# Twitter Thread by Jordan O'Connor



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**This is the blueprint I've followed to build my own business/income in ~4 years. This is how I learned to make websites + apps, learned SEO, learned how to write well, and how to grow my SaaS product.**

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Get your time right by eliminating most entertainment and leisure.

Produce (work) more than you consume (watch/read/listen to entertainment).

Work intentionally, have fun intentionally, create a balance that you control. Free up a few (3-4) hours a day.

Use that new time to build new skills + knowledge by doing work for free for other people.

Do free work that helps save them time, make them money, or save them money (things that people will pay for).

Do a bit every day. Because it's free, there's less pressure to perform

Enhance learning by purchasing courses, reading books, and taking action to learn those skills by applying them to the free work you're doing.

Figure out what you like to do and what you don't like to do (do more of what you like to do and less of what you don't).

Figure out what works and what doesn't work (there's definitely a lot of advice out there that doesn't work or is contextual to the environment it works in).

Combine and use those new skills for your own profit by helping other people and charging them money.

Customize your work to enhance your strengths (things you like doing) and mitigate your weaknesses (things you don't like doing).

Build an income by either providing a service (get paid by the hour)

A productized service (get paid for the work regardless of how long it takes)

Or my favorite, a product (you spend lots of time up-front to build and then sell repeatedly).

A service is easier to grow and get paid, but harder to scale beyond yourself (there's limited hours in a day).

A product is harder to grow and get paid for, but can scale far beyond yourself without much work/time on your end.

Once you learn the skills, you have them forever. Just Keep building, learning, growing, and helping people.

Learn from mistakes and keep pushing through failures. New problems are good, it means you're growing.

It took me about 2 years of helping people to learn the skills, and about 2 years of building before my income replaced my (then) day-job salary.

https://t.co/2FPqgc7OJ4