Twitter Thread by Aleksandr Volodarsky

Aleksandr Volodarsky
@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\u2019ve help 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\U0001f447
>
> — Aleksandr Volodarsky (@volodarik) March 6, 2021

6/ Thread about fundraising by @Suhail from 2018 that is still relevant
https://t.co/r6IkcxId3Q

> 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
>
> //Thread//
>
> — 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/4IVzr7fADF

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\u2019s enough to retire with $250,000+ in annual income.
>
> Here\u2019s what happened\u2026
>
> — 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\u2019s a quick summary \U0001f447
>
> — 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