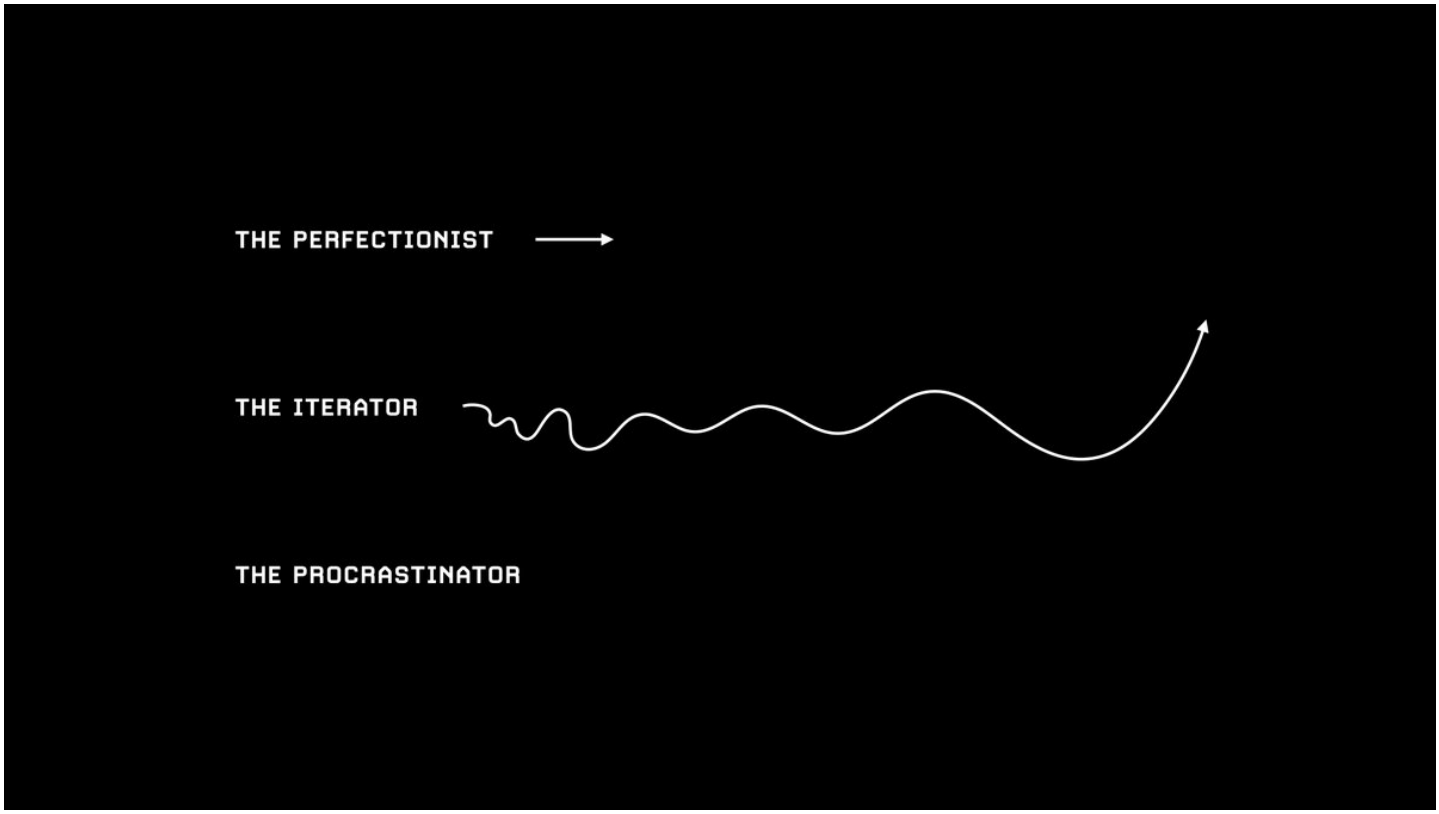
You can't get good unless you get going.

“Failure is success in progress.” — Albert Einstein



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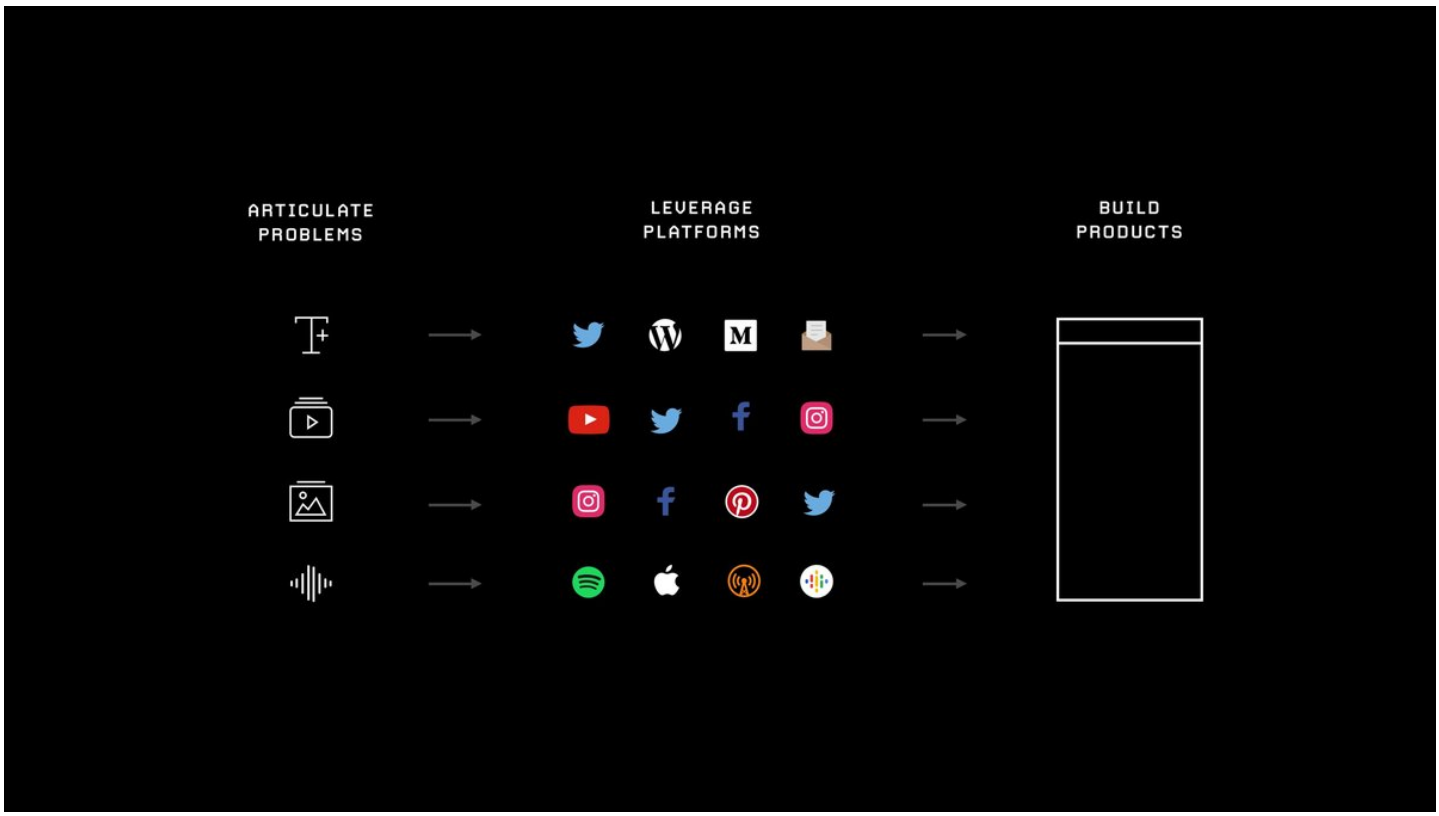
Make media work for you.

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



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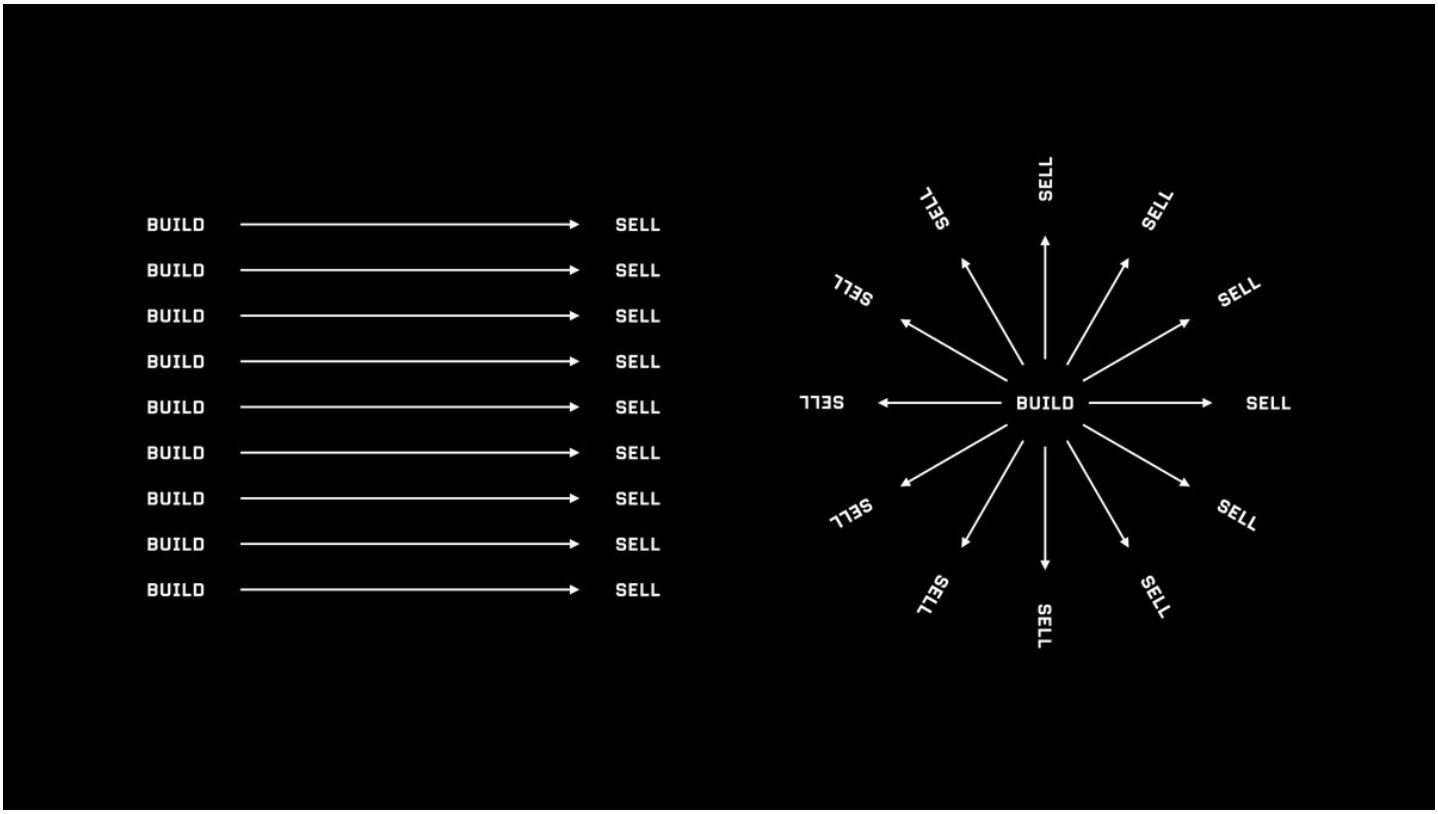
Build once, sell twice.

"Software is eating the world." — Marc Andreessen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