Twitter Thread by Julian Shapiro



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THREAD: 10 significant things that the best startup founders get right.

(From my notes helping 400+ founders grow their startups.)

The smartest people I've met:

They retrain their minds to enjoy being wrong.

They get a dopamine hit when proven wrong because they're excited to be closer to the truth. The truth is addictive.

In contrast, if you refuse to lose a debate, your brain keeps running old firmware.

I don't know one highly effective person who isn't strongly biased toward taking action.

They defer the stuff that doesn't matter, and they always finish the stuff that does.

It's about rate of iteration and persistence, not brilliance.

The successful people I know have mastered delayed gratification:

They let themselves feel a dopamine hit when they do something that makes their future selves better.

They've learned to value their future self as much as their present self.

Success in life really appears to be two things:

1. Point yourself in the right direction.

2. Do the work even when you're not in the mood to.

(And privilege.)

There are 3 ways to approach projects:

1. Craftsperson: Satisfaction comes from making something the best it can be.

2. Artist: Satisfaction comes from capturing part of yourself.

3. Passenger: Not about satisfaction—just a means to an end.

Know which you are. Lean into it.

Luck is a function of surface area.

You increase your odds by exposing yourself to more opportunities and more people.

There's a reason why successful people tend to be proactive and resourceful.

They're extending their reach.

Reach is a serendipity engine.

Smart people focus on what compounds in life:

- Investing money
- Building an audience
- Leaning in when you're wrong
- Making decisions using mental models
- Building deeper relationships with interesting people

You'll regret not having started these in a year from now.

Ultimately, effective people share three traits:

1. Bias toward taking action. No lazy deferring.

2. Always looking to prove themselves wrong.

3. Regularly reassess their priorities without any fear of changing them.

Key: They balance progress with indulging curiosity.

Also, smart founders tend to understand the basics of online privacy ■

some americans worry vaccines will have microchips to track them

their phones:



To learn what smart *content* creators have in common, read the pinned tweet on my profile: @julian

That pinned tweet walks through what makes writers, YouTubers, and TikTokers creatively successful.

Follow me for a big thread next week.