

Insights from The Almanack of Naval Ravikant by Eric Jorgenson

Naval is the co-founder of AngelList, a multi-billion-dollar platform that has reshaped startup investing. When Naval Ravikant hosted a three-and-a-half-hour podcast titled How to Get Rich (Without Getting Lucky), it racked up more than 10 million views on YouTube. The same content went viral on X, earning more than 90,000 reposts.

Here's his central message: If you want to create real wealth—the type of wealth that solves your money problems and allows you to wake up each day free to work on what you want, when you want, and with whom you want—you must focus on your specific knowledge stack, accountability, and leverage.

Pillar 1: Specific Knowledge Stack

"Escape competition through authenticity." - Naval

Stack up enough unique qualities and abilities, and no one can copy you or outdo you.

- **Start With Natural Ability.** Think of natural ability like being born with thermal vision. You can walk through a forest and see heat signatures that others cannot. **Ask yourself:** *How do I naturally see the world differently from most people? What am I good at despite zero formal training?*
- **Add Your Unique Upbringing.** Learning to adapt to a difficult upbringing is like growing up in a high-gravity environment. It isn't easy—and it often isn't fun. But when you step into the "normal" world, you can jump twice as high as everyone else. **Ask yourself:** *What "survival skill" or drive did I develop in my childhood? What did my parents prioritize and value that serves me well today?*
- **Layer On Your Obsessions.** Your obsessions are your ticket to outlasting any competition. I'm talking about the kind of obsession that makes "work" feel like play. **Ask yourself:** *What topic could I talk about for 30 minutes with no preparation? What could I do for hours without feeling drained? What do I think about on long car rides by myself?*



Specific Knowledge Stack

To truly offer one-of-a-kind value you must grow your stack through self-learning. Whatever you learn in a classroom can be replicated and copied. Your advantage only grows through experimenting and self-learning. Not just any self-learning, but learning the skills of building and selling. Naval says, **"Learn to sell. Learn to build. If you can do both, you will be unstoppable."** Promise an app, a template, an article, or a video in the next 30 days. Then get better at pitching ideas and products by refining how you explain them. Keep building and selling in a way that's authentic to you and your specific knowledge stack.

Pillar 2: Accountability

The more risk you're willing to absorb when things go wrong, the more reward you capture when things go right. Think of increasing your accountability like shifting from a laborer on a construction site to the general contractor. A laborer gets paid for their hours and doesn't lose any money if the project goes sideways. But the contractor takes responsibility for the entire project. If the project goes over budget, they don't get paid. But if the project goes well, they capture huge profits. What's more, the contractor gets recognized for their good work and is awarded bigger jobs, which leads to bigger profits—while the laborer makes the same hourly rate.



Accountability

The question you need to ask yourself: *Where can I intelligently take on more responsibility and put my name on the line in exchange for greater upside?*

Pillar 3: Leverage

"Fortunes require leverage." - Naval

Leverage allows you to get more money for the same effort. The guy running a pizza store and Elon Musk probably work the same number of hours. But Musk has learned to use 100x more leverage to generate 1,000,000x more dollars. Think of leverage as taking what only you can do with your specific knowledge stack and scaling it.



Leverage

There are three main forms of leverage: Labor (people working for you), Capital (money working for you), and Code/Media (technology working for you).

Labor is the most common form of leverage and the most overrated. Naval says, "Labor leverage will impress your parents, but don't waste your life chasing it." **Capital** leverage is often the quickest way to make money, but it's the hardest to obtain. You need a remarkable reputation and a proven system for generating returns before people will give you money to multiply.

But **Code/Media** are different. No one is stopping you from writing an application or distributing your message to billions. Code allows you to build something once and replicate it endlessly. Media lets you distribute that value to millions at near-zero cost. If Joe Rogan records a podcast, it costs him the same effort to reach 1 person as it does 100 million. He has "cloned" himself millions of times over. Think of Code/Media like a limitless army of ghost-robots that multiply at marginal cost, work 24/7, never sleep, and never complain.