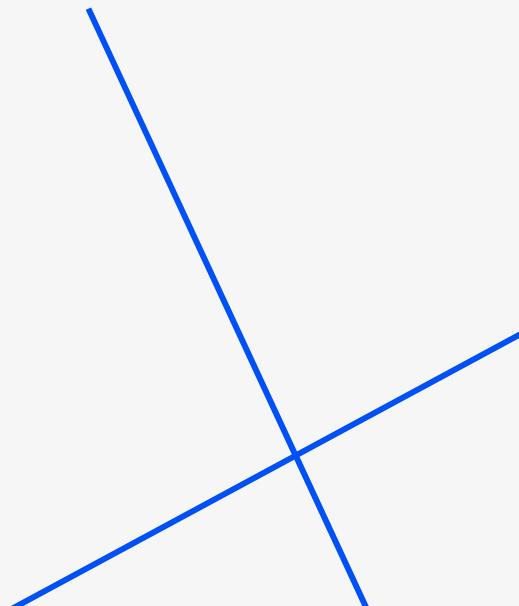
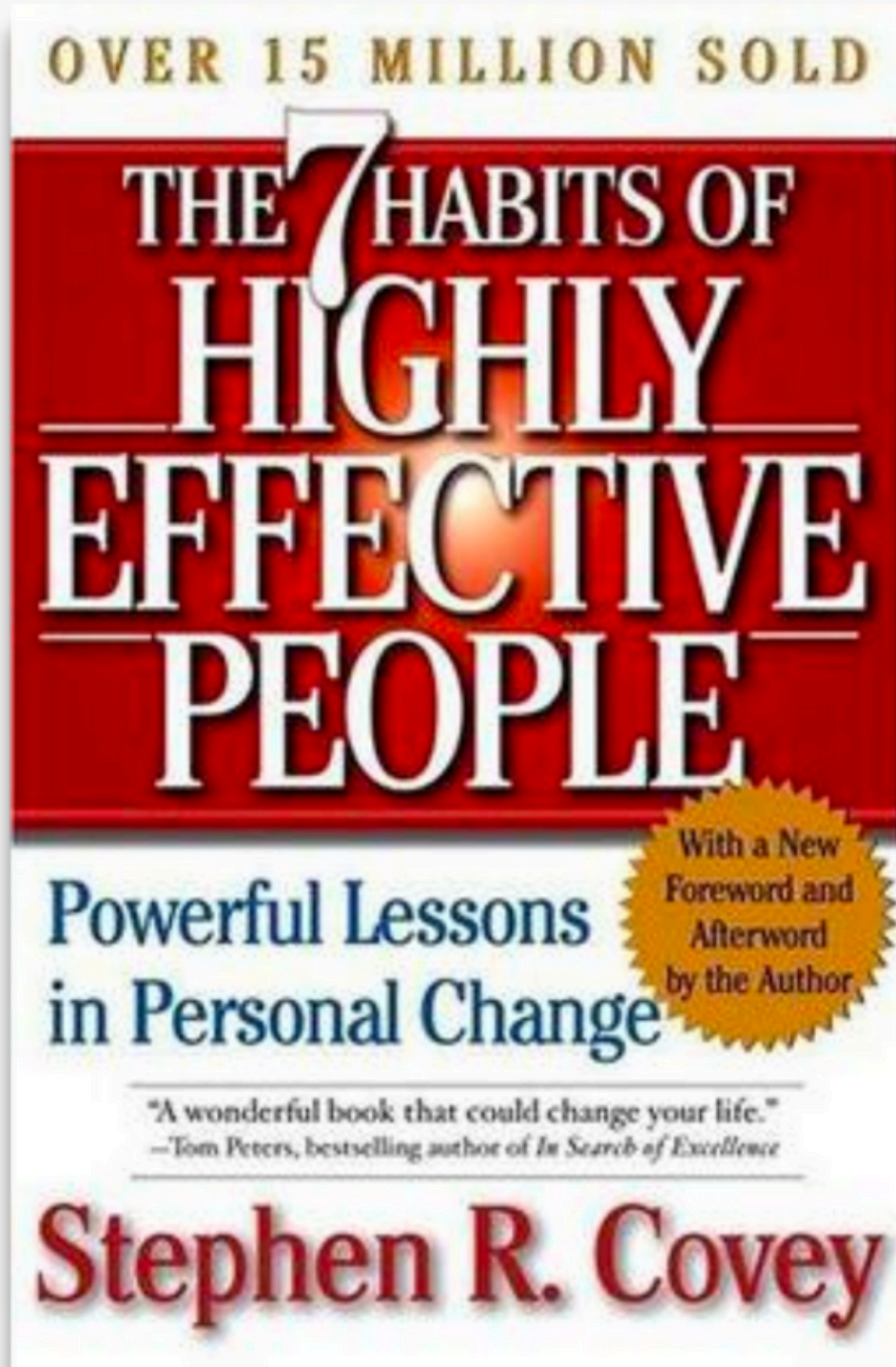


# The 7 Habits of Highly Effective Creators Building In Public

a practical handbook by KP

[@thisiskp\\_](#)

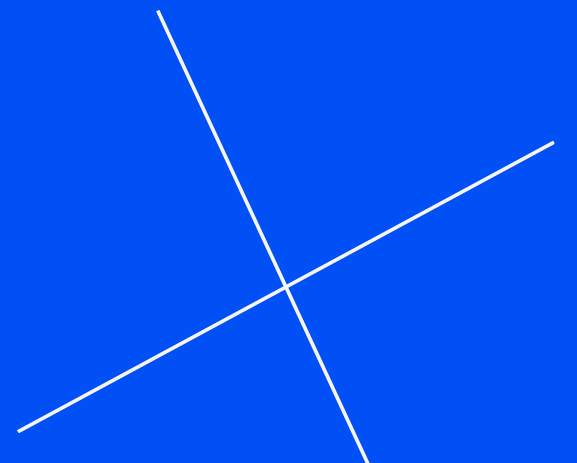






**umm but what is building in public?**

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



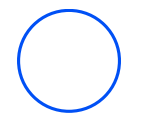
# who am i?

**entrepreneur  
angel investor  
podcaster  
coach/advisor**

[www.thisiskp.com](http://www.thisiskp.com)

[www.twitter.com/thisiskp\\_](http://www.twitter.com/thisiskp_)

[www.buildinpublicpodcast.com](http://www.buildinpublicpodcast.com)





01

**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



02

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

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

**Janel**  
@JanelSGM

Marketer. Exploring my curiosity at the intersection of business and technology. I read a book a week and dabble in no code. Passionate about people and life.

📍 Barcelona, Spain [🔗 getrevue.co/profile/brainp...](https://getrevue.co/profile/brainp...)

📅 Joined August 2013

122 Following 57 Followers

Sometime in July 2020

## How It's Going

**Janel**  
@JanelSGM

Maker. Exploring my curiosity at the intersection of tech & the creator economy. Working [@beondeck's](#) No-Code Fellowship. Love newsletters. [NewsletterOS.com](https://NewsletterOS.com)

📍 Barcelona | DMs open [🔗 brainpint.com](https://brainpint.com)

📅 Joined August 2013

380 Following 10K Followers

24 May 2021



KP

@thisiskp\_ · [Follow](#)



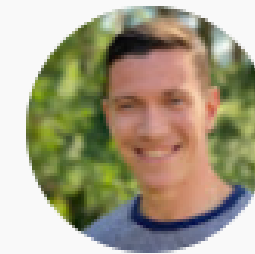
I once read that [@david\\_perell](#) once did one new Youtube video a day challenge and kept up until 114 days.

And apparently only got 31 subscribers in total 🤯

Nobody remembers your failures.

That's why it's important to keep swinging & trying things and failing in public.

2:00 PM · Aug 10, 2021



David Perell

23.5K subscribers

now

jack    
@jackbutcher

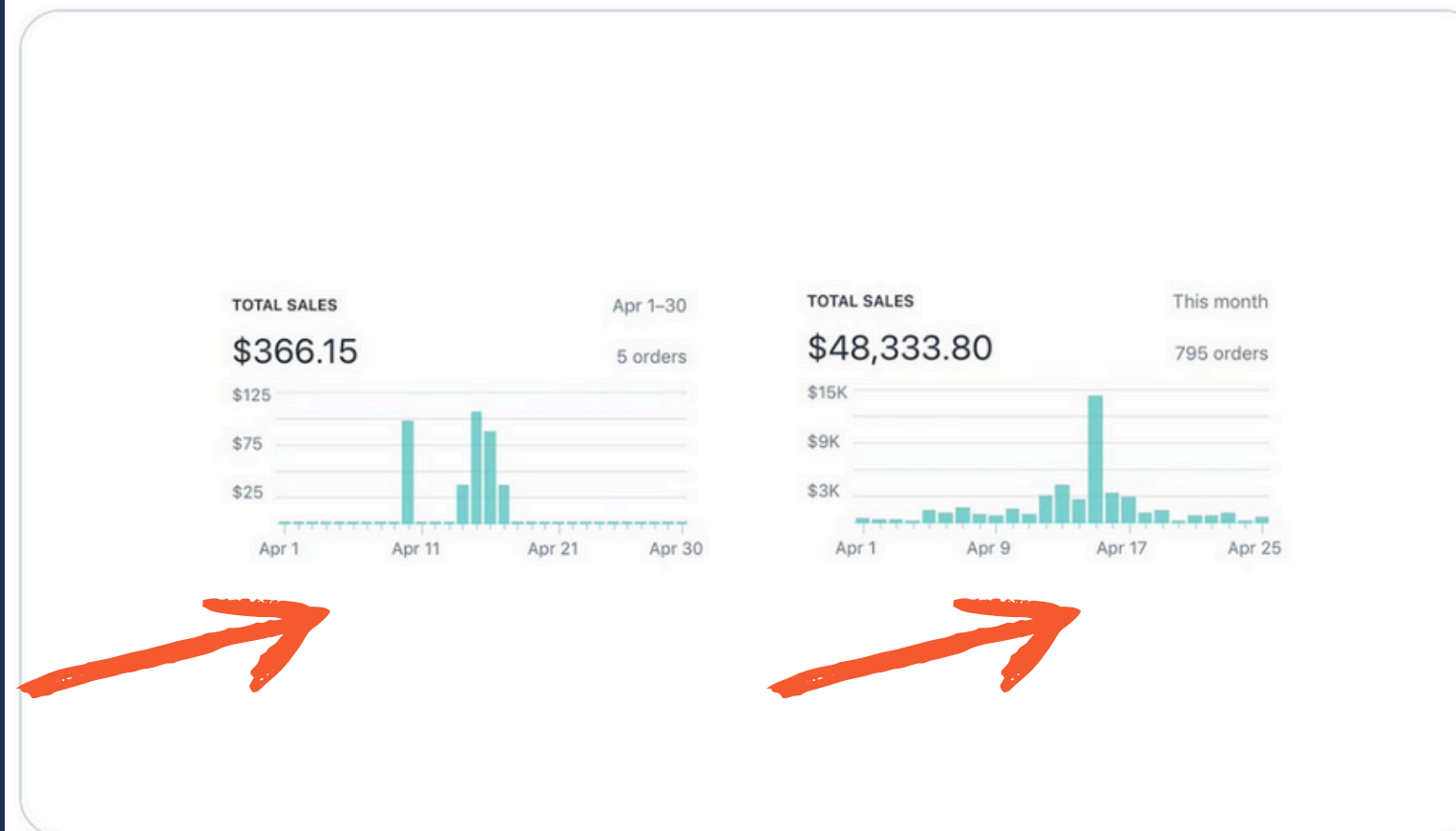


Transparency time.

April 2019 vs. April 2020.

What a difference a year makes.

Keep going.



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



Copy link



# 03

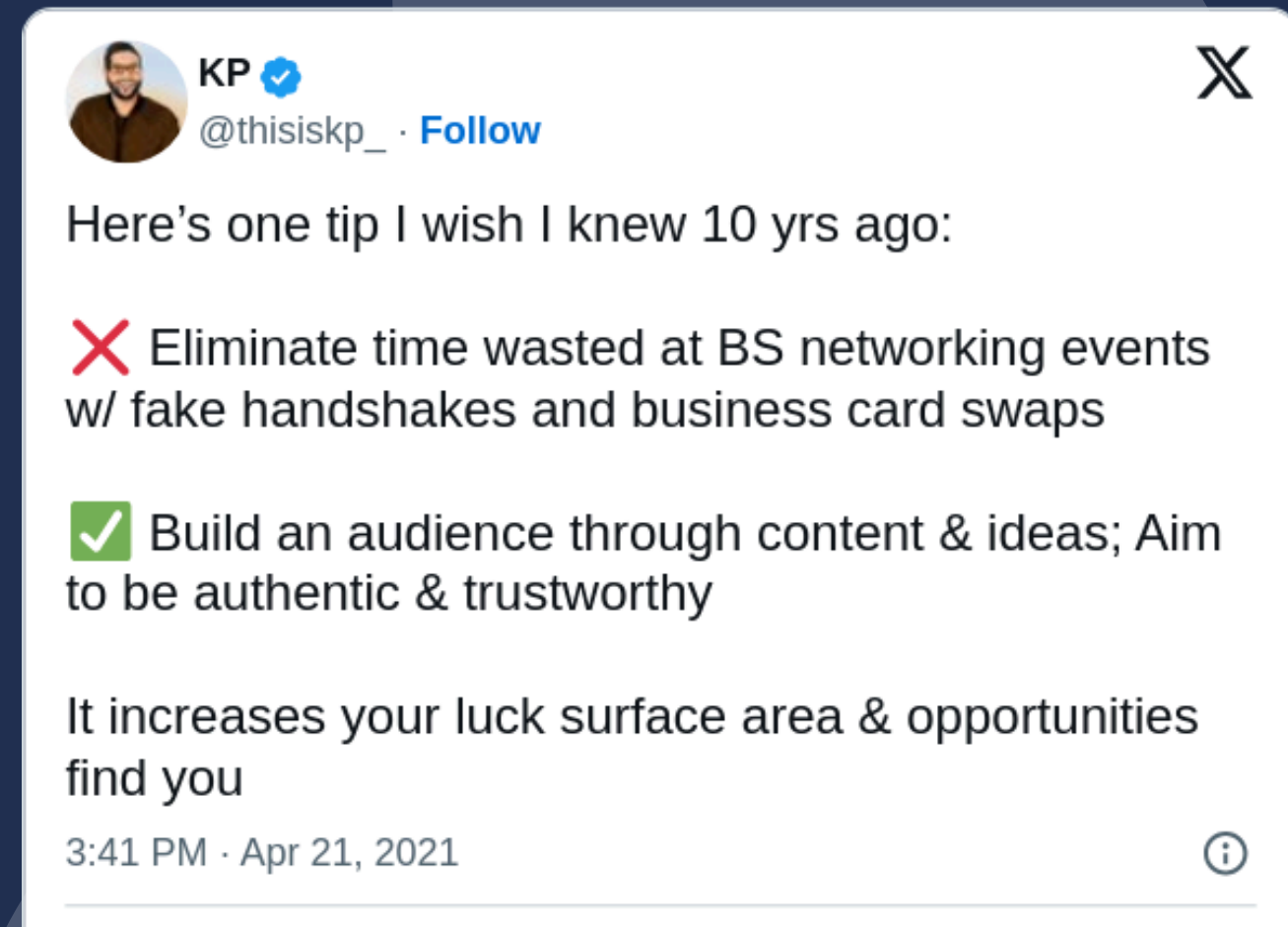
**highly effective creators  
build in public to expand  
their luck surface area**



**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](#)

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 Likes · 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 Likes · Reply · Copy link

# real tweets that attracted rare opportunities

**KP** [@thisiskp\\_](#)

Update: My time at On Deck is coming to an end soon

After building a world-class no-code community of 360+ fellows of founders, operators & tech talent — I'm grateful for this epic chapter 🙏

I'll be on the job market on May 20, DMs open now :)

But what suits me best? (📖)

**KP** [@thisiskp\\_](#) · May 6  
Announcing some big news shortly  
Stay tuned 🗨️

12:12 PM · May 7, 2022 · Twitter for iPhone

**KP** [@thisiskp\\_](#)

 **Announcement Time** 

Here's some personal news:

I'm stoked to share that I'll be joining [@DayOneD1](#) as a Program Director to launch and run a brand new track for builders / founders

I'm enjoying building my career in public, so here's the story of how it all came together 📖

10:40 AM · Jul 13, 2022 · Typefully

[View Tweet analytics](#) [Promote](#)

9 Retweets · 7 Quote Tweets · 247 Likes



04

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



 **Sharath Kuruganty** ✓  
@5harath · [Follow](#)



Transparency time:

It's been an amazing launch day for us  
[@shoutoutso\\_](#) 🔥

Some numbers:

- 📩 37 Invites sent.
- 💪 21 people created Shoutout profiles.
- ❤️ 21 Shoutout walls created.
- 📄 2892 tweets imported.
- 👥 Reached 500 sign-ups.

Thank you for making it a huge day for us 🙏

12:53 AM · Dec 3, 2020

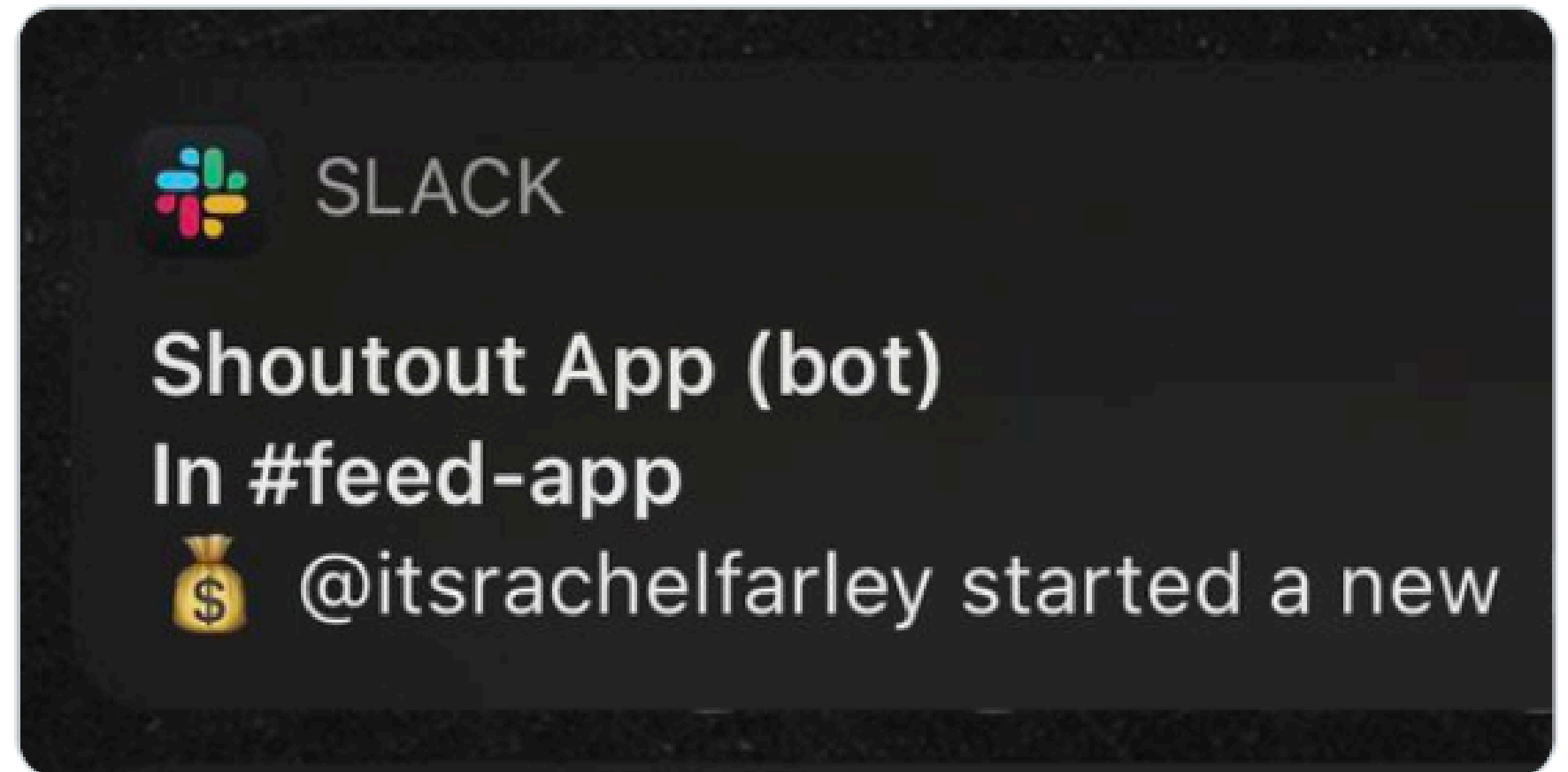


 **Sharath Kuruganty** ✓  
@5harath · [Follow](#)



.@itsrachelfarley lifted our week-long 0 sales drought 🔥

Thanks Rachel, you made my day ❤️ 🙏



10:43 PM · Mar 18, 2021





05

**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

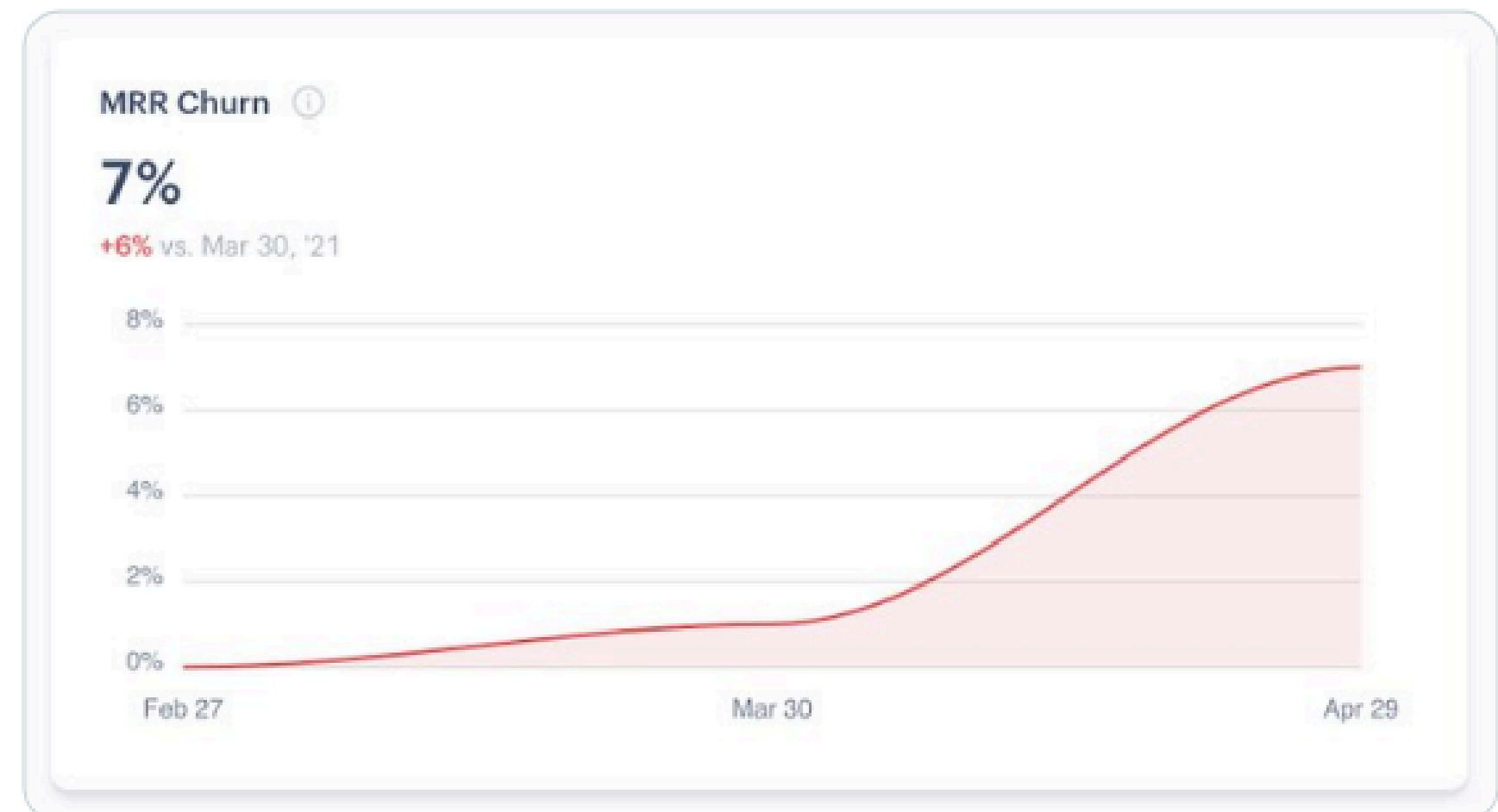
 Sharath Kuruganty   
@5harath · [Follow](#)



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





06

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



Vensy ✓

@vensykrishna · Follow



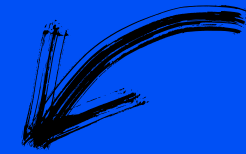
I'm applying for a role at @beondeck Labs as a Candidate Ops Lead.

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...](https://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 100

Dan, wish you nothing but the best!


7:24 PM · Oct 27, 2020








07

**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




Screenshot by Xnapper.com

 **Dickie Bush**   
@dickiebush ...

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:

 **Arvid Kahl**   
@arvidkahl 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





# thanks for reading

<https://buildinpublic.xyz/>

<https://kp.substack.com/>



**@thisiskp\_**