

# Notes based on Tweets Feeds by Naval Ravikant

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## 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.