



**MATT GRAY**

@matt\_gray\_



This took me 10 years to learn, I'll teach it to you in 5 minutes:

8:17 AM · Jul 2, 2022 · Hypefury

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**4,576** Retweets    **211** Quote Tweets    **19.2K** Likes

## Optimize Your Health

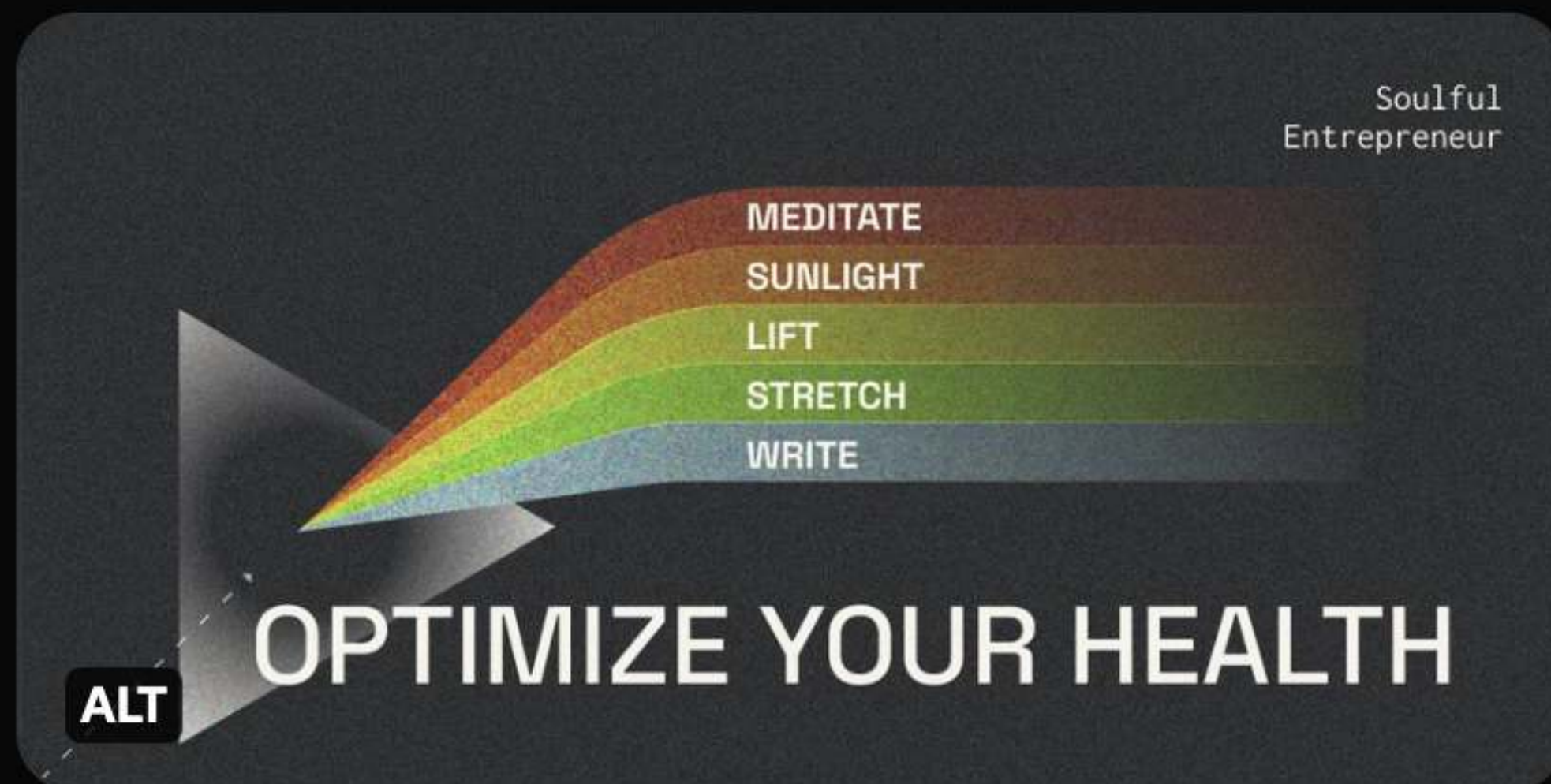
In order to be successful you need to be at peak performance.

Every morning I:

- Do a guided mindfulness meditation
- Get sunlight in my eyes
- Lift heavy weights
- Stretch my body
- Write

Entrepreneurs are athletes.

Take training seriously.



20



327



3,375



# Experiments are More Important Than Perfection

Get comfortable being uncomfortable:

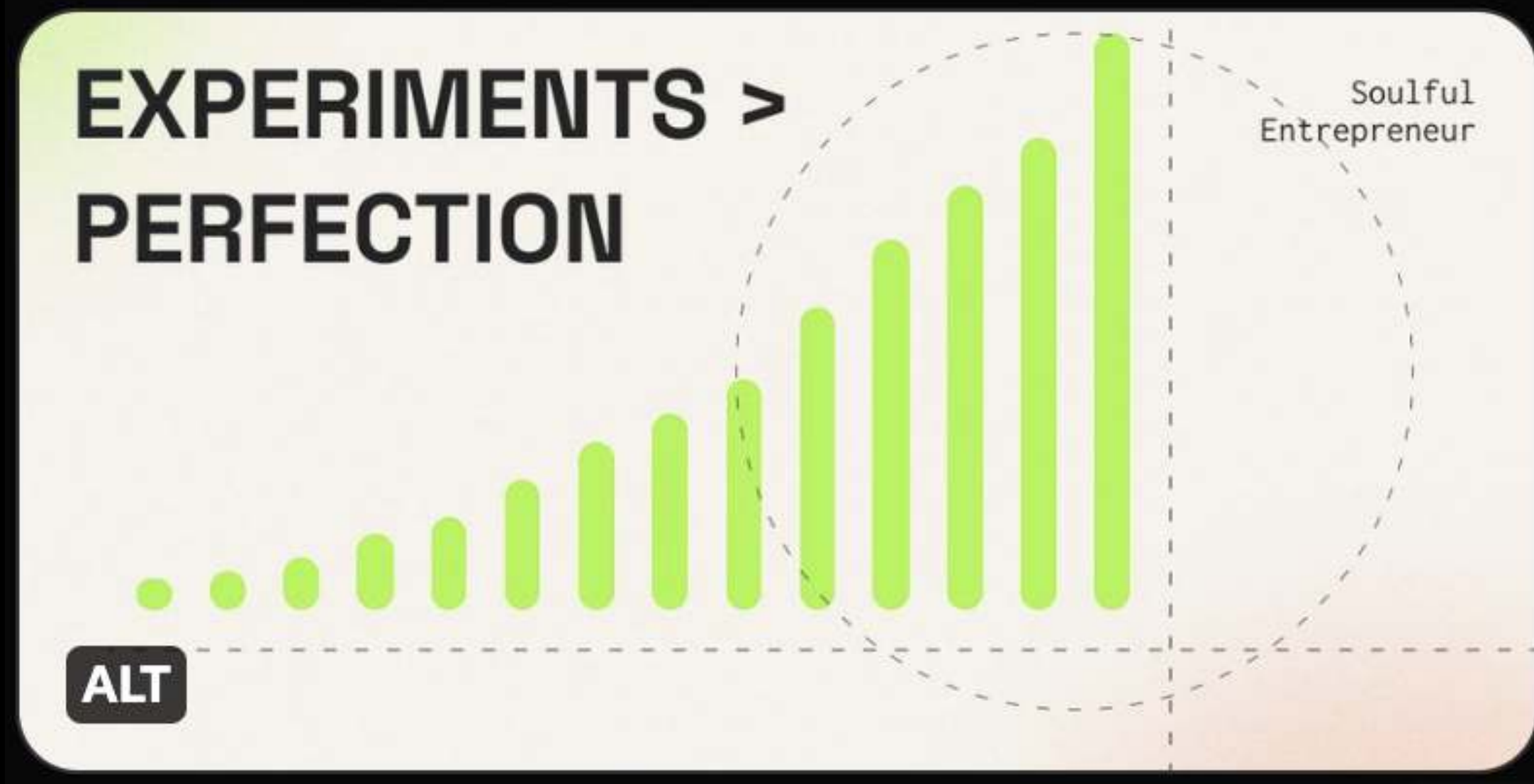
- Write daily
- Publish daily
- Iterate on your product

Don't wait.

Start now.

Hit send.

Done > Perfect





# Build a Content System Day 1

Content increases your surface area for luck.

You need to build a system to:

- Follow a content schedule
- Build content formats
- Formulate a funnel

Stay consistent.

Hit publish daily and good things happen.

Soulful  
Entrepreneur

AWARENESS

INTEREST

DESIRE

ACTION

**Content  
System**

**ALT**



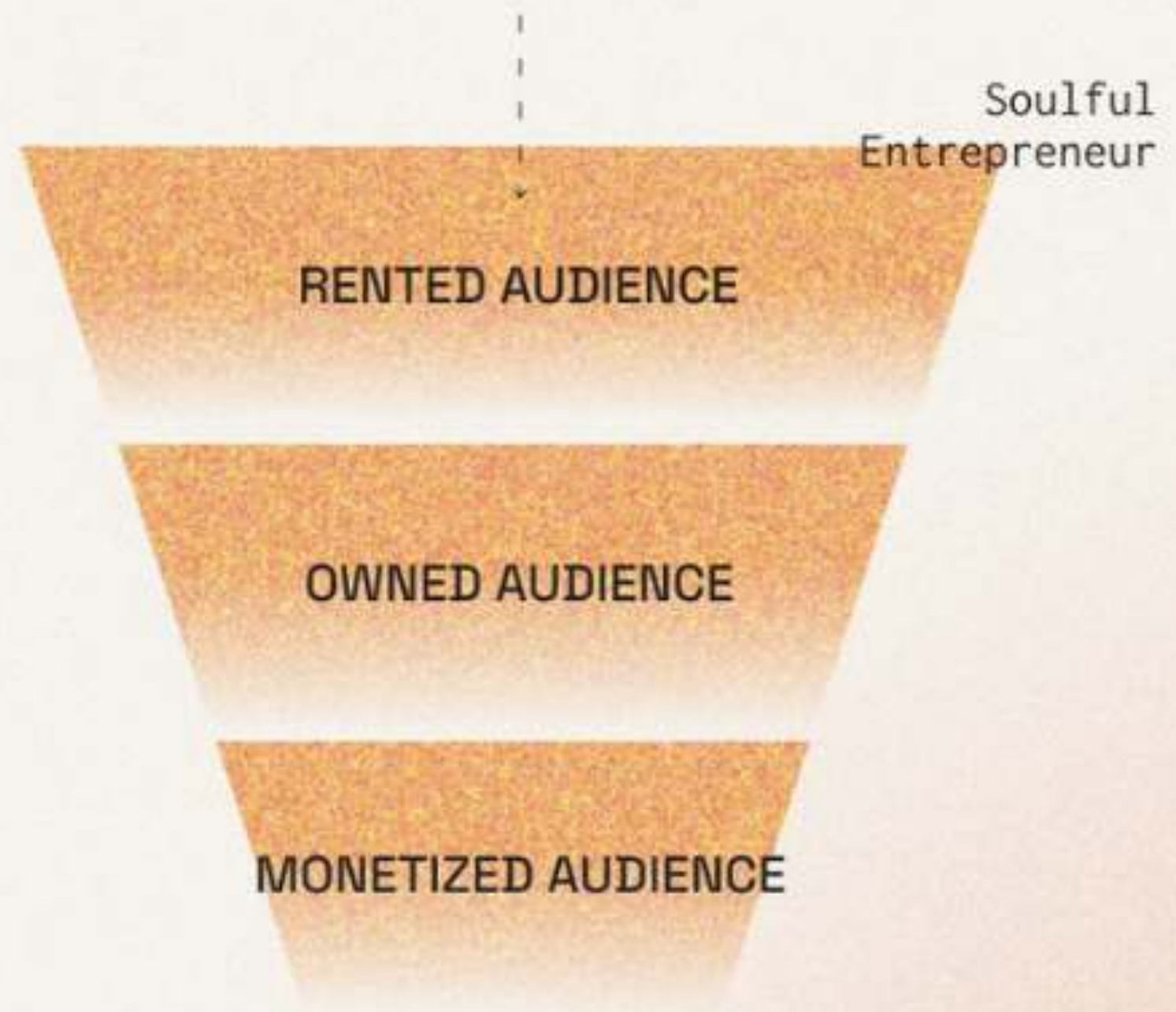
# Build Your Revenue Funnel

The goal is to convert your dream customer to your product:

- Rented audience: Attract your dream customer on Twitter and LinkedIn
- Owned audience: Convert them to emails and SMS
- Monetized audience: Get them to pay for your product

## Revenue Funnel

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# Excellence is a Habit

You are what you continually do.

The Super Bowl is won in the preseason.

Your day begins the night before:

- Curate your priorities before you go to bed
- Wake up
- Complete 3 big tasks
- Go into nature
- Come back and tackle more
- Repeat

## EXCELLENCE IS A HABIT

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## Fall in Love With The Process

There is no shortcut to success. It's a marathon, not a sprint.

Enjoy the small wins:

- You wrote a draft. Great work.
- You sent a big email. Great work.
- You closed a small deal. Great work.

Success is about stacking tiny wins.

**FALL IN LOVE  
WITH THE  
PROCESS**

Soulful  
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EVERYTHING  
ELSE

PROCESS



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# Be Obsessed With Learning

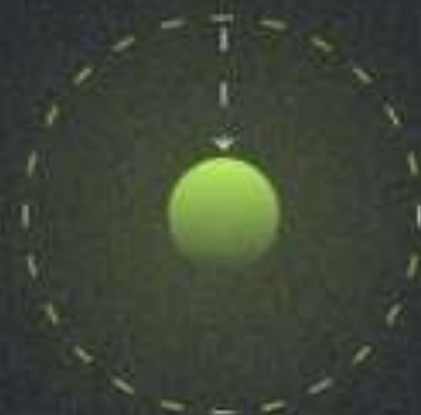
The most successful people are lifelong learners:

- Learn from people on Twitter
- Watch YouTube videos
- Listen to podcasts

“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young.”

## BE OBSESSED WITH LEARNING

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TWITTER



YOUTUBE



PODCASTS

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# Your Network is Your Net Worth

Create your personal Board of Advisors.

Here's mine:

- Crypto: [@ShaanVP](#)
- Sales: [@alexhormozi](#)
- Writing: [@dickiebush](#)
- Investing: [@Codie\\_Sanchez](#)
- Ecommerce: [@amandamgoetz](#)

Who are your advisors?

BUILD YOUR  
BOARD OF ADVISORS

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Entrepreneur



AMANDA GOETZ / Ecommerce



CODIE SANCHEZ / Investing



DICKIE BUSH / Writing



SHAAN PURI / Crypto

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## Board of Advisors

## Have a Bias for Action

Get addicted to momentum.

If you know you should do something, do it in 5 seconds:

- Send the email
- Write the post
- Call that person
- Express gratitude

Don't wait.

Life is too short.

Take action and have fun.







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Thanks for reading! If you found this post helpful, follow me for more insights on marketing, branding, and systems.