

Twitter Thread by [Aleksandr Volodarsky](#)

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[@volodarik](#)



Most of the startup advice is horse shit. Especially when you google it.

Let's build a thread with the best startup threads and articles.

I'll start:

1/ Fundamentals

Your startup is like a cult. You have to convert your team, investors, customers, and friends to be your evangelists.

[@DavidSacks](#) article on how to form a movement

<https://t.co/SEZ3wPhK6v>

2/ Growth is possible only with lazer focus.

1000 tasks fall on you every day. You have to ignore them and concentrate on improving main metrics.

[@lennysan](#) article about choosing a Northstar metric.

<https://t.co/ujQEuwNDE9>

in general Future by [@a16z](#) is full of great advice

3/ Legal aspects and costs in a startup by [@dunkhippo33](#)

<https://t.co/BTqBC5zn5S>

She also has great threads about

- customer acquisition <https://t.co/ibDi3LxVi7>
- PMF <https://t.co/2kKZEJSN3P>

Today I want to talk about the legal aspects of startups. How to set up? How to think about legal costs?

Fun!

Read on >>

— Elizabeth Yin (@dunkhippo33) [March 2, 2021](#)

4/ Community building is a new black in product discovery and customer acquisition.

[@gregisenberg](#) on how to start a community from 0
<https://t.co/Nu9mjwNmcy>

His article about finding startup ideas through unbundling Reddit is amazing <https://t.co/KHhsdUoHjF>

I've helped build internet communities that have generated hundreds of millions of members

The most often question I get asked is:

But Greg - how do I build a community from scratch?!

Here's what I usually say:

— GREG ISENBERG (@gregisenberg) [May 8, 2021](#)

5/ Hiring

I wrote a thread about my mistakes in hiring that resonated a lot with my following <https://t.co/OVqzU7KpmZ>

I hired 32 people and fired 10 of them.

We are growing like crazy, but I made every mistake in the book.

Non-obvious lessons from early hires

— Aleksandr Volodarsky (@volodarik) [March 6, 2021](#)

6/ Thread about fundraising by [@Suhail](#) from 2018 that is still relevant
<https://t.co/r6lkcxld3Q>

1/ Let's talk about fundraising: In 2009, Y Combinator only gave us \$15K, half our YC batch died after demo day, 11 firms told us no, 2 firms wanted to find us a CEO, 1 VC told me, point blank, we would fail, we were a week away from death but luckily raised \$500K @ 2M pre.

— Suhail (@Suhail) [May 16, 2018](#)

7/ Founders need to be great at copywriting. They write emails, pitches, landing pages, product descriptions, notes to the team.

Here is [@Julian](#) take on beautiful writing
<https://t.co/iv8tJFxmTB>

Follow Julian for everything marketing.

How can some people write so beautifully?

I think I've figured it out.

THREAD: The four elements of writing style:

— Julian Shapiro (@Julian) [February 18, 2021](#)

8/ More on copywriting by [@alexgarcia_atx](#)

<https://t.co/7M5vBiJtqU>

Alex helped to grow the MFM pod we all love and his marketing thread are GOLD

Most popular:

<https://t.co/oUtU08Dcq6>

Good copywriting is a superpower.

Amazon, the second most valuable brand in the world, puts an emphasis on teaching its employees how to write.

They know good copy equates to more customers.

These are the 8 tips to write like an Amazonian \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) [July 18, 2021](#)

9/ How to get more revenue by converting non-buyers by [@ecomchasedimond](#)

<https://t.co/YX4KxGJKtu>

How to make 30% more revenue without dropping a single penny on paid ads

From an email marketer who has generated over \$50 Million dollars in sales for dozens of 6 to 9 figure Ecommerce brands.

Bookmark this \U0001f4b0\U0001f4b0\U0001f4b0 Thread

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— Chase Dimond | Email Marketing Nerd \U0001f4e7 (@ecomchasedimond) [April 2, 2021](#)

10/ [@JamesCurrier](#) is the best resource to learn about network effects. If you are building a marketplace or a social network, you should go down this rabbit hole.

The best of his articles are on his fund's blog

<https://t.co/Cjc4Ux3yFh>

11/ A lot of great advice and inspiration by [@agazdecki](#)

His most popular tweets:

<https://t.co/4lVzr7fADF>

12/ [@jasonlk](#) has spent a lot of time with the most successful founders and shared a lot of what he learned.

His tweets are underrated, but most of them are pure gold.

13/ Amazing story by [@awilkinson](#) about how he lost by bootstrapping to a VC-baked Asana.

I don't agree that you can't compete without raising money, but there is a lot to learn from that story.

<https://t.co/EyaBbKJQuq>

This is a story about how I lost \$10,000,000 by doing something stupid.

Ten. Million. Dollars.

Literally up in smoke. Money bonfire.

That's enough to retire with \$250,000+ in annual income.

Here's what happened

— Andrew Wilkinson ([@awilkinson](#)) [March 30, 2021](#)

14/ Also a lot to learn from [@joelgascoigne](#) story about why and how they bought back their equity from VCs.

<https://t.co/zue0KtMUK9>

We spent \$3,300,000 buying out our main VC investors.

Here's a quick summary

— Buffer ([@buffer](#)) [September 21, 2018](#)

15/ Investors you should reach out to and what startups they are looking for

<https://t.co/qN86Y7gqUP>

A ton of startup investors gave me permission to share their contact details in this thread.

The venture capitalists below said you're welcome to DM/email them your pitch decks!

They look forward to it.

Hopefully this helps with fundraising:

— Julian Shapiro (@Julian) July 25, 2021

I'll be adding more resources as I discover them.

Share the ones you love about:

- building and managing the team
- marketing
- sales
- mental health for founders