

NOTES BASED ON TWEETS FEEDS BY NAVAL RAVIKANT

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March 9, 2020

Why: Specific Knowledge

- ▶ If you want to make money you have to get paid at scale
- ▶ You can stand out of the crowd and get paid sustain-ably iff you have Specific Knowledge.
- ▶ Much easier to be top 5 percentile at three or four things than it is to be literally the number one at something

What: Specific Knowledge

- ▶ Is not trainable (else others can get trained and then you get reduced to margin play. It no more remains “mine’. ONLY I CAN DO)
- ▶ Must Scale
- ▶ Is Passive income (Earns while you are sleeping. if you are getting paid for renting your time then thats not Specific Knowledge as it cannot scale)
- ▶ Has Leverage (ie amplification ie once created earns multiple times based on scale)

How: Specific Knowledge

- ▶ Genuine curiosity
- ▶ Building judgment in a specific domain. Have intuition built. Been there done that type confidence.
- ▶ Experiment in your field. Gain expertize by doing. The failures are learnings too, for which you can get paid.

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