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Oct 13 · 14 tweets · [matt_gray_/status/1580536715923816448](#)

I can teach you more in 2 minutes than you'll learn in 4 years.

Here are 11 steps to start your own business:

Find Your Calling

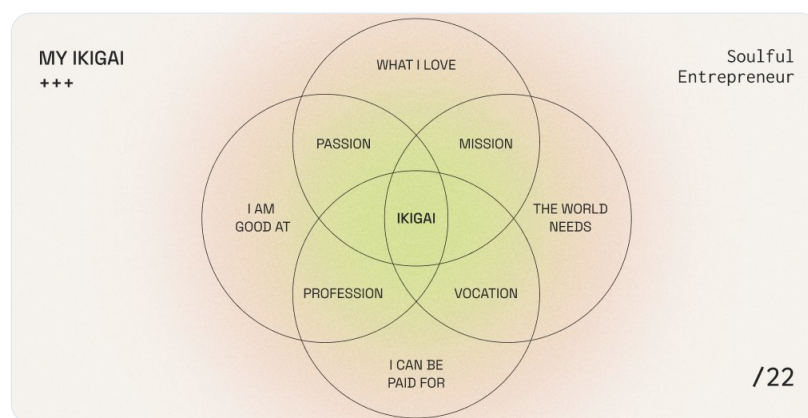
Don't waste time building a business you hate.

Focus on your purpose by completing your Ikigai.

Ikigai = your reason for being

The thing that gets you up in the morning.

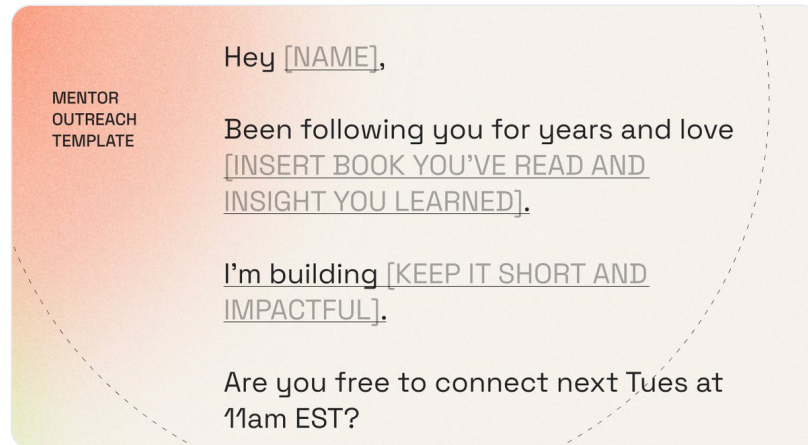
Steal the one below and fill it out:



Mentors Are Everything

You are the product of the 5 people you are surrounded by.

Reach out to people you respect (steal this template):



Business is About Systems

For Marketing Systems learn to write with [@dickiebush](#)

For Community Systems learn from [@gregisenberg](#)

For Finance Systems learn Excel from [@blakeaburge](#)

For Copywriting Systems go with [@thejustinwelsh](#)

For Software Systems get started with [@jspeiser](#)

Publish Content Daily

Choose 2 platforms.

I recommend LinkedIn and Twitter.

Start writing around your calling and people will come.

Consistency is key.

Drive People to Your Email List

I use [@beehiv](#) for email.

Put a link in your Twitter bio and LinkedIn Featured Section.

Survey Your Community

Ask people what they want to see from you.

Find something in your calling and mix it with a monetization strategy:

- Paid Newsletter
- Membership
- Consulting
- Course
- SaaS

You got this.

Buy a Domain

Use GoDaddy.

- Bring your business online
- Save with the lowest fees
- Sell anything, anywhere

Use No-Code Tools To Build an MVP

[@webflow](#) to build a website

[@shopify](#) for ecommerce


[@stripe](#) for payments

Get Your Banking Set Up

Use Mercury or Wise.

Incorporate a Company

I use



LLC Filing & Business Formation - Start Your Company Today
Start your business today for as little as \$0 + state fees. Incfile helps you quickly and easily create your LLC or other business entity. Learn more.
<http://incfile.com>

Be Scrappy

People love hustlers.

Entrepreneurs love to pay it forward.

Get outside the building.

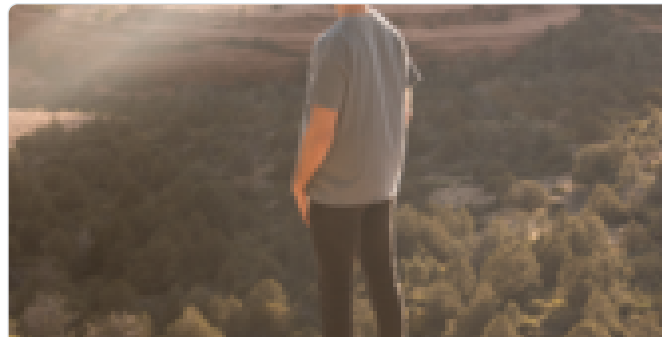
Talk to people.

Thanks for reading! Follow me [@matt_gray_](#) for more content like this.

P.S. If you like systems and personal growth, you will love my weekly newsletter (it's free).

Every Saturday morning get 1 business growth tip to grow your online business.

Try it here:



Founder OS - Revue

Founder OS - 1 business growth tip each Saturday AM ...

https://www.getrevue.co/profile/matt_gray_

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