

Twitter Thread by Lamine



Lamine

[@lamine_io](#)



❄️ **I turned [@naval's](#) epic tweetstorm into a 16min 4K video and 39 visuals during winter break.**

How to Get Rich (without getting lucky) by Naval


THREAD:

Seek wealth, not money or status. Wealth is having assets that earn while you sleep. Money is how we transfer time and wealth. Status is your place in the social hierarchy. [@naval](#)



“ Naval

**Seek wealth, not money or status.
Wealth is having assets that earn while
you sleep.
Money is how we transfer time and wealth.
Status is your place in the social hierarchy.**


 lamine_io

Understand that ethical wealth creation is possible. If you secretly despise wealth, it will elude you. [@naval](#)



“ Naval

**Understand that ethical wealth creation is possible.
If you secretly despise wealth,
it will elude you.**

 lamine_io

Ignore people playing status games. They gain status by attacking people playing wealth creation games. [@naval](#)



“ Naval

**Ignore people playing status games.
They gain status by attacking people
playing wealth creation games.**

You're not going to get rich renting out your time. You must own equity - a piece of a business - to gain your financial freedom. [@naval](#)



“ Naval


**You're not going to get rich
renting out your time.
You must own equity
- a piece of a business -
to gain your financial freedom.**

You will get rich by giving society what it wants but does not yet know how to get. At scale. [@naval](#)



“ Naval

You will get rich by giving society what it wants but does not yet know how to get. At scale.


 [lamine_io](#)

Pick an industry where you can play long term games with long term people. [@naval](#)



“ Naval

**Pick an industry where you can
play long term games
with long term people.**


 lamine_io

The Internet has massively broadened the possible space of careers. Most people haven't figured this out yet. [@naval](#)



“ Naval

**The Internet has massively broadened
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Most people haven't figured this out yet.**

 lamine_io

Play iterated games. All the returns in life, whether in wealth, relationships, or knowledge, come from compound interest.

[@naval](https://twitter.com/naval)

The background of the image is a collage of US dollar bills, including a \$100 bill and a \$20 bill, with various serial numbers and signatures visible. The bills are slightly faded and overlaid with a dark grey semi-transparent layer.

“ Naval

Play iterated games. All the returns in life, whether in wealth, relationships, or knowledge, come from compound interest.

lamine

Pick business partners with high intelligence, energy, and, above all, integrity. [@naval](#)

The background of the image is a collage of US dollar bills, including a \$100 bill and a \$10 bill, with various details like the portrait of Benjamin Franklin and the Federal Reserve seal visible. A semi-transparent dark grey box is overlaid on the image, containing the quote.

“ Naval

Pick business partners with high intelligence, energy, and, above all, integrity.

Don't partner with cynics and pessimists. Their beliefs are self-fulfilling. [@naval](#)

The background of the image is a collage of US dollar bills, including a \$100 bill and a \$20 bill. The bills are slightly faded and overlaid with a dark grey semi-transparent rectangle. In the center of this rectangle is a white box containing a quote. The quote is attributed to Naval, indicated by a red speech bubble icon and the name 'Naval' in bold black text.

“ Naval

**Don't partner with cynics and pessimists.
Their beliefs are self-fulfilling.**

Learn to sell. Learn to build. If you can do both, you will be unstoppable. [@naval](#)



“ Naval

**Learn to sell. Learn to build.
If you can do both,
you will be unstoppable.**

Arm yourself with specific knowledge, accountability, and leverage. [@naval](#)

The background of the image is a dark, grayscale photograph of several US one hundred dollar bills. The bills are slightly out of focus, showing the portrait of Benjamin Franklin and the text "ONE HUNDRED DOLLARS".

“ Naval

**Arm yourself with specific knowledge,
accountability, and leverage.**

iamine_io

Specific knowledge is knowledge that you cannot be trained for. If society can train you, it can train someone else, and replace you. [@naval](#)



“ Naval

Specific knowledge is knowledge that you cannot be trained for. If society can train you, it can train someone else, and replace you.


lamine_io

Specific knowledge is found by pursuing your genuine curiosity and passion rather than whatever is hot right now. [@naval](#)

The background of the image is a dark, grayscale photograph of a US dollar bill. The intricate patterns and textures of the currency are visible, including the portrait of a man's face on the right side. A white rectangular box with a red double-quote icon on the left contains the text.

“ Naval

Specific knowledge is found by pursuing your genuine curiosity and passion rather than whatever is hot right now.


 lamine_io

Building specific knowledge will feel like play to you but will look like work to others. [@naval](#)

The background of the image is a dark, textured illustration. On the left, there is a close-up of a man's eye and part of his face, rendered in a fine-line, stippled style. To the right, there is a graduation cap (mortarboard) and a diploma, also in a similar textured style. The overall color palette is dark, with shades of grey and black, and a small red square highlights the quote icon.

“ Naval

**Building specific knowledge
will feel like play to you but
will look like work to others.**

 lamine_io

When specific knowledge is taught, it's through apprenticeships, not schools. [@naval](#)



“ Naval

**When specific knowledge is taught,
it's through apprenticeships, not schools.**


lamine.io

Specific knowledge is often highly technical or creative. It cannot be outsourced or automated. [@naval](#)



“ Naval

Specific knowledge is often highly technical or creative. It cannot be outsourced or automated.


 lamine_jo

Embrace accountability, and take business risks under your own name. Society will reward you with responsibility, equity, and leverage. [@naval](#)



“ **Naval**

Embrace accountability, and take business risks under your own name. Society will reward you with responsibility, equity, and leverage.


 lamine_jo

The most accountable people have singular, public, and risky brands: Oprah, Trump, Kanye, Elon. [@naval](#)



“ Naval

**The most accountable people
have singular, public, and risky brands:
Oprah, Trump, Kanye, Elon.**

 lamine_io

“Give me a lever long enough, and a place to stand, and I will move the earth.”

- Archimedes [@naval](#)



“ Naval


**“Give me a lever long enough,
and a place to stand,
and I will move the earth.” — Archimedes**

Fortunes require leverage. Business leverage comes from capital, people, and products with no marginal cost of replication (code and media). [@naval](#)



“ Naval

**Fortunes require leverage.
Business leverage comes from
capital, people, and products
with no marginal cost of replication
(code and media).**


 lamine_io

Capital means money. To raise money, apply your specific knowledge, with accountability, and show resulting good judgment. [@naval](#)

The background of the image is a dark, grayscale photograph of a US dollar bill, showing the intricate patterns and textures of the currency. A white rectangular box is overlaid on the left side of the image, containing text. The text is in a bold, sans-serif font. The name 'Naval' is preceded by a red square containing two white quotation marks. The text is centered within the white box. At the bottom center of the image, there is a small, light gray Twitter bird icon followed by the text 'lamine_io'.

“ Naval

**Capital means money.
To raise money,
apply your specific knowledge,
with accountability,
and show resulting good judgment.**

 lamine_io

Labor means people working for you. It's the oldest and most fought-over form of leverage. Labor leverage will impress your parents, but don't waste your life chasing it. [@naval](#)

The background of the image is a collage of US dollar bills, including a \$100 bill and a \$10 bill, with various serial numbers and the portrait of Benjamin Franklin visible. The text is overlaid on this background.

“ Naval

Labor means people working for you. It's the oldest and most fought-over form of leverage. Labor leverage will impress your parents, but don't waste your life chasing it.

Capital and labor are permissioned leverage. Everyone is chasing capital, but someone has to give it to you. Everyone is trying to lead, but someone has to follow you. [@naval](#)

The background of the image is a collage of US dollar bills, primarily \$100 bills, showing the portrait of Benjamin Franklin. The bills are slightly faded and overlaid with a dark grey semi-transparent layer. A white rectangular box with a red double-quote icon on the left contains the text.

“ Naval

Capital and labor are permissioned leverage. Everyone is chasing capital, but someone has to give it to you. Everyone is trying to lead, but someone has to follow you.

Code and media are permissionless leverage. They're the leverage behind the newly rich. You can create software and media that works for you while you sleep. [@naval](#)

The background of the entire image is a close-up, slightly blurred view of several US dollar bills. The focus is on the texture and details of the currency, including the words "ONE HUNDRED DOLLARS" and "FEDERAL RESERVE NOTE". A small, faint watermark of a person's face is visible in the lower right quadrant. In the center, there is a white rectangular box containing text. To the left of the text, there is a red square containing two white quotation marks. The name "Naval" is written in a bold, black, sans-serif font to the right of the quotation marks. At the bottom of the white box, there is a small, faint watermark of a Twitter bird icon followed by the text "lamine.io".

“ Naval

**Code and media are permissionless leverage.
They're the leverage behind the newly rich.
You can create software and media that
works for you while you sleep.**

An army of robots is freely available - it's just packed in data centers for heat and space efficiency. Use it. [@naval](#)



“ Naval

**An army of robots is freely available
- it's just packed in data centers for
heat and space efficiency. Use it.**

lamine.io

If you can't code, write books and blogs, record videos and podcasts. [@naval](#)



“ Naval


**If you can't code, write books
and blogs, record videos and podcasts.**

Leverage is a force multiplier for your judgement. [@naval](#)

The background of the image consists of several horizontal strips of US dollar bills, showing the portrait of Benjamin Franklin and the text 'ONE HUNDRED DOLLARS'. The bills are slightly faded and overlaid with a dark grey semi-transparent layer.

“ Naval

**Leverage is a force multiplier
for your judgement.**

 lamine_io

Judgement requires experience, but can be built faster by learning foundational skills. [@naval](#)

The background of the image is a dark, grayscale collage of US dollar bills. On the left, there is a close-up of the portrait of Benjamin Franklin on a \$100 bill. To the right, there are several \$10 bills, with some showing the serial number 'KG 362 G7' and 'KG 4 G7'. The text 'ONE HUNDRED DOLLARS' is visible at the top of the \$100 bill, and 'ONE HUNDRED DOLLARS' is also visible on the \$10 bills.

“ Naval


**Judgement requires experience,
but can be built faster
by learning foundational skills.**

There is no skill called “business.” Avoid business magazines and business classes. [@naval](#)



“ Naval

**There is no skill called “business.”
Avoid business magazines
and business classes.**

 lamine_jo

Study microeconomics, game theory, psychology, persuasion, ethics, mathematics, and computers. [@naval](#)



“ **Naval**

Study microeconomics,
game theory, psychology,
persuasion, ethics, mathematics,
and computers.


🐦 lamine_io

Reading is faster than listening. Doing is faster than watching. [@naval](#)



“ Naval

**Reading is faster than listening.
Doing is faster than watching.**


 lamine_io

You should be too busy to “do coffee,” while still keeping an uncluttered calendar. [@naval](#)



“ Naval

**You should be too busy to "do coffee,"
while still keeping an uncluttered calendar.**


 lamine_io

Set and enforce an aspirational personal hourly rate. If fixing a problem will save less than your hourly rate, ignore it. If outsourcing a task will cost less than your hourly rate, outsource it. [@naval](#)



“ Naval

Set and enforce an aspirational personal hourly rate. If fixing a problem will save less than your hourly rate, ignore it. If outsourcing a task will cost less than your hourly rate, outsource it.

 [lamine_io](#)

Work as hard as you can. Even though who you work with and what you work on are more important than how hard you work. [@naval](#)



“ Naval

Work as hard as you can.
Even though who you work
with and what you work on
are more important than how
hard you work.

Become the best in the world at what you do. Keep redefining what you do until this is true. [@naval](#)



“ Naval

Become the best in the world
at what you do. Keep redefining
what you do until this is true.


lamine 70

There are no get rich quick schemes. That's just someone else getting rich off you. [@naval](#)



“ Naval

**There are no get rich quick schemes.
That's just someone else getting rich off you.**


 lamine_io

Apply specific knowledge, with leverage, and eventually you will get what you deserve. [@naval](#)



“ Naval

**Apply specific knowledge,
with leverage, and eventually
you will get what you deserve.**

 lamine_io


When you're finally wealthy, you'll realize that it wasn't what you were seeking in the first place. But that's for another day.

[@naval](#)



“ Naval

**When you're finally wealthy,
you'll realize that it wasn't
what you were seeking in the first place.
But that's for another day.**

 lamine_io

[@naval's](https://t.co/GY1an4uoGF) epic tweetstorm turned into a visual book here: <https://t.co/GY1an4uoGF>

The background of the entire page is a photograph of a person's silhouette standing on a dark hill, looking up at a vast night sky filled with stars. The Milky Way galaxy is visible, stretching across the sky with a prominent reddish-pink and purple glow. The person is positioned in the lower center of the frame, looking towards the right side of the image.

HOW TO GET RICH

WITHOUT GETTING LUCKY

WORDS BY NAVAL
ILLUSTRATED BY LAMINE

@naval's epic tweetstorm turned into a 4K Video with music

<https://t.co/OkFdMRukP5>