

The 7 habits of highly effective creators Building in Public

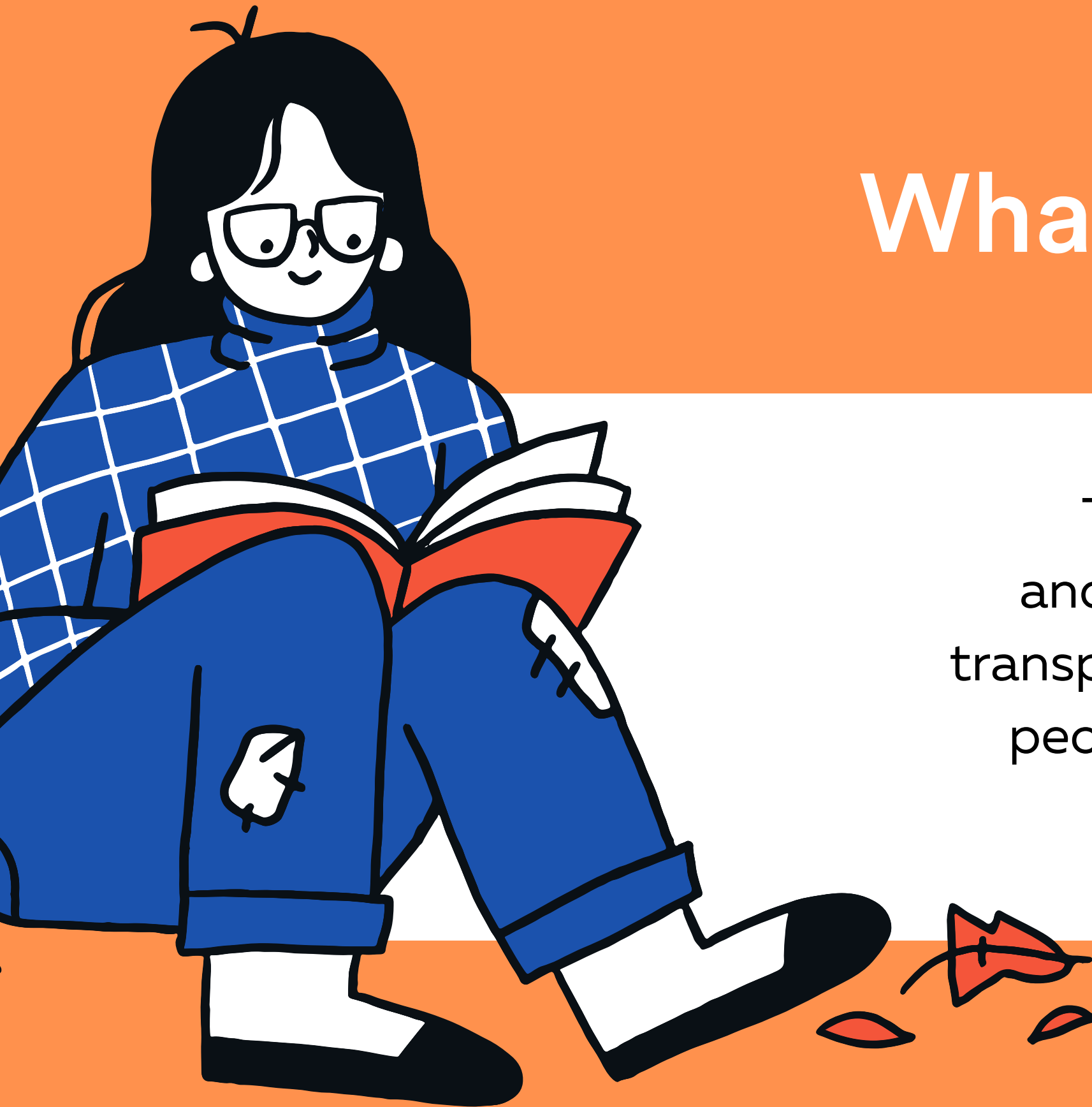
a practical handbook by KP

@thisiskp



Table Of Contents

- Introduction
- Habit 1: Be Consistent Above All
- Habit 2: Start Small and Play the Long Game
- Habit 3: Build in Public to Expand Your Luck Surface Area
- Habit 4: Don't Wait for Big Wins, Share Small Wins
- Habit 5: Embrace Authenticity and Vulnerability
- Habit 6: Put Out a Bat Signal
- Habit 7: Celebrate Others and Elevate People
- Conclusion: Action Over Drama
- Resources



What is Build in Public?

The practice of creating content, and sharing stories with openness and transparency in order to attract like-minded people and nurture those relationships

Who am I ?

Entrepreneur

Angel Investor

Podcaster

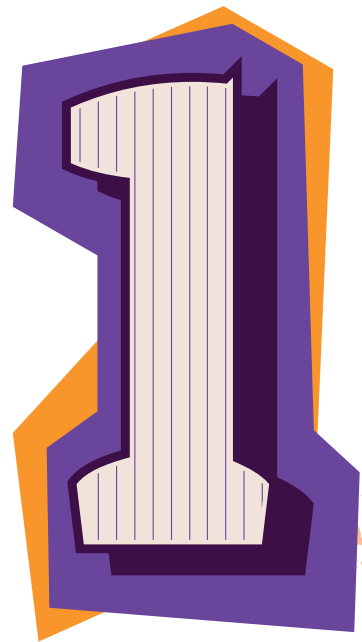
Coach/Advisor

www.thisiskp.com

www.twitter.com/thisiskp_

www.buildinpublicpodcast.com





**Highly effective creators
have the habit of being
consistent above all**

 **jack**  
@jackbutcher · [Follow](#)

The secrets are deceptively simple:

- Consistency
- Patience

5:35 PM · Feb 18, 2021

 1.3K  Reply  Copy link

 **James Clear** 
@JamesClear · [Follow](#)

Greatness is consistency.

Meditating once is common. Meditating daily is rare.

Exercising today is simple. Training every week is simply remarkable.

Writing one essay doesn't mean much. Writing every day practically makes you a hero.

Unheroic days can make for heroic decades.

9:06 PM · Sep 28, 2020

 7.4K  Reply  Copy link



David Perell 
@david_perell · [Follow](#)

B+ content and A+ consistency is the winning formula for email newsletters.

Most of the value comes from consistency, not content.

4:07 PM · Jun 1, 2020

 1K  Reply  Copy link



KP 
@thisiskp_ · [Follow](#)

How do I become a maker?
Show up daily, ship publicly

How do I become a writer?
Show up daily, ship publicly

How do I become a founder?
Show up daily, ship publicly

To get anywhere near greatness, get used to consistency first 

7:06 PM · Jul 30, 2020

2

**Highly effective creators
start small and play the long
game**



KP

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Tweet for resonance, not virality

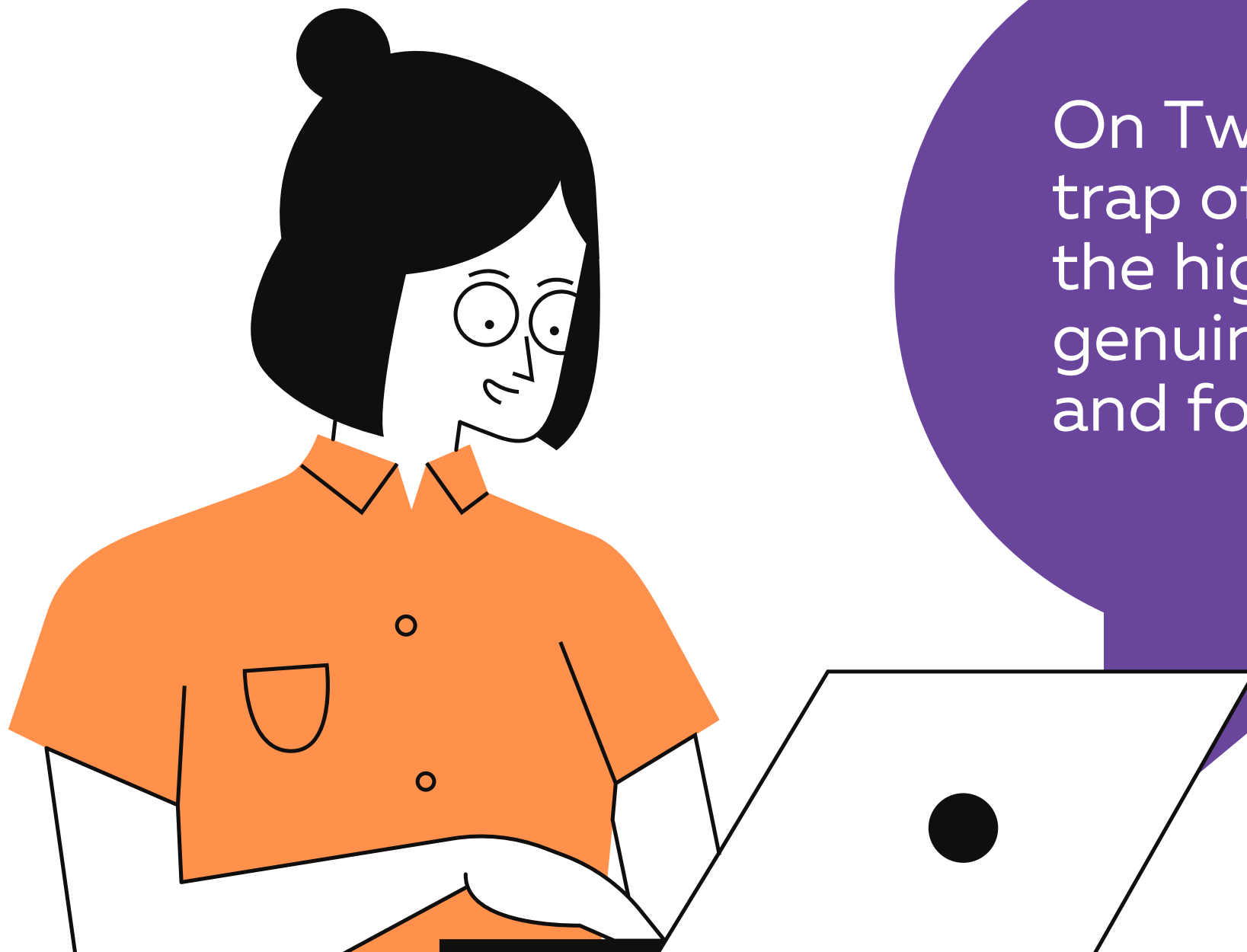
Virality may bring views

Resonance builds community 

12:58 PM · Aug 3, 2020



 22  Reply  Copy link



On Twitter so many creators fall into the trap of obsessing for virality alone, while the highly effective creators stand out by genuinely wanting to play the long game and following their curiosity

How it started

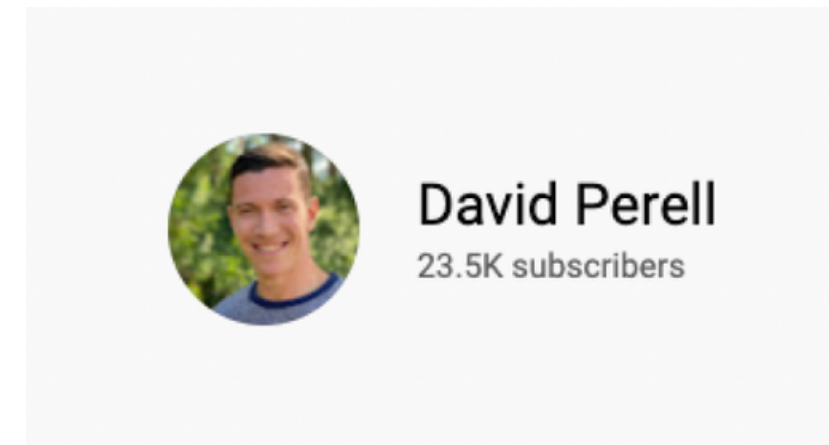




Sometime in July 2020

How it's going

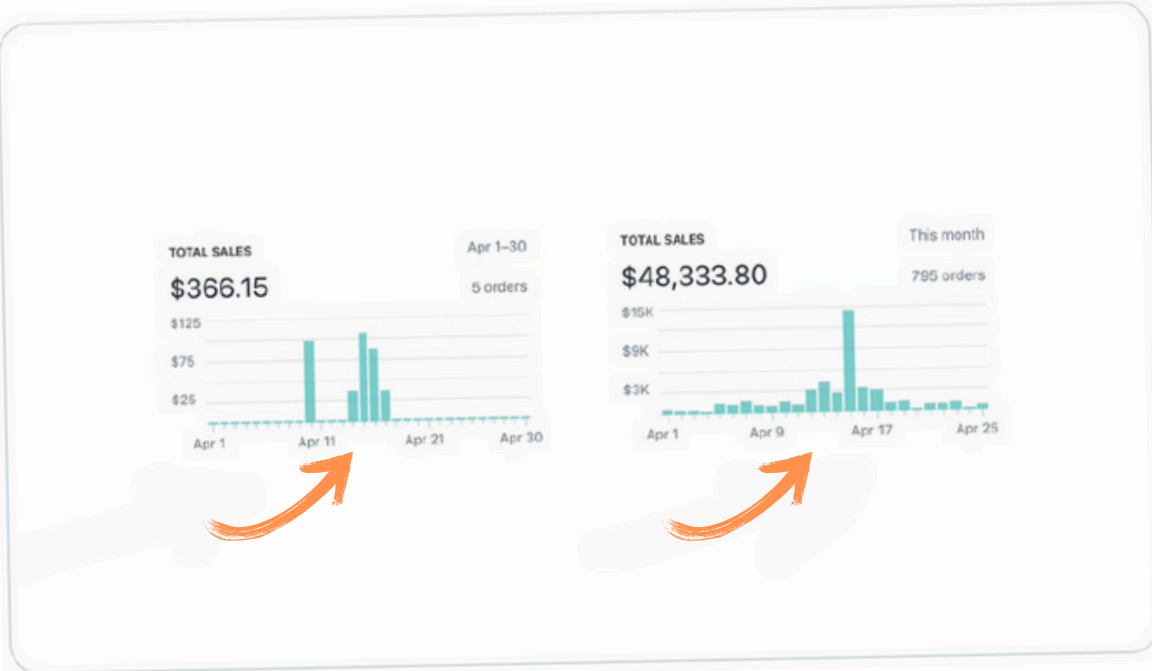


24 May 2021



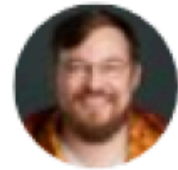
jack  
@jackbutcher

Transparency time.
April 2019 vs. April 2020.
What a difference a year makes.
Keep going.



Year	Total Sales	Orders
April 2019	\$366.15	5 orders
April 2020	\$48,333.80	795 orders

8:28 PM · Apr 25, 2020



Arvid Kahl ✓
@arvidkahl · [Follow](#)



Replying to @arvidkahl and @robertbalazsi

The whole Build in Public movement is essentially learning (and failing) in public. No founder really knows what they're doing. But those who learn in public gather followers around their journey.

Every expert was a curious learner at some point.
Start with that.

9:52 PM · May 8, 2021



3



Reply

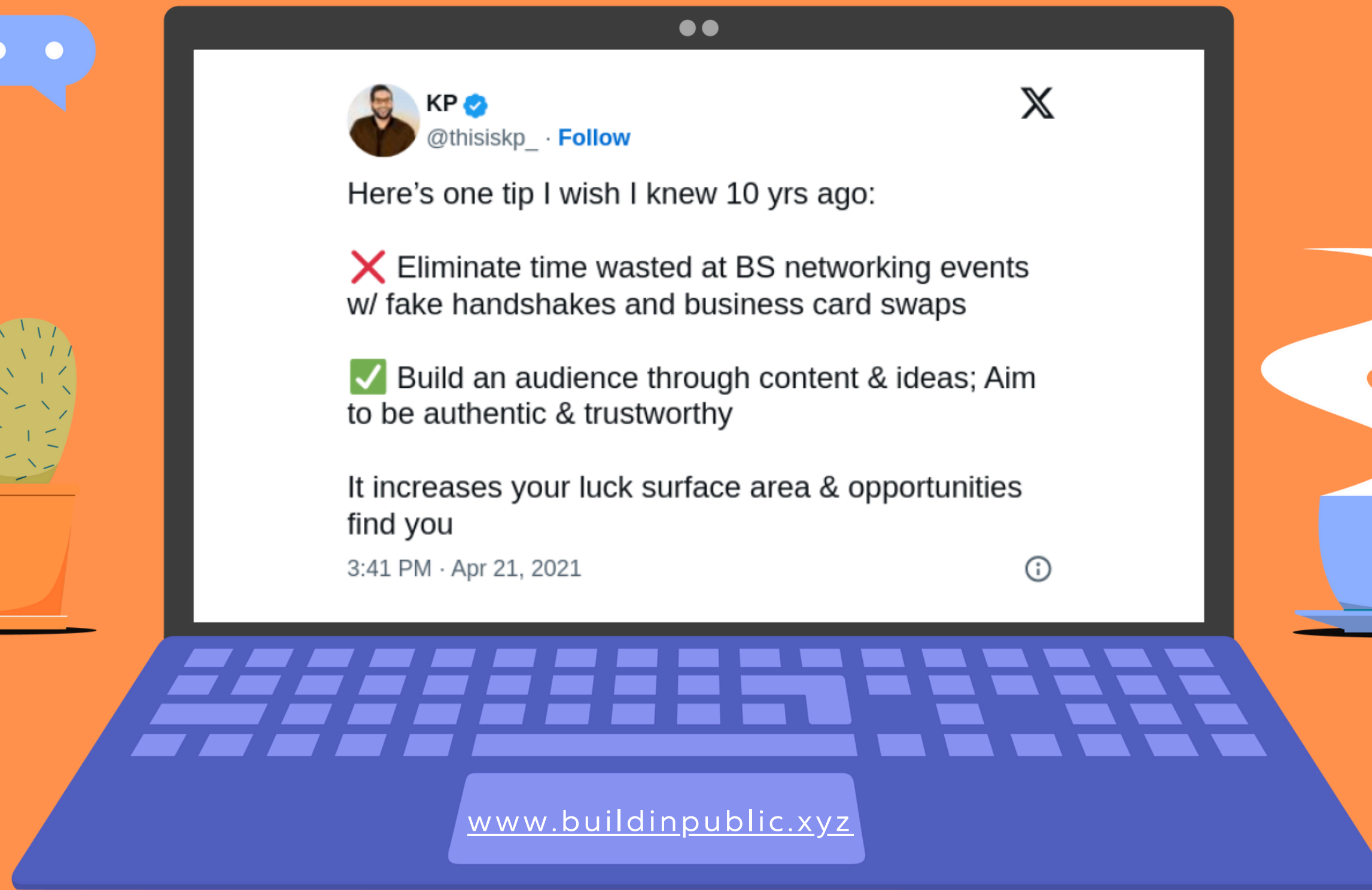


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**Highly effective creators
build in public to expand
their luck surface area**


Building in public is not about chasing vanity metrics like followers counts, likes and retweets. Many fall in this slippery trap. It's about increasing your luck surface area on the Internet. It's about attracting rare opportunities by first adding value consistently.




KP 
@thisiskp_ · Follow



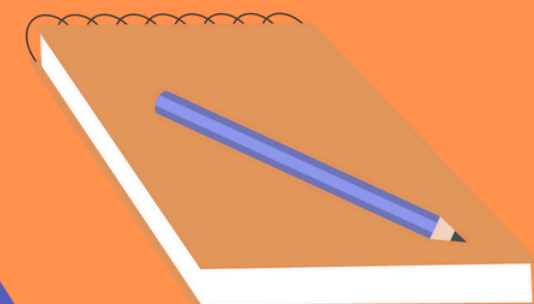
Here's one tip I wish I knew 10 yrs ago:

 Eliminate time wasted at BS networking events w/ fake handshakes and business card swaps

 Build an audience through content & ideas; Aim to be authentic & trustworthy

It increases your luck surface area & opportunities find you

3:41 PM · Apr 21, 2021



www.buildinpublic.xyz

Real tweets that attracted rare opportunities



KP [@thisiskp_](#) · Follow

For a decade, I limited myself to only building side-projects due to tough visa policies & other reasons

The dream has always been to work at an ambitious startup with good people to make a positive impact w/ technology

I'm on the job market now, where will I go next? 🔥

3:15 PM · Sep 10, 2020

84 Reply Copy link

[Read 8 replies](#)



ODF [@joinodf](#) · Follow

We recently met the incredibly talented [@thisiskp_](#). He built his brand around "building in public"

So in that spirit, we'll try to match that by "offering in public"

KP - want to join as Program Director to launch our new No-Code Fellowship? 🛠️

Twitter - Should he take it?! 😊

2:43 AM · Oct 3, 2020

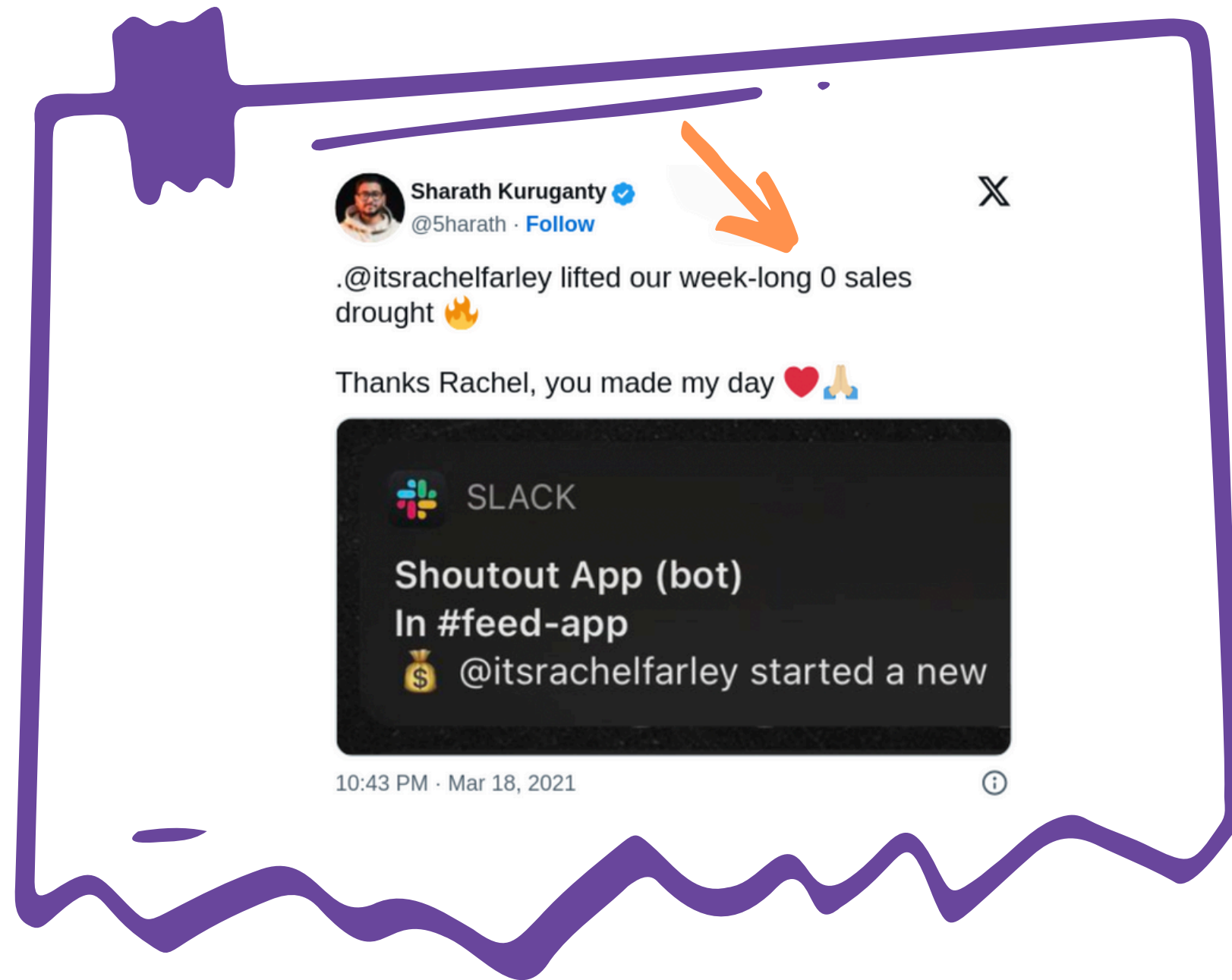
287 Reply Copy link

Real tweets that attracted rare opportunities



4

**Highly effective creators
don't wait for big wins,
they share small wins**





**Highly effective creators
embrace authenticity and
vulnerability**

 **Sharath Kuruganty** ✓
@5harath · Follow



I have shipped 12 products in the last 2.5yrs but never felt the ~~launch jitters~~ this much!

For the first time in my life, I'm doing a launch with pricing 🚀

I guess tomorrow is when I experience what @jackbutcher always says - Making one dollar on the Internet changes life 🙏

2:09 AM · Feb 11, 2021



👍 130 💬 Reply 🔗 Copy link

 **Sharath Kuruganty** ✓
@5harath · Follow



Replying to @5harath

Running a SaaS is ~~not~~ a fairy tale. If you are getting MRR that means you should expect some churn.

Here's our churn rate so far: We got 2 cancelations out of 55 paying customers and sitting on a 7% churn




4:50 PM · Apr 8, 2021





**Highly effective creators are
not afraid to put out
a bat signal**

Vensy 
@vensykrishna · Follow

I'm applying for a role at [@beondeck](#) Labs as a Candidate Ops Lead.

Taking a page out of [@thisiskp_](#)'s book, I'm applying in public.

I'd love your support and I made a case for why you might consider supporting me: [notion.so/Your-Support-f...](#)

4 Here are 4 reasons why I'm applying:

10:27 PM · Feb 16, 2021

Sharath Kuruganty 
@5harath · Follow

That being said, I'm looking for a technical co-founder so putting this out in the universe as a signal 🚀

Here are some reasons why you should join [@shoutoutso_](#) 🙌

A thread 🧵

Sharath Kuruganty  @5harath

Some news: What started as an adventure in working with [@dr](#) on [@shoutoutso_](#) is coming to an end 😞

Due to his commitments to other projects, time-zone differences we thought it's best to part ways. I will miss his developer wisdom for sure 🙏

Dan, wish you nothing but the best!



**Highly effective creators
celebrate others and elevate
people whenever possible**



KP 
@thisiskp_

Promote



Just read this beautiful quote:

“Being deeply loved by someone gives you strength, while loving someone deeply gives you courage.” — Lao Tzu

Reminded me of [@TheFlowAgency](#) and his loving kindness

Just a random shoutout 🙏

9:54 AM · Feb 21, 2021



KP
@thisiskp_

Shoutout to [@pierresbaptiste](#) 🌟

He's helping many aspiring founders in Haiti 🇧🇩 level up & aim higher

Every startup ecosystem needs builders & curators like him

I got a chance to give a virtual keynote earlier today — and was blown away by his passion for his people

8:27 PM · Aug 16, 2022 · Twitter for iPhone

 View Tweet analytics

Promote

2 Quote Tweets 9 Likes



Shoutout to [@5harath](#) and the [@shoutoutso_](#) team.

Such a strong product, built in public, with heavy feedback and iteration from users.

If you're looking for the playbook for building a product, here it is:



Subscribe



You're awesome. Can't be a coincidence that I am writing an article for my blog right now that's titled "Say Thank You".

Thanks, KP. Your work is inspiring, impactful, and honest.

8:55 AM · Jun 17, 2021

and lastly....

highly effective creators
prefer action over zero-sum
drama

they intentionally stay away
from dunking on others or
stirring up drama for the
sake of it

