



Jon Brosio

@jonbrosio

Today is my 33rd birthday.

And this glass of whiskey has
me thinking...

Here's a list of things I know at
33 (that I wish I knew at 23):

10:00 AM · Dec 28, 2022 · undefined

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1. Remember the 33/33/33 rule

With everything you do in life:

- 33% of people will love you
- 33% of people will hate you
- 33% of people won't care at all

Focus on the first 33 and forget the rest.

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2. Outline every goal with a metric

Every goal should have a number associated with it:

- Lose 20 pounds in 3 months by working out 30 min a day
- Make \$120,000 selling 600 copies of my course
- Read a minimum 30 min a day – 4X a week

"Meditate more" will never work...

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3. Seek self-reliance

"If you want to make the wrong decision – ask everyone" – Naval

- Fix it instead of buying new
- Watch YouTube videos
- Test things online

Experimentation will bring you further along than asking others.

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4. Turn off all notifications

No joke. You'll be amazed at how much:

- Time you save
- Work you get done
- Better you feel about yourself

When YOU decide when you look at your phone (instead of the notification telling you)

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16 Likes **2** Replies



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5. On imposter syndrome

The truth about imposter syndrome:

No one is thinking you're an imposter – they're worried about what everyone else is thinking about them.

This should help relieve some of that stress...

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6. Prioritize "output" over "outcome"

Start today, whatever it is:

- Go to the gym
- Write your book
- Publish content online
- Record YouTube content

And don't worry about the outcome (at first). Put in the reps.

(And if you can – add metrics from item one in this list).

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7. Most friends are temporary

You don't know the last time you'll:

- See
- Talk to
- Hang out with

Many of your friends. We go in different directions in life. Cherish the relationships you have today.

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8. Ideas are cheap – execution is priceless

Everyone has ideas.

But only a few people put in the work, every day, to make their dreams a reality.

Be one of those people.

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9. You have knowledge others
will pay for

You can monetize your:

- Art
- Skills
- Code
- Insight
- Abilities
- Systems
- Knowledge
- Frameworks

You just have to be brave
enough to put yourself out
there.

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10. Being "selfish" is a good thing

Don't confuse "selfish" with "self-centered"

- Say "no"
- Put yourself first
- Promote your ideas
- Stand up for yourself

No one is going to show up for you if you don't show up for yourself first.

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11. Understand that security is an illusion:

I've:

- Lost my job due to a fire
- Been fired after securing a huge sale
- Seen my family survive a mass shooting

It's cliché as hell – but modern security is only an illusion.

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12. Embrace being a "beginner"

Every:

- Entrepreneur
- Programmer
- Marketer
- Writer
- Artist
- CEO

That you look up to had to start from square one.

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13. Persue ownership in a business

Sell:

- Digital course
- Tickets to events
- A paid newsletter
- Freelance services
- Spots in a membership

Anything to start building wealth
(and exit the rat race).

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14. Learn how to write effectively

Learn how to write:

- Convincing sequences
- Thoughtful questions
- Welcoming profiles
- Compelling stories
- Engaging emails
- Actionable texts
- Persuasive copy

The 1% who learn to write effectively will rule the world.

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TL;DR (Part I)

Things I know at 33 (that I wish I knew at 23):

- Prioritize execution over ideas
- Being selfish is a good thing
- Pursue business ownership
- Monetize your knowledge
- Turn off all notifications
- Outcome over output
- Add metrics to goals

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TL;DR (Part II)

- Security is an illusion
- Embrace beginner
- Seek self-reliance
- Friends are temp
- Learn to write
- 33 rule

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