Twitter Thread by Brian Bourque ■



Brian Bourque ■
@bbourque

Startups are HARD.

But you can reduce mistakes by learning from the best.

10 threads to 10x your startup progress:

First-Time Founder Mistakes

Who: @siddharthm83

You'll learn: Hiring, firing and everything in between:

https://t.co/NBQnpU3utk

> I made every mistake as a first-time founder.
>
> Here are the 10 big ones you absolutely shouldn't make \U0001f447
>
> — Siddharth Mohan (@siddharthm83) January 22, 2022

The CEO's Job

Who: @theryanking

You'll learn: How the CEO makes a company successful:

https://t.co/6rpNpUDEsH

> The CEO\u2019s job, a thread:
>
> — Ryan Breslow \U0001f57a (@theryanking) December 26, 2021

A Great Onboarding Experience

Who: @RamliJohn

You'll learn: How to wow + hook new users:

https://t.co/TIMGr7G4T5

> The 7 psychology principles responsible for +20% MRR growth for our clients:
>
> 1. Commitment & Consistency
> 2. Progressive Disclosure
> 3. Likeability Principle
> 4. Zeigarnik Effect
> 5. IKEA Effect
> 6. Hick's Law
> 7. Fitt's Law
>
> Use them to improve your onboarding. Find out how: \U0001f9f5
>
> — Ramli John \U0001f1e8\U0001f1e6 (@RamliJohn) June 17, 2021

Building an MVP as a Non-Technical Founder

Who: @myfriendjanine

You'll learn: Simple steps to get from problem to MVP:

https://t.co/FVKify52su

> Non-technical founders always ask how they can build an app if they don't have a tech team. I was in the same boat.
>
> Let's break down some solutions. \U0001f9f5
>
> — Janine Sickmeyer (@myfriendjanine) August 26, 2020

40 Lessons on Entrepreneurship

Who: @jspujji

You'll learn: 40+ principles for your startup:

https://t.co/yWGR167saP

> Starting a business can be painful.
>
> You feel lost 97% of the time - the ups and downs are gut-wrenching.

> I wish I had a cheat sheet of principles for my first startup.
>
> So I wrote one.
>
> Here are 40+ learnings about entrepreneurship I wish I knew sooner:
>
> — Jesse Pujji (@jspujji) September 15, 2021

The 6-Point Business Plan

Who: @agazdecki

You'll learn: A 60-second exercise to clarify your mission:

https://t.co/E9yrL7jovT

> Before you write a line of code for your startup idea write down\u2026
>
> 1. The customer
> 2. Their problems
> 3. Current solutions
> 4. Your solution
> 5. Why now
> 6. Why you
>
> The last two are most important. Market timing and founder fit.
>
> — Andrew Gazdecki (@agazdecki) November 23, 2021

Understand Your Users Deeply

Who: @Suhail

You'll learn: How a 2nd-time founder obsesses over users:

https://t.co/5ZdOyMTEJ6

> 1/ The first 18 months of a startup:
>
> After starting my 2nd company in 2019, I decided I would write down useful lessons I learned or re-learned along the way. Some were hard-earned & others required steady focus. A thread that I hope may help other founders starting out \U0001f447
>
> — Suhail (@Suhail) April 14, 2021

10 Ways to Create a $1M Business

Who: @iamwillcannon

You'll learn: 10 angles to brainstorm winning ideas:

https://t.co/m6qgrgvhBu

> I came up with 10 ways to create your first million-dollar business:
>
> -Copy
> -Change 1 thing that sucks
> -Remove nonessentials
> -Your problems
> -Turn 2 steps into 1
> -Unfair advantage
> -Buy then build
> -Low hanging fruit
> -Make the elite common
> -Evolution
>
> Let's go over each + examples:
>
> — Will Cannon (@iamwillcannon) February 18, 2022

How to Sell Your Startup's Story

Who: @XavierHelgesen

You'll learn: A compelling pitch framework:

https://t.co/DZcBqmwZ8a

> Most startup pitches I see suck.
>
> The products are good.
>
> What is missing is the story.
>
> If you are raising money, the story has to come first.
>
> Here is the framework I have used to build compelling stories that have raised over $200 million for my own startups:
>
> — Xavier Helgesen \U0001f30d\U0001f4da\U0001f333\U0001f1fa\U0001f1e6 (@XavierHelgesen) February 19, 2022

Your Competitors Are the Whole Market

Who: @gaganbiyani

You'll learn: Funding + execution don't guarantee success:

https://t.co/zOjb6i2HTE

> Nobody talks about failure in Silicon Valley, yet 90% of startups fail.
>
> Why?
>
> 3 yrs ago, @neerajberry and I shut down @Sprig, which raised $60M from @GreylockVC + @socialcapital & grew to $20m revenue.
>
> Then, it all fell apart.
>
> For an honest story about failure,
>
> **Read on**
>
> — Gagan Biyani \U0001f3db (@gaganbiyani) May 27, 2020

Thanks for reading.

Please retweet so others can enjoy!

Follow me @bbourque for more on startups and marketing.