

Twitter Thread by [Chris Munn](#)



Chris Munn

[@chrisxmun](#)



An MBA can cost \$250k.

Or you can learn lessons from the best companies in the world.

For free. Here on Twitter.

9 great threads that are MUST READS for anyone advancing their career or business.

Problem ---> Business from Canva

[@jspujji](#)

<https://t.co/w5mUCM7nmq>

Two Teenagers pitch 100+ VCs with no success.

Instead, they bootstrapped the startup to millions in profits until the VCs came calling.

The crazy part?

Today the company is worth over \$15BN and they have full control.

You've used the app, but you don't know the story

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— Jesse Pujji (@jspujji) [August 20, 2021](#)

Growth from Constellation Software

[@heymaxkoh](#)

<https://t.co/6sudp36yIK>

90% of business acquisitions fail.

But there are exceptions:

Mark Leonard, Founder of Constellation Software \$CSU, is one of them.

He's acquired over 500 companies in the last 2 decades...

Turning \$25 Million into \$32 Billion.

Here's his "Growth by Acquisition" playbook: pic.twitter.com/VUgqFyYAb6

— Max Koh (@heymaxkoh) October 18, 2021

Marketing by Lego

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

<https://t.co/P2u5RUy2qa>

Lego is one of the most beloved brands of all time.

In a Digital-First World, it has not only survived but thrived.

Here are 9 lessons from Lego's marketing that will help your brand stand the test of time:

\U0001f9f5\U0001f447 pic.twitter.com/l6ukVT7aj9

— Sheila Gonzalez (@DanesaGlez) November 11, 2021

Customer Service from Ferrari

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

<https://t.co/gSv4bKjf6X>

In 1963, Ferrari insulted a tractor manufacturer in Northern Italy.

That tractor manufacture would become a \$11B problem for Ferrari.

A wild story on revenge and listening to your customer.

— Chris Munn (@chrisxmunn) November 9, 2021

Storytelling from Pixar

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

<https://t.co/VRgM2WkNMi>

The most creative company of the last 30 years:

Pixar.

Back in 2011, Pixar storyboard artist Emma Coats shared their "22 Rules For Storytelling."

And the rules are a must-read for writers, entrepreneurs, and anyone who wants to tell captivating stories.

Here's the breakdown: pic.twitter.com/eUqUpvvdX

— Dickie Bush \U0001f6a2 (@dickiebush) [October 28, 2021](#)

Building a Team by Bolt

[@theyanking](#)

<https://t.co/7JyBWhNg1b>

How to build a sales team:

— Ryan Breslow \U0001f57a (@theyanking) [November 13, 2021](#)

Hiring from MaidThis

[@NeelBParekh](#)

<https://t.co/ygmZGYTn23>

I spent 8+ years working on our cleaner recruiting funnel.

Here is the EXACT 6-Step Hiring Funnel we use and the numbers you need to be targeting.

\U0001f4b0Money making thread for any local service biz entrepreneur

//The MaidThis Franchise Hiring Playbook\U0001f447//

— Neel Parekh (@NeelBParekh) [November 23, 2021](#)

Effective Writing from Amazon

[@david_perell](#)

<https://t.co/L462CUcZDX>

These Amazon writing tips are fantastic.

\U0001f44f pic.twitter.com/aO0GKncHQC

— David Perell (@david_perell) [December 23, 2019](#)

Starting a Brand from Chobani

[@zhr_jafri](#)

<https://t.co/str3sHvvpf>

A Turkish immigrant from a poor shepherd family landed in the US at the age of 22

And created a multi billion \$ yoghurt brand starting from a 80 year old to be defunct factory in just 5 years

A thread of Chobani \U0001f9f5

1/ pic.twitter.com/AMkW5Vy8Jw

— Azhar. ITC (@zhr_jafri) [January 23, 2021](#)

TL;DR:

Canva: Turing a Problem Into A Biz
Constellation Software: Creative Growth
Lego: Master Marketing
Ferrari: Customer Service (Or Not)
Pixar: Genius Storytelling
Bolt: Building a Dope Team
MaidThis: Make Hiring a Process
Amazon: Communicate!
Chobani: Build w/ What You Know

Thanks to these creators for putting these together:

[@jspujji](#)
[@heymaxkoh](#)
[@danesaglez](#)
[@chrisxmun](#)
[@dickiebush](#)
[@theyanking](#)
[@NeelBParekh](#)
[@david_perell](#)
[@zhr_jafri](#)

Give them a follow for more insights.

If you enjoyed anything here, it would be great if you could share with some more of the Twitter community.

Just retweet the first tweet.

<https://t.co/wSX8ahAmDX>

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— Chris Munn (@chrisxmun) [December 11, 2021](#)

I'm Chris.

I send my community 2-3 threads a week similar to these.

Come along for the ride.

■ [@chrisxmun](#) ■