



	Studied	Applied	Note
Rule No. 1 — Solve a real problem.			
Rule No. 2 — Fall in love with the problem (not your solution).			
Rule No. 3 — Differentiate or die.			
Rule No. 4 — Play the long game.			
Rule No. 5 — Make fewer, bolder moves.			
Rule No. 6 — Your first idea is rarely your best.			
Rule No. 7 — Momentum beats motivation.			
Rule No. 8 — Don't mistake movement for progress.			
Rule No. 9 — Focus beats multitasking.			
Rule No. 10 — Never stop learning.			
Rule No. 11 — Your brand is your promise.			
Rule No. 12 — Know your customer deeply.			
Rule No. 13 — Know your numbers.			
Rule No. 14 — Know when to let go.			
Rule No. 15 — Work on your business, not just in it.			
Rule No. 16 — Time is your most precious asset.			
Rule No. 17 — Speed matters.			
Rule No. 18 — Your calendar reflects your priorities.			
Rule No. 19 — Stop doing what doesn't work.			
Rule No. 20 — Cash flow is king.			
Rule No. 21 — Clarity creates confidence.			
Rule No. 22 — Hire slow, fire fast.			
Rule No. 23 — Simplicity scales.			
Rule No. 24 — Own your Mistakes.			
Rule No. 25 — Ask better questions.			

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Rule No. 26 — Define it. Measure it. Achieve it.			
Rule No. 27 — Do the hard things first.			
Rule No. 28 — Learn by doing.			
Rule No. 29 — Protect your downside.			
Rule No. 30 — Profit is not a dirty word.			
Rule No. 31 — Delegate outcomes, not tasks.			
Rule No. 32 — Don't scale chaos.			
Rule No. 33 — Processes protect your time.			
Rule No. 34 — Great businesses outlive great products.			
Rule No. 35 — Raise the bar, then raise it again.			
Rule No. 36 — Build a business that runs without you.			
Rule No. 37 — Build trust before selling.			
Rule No. 38 — Build once, sell forever.			
Rule No. 39 — Your network is your network.			
Rule No. 40 — Sell the vision, not just the product.			
Rule No. 41 — Reputation compounds.			
Rule No. 42 — Feedback is a gift.			
Rule No. 43 — Run your race.			
Rule No. 44 — Own your Edge.			
Rule No. 45 — Protect your mental bandwidth.			
Rule No. 46 — Don't outgrow your values.			
Rule No. 47 — The bottleneck is at the top.			
Rule No. 48 — Give more than you take.			
Rule No. 49 — People over processes.			
Rule No. 50 — If you're going to eat shit, don't nibble.			

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