

Twitter Thread by Brian Feroldi

Brian Feroldi

[@BrianFeroldi](#)



Last week, I asked my followers to share their favorite Twitter threads

I receive tons of wonderful replies and read through them all

Here are 31 amazing threads that are well worth your time ■■

1/ [@10kdiver](#) on leverage

<https://t.co/2IFZoXR6tU>

1/

Get a cup of coffee.

In this thread, I'll walk you through the basics of leverage -- in our personal lives and in the companies we invest in.
pic.twitter.com/9MilmwE9f7

— 10-K Diver (@10kdiver) [April 10, 2021](#)

2/ [@aaronbush100](#) on 20 semi-controversial investing beliefs

<https://t.co/mzO7AGtHGt>

20 semi-controversial investing beliefs [THREAD]:

— Aaron Bush (@aaronbush100) [May 24, 2020](#)

3/ [@annieduke](#) on category decision

<https://t.co/Dt1ICjpfUM>

The most dangerous category of poor decisions are ones that remain easily hidden from view because any instance of that type of decision is so easy to rationalize.

1/12

— Annie Duke (@AnnieDuke) [October 7, 2020](#)

4/ [@awilkinson](#) on losing \$10,000,000

<https://t.co/7Dn6yWUnbV>

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](#)

5/ [@alexgarcia_atx](#) on marketing

<https://t.co/DnEzidh1ij>

25 Marketing Threads That Will Teach You More Than Any Marketing Class \U0001f9f5

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

6/ My thread on why mission statements matter was nominated

<https://t.co/IAjYULB9j>

1/ Mission Statements \U0001f9f5

I used to think mission statements were just corporate fluff

False words that companies created for HR reasons

I've slowly changed my mind about them

They are THE BEST stakeholder alignment & decision-making tool ever

EVER!

Need convincing? \u2b07\u2b07\u2b07\u2b07\u2b07\u2b07\u2b07\u2b07\u2b07\u2b07

— Brian Feroldi (@BrianFeroldi) January 6, 2021

7/ @dalosortiz on audience building

<https://t.co/OFGLjYU9dl>

Audience Building 101:

- Why It's Important
- How To's
- Advice
- Resources

Insights from @jackbutcher, @david_perell, @APompliano & @mkobach

A thread \U0001f447

— Dalos Ortiz (@DalosOrtiz) September 10, 2020

8/ @david_perell on 50 ideas that shaped his worldview

<https://t.co/Fmxz4PjUH6>

MEGA THREAD TIME

Here are 50 ideas that shape my worldview.

These are my guiding principles and the light of my intellectual life. All of them will help you think better, and I hope they inspire curiosity.

— David Perell (@david_perell) May 10, 2020

9/ @damn_ethan on newsletters

<https://t.co/QZaAkyXeC2>

"How 7-Figure Newsletters Make Money"

For the last few weeks, I've been doing this talk, based on 6+ months of dedicated research.

Time to see if it translates well to Twitter. For your viewing pleasure... \U0001f9f5 pic.twitter.com/LkrZQbNSZq

— Ethan Brooks (@damn_ethan) April 13, 2021

10/ [@dickiebush](#) on Twitter's advanced features

<https://t.co/1eiTY2LRvk>

If you use it right, Twitter is the most powerful platform in the world.

But Twitter does a horrible job of showing you its advanced features.

Here are 10 of them you probably know nothing about:

— Dickie Bush (\U0001f6a2 2\ufe0fu20e32\ufe0fu20e3 (@dickiebush) [March 30, 2021](#)

11/ [@G_S_bhogal](#) on 40 powerful concepts

<https://t.co/KfCHqzssCj>

MEGATHREAD TIME: In 40 tweets I will describe 40 powerful concepts for understanding the world. Some are complex so forgive me for oversimplifying, but the main purpose is to incite curiosity. Okay, here we go:

— Gurwinder (@G_S_Bhogal) [February 6, 2020](#)

12/ [@george_mack](#) on the top 0.1% of internet ideas

<https://t.co/IPbxK7xdTX>

THREAD: The top 0.1% of ideas I've stumbled upon on the internet.

The rabbit holes (without the distractions).

— George Mack (@george__mack) [April 12, 2021](#)

13/ [@gregisenberg](#) on when life gets better

<https://t.co/xeWxKNENI7>

Life gets better when:

— GREG ISENBERG (@gregisenberg) [March 6, 2021](#)

14/ [@jackbutcher](#) on Build Once, Sell Twice

<https://t.co/x0Qdsd3XTx>

10 Concepts from Build Once, Sell Twice: (thread)

— Jack Butcher (@jackbutcher) [October 10, 2020](#)

15/ [@jamesclear](#) on habits

<https://t.co/M1PALDjosH>

(Thread)

I spent the last 6 years researching, writing, and thinking about habits. The culmination of this work was my recent book, Atomic Habits. (Now a NY Times best seller!)

In this thread, I'll share tweets from myself and others that illustrate some key lessons I learned.

— James Clear (@JamesClear) [November 5, 2018](#)

16/ [@joepompliano](#) on an NBA player who became rich

<https://t.co/1AFmFn7PVP>

An NBA role player turned his \$350,000 salary into a net worth of \$600M.

Time for a thread \U0001f447\U0001f447\U0001f447

— Joe Pompliano (@JoePompliano) [August 14, 2020](#)

17/ [@jdnoc](#) on going from employee to entrepreneur

<https://t.co/hdW64efucx>

My blueprint for transitioning from employment to entrepreneurship

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— Jordan O'Connor (@jdnoc) [January 4, 2021](#)

18/ [@julian](#) on thinking clearly & decision making

<https://t.co/NwAYwLY9VK>

Elon Musk is on record that he makes decisions using the same technique as Jeff Bezos.

I found YouTube videos of them explaining it.

A thread on thinking more clearly:

— Julian Shapiro (@Julian) [April 3, 2021](#)

19/ [@naval](#) on how to get rich

<https://t.co/nKZnnHiFLY>

How to Get Rich (without getting lucky):

— Naval (@naval) [May 31, 2018](#)

20/ [@orangebook_](#) on uncomfortable truths

<https://t.co/PvQIVCEtSO>

A thread of uncomfortable truths.

— Orange Book \U0001f34a\U0001f4d6 (@orangebook_) [November 7, 2020](#)

21/ [@positive_call](#) on mastering your mind

<https://t.co/Xn5KhybXYt>

3 ways to master your mind

// thread //

— Positive Call (@Positive_Call) [April 14, 2021](#)

22/ [@sahilbloom](#) on competitive advantages

<https://t.co/O9aDWowfq7>

To outperform, you need serious competitive advantages.

But contrary to what you have been told, most of them don't require talent.

10 competitive advantages that you can start developing today:

— Sahil Bloom (@SahilBloom) [March 20, 2021](#)

23/ [@seanthonysays](#) on how to grow on Twitter

<https://t.co/A5OiwlbWW5>

I spent \$716 on 7 Twitter growth courses in the last 40 days.

Learning from the top people on how to grow and monetize a Twitter account.

Here are the top lessons I learned so you don't have to spend the cash... pic.twitter.com/HbshnhOlb9

— Sean Anthony \U0001f6f3 (@SeanAnthonySays) [March 30, 2021](#)

24/ [@sathyanand1985](#) on a summary of Cal Newport's Deep Work

<https://t.co/sx0s837qul>

Cal Newport offers useful strategies in his books like 'Deep Work' and 'So Good They Cannot Ignore You'.

He offers no non-sense advice that can help you create a meaningful and deep life, by producing at an elite level.

Here's a summary of the best insights from his work\U0001f9f5

— Sathya is a Peacemaker\U0001f7e1 (@Sathyanand1985) [November 26, 2020](#)

25/ [@saveyoursons](#) on 20 life lessons every father must teach his son

<https://t.co/euowMEU8yV>

20 life lessons every father must teach his son

=THREAD= pic.twitter.com/06jXd4018f

— Save Your Sons (@SaveYourSons) [December 23, 2020](#)

26/ [@shaanVP](#) on semi-controversial beliefs

<https://t.co/mxdaSBPyZQ>

A few semi-controversial things I believe \U0001f447

— Shaan Puri (@ShaanVP) [February 24, 2021](#)

27/ [@shaneaparrish](#) on amateurs vs. professionals

<https://t.co/jlmy5C4Fdt>

Here\u2019s the difference between amateurs and professionals.

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— Shane Parrish (@ShaneAParrish) [November 12, 2020](#)

28/ [@shreyas](#) on High Agency

<https://t.co/ONZUNH3A5G>

Let's talk about High Agency: an attitude I've seen in every successful product manager & leader I've known.

Some ppl are born/raised with High Agency. It can also be developed later in life.

High agency is a prerequisite for making a profound impact in one's life & work

1/20 pic.twitter.com/8vPSbj4IKF

— Shreyas Doshi (@shreyas) [June 27, 2020](#)

29/ [@sixthformpoet](#)'s "funny" post that went viral

<https://t.co/vkV3walJK1>

ONE

My dad died. Classic start to a funny story. He was buried in a small village in Sussex. I was really close to my dad so I visited his grave a lot. I still do. [DON'T WORRY, IT GETS FUNNIER.]

— sixthformpoet (@sixthformpoet) [June 9, 2019](#)

30/ [@sweatystartup](#)'s thread on bad advice

<https://t.co/b1LxR11GUD>

I've gotten a lot of bad advice in my career and I see even more of it here on Twitter.

Time for a stiff drink and some truth you probably don't want to hear.

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— Nick Huber (@sweatystartup) [January 3, 2021](#)

31/ [@the_MMW](#) on money truths no one talks about

<https://t.co/q3PrtFfmHj>

12 Money Truths that No One Talks About

// Thread //

— Fiona | The Millennial Money Woman (@The_MMW) [April 21, 2021](#)

Many of these accounts have multiple threads that are fantastic, so make sure to follow each of them

You'll be smarter if you do