

## Twitter Thread by MATT GRAY



**MATT GRAY**

@matt\_gray



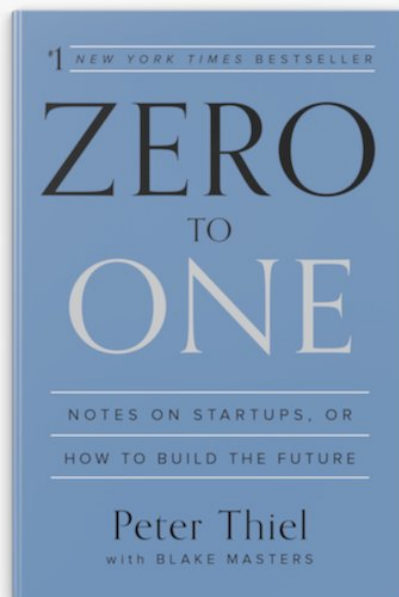
**If you want to give yourself a personal MBA, read these 10 books:**

Zero to One  
by Peter Thiel

Subject: Strategy and Positioning

Lessons:

- Last can be first
- Rivalry causes us to copy the past
- Progress comes from monopoly, not competition



Expert Secrets  
by Russel Brunson

Subject: Marketing

Lessons:

- Maintain absolute certainty
- The riches are in the niches
- Convince with emotion first, then logic

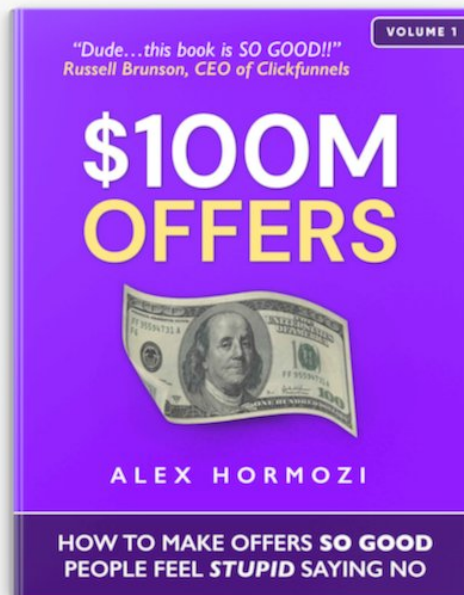


\$100M Offers  
by Alex Hormozi

Subject: Sales

Lessons:

- Create grand slam offers
- Find the starving crowd
- The fundamental equation of value

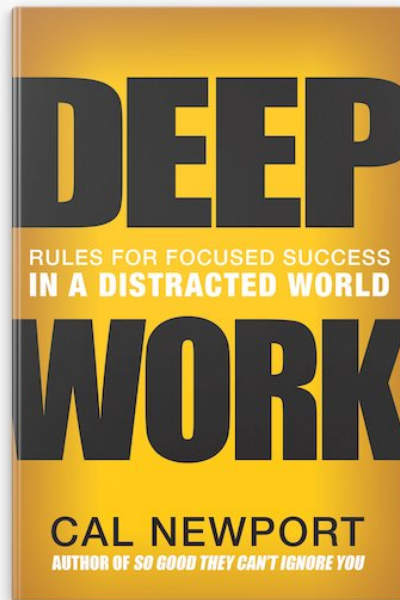


Deep Work  
by Cal Newport

Subject: Productivity

Lessons:

- Embrace boredom
- Create daily rituals
- Find your work-style
- Treat work like a craft

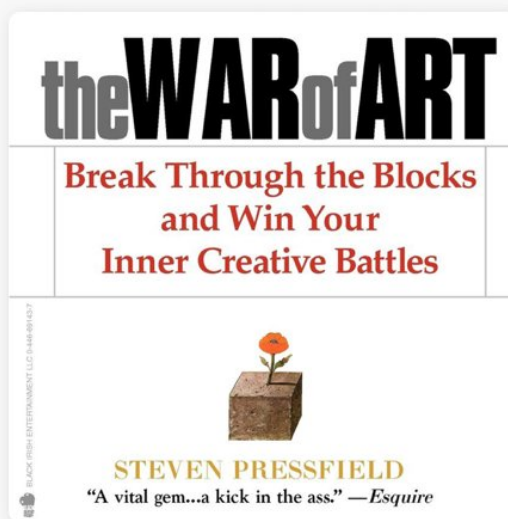


The War of Art  
by Steven Pressfield

Subject: Unlocking Creativity

Lessons:

- Live your unlived life
- Embrace and expect fears
- Recognize resistance and love misery



## Get Together

by Bailey Richardson, Kevin Huynh and Kai Elmer Sotto

Subject: Community

Lessons:

- Attracting authentic community members
- Developing community leaders



## Hustle Harder, Hustle Smarter

by 50 Cent

(Highly recommend the audiobook - he narrates himself)

Subject: Hustle

Lessons:

- Finding fearlessness
- Constructing your crew
- The power of perception



Obviously Awesome  
by April Dunford

Subject: Positioning

Lessons:

- Layering on trends
- The 6 components of positioning
- Mapping attributes and features to "value themes"



The Minimalist Entrepreneur  
by Sahil Lavingia

Subject: Entrepreneurship

Lessons:

- Market by being you
- Build as little as possible
- Sell to your first hundred customers



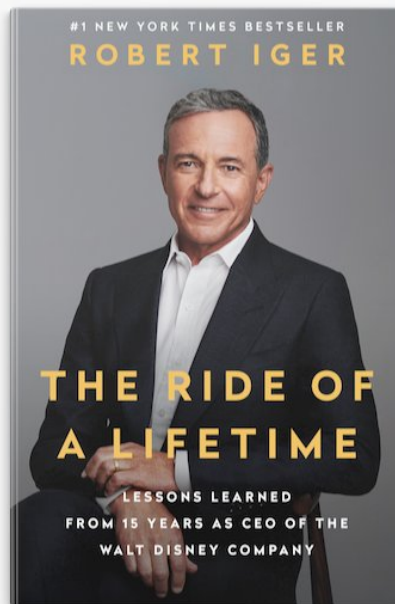
## The Ride of a Lifetime

by Robert Iger

Subject: Leadership

Lessons:

- Pursue perfection
- Learn to love exertion
- Lead with calm while encouraging risk



Thanks for reading! Follow me [@matt\\_gray](#) for more content like this.