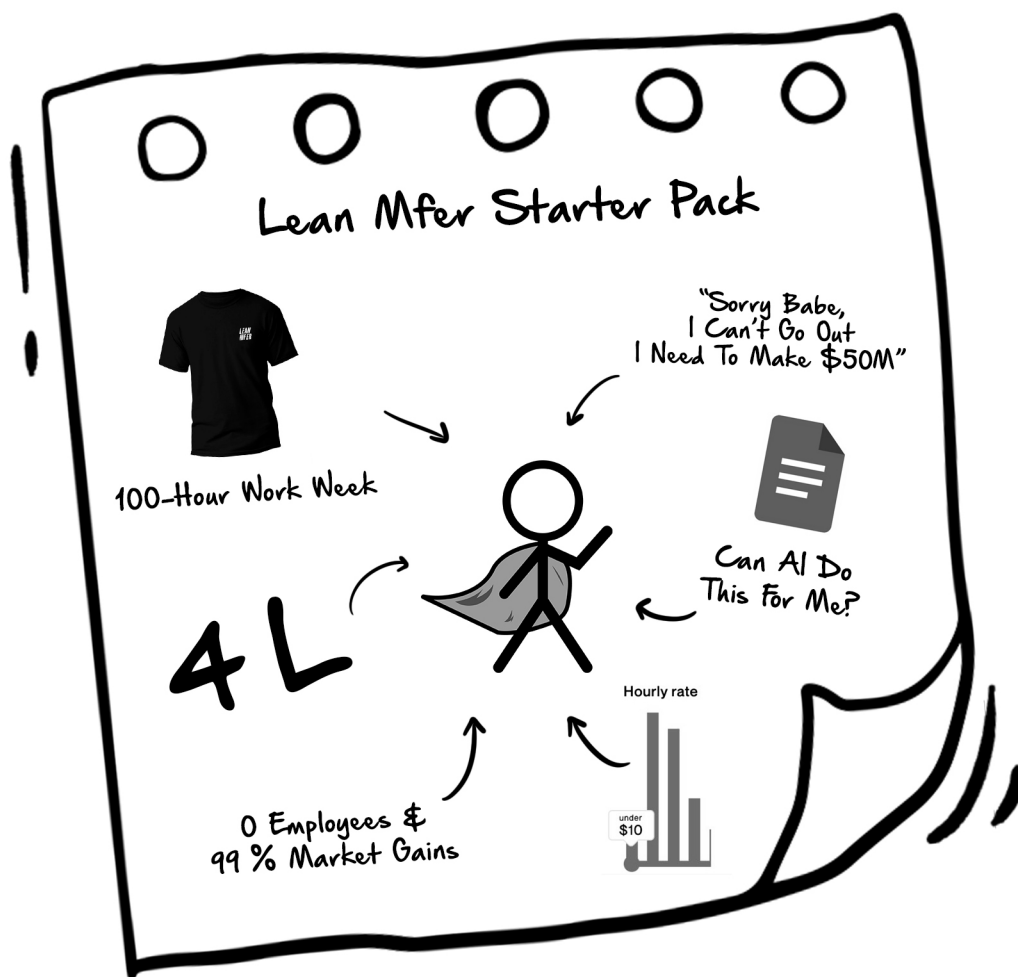


LEAN MFER CHEAT SHEET



BY TUGAN & APOLLO

Table of Contents

0- \$50M Lean Mfer Cheat Sheet	3
Foundations	5
Lesson #1: The Triangle Of Wealth	6
Lesson #2: The Freedom Matrix	12
Lesson #3: Your Minimum-Viable-Guru	15
Lesson #4: 4Ls	18
Lesson #5: 3 Web3 Growth Path	20
Lesson #6: You Own Sh*t	24
Lesson #7: Where Is My Money, B*tch?	26
Lesson #8: The Science of Scarcity	28
Lesson #9: 3 Newsletter Ideas To \$1.000 Per Month	31
Lesson #10: Web3 Power Triangle	35
Lesson #11: Building An 8-Figure Web3 Business in Bear Market	40
Lesson #12: Why Doxxing Is Likely Going to Work Against You	42
Lesson #13: 3 NFT Projects That You Can Launch In Any Market	45
Lesson #14: TUGAN Method	50
Lesson #15: Difference Between Web2 and Web3 Marketing	54
Lesson #16: The Epstein Method	56
Lesson #17: You're Getting "Community" Wrong	58
Lesson #18: Give People What They Really Want (like Solana)	61
Lesson #19: How to Get 10M Impressions On Your Web3 Projects	65
Lesson #20: Bribe Like Blur	69

0- \$50M LEAN MFER CHEAT SHEET

Hi Lean Mfer, First of all. Welcome on board!

The following document is a collection of all the lessons, case studies and methodologies that we've built up over the years. They've helped us to build **massively successful businesses in web2 + web3**, and we believe that they can do the same for you. The best way to work through this cheat sheet is to implement all learnings immediately. Don't wait for your lucky moment. Copy paste what is written here, get real life feedback and get paid.

- *Implement fast.*
- *Learn faster.*
- *Your wallet will thank you.*

Before we jump in. The definition of a **Lean Mfer**: A special species of human that is able to...

1. Scale companies super fast
2. Spending nearly nothing (using AI)
3. Without telling anyone
4. With a business or in an industry that other "Linkedin Mfers" only laugh about and point fingers at.



This document is structured in three parts.

First we talk about foundations (don't worry, it's not a mindset lesson). Then we talk about making money on web2. Then we round it off by showing you how you can take it all home in web3.

Foundations



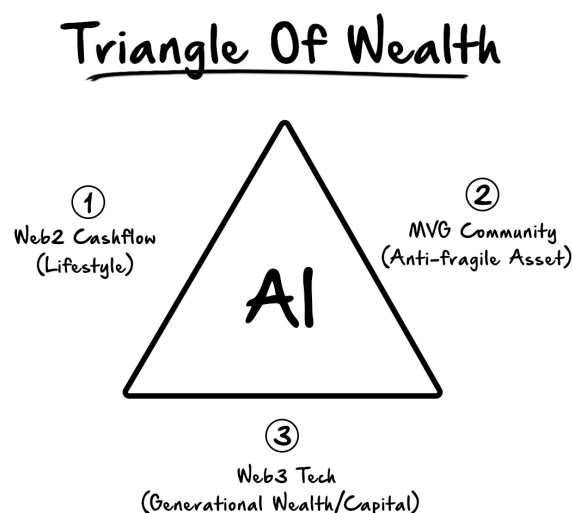
LESSON #1: The Triangle Of Wealth

Living a happy and wealthy life is all about making the right bets at the right time.

The following methodology is built on the goal to make you “**unkillable**”. Even if governments cancel you, your BTC disappears, an unprecedented bear market hits, or the US Dollar implodes. Having all parts of this triangle in order, will make sure that you are fine no matter what’s going on around you...

Why should you follow this approach?

All the cool web3 influencers from the last bull run are now back to 9-5 or promoting casinos. 90% of agency owners are struggling to scale across the \$50.000 mark, and generational wealth seems far out of reach. While newbie web3 founders have no community, no experience and money to get their project off the ground. Lean Mfers follow a secret method to achieve multi-generational wealth. (\$50.000.000+)



Follow this triangle to get to \$50M in net worth, in a safe, secure and reliable way.

Timeframe: 6 Months - 10 years

Why do you need all three sides to make sure that even your great-great grandchildren can attend a private kindergarten?

Getting to 50M in web2 alone - super hard

Doing it in web3 - very likely

Making a 20k income per month in web3 - kind of impossible.

In web2? - super easy

No matter if it is a bear or bull market, you have enough cash flow in web2 to pay your rent and buy your girlfriend a designer handbag. In bull, you're printing hard in web3. While the relationships with your community are still compounding day after day.

LEVEL 1: Web2 Cash Flow (Lifestyle)

Making money in web2 is like masturbating. It's nice, easy, feels good for some time - but eventually it gets boring, and you realize that this is not something you want to do for the rest of your life. But... When things get rough and lonely, you're still happy that you can go back to it.

Vehicles to make your first \$10.000 - \$20.000 per month

- *Newsletter*
- *Agency*
- *Ecom*
- *Coaching*

Anything that is 4L (more about that later). Just don't reinvent the wheel here. It's all about making enough money so you can live stress free, independent and without having to hope for a bull run to return soon.

At some point, however, this will get boring, or... limited. Scaling from \$20.000 to \$2.000.000 per month with the same coaching, ecom or agency vehicle is difficult, painful and sometimes outright impossible..

If you're a complete noobie, this might take some time. But if you really double down for 12-18 months, learn the foundations and stick to them, we still have to encounter someone that didn't manage to pull this off while giving 100%.

And even if you make \$10.000 Per Month or \$120.000 Per Year. That's nearly 10 Years until you have 10M (assuming you save north of 90%). Shoot. There goes your dream of sailing on a private yacht in the Molucca Sea.

That's why in the meantime...

LEVEL 2: Community With MVG (Anti-Fragile Asset)

You're building out your own F*ck You Army. In other words: One day, even if your business shuts down, you're forced into exile, all your BTC disappears, you can still wake up and print money.

But... You don't want to be too hasty in trying to monetise them. It's like building a relationship. A date that you take home on the first date, you probably won't end up marrying. So take it easy, build trust, connections, talk to them every day, and really understand what they want from this relationship.

Step 1: You need to become a Guru.

In other words... You need to become someone that is worth listening to, or more importantly worth following. More about that in the next chapter, but in short...

Be honest

Be authentic

Be consistent

In order to stand out and win the trust of your beloved audience, you need to be radically yourself. No room for copying others. Start with a vision that you (and your following) care about. Add your authentic twist to it. And compound on it through consistency.

For example: Alex Becker / Crypto Gaming

A common goal, vision, and enemy are your fundamentals. If you're just starting out and have no clue what to teach or talk about...

- *Document your journey, show your people that you're in the trenches with them.*
- *Interview industry experts.*
- *Collect case studies.*

Do this until you develop your own expertise, frameworks and ideas that you can share with your wilde horde. The beautiful thing about community building is that you will only see true results after a long period of time. Like good friendships that become better and better over time.

For beginners...

- *Create Twitter Profile*
- *Grow to 1.000 Followers*
- *Start Newsletter*
- *Email them every day*

One year from now you will never have to worry about money anymore. IF, but only if you do it every day. Small hint: 99% won't be able to do it. I think it's because staying consistent with things that don't have immediate benefits is not something that people are able to do in our Tik-Tok world.

Enough of the “compounding talk”. Let’s talk about the big bucks.

LEVEL 3: Web3 Tech (Generational Wealth / Capital)

So far you can fly around the world, stay at fancy schmenzy places and your parents are proud of you. But... You’re still relatively broke. Again, with 10% inflation, \$100.000 per month is still a long way from you taking off in a helicopter and showing your middle finger to communist governments.

This is where web3 comes in. The place of infinite opportunities. If you win - you win big.

Tens of millions big. So what do we do now...

- 1. Use the knowledge you gained in web2 to build web3 tech*
- 2. Use your community for initial growth*
- 3. Use your spare capital from web2 to invest in web3 teams and tech*

In simple words:

***“Web2 money + a strong community + a good Web3 product
= generational wealth”***

To quote CZ: *“It’s not about how much you can invest, it’s about how long you can afford to hold.”*

If you bought ETH at \$4.000, but now it’s down to \$100 and you really need money - You’re forced to sell and you aren’t able to harvest those sweet little long term benefits. A truth that web3 degens don’t want to hear, is that 9/10 successful web3 founders already crushed it in web2.

Blur Founder, DeGods Founder, Memeland Founder.

For example...

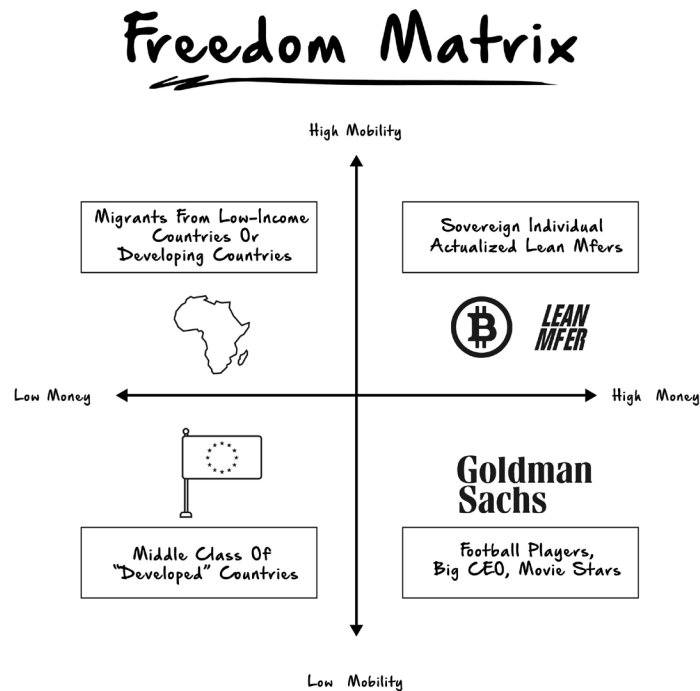
If you're a noobie that has no idea about running teams, hiring people and making decisions, running a successful NFT project will be super hard. But... If you've set all steps of the triangle in the right order - you will be unkillable and undefeatable until the rest of your life.

Just don't run out of patience and money in the meantime.

LESSON #2: The Freedom Matrix

Since you got the money now, you have a far more important thing to worry about.

Freedom.



Migrants

Life is hard but mobility gives them a chance for a better life. **Movement = life.**

Think about water. Water that doesn't move becomes stagnant and disease develops. Life is like water. It needs movement. If you're low on money and low movement, you're likely to be in the Middle Class.

Middle Class

They're the ones that are getting absolutely wrecked right now. Inflation is rampant, war, taxes, absurd rent pricing, and living costs are through the roof. You're not saving money, you don't have enough cash for nice things, but most importantly... If things are bad, you cannot leave.

Plus, people who are not mobile, can be easily predated and threatened. Government is not tough against the weak but against the people and companies that are not able to leave.

About CEOs + Football Players

It sucks to be a big CEO or a Football Player, since you don't have mobility.

Time freedom: No

Geographical freedom: No

You kind of have Financial Freedom, but your lifestyle and Four Seasons residence is linked to your partnerships and companies. If you start having an opinion that goes against your contract, you will get crushed and canceled like Kanye West with Adidas. **In a nutshell: you're living the life of a rich slave, or a monkey in a golden cage.**

These people are robust, meaning that they don't suffer from inflation, but not anti-fragile (they are breakable).

About Sovereign Individuals

Sovereign individuals = Actualized Lean Mfer

You did the job. Now YOU decide. Usually, they gather in city-states where meritocracy and private property is protected. Like Dubai, Panama, Singapore, or previously Hong-kong.

Lean Mfer should focus on...**Mobility Factors:**

- *Online Biz and Crypto increase drastically your mobility. You don't need permission to move your BTC outside a country and you can usually decide where you want to incorporate your company.*
- *High-Value Skills (stuff you'll lean on this newsletter and on our youtube channel)*

A mobility lesson from Abramovitch. Billionaires love Yachts - they are very mobile. Nice benefit if you want to escape sanctions (just sail them from Monaco to Bodrum). A Football club - not so much (Chelsea taken away from Abramovitch).

To round it off with a quote from “The Sovereign Individual” by James Dale Davidson,

“In the future, one of the milestones by which you measure your financial success will be not just how many zeroes you can add to your net worth, but whether you can structure your affairs in a way that enables you to realize full individual autonomy and independence.”

LESSON #3:

Your Minimum-Viable-Guru

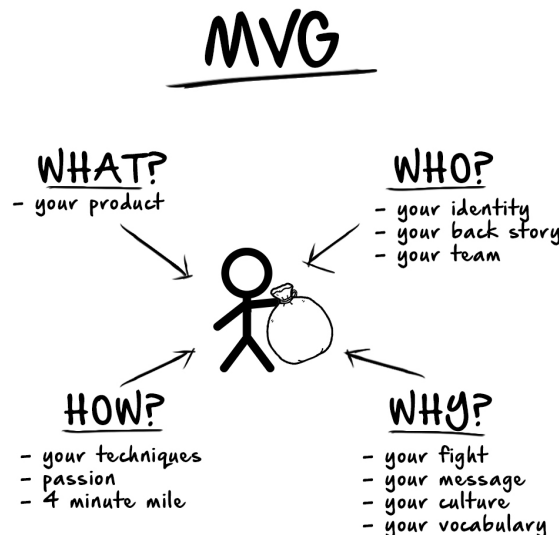
Now it's time for you to become a Guru. Somebody that's worth following (and buying from). Now we will lay the groundwork to build a raving community that will kill everybody in your way, admire everything you say and run after you with their wallets or credit cards in their hands. An MVG is a unique character. Like Kim Kardashian that can create a million dollar product launch, just by making an Instagram story about it. Fortunately, unlike Kim - you won't have to make a porn tape.

MVGs say things that will stick to your mind like glue.

Tate with *"Escape The Matrix"*.

Trump with *"Make America Great Again."*

The Joker with *"Why so serious?"*



Ask yourself these questions:

Humans connect with humans. So, give your audience someone to connect with:

Who are you?

Where do you come from?

What's your backstory?

A great example of this is Batman. He was raised as the son of a billionaire conglomerate that wanted to change Gotham. Then his parents were killed by underground scum that his father wanted to liberate. He got lost, trained with the league of shadows, just to return and protect his city from all evil that was rising.

This story is built to make people relate, connect with you and defend you when your enemies challenge you. Once your backstory is clear, you start talking about why you do what you do.

For Tyler Durden from Fight Club, it's to dissolve societal programming, attack consumerism, and upset the established social order. To be opposition to popular culture, materialism, capitalism, most technology, and modern society in general. He described his ideal world as an Arcadian paradise, humans living freely amongst post-apocalyptic urban ruins. Based on that he built Fight Club (the vehicle), where people come together, smash each other's brains in and start a revolution against the powers they despise.

Other examples...

- *Tate's message was to help people break free from "The Matrix".*
- *Trump's fight was to "Make America Great Again".*

Great leaders polarize by definition and are never universally loved. I remember this quote that says "There are only two types of people in this world. People that want to help Donal Trump save the world. And people that want to save the world from Donald Trump."

Once that is established, you present your "how" - a set of skills or beliefs that allow you to become your current successful self. We also call this the "4 Minute Mile" which I'm sure most of you heard about. In short: Nobody believed running under 4 minutes was possible, until somebody did it. Then suddenly everybody started doing it.

For Wimhoff, that was staying in an ice bath for a period of time that was deemed impossible by every normal person out there.

Last. Now the only missing is a vehicle that will allow your audience to go from current to desired state. For Donald Trump that was to vote for him and to join his group “MAGA”. For Tate, this was through “The Hustlers University”. You want to be a TopG that lives in a compound filled with women and supercars, buy my course. It’s all lined up from backstory, your why, your what and your how. Perfect homerun.

One final thing. Don’t copy others. People have an innate ability to detect a fraudster. Be yourself, be your weird and provoking authentic self.

Your wallet will thank you.

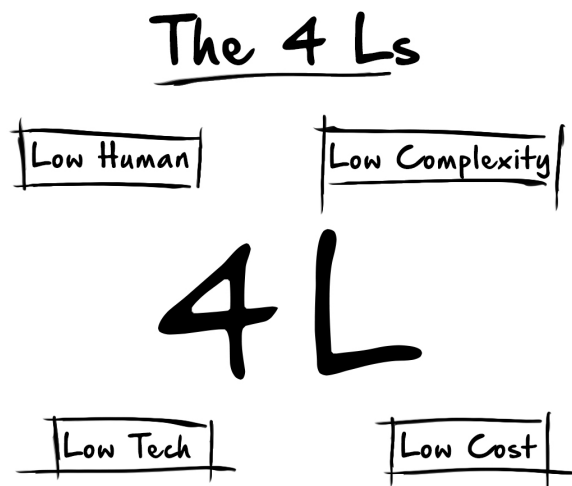
LESSON #4:

4Ls

Congrats! You are now a person worth noticing. And more importantly, a person worth following. Before you get too excited, here's an important lesson that will save you a lot of money, headache, and possible lawsuits down the road. **We call it the 4L Methodology.** The only L's that you ever have to take again.

Before you start any business, join any project, double check it with this checklist.

Any Lean Mfer Business Must Be...



Let me give you an example...

We have a friend that turned \$5.000 into \$16.000.000 being one of the first hype NFT projects in the space.

- **Low Cost.** Check.
- **Low Human.** It was him, an NFT artist, and a part time blockchain dev.
- **Low Complexity.** Create a Twitter Account. Pay Influencers. Good Art. Boom Sell-out.

- **Low Tech.** A little bit of Solidity + Webflow Landing Page.

Very lean indeed!

While others are out there rasing \$50M to create the next web3 social media app, crypto exchange, or Smart Cars (yes - we're talking about you Cardano). Lean Mfers are out there printing money with unsexy business models that follow the holy quadrinity of 4L.

Great examples of this are...

- Newsletters
- Anything in web2 where you use the tech of others
- Fork existing tech
- NounDAO-like NFT projects
- DeGods-like communities
- Affiliate businesses

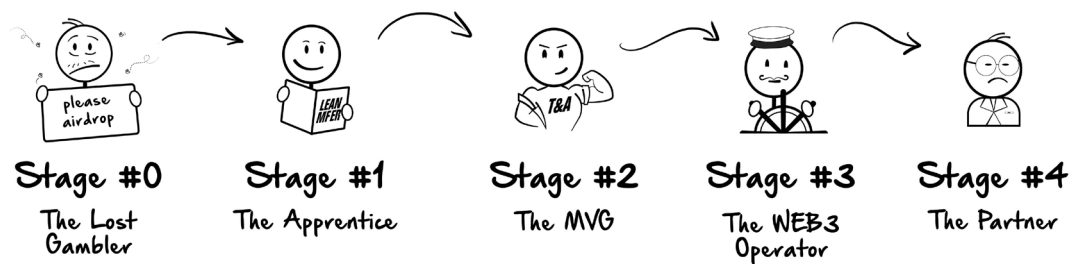
This is especially true when you're on your way to your first \$1.000.000. Until then, throw all the complicated shiny objects away and focus on building unsexy sh*t.

LESSON #5:

Web3 Growth Path

We've received boatloads of questions about how to go about beginning a career in Web3. Especially if you're from a non-technical background. The following is labeled as the "Web3 Growth Path". A way to go from \$0 to \$50M in your wallet within 1-5 years.

Growth Path



Stage #0 - The Lost Gambler

You can call it "Degen" if you want to feel good about yourself. You're investing in NFTs and shitcoins on a weekly basis and spending all day hoping for the next bull run or some \$50 to go to the moon.

There's no difference between a casino gambler and this type of degen, both have a serious mental problem and are left rekt. You're adding no value to the space, besides gifting money to rugpulls and whales.

- *Toolset: None*
- *Compensation: None*

Stage #1 - The Apprentice

We are starting to get a bit more serious. It's sort of a value upgrade from the Lost Gambler. You're applying the TUGAN Method (mostly in theory), you're active in Discord,

and are nice to founders and other community members.

But nobody really cares... Value is not big enough, skillset is still quite weak and there's a strong scent of soy-boy behavior and neediness that follows the Apprentice wherever he goes.

- *Toolset: None*
- *Compensation: None*

Stage #2 – The MVG

Congrats, now you're adding value to web3. Here you're starting to do stuff, you have a voice, a recognisable style, "N+1" Ideas, and you understand that the both two stages are getting a lot of stuff wrong.

Going from 0 to 2 is an achievement that most people in web3 will never fathom to achieve. Here you're also starting to get paid.

- *Toolset:*
 - *1.000 - 5.000 Followers on Twitter*
 - *You understand branding*
 - *You understand content*
 - *You understand basic human psychology*
 - *You producing rather than scrolling*
 - *You realize that investing in crypto is not the way to make money (if your net worth is below 100k.*
- *Compensation:*
 - *\$1.000 - \$5.000 per month (with asymmetric rewards if it's in a token).*

Stage #3 – The Web3 Operator

We're not looking at one of the rarest species in Web3. People that can actually get shit done.

The requirement to get here.... Common sense.

- *Toolset:*
 - *You can manage people*
 - *You understand basic project management*
 - *You learn all the next trends, tricks*
 - *You've spent hundreds of hours trying to understand the "lost gambler"*
 - *You understand basic tech / dev*
 - *You understand basic UX / UI*

You can transition into this if you're a highly skilled MVG. A little transition exercise could be to duplicate your MVG in 3 then 7 languages, with VA, growth hacks, and automation. Most GREAT web3 operators, even if there are close to zero, made stuff happen in web2 and have experience with pushing milestones, and managing hoomans.

I (Apollo), spent a lot of time in this role. I went from web2 getting shit done (running info and ecom companies with around \$500k MRR) to building tech in web3.

- *Compensation: Big bag of tokens, 5-15k a month*

Stage #4 – The Partner

This is the Endgegner phase of your path in Web3. You're running your own projects, you have cash and connections to get things going and you understand how each part of the puzzle piece fits together.

- *Your network (previously toolset):*
 - *1-5 Web3 operators*
 - *20-30 MVG*
 - *5 really good collab managers*
 - *1 growth hacker*
 - *1 UI/UX genius*
 - *10 millionaires.*

This is where the free money in the bull market lies. Usually, people from your network will reach out to you and say “Hey bro, we’re launching something big. Are you in for 25%?”

- *Compensation:*

- *1-100M over a couple of years if you’re making the right bets.*

We hope this helped.

LESSON #6:

You Own Sh*t

We're a bit like WEF cult leader Klaus Schwab. Because we're definitely not f*cking around. He is telling us right in the eyes what's coming for us. He is an honest Mfer. Not sure the guy is lean but at least he shoots straight. Of course, you know the quote of WEF. "*You'll own nothing and you'll be happy*"

What do all the severely messed up places in the world have in common? One thing and only One. It's not about geography, religion, political system, ethnicity, and even climate. It's even simpler than all of this. All the fucked up places in the world have in common that **they don't guarantee private property.**

They can be communist, fascist, run by a warlord, or a great "democratic" leader. If you're private property is not guaranteed. You don't own shit. You have a company, someone can take it away. You have a house, patents, a cool luxury item nice ... it can be taken away. You have \$50k in your bank account, whops it's gone.

So what do you do?

Either you leave (if it's possible) or you don't even bother trying. Because why would you if don't own the upside? You don't invest in real estate, you don't fix your house, you don't start a company and hire people. **As a consequence, they'll be no economic development and poverty is rampant.**

Examples: Africa, Former Soviet Union, China in some way. They guarantee of private property is the key to growth and development.

Socialism = everybody owns everything, therefore no incentive to get going.

*Capitalism = you own your sh*t, therefore the downside and the upside, and it's worth taking the risk.*

That's why we love crypto and web3. Web3 is not about crypto currencies it's about crypto property. It's about owning your shi*t.

No warlord, no government, and no shift in power can seize your BTC (not so sure about USDC).

Ownership In WEB3

ERA	WEB1	WEB2	WEB3
TOOL	WEBSITE	POST	TOKEN
UNLOCKS	INFORMATION	PUBLISHING	OWNERSHIP
	/READ	/WRITE	/OWN

The Lean Mfer movement is exactly about that...

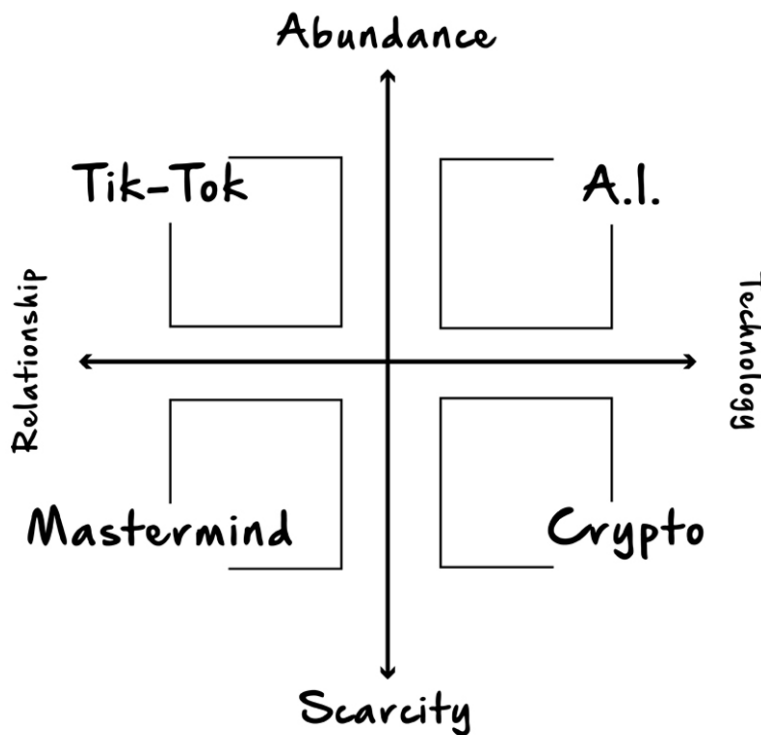
- * *Seize the means of production (pun intended)*
- * *Building in web3 to allow many more to really own their sh*t*

Study our methodologies in the Lean Mfer Cheat Sheet (coming this weekend), read our daily emails, and check our YouTube (2 strikes and counting) to not get left behind.

LESSON #7: Where Is My Money, B*tch?

For once not a Triangle. This matrix, developed by Tugan, is going to show you...
EXACTLY WHERE NOWADAYS THE MONEY IS.

This is how it looks like:



Look at the horizontal axis: Money is located in two extremes: **Extreme Tech** and **Extreme Relationship**.

Everything in between will struggle to collect profit (think about it like agriculture, everybody needs food but farmers are struggling financially ... most saas, stores, nft and mvg will share this fate).

Then on the vertical we have **abundance or scarcity**. Let's go through it.

- **A.I. Is Total Abundance In Technology.** It can do anything, anytime, whatever you want, in whatever way. Imagine an A.I. that only works for 9 hours per day, complains when you give it too many tasks, and is slow in responding. At some point, this tool will be pushed out of the market by something “more complete”

- **Crypto Is Built On Technology Scarcity.** The player that is able to gather one type of resource earlier (and therefore at a cheaper price) wins. For example... 10K BAYC NFT only, Bitcoin has a limited supply of 21m, this allows players to get crazy, speculate and fomo into assets hoping that others will jump in soon. If Crypto would be built on abundance, there would be nothing to chase after, or fight for.

- **Tiktok Is A Massively Abundant Relationship.** Here is true, the more you post, the more you make. And the better one person is at rugging the audience of their attention, the more impressions they shall receive. Tiktok is an overload of information, but very weak relationships. Monetisation through your TikTok brand only works if you're a top 0.1% creator (or OnlyFans girl), the bottom 99.9% go home empty handed.

- **Masterminds Work Because Of Extreme Relationship Scarcity.** The opposite of dopamine-rugging tiktoktors, are extremely scarce relationships. For example a \$20.000 Mastermind with your favorite go-rog or life-coach. It's hard to get in, scarce to obtain, hence very valuable. You can eventually bridge your viewers up the value ladder from short form to mastermind (like Gary V), but it's not an easy feat to pull off. (top 0.01% creator).

When analysing new offers, or new technology, simply look at where in the “where is my money, b*tch - matrix” it is located, and you shall know if it will bear fruits.

This methodology in other words...

- **Not Choosing Is Often Choosing Or Letting Other People Choose For You.** Don't get stuck in the middle.

LESSON #8:

The Science of Scarcity

HARVARD, APPLE, USA, LVMH, BTC, and BAYC, are one of the strongest brands in the world and they are all built around one thing: **Scarcity**.

BTC has 21m, BAYC 10k. There are only 12,000 Hermes Birkin Bags Per Year.

Hermès Hand Bag



We wrote about this before in “where’s my money, b*tch - matrix”. People like scarcity — a lot. But... why?

Owning something scarce makes one feel unique, and signals success and worthiness as a potential mate. You’re the guy that got the Platinum Dial Daytona without waiting for 10 years? You must be well-connected and a high-status individual that women want to be around.

“**Fake Scarcity**” is a tool that is used by top retailers, governments, and educational institutions to rank up prices and boost net-profit margins to the moon.

Do you want to buy a leather bag at Hermes?

"Sorry Ser, you have to wait 3 years"

Birkin bags cost \$800 and require 18 to 48 hours of work to be produced. They sell for \$12k. Why don't they produce more...? Fake scarcity.

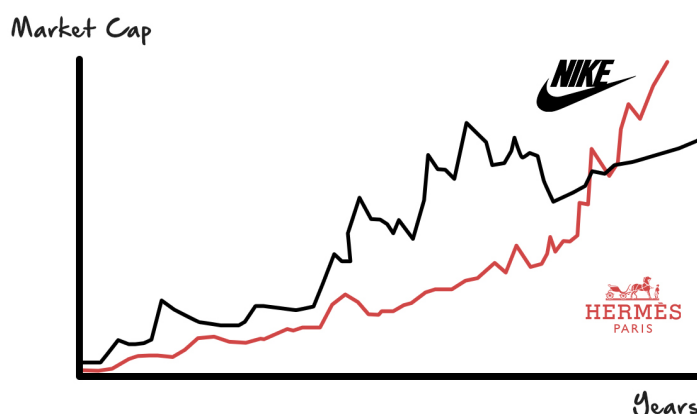
Fake scarcity is also great to increase the value of your educational facility. The harder it is to get in, the higher the value of your education. (that's how Harvard made \$5.8 billion in 2022 - that's an 11% increase from the year before). Harvard and Stanford are not turning random people into smart people. They turn rich (white) kids into rich (still white) kids with credentials.

Businesses are either two things...**Supply-constrained** (rare earth minerals, 1945 Chateau Mouton wine). **Demand-constrained** (pretty much everything else). Which one would you rather be?

Imagine the big boss from LVMH visits the COO from LVMH and tells him *"Hey ser - we need another 1 billion in revenue over the next three months."* The COO says *"Sure, no problem"* and goes ahead and fulfills a couple thousand bags to the waiting list.

And that's how Hermes was able to overtake the market cap of Nike this year. Yes. We know that's crazy.

Nike Vs Hermès Graph



What's even crazier is that this stuff is really not that hard to make.

- *You create a product that targets the top 0.1% of earners.*
- *You strangle supply.*
- *You add some luxury components or social proof of other high-status people
(mimetic desire - more about this later)*
- *Boom, all of your money worries are gone forever.*

LESSON #9:

3 Newsletter Ideas To \$1.000 Per Month

Okay. Now you understand the foundations, let's talk about your first vehicle. Keep in mind, what we're doing here is: **Unsexy. Unpopular. But highly profitable.** If you want to brag to your friends and family about how you're changing the world, go back to LinkedIn.

In our opinion, the newsletter business is the most interesting vehicle for the next 2-3 years. Before, it was agencies, dropshipping, branding. Now, it's the time for newsletters.

The easy (and boring) way to do this is the following:

- 1. Create MVG Profile*
- 2. Grow Twitter account to 5.000 Followers*
- 3. Convert Twitter followers to your email list.*
- 4. Email them daily and sell them sponsorships or affiliate deals.*
- 5. 5.000 subs = \$500 per email.*
- 6. Enjoy life!*

1x email per day. 30 days = \$15.000 per month. **Boring, but profitable.** If that's not enough - let us give you three newsletter ideas that you can bring to \$1,000 per month within the next 30 days.

Idea #1: Trend Hopper Newsletter

We all know that guy from high school who was always part of the "winning" team. He was the first one with Jordans, the first one with New Era Caps, the first one with the newest gameboy, and he owned every conversation.

We call this guy the “trend hopper.” This is how you do it:

You pick a trendy topic (google keywords, twitter, common sense)

You double on marketing (twitter, other newsletter collabs)

You email every day

Since you’re the first and you’re pamping hard, you have the first mover advantage and your competition won’t be able to catch up. Then you try to monetise super fast and super aggressively and ride the trend wave out. Let me give you an example to help you understand better:

Superhuman is an AI newsletter.

- *They began publishing five months ago when AI became the main subject of every conversation on Earth.*
- *They grew their subscriber base to 300,000 in just five months and make \$5.000 +/- per email.*
- *\$150.000 per month within five months. Not too shabby...*

Idea #2: Non-Boring Newsletters in Boring Industries

Would you rather be a small fish in a big pond or a big fish in a small pond? Different analogy. If you want to be funniest, most charismatic, or most attractive guy at a party, which event would you attend?

- Golden Globes - Los Angeles
- KPMG Annual Accountant Meeting - Stuttgart

A friend of ours did the following... He started a newsletter in the bio-tech industry. An industry that is notorious for being outrageously corporate, boring and stiff. His newsletter was fun, punchy and filled with personal images. People loved it. He has the first one to not be boring, grey and afraid of having fun.

Standing out in the mental health, fitness, finance advise industry? Super hard. Standing out in biotech, corporate consultancy or law sector? Super easy.

This is what you're going to do:

- 1. Find a boring business.*
- 2. Start a newsletter in that niche.*
- 3. Make it as engaging as possible.*

Take Skimm, for example. It's a daily newsletter that breaks down the most complicated news into easily consumable information. They have over 7 million subscribers and earn approximately \$70,000 per newsletter sent. We won't do the math for you here.

Idea #3: Old To New - Newsletter

Do you know how many people speak English? 1.35 billion. That means there are 7.8 - 1.35 = 6.45 billion people who do not speak English. We see opportunities there. That means that there are 6.45 billion people that are not able to read all the cool things AI Superhuman is writing about, or Milkroad.

This is what you're going to do:

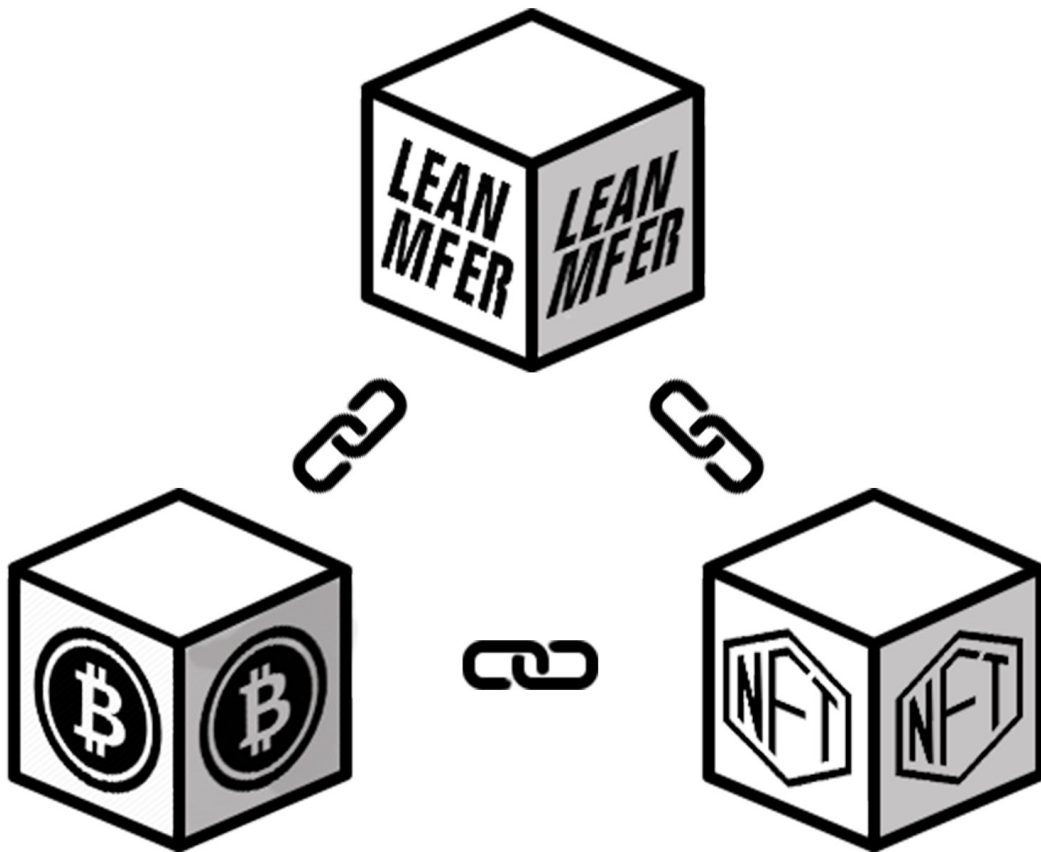
- 1. Pick an existing large newsletter*
- 2. Fork it in another language (using chat-GPT4)*
- 3. Send out similar emails*

You do not have to come up with ideas, let alone write them and tujan.ai will do the work for you.

Monetisation strategy is the same as above...

- Sponsorships*
- Affiliate deals*
- Or a large competitor tries to buy you out, since he doesn't have the energy to target minority demographics*

WEB3 BUSINESS ADVICE



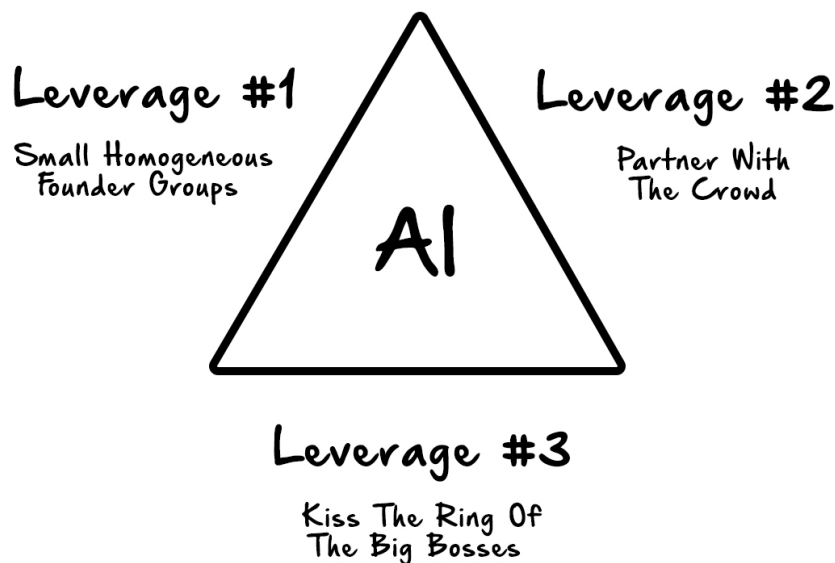
LESSON #10:

Web3 Power Triangle

Remember the Chriss Voss ad that said “Everything in life is a negotiation”? He was right. And any negotiation is decided with who has the most leverage. Remember the scene in Godfather 2, where the Senator asks for a lifetime salary commission in order to pass the license on the mafia-owned casino? Only to wake up 2 weeks later to a dead prostitute? Good news: you don’t have to whack everybody in your way to get what you want. You just need to put yourself in a position of power. Meet the **Web3 Power Triangle**. Three to rule them all. Three to unlock generational wealth, power and all the riches of the world you might dream.

Note: Unlike with the Triangle of Wealth, you don’t need all three to unlock true Endgegner status. If you manage to have two - it will unlock the third.

The Web3 Power Triangle



Leverage #1

PAYPAL MAFIA

(Small Homogeneous Deviant Groups)

We like to refer to it as your own “Paypal Mafia”. The term comes from the following story. In 2002, Paypal was bought for \$1.5 billion from Ebay. The original paypal employees had difficulties adjusting to the more traditional corporate culture, and 38 from the first 50 employees left. All of them stayed connected over the years and went on to create ridiculously successful startups. Peter Thiel, Elon Musk, David Sacks... The list is long, but the lesson is simple: **Connect with fellow high-energy and high-integrity builders to set yourself up for immense success.**

Doing this in web2 is a bit more difficult. There are a lot of fishes, big or small, and the elite on the top is impossible to reach. In web3 the whole thing looks a bit different. When I (Apollo) entered web3 in 2022, I listened to a podcast called “2 Bored Apes” in which they talked about the biggest NFT projects and most inspiring founders of the space. I thought: “wow - imagine being one of them at some point.” Just 6 weeks later. Yes. 6 weeks. My project got featured and I was connected with the top 1% of builders in the space.

Connecting with the top 50 builders in the space is very very possible, if you add substantial value to the space. That can be in the form of technology, media or community. Choose whichever works best for you.

Back to your own Paypal Mafia. Take them out for lunch, hop on a call to share valuable lessons, create a telegram group with them. Just stay top of mind and in touch. Once the next bull market hits - you would have wished that you took care of that relationship more carefully. We have a friend that spent the last bear market interviewing founders on his small podcast. Within a matter of weeks, he was connected to SBF, Anatoly Yakovenko, and Vitalik and he got access to some very lucrative pre-sales. The easiest way to put yourself in a position of leverage to other founders...

Create, don't consume. Build MVG Profile. Build your horde of die-hard supporters

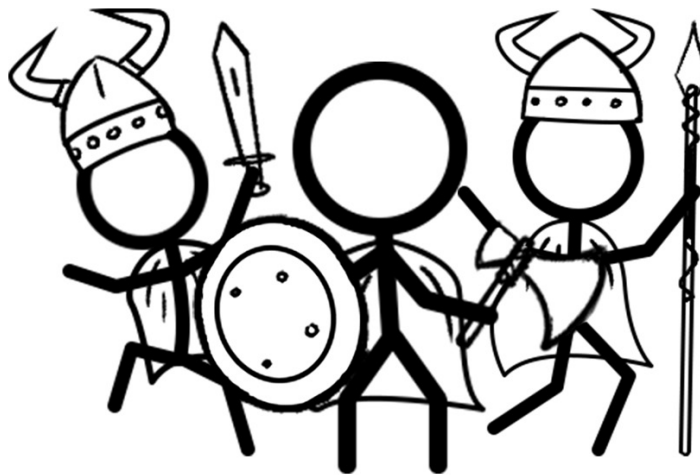
Leverage #2

F*CK YOU ARMY

(Partner With The Crowd)

As the famous Chinese philosopher Tao Te Ching says *“All streams flow to the sea because it is lower than they are. humility gives it its power. If you want to govern the people, you must place yourself below them. if you want to lead the people, you must learn how to follow them.”*

What's a better idea than partnering with a violent, unpredictable, and paranoid degen army?



If we look at the biggest movements in web3... Dogecoin, Shiba Inu, Pepe, they were all crowd-driven projects. They were united by memes, a compelling vision and tons of monetary incentives. If you want true power, step down from your throne, and connect with the ones that nobody ever gives attention to.

Make yourself relatable, loveable, and be blatantly hard with haters. Like...

- *Tweet like Elon Musk*
- *Rant like Andrew Tate*
- *Drink shoe beer like Frankdegods*

Important note: be careful with your degen army. They need care, love and constant attention. If the crowd turns against you - things can go very nasty.

Here is a link to a fellow Lean Mfer, Gustave le Bon. He wrote a famous work called the “Psychology of Crowd”, in which he notes that the larger the crowd, the more irrational its individuals become. If you’re analysing the rise and falls of some memecoins, you can see that communities quickly go from “Founder, I love you” to “I know where you live, and I will cause you and your loved ones a lot of harm.”

Leverage #3 ARISTOCRATS (aka SER)

You’re now part of a Syndicate, you’ve built a degen army that is ready to fight. The last step is to get approval from the ones above. For example... Christopher Columbus needed the final permission from the Queen of Spain to explore the New World.

In our world... VCs and Crypto Foundations.

Luckily, you don’t have to lie about your heritage like Columbus that claimed he was from Italian royalty. You can work your way in.

The simple way: Be so good that they can’t ignore you. The harder way: network your way in and get introduced. Aristocracy by definition is something that you are born into (blue blood) and that you only enter by being knighted because of special achievements for your mothercountry. In web3 - we call this “Ser” status.

Even though web3 might seem without hierarchy and every founder is within reach, VCs and Crypto Foundations still behave like Louis XIV.

What we prefer: master the first two steps and at some point, even the snobbiest foundations and VCs will open their doors for you.

- *A place to start:*
- *Why would someone introduce you?*
- *Are you relevant enough?*
- *Are you building something?*
- *Are you useful?*
- *Do you have specific and rare skills?*

LESSON #11

Building An 8-Figure Web3 Business in Bear Market

During last week's Lean Mfer Summit in the beautiful capital of Serbia, I asked Tugan the following question. What if we had absolutely no money, but wanted to create an 8 figure business in web3 within the next 2-5 years?

What we came up with is called the "LMC". **Lean-Mfer-Combinator**. The non-virtue, and non-Linkedin alternative to YC. Building in web3 poses one major problem... Besides all the gambling, money laundering, and speculation, who really uses this stuff? While attending the LMC, we're giving people what they want (really want).



It goes the following:

Stage #1: Interview 100 web3 investors (small, mid, large)

Stage #2: Identify REAL problems (not gambling and speculation)

Stage #3: Build MVP spending no more than \$1.000

Stage #4: Bootstrap or raise funds with NounsDAO method (1 mint per day)

Then you decide which user avatar you are most excited about helping. You define the problem. And while building you check back frequently to our methodologies:

- *Nouns DAO*
- *4L*
- *Blockchain Maslow Pyramid*

If you need engineers...

- *Rather give token share than salary*
- *Never hire a well dressed dev*
- *Use side.xyz for no-code alternatives*

We're really trying to not spend any money (\$1.000 month max), if you need to on-board engineers - give them part of the company and pay them ridiculously low (or just use side.xyz for no-code).

The main advantage that you will have over all other builders in web3.

You're actually building stuff that people want. Then you combine that with lean ways of marketing, running ops and building products, and boom, over a timeframe long enough, with enough iterations, you shall be successful.

Again. Obsess over customers, building quality, not doing AMAs, writing threads or "building in public".

LESSON #12:

Why Doxxing Is Likely Going to Work Against You

This one is for the... “How can I make sure my project is a success? I will just show my face.” Well, well young cowboy. Not so fast. In our experience of seeing dozens and dozens of projects rise and fall. We noticed one thing.

Doxxing might actually **decrease** the likelihood of you succeeding in web3. Let us explain why.

1. Contrarian Approach

Simple rule to success: In a space where everybody is doing one thing - do the exact opposite to stand out. In a space where everybody is charging low prices - charge ridiculously high prices. Remember, the moonbirds mint that was 2.5ETH, while everybody was lowering and lowering their prices?

Den Kennedy calls this *“Ruthlessly defile industry norms at every opportunity”*

To quote him:

“What does this “defying industry norms” mean, exactly? What it means is, you look at everything people are “supposed” to do in your industry, niche, service, and or product category... and then you do the exact opposite. Especially the ones you are scared to defy. Incidentally, this goes hand in hand with the late, great Earl Nightingale’s “if you look around at what everyone else is doing, and do the opposite, you’ll probably never make another mistake for as long as you live.”

And while your mileage may vary (just as mine has varied from others who do it), what I believe will happen is not small, incremental changes in your business.. but huge changes. Not just in higher sales, but you may find yourself radically changing your entire business. (I certainly have!)”

2. “Don’t Give Them What They Want” - People Like Mystery

In a world where everything is accessible, downloadable and shareable, don’t give people what they want - so you can get what you want. And that’s neverending curiosity surrounding your persona. Let’s use an example.

Erotism vs. Porn Commonly referred to as one, but differentiated by one big thing. Porn shows everything. While eroticism hides the most important parts and leaves it up to the impression of the viewer.

That’s why the most successful OnlyFans ladies barely go completely blank. They leave their hungry audience wondering, dreaming and begging for me.

The downside of you showing your face and all aspects of your past and personality, is that some part of your community will instantly move on. All the question marks are resolved, all the curiosity is gone.

To quote a Lean Mfer: *“Nobody cared who I was, until I put on the mask.”* - Bane.

So if you want instant curiosity, attention and tales surrounding your persona, play on the most basic human instinct: “Curiosity”.

3. Showing Your Dace Is Not Doxxing - Showing Your True Beliefs Is

Degens don't want to see your face, they want trust that you won't rug the liquidity pool. Therefore a better question would be: *"How can you create as much trust as possible?"*
The easiest way to convey trust.

Actions. Meet your deadlines, create a compelling vision and achieve it, communicate clearly, live up to your own immensely high expectations.

To quote the Batman:

"It's not who I am underneath - but what I do that defines me." - Batman

Doxxing really isn't about showing your face, it's about showing who you are, what you stand for, and showing your believers that you own all the characteristics necessary to take them there.

An ending note... If you still decide to doxx, which is a fair point, since it undoubtedly increases the connection to your believers (human follow humans), keep in mind:

Doxxing is like gender transitioning. You cannot change your mind after it's done.

LESSON #13:

3 NFT Projects That You Can Launch In Any Market

Before we're getting too excited here. Yes, the general NFT hype scene is dead. We think that's good. Less gambling, less scamming, less IQ wasted on flipping jpegs. However... In the shadows, there are still heaps of opportunities presented to those that dare to think differently. That sees NFTs not as a cashgrab, but as a business. **You're not selling a trend, but a product.**

Secret #1:
Frank DeGods Way
("try some shit" while focusing on MVG)

DeGods

If we go back to the first tweet that Degods ever shared, it said:

"We are excited to announce the launch of the biggest SolanaNFT experiment in history."

It was exactly that. An experiment. Frank started posting, sharing his vision, and collected a group of like-minded collectors around him shortly after he launched the first generation, all following the mantra **"Try some shit. Learn some shit. Try some more shit."** And even though Degods has been considered a rug or failure hundreds and hundreds of times, over time - it has turned into one of the most flourishing web3 communities out there.

(Current FP: 10ETH - 07.08.23)

How to do the same...

Step 1: MVG + Common Vision

Step 2: Find 10 Core Supporters (Metcalf's Law)

Step 3: Launch Community

Step 4: Launch MVP (First Mint)

Step 5: Shiny Object Syndrome (Trend Hopping)

FRANK DEGODS WAY OF BUILDING



To get this right, a warning. This is not for the ones that like to take weekends off, and that care about life-work balance. **You ARE the community.** That means showing up every day, and doing the things that you want your community to do. Drinking beer out of shoes, trading shitcoins, spraying graffiti in your city. You are leading the pack.

Second. You need to understand the attention economy and mindset of a degen. Degods followed the Anti-GaryV-Approach to building. Which is to hop from every imaginable trend to the next one. Sol Bridging, BTC Ordinals, Merch, IRL Meetups. Whatever was hot and new - they did it. That's how they stayed top of mind. That's how they got millions of impressions.

There's this chart that compares net worth to impressions on social media. The conclusion is simple: **The more impressions - the more money you make.**

- Gary V
- Grant Cardone
- Donald Trump

Secret #2: NounsDAO Way

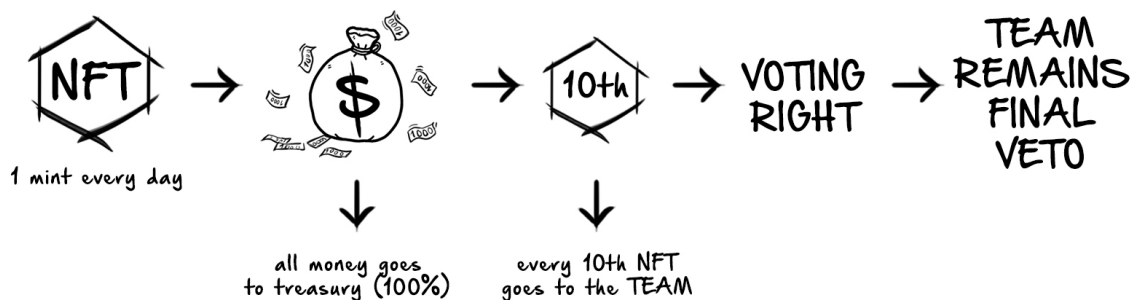


This is one for the patient builders, who like to share responsibility with the wild and unpredictable horde, also referred to as “community”.

Before we get into the gist of this, here’s how the methodology behind Noun Dao’s treasury of 29.000 ETH (approx \$40M), an average mint price of 29ETH, and a collection of only 750 NFTs (day of writing):

- e. 1 NFT to mint every day*
- f. All the money goes to the treasury (100%)*
- g. Every 10th NFT goes to team*
- h. NFT = Voting Right*
- i. Team remains final veto (in case decision goes against vision)*

NOUNS DAO WAY OF BUILDING



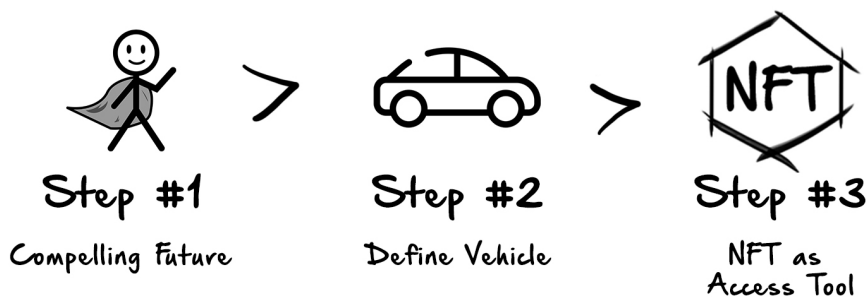
Why this is so great? One. Incentives are aligned. Founders don’t make money if the community is not a success. Have fun selling your NFT if it’s worth \$10. Two. The community stays hyper small and committed. Here is a small link to the Olsen Paradox, which says that smaller communities are always faster and easier to adapt than larger heavier ones.

- 10 holders vs. 10.000 holders - who can make a decision faster?
- 10 holders vs. 10.000 holders - who sticks together more?
- 10 holders vs. 10.000 holders - who cares more about the future of the project?

Last. Even if you fail, you won't be considered a cash grab, it's all your own and your community's effort. Instead of dealing with the immense fud that you get from raising 700k, being one day late with your announcement and people trying to find out where your parents live, since the FP dropped by 1%. All not good. The NounsDAO way of building is for sure the most mental-health and wallet friendly approach to building cool shit.

Secret #3: “Community Access Pass” From Alex Becker and Elio Tradesy

Community Access Pass



This one is for the “I have a dream to sell, but I don’t know how”.

Alex Becker did together with Elio Trades with Neo Tokyo, and even during the direst of bear markets, they have over 700 live listeners in their AMAs.

How this works:

- 1. You create a compelling vision (Crypto gaming is easy 100x)*
- 2. Your NFT is the ticket to reaching this desired state (knowledge, connections, education)*

Upside for you as the founder.

- You can surround yourself with your own mafia (VCs, Devs, Founders).*

- *You will grow thanks to the project.*
- *You might even make some money from mints.*

NeoTokyo applied a contrarian approach.

In a space where every collection raised \$10.000.000+ and the average mint price was 0.25ETH, the Season 1 mint was free. No risk for initial investors. They put actions behind words and the FP skyrocketed. Then they dropped Season 2, and made over 30M. Boom.

Why not sell a traditional web2 monthly membership? Fair point. Iman Ghadzi refunded all his members for the Gents Croquet Club. In our eyes... If you want to win in web3, you have to play in web3. Real founders, devs and builders, won't send you \$100 in fiat just to join your "vibrant web3 community". No thanks.

This is definitely for the ones that are looking for a web3 native community that sells a "web3 vehicle". If you're launching a "30 Day Sixpack Challenge" community, we recommend sticking to web2 technology. **But if you're goal is to surround yourself with hungry and high-iq builders in web3 - learn from what Alex Becker did with NT.**

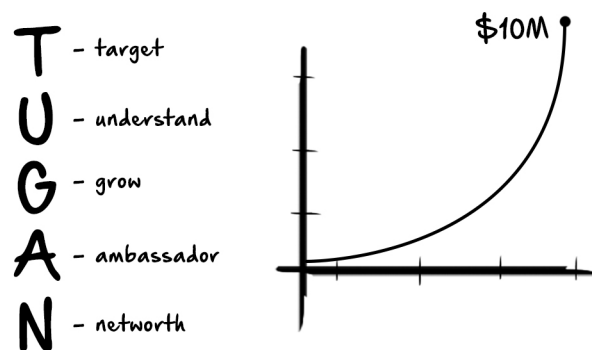
LESSON #14:

TUGAN Method

We know the stories of the investors who made millions in the last bull market, but we also know the stories of the investors who lost their houses while trading. **Lean Mfers do not take those risks.**

Here's how to make \$10,000,000 in Web3 without investing a penny. Sidenote: If you're the owner of a project, you can teach this framework to your F*ck You Army, to get millions of impressions at basically no cost.

The T.U.G.A.N. Method



The TUGAN method is based on what we saw at Terra Luna, Dogecoin, Shiba Inu. And countless, countless other projects in Web3 in which initial adopters made millions (10M+) just by being part of a project early on and building together with the founders.

The following is the safest, easiest, and I would argue, the most fun way to make a big bag in Web3.

I (Tugan) will explain the framework using my own beautiful name.

T - Target

The first step is the part where you're going to choose your target. Don't waste your time on a bad project, choose a project that:

- *Has under \$50M market cap (too large and you won't get a 10.000x)*
- *Builds real tech (No PFP NFT collection)*
- *The founders don't have to be doxxed; are they busy building?*
- *Solves a real problem (not an earthquake betting scheme)*

If you have no idea where to find projects that qualify, go to CoinGecko, Mobula FI.

U - Understand

You've collected your set projects, now you will delve into the details of the projects, just like an undercover agent.

- *Read all the blogs, Medium posts, and emails,*
- *Listen to every AMA.*
- *Write down FAQ and answer them.*
- *Analyze their language.*

Understand the project like you're part of the team. Your goal is to truly become one of them.

G - Grow

What's one thing that a founder gets really excited about? Someone who's promoting the project for free. This part is about deeply believing into... *"Give and you will receive"* - *Law Of Reciprocity.*

And that's what you're going to do:

- *Record (doxxed or un-doxxed) videos to explain the project.*
- *Write threads or blogs after every AMA.*
- *Answer questions in DC.*

- Go against fudders.

You bribe the project with value, effort, and positivity without asking for a penny. Even if this effort might take a bit, let's say you invested \$100 - \$1.000 into the token, you're also pumping your own bags in the meantime.

A - Ambassador

And very soon, people will start to notice you. Either founders will reach out to you, or after some time you send a DM, or open a ticket describing your results. And then... The only thing that you have to do is give the founders a no-brainer that is too good to refuse.

For example... "If you want me to keep doing what I'm doing (1x YT video, 5x Tweets, 1x Article), simply give me \$100 - \$500 in your token every month and I'm all yours." If this works out (which it usually does).

You're unofficially part of the team:

- The community knows and follows you.*
- You have authority in discord..*
- The founders regularly re-tweet you.*
- 90% of your engagement is from the project's community.*

They get free promotion, free credibility and free engagement. You get a share of a project that you believe can do a 50x - 5.000x. Incentives aligned - check.

N - Networth

We can keep this one short. You invested your time into the project when it was under \$50 M market cap. They are building real tech and solving a real problem so 3 years down the road their token did an easy 50x. You got paid every month \$100-\$1.000 in their native token.

For example:

1 Year = \$12.000

x 100 = \$1.200.000 (BNB)

x 1.000 = \$12.000.000 (ETH)

And yes... You can do this for multiple projects at a time. I won't do the math here, otherwise you all will just go ahead and quit your job right away. Besides the fact that you can cash out a bag, you learned a lot, you made countless connections and your following grew alongside the project.

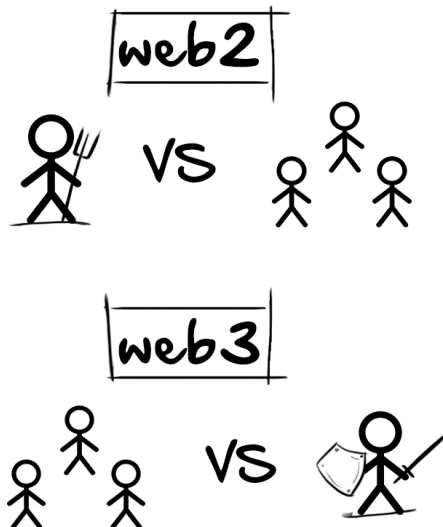
Lesson: Don't invest your money, invest your time and control your own luck.

LESSON #15:

Difference Between Web2 and Web3 Marketing

The biggest Web2 brands are all failing to invade Web3. We've seen it with Porsche, who didn't manage to sell out their project (they sold 68%). Even one of the biggest football clubs in the world, Liverpool FC, failed to sell over 10% of their collection.

WEB2 vs WEB3



Web2 marketing is you versus your prospect. You have an arsenal of weapons ready to shoot. Retargeting ads, emails, search ads, hours and hours of content. It's you vs. them. The goal is to eventually overload the poor consumer with so much information and reasons to buy that he will at some point click the button just by himself.

In contrast, **Web3 marketing is focused on managing and influencing a wild herd of degens.** They are active while you sleep, they organize themselves while you're away and

they're just waiting for you to make a mistake to overload you with pain and misery.

Well it's all not that bad. If you do good - it's the most rewarding experience in the world. A F*ck You Army loyal at your feed listening and executing your commands. Main difference... **In web2, they're alone. In web3, they're united.**

In the book "The Crowd: A Study of the Popular Mind", Gustave Le Bon's talks about the "Irrationality of the crowd", where people behave more irrationally in groups than they do individually.

Now to what web2 companies entering web3 get wrong.

They apply web2 tactics. They show you reasons to buy, they try to get in front of your face again, they pitch you the benefits of the product... But that's just not how it works.

Rather...

- *Share a vision*
- *Get people to support it*
- *Get them to inspire other people*
- *Build a raving community*
- *Build up hype and drop the b*tch*

And while doing it, share your vision and bribe everyone that supports it. And if we say bribe we mean:

- *Reward them like Blur did with airdrops*
- *Give them power to make decisions like nouns did with the treasury*

Reward them for being part of your community and hope that they won't turn against you... It's not you against them.

LESSON #16:

The Epstein Method

Okay, that one is rough ... but it's not what you think. YES, we're talking about the guy who had this little Caribbean Island. But. NO, we're not talking about the other thing we did.

I've watched a lot of content about this piece of sh*t and I discovered something creepy but profound. Each time he met with someone he had just one single goal, to uncover the deepest desire of this person, to understand what they want and cannot have. The one little dirty thing they won't tell anyone about. And he was talking to billionaires, former presidents (allegedly), Nobel Prize winners, rockstar lawyers etc.

The name of the game was : **WHAT DO THEY WANT?**

I know I know this newsletter is super creepy already. But doing business and building relationships is all about this:

- *One. To understand what people truly want.*
- *Two. And to give it to them.*
- *And in order to get this right...You need to talk to people.*

We call this the “OG CRM” (Customer Relationship Management). A great example of Paul Graham's advice for extremely small startups: **“Do things that don't scale”**.

When I (Apollo) started building a project in the NFT space back in 2022, we briefed our community moderators and leadership team in the following way....

Your goal is simple: **every day you need to connect with 5 people and remember 5 things about them.**

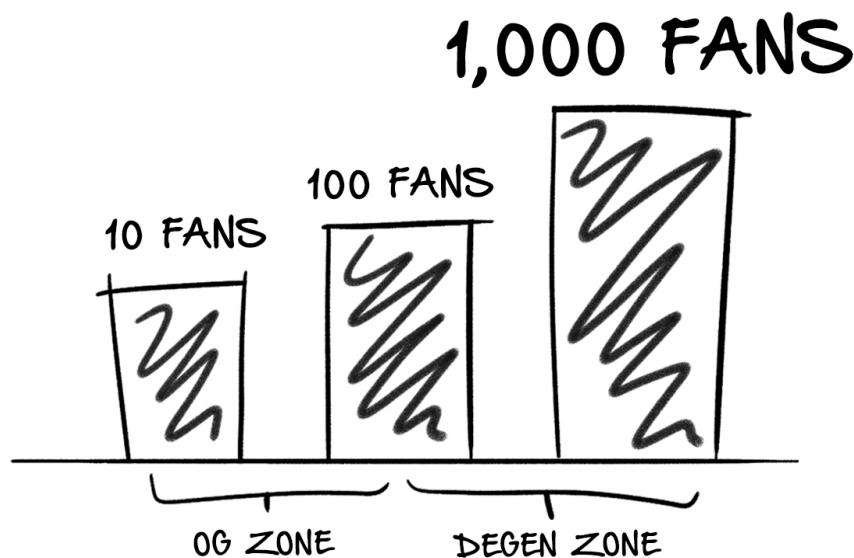
Every co-founder, every advisor, and every moderator needed to get 5 new relationships on

board. You're a relationship detective. While you're in a conversation you take notes of the unique features of new members in a google docs sheet, so you can always go back to them.

Where they're from, what they're frustrated about in web3, why NFTs communities they love, what they expect from this new project.

The goal of the OG CRM is to create **10 irrational die-hard believers** that truly care about the project's success. Because you've shown that you care about them. **Early adopters** will build momentum to recruit the next hundred admirers and holders.

Kevin Kelly's important essay ("1000 True Fans") suggested a thousand loyal fans as the community grew.



Web3 marketing and blockchain promotions go beyond metrics. They're about true relationships, communal values, and belonging.

Btw, this works of course well with Web2 biz too!

LESSON #17:

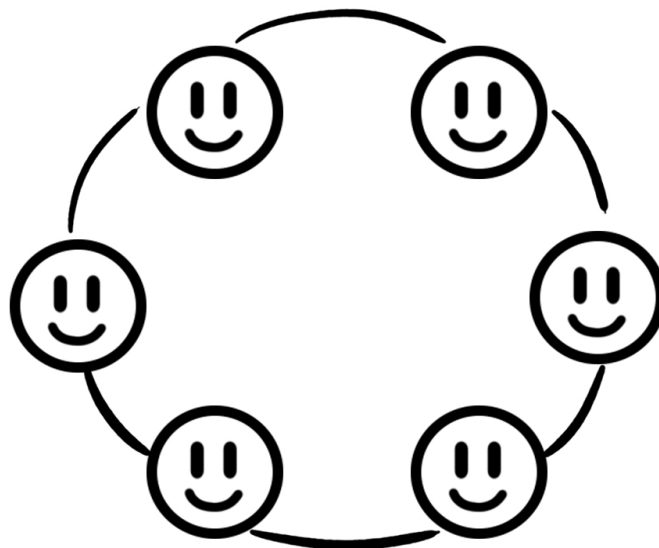
You're Getting "Community" Wrong

A common misconception that we want to remove from this space. Everybody talks about community, community, community. "Community Driven", "Community First", "Community Centric". Yet... Most people use it in the wrong context.

Let us explain: Most movements aren't driven by a "community", they are driven by members of a wild and unpredictable F*ck You Army. Fundamental difference.

A community is structured in a horizontal way.

It's a bit like socialism. Everybody's equal, decision making is slow, and nobody wants to take any real conspiracy.



"We're All Equal"

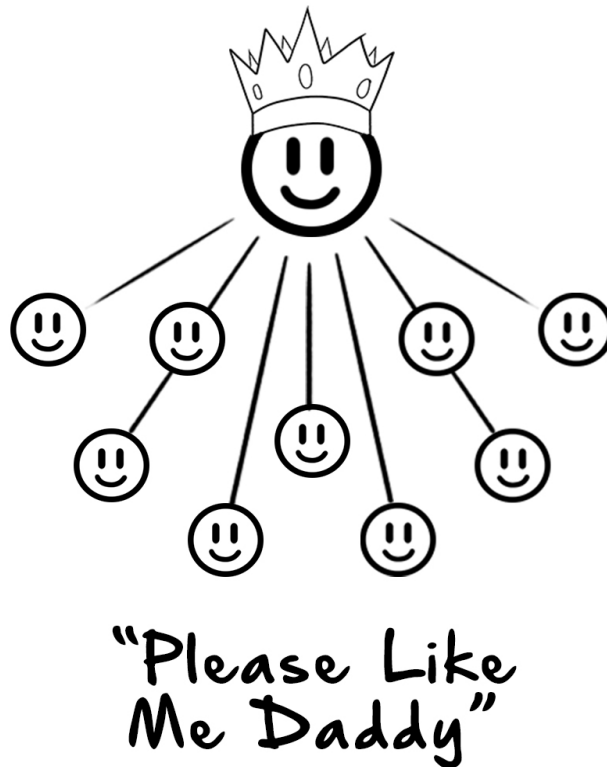
This sucks in a world where speed wins.

Too much de-centralization and extensive DAO governance is preventing projects to gain market shares and eventually end up getting eaten up by their competition. And at the end everybody wonders why this didn't work.

Examples: Bitcoin, NounsDAO

In difference...

You have a Leader-Fan-driven relationship.



There's an unattainable leader on top that fans below admire, cheer on and want to emulate. This leader creates a desired future that the followers want to attain by following him.

This is structured in a vertical way. Leader on top. Followers on the bottom. Plus... fans only connect with each other to please the leader and possibly get some sort of attention as a reward.

Examples: Andrew Tate, Donald Trump, Frank DeGods.

Running a “community” is much more difficult than a “Leader vs Fan” driven movement. You need to manage the irrationality of the crowd, and need to make sure that everybody’s equally incentivised to keep going.

Your role as the leader is to make sure that the goal your fans are working towards stays vague, unattainable, they always believe that enemies are near and that they’re only way to the desired future is together with you.

If you’re lost in the middle of being “community centric”, or “community driven”, you’re likely to lose control over the crowd and your F*ck You Army will end up steering the ship - which never ends well.

LESSON #18:

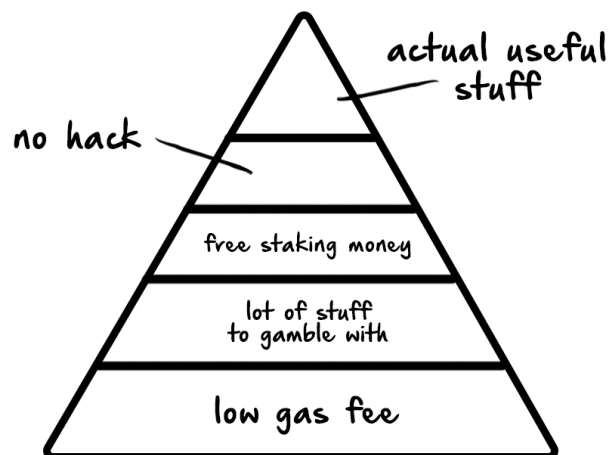
Give People What They Really Want (like Solana)

We call this the “Maslow Pyramid of the Blockchain” . Or in other words... Giving people what they really want. In a space full of nerds, autists, and “blockchain engineers” - it’s very easy to lose sight of what’s important.

Build what people want. Get paid for it. Everybody keeps talking about the Blockchain Trilemma (Security, Scalability and Decentralization).. but let’s be honest... Who really cares?

In order to make building in web3 more fun, profitable and help founders create products that are actually wanted by all the fellow degens out there, we developed the following framework:

Blockchain Maslow Pyramid



Maslow Pyramid For Blockchain

- Low gas fees
- Lot of stuff to gamble with
- Free staking money
- No hack
- Actually useful stuff

Let's go through this step-by-step.

1. Step #1: Low Gas Fees

By now (July 2023), having low gas fees and quick transactions has become a qualifier to play with the big boys. If you don't have this - don't even dare to come to the table. The times where traders are okay with sprinting \$300 on eth on a transaction are over.

We stumbled across a tweet the other day that said that a person in Venezuela has to pay a \$30 transaction fee to withdraw \$100 in BTC. That's no bueno. In contrast, chains like the BNB or SOL were only able to steal market share from ETH, since they offered cheaper interactions. It's that easy.

Ok that's the foundation.

2. Step #2: Lot Of Stuff To Gamble With

Degens will always be degens. And degens love to gamble.

SOL is the winner in the game "who can be the home to the most unregulated gambling schemes"?

First. It's super cheap to interact with the chain.

Second. They're not too afraid to have people building casinos and slot halls in their ecosystem. Fake it till you make it, I guess.

Good example of this is Coinflip Degen. It's a page in which you can bet heads or tails on the outcome of a coin flip. During the bull market, traders went WILD over this, while all "carbon neutral blockchain lending platforms" were struggling to get their first ten users.

3. Step #3: Free Staking Money

I hope Gary Gensler is not reading this one.

To help users make up for their gambling losses and give them another reason to invite their friends and families into web3, give them free money for them staking their tokens with you. In the OG Maslow Pyramid, stage 3 is "Love and Belonging". **Well... in web3 users love free money.**

And as long as nobody asks where all the rewards are coming from, we should all be fine.

4. Step #4: No Hack

One security issue can deeply hurt the trust of your users and investors. Let's go back to 2016, when Ethereum got hacked and exploiters withdrew over \$60 million dollars. It not only hurt the reputation of the blockchain, but also forced them to upgrade the contract to something "less decentralized".

Similar story with Axie infinity. In 2022, North Korean hackers stole over \$620 million dollars from the massively popular P2E game. Rip Filipino micro-investors. The project and token price never recovered and the reputation of the project was ruined forever.

If you don't have low gas, gambling options and staking money, getting hacked will likely not be a huge problem, since you're user base is too small to care. If you do end up getting hacked, it can deeply hurt the trust of your investors and change the trajectory of your project forever.

5. Step #5: To Be Part Of Something Great

Now we're going in the "Self Actualisation" part of the Maslow Pyramid. If all previous four stages are met, web3 users can now enjoy the luxury of being part of something that excites them in the morning and that aligns with their personal goals, ambitions, and values. Sorry to sound a bit like a yoga teacher that just came home from a 14-Day Ubud retreat.

A great example of this is... **Bitcoin**

Once you're done laundering your money, paying off politicians and using it to order on the darkweb, now you're allowed to talk about how it will replace the "traditional banking system". So whenever you're thinking about your next project idea - point at yourself in the bathroom mirror and truly ask yourself...

"Do people really want this?"

LESSON #19:

How to Get 10M Impressions On Your Web3 Projects

I (Apollo) came up with this sneaky way to get millions of impressions for a fraction of the price.

This is especially relevant if...

- *You have a project that needs users*
- *You have an upcoming launch that needs eyeballs*

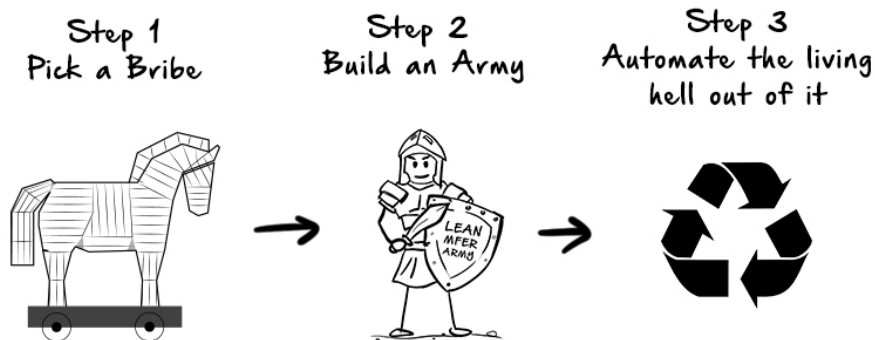
The results in the first week after implementing the following methods:

- *500 Project Collabs*
- *1.000.000 Impressions*

Where it all started...I asked myself: “Everything in web3 is community first. So why not ask your community to do all the work for you?” Kind of like a F*ck You Army driven affiliate blitzkrieg.

What we’re going to do... Your perfect investors or users are already hiding in the communities of others. You don’t need to look for them one by one. So we will look for communities and projects similar to yours, try to enter them, and convert some of their users to our project.

APOLLO COLLAB JUGGERNAUT METHOD



1. Secret #1: You Need A Bribe

Like the Trojan army, you need an excuse to enter the fortress of your enemy.

The goal here:

- *Join the community of somebody*
- *Get them to talk / post about you on their twitter / community*
- *Ethically steal investors*

What you can offer them as a bribe (or wooden horse):

- *WL Spots*
- *Tokens*
- *Free sign-up to something valuable (side link)*

If the bribe is not valuable enough, you can also try to bribe the owner of the project.

In bear markets, even the Kings need to eat.

Secret #2: Build An Army

If this worked once, recruit an army of willing soldiers to do all the bribing for you.

Set-Up:

- **What?**
 - *Payment is Commission based only*

- **Who?**
 - *Broke web3 investors or collab managers*
 - **Get them from TW / TG / Reddit*
 - **Hustlers are everywhere*

- **What?**
 - *What they will do*
 - *Talk to their network*
 - *DM projects on twitter*
 - *Join discord servers*
 - *Shill your shit (since they get paid)*

- **Reward?**
 - *\$2-\$5 per collab*

They get paid once the partner announces the collaboration on their Discord, Twitter and you start getting those “free” and juicy leads.

Secret #3: Outsource and automate living crap out of it

Now that you’ve built your own sales army that is out there 24/7 entering discords and DMing projects on Twitter, you need to implement rules to manage the size.

What we need:

- *Clear workflows*
- *Clear accountability*
- *Clear rules*

Doing this right will help you to get millions We were able to generate over 20 collabs per day on autopilot while spending basically nothing.

	INFLUENCER METHOD	APOLLO METHOD
PAY	\$5,000	\$1,500
GET	BOTS	10,000s OF HUMANS ✓

Have fun implementing.

LESSON #20:

Bribe Like Blur

What does the founder of Blur and Do Kwon have in common? Nop. It's not the love for Montenegro. They love to bribe the living hell out of their community.

The last lesson in this edition about using and leveraging your community in the right way. By doing it like Don Corleone... *"Making them an offer that is simply too good to refuse."* Nobody wants to talk about this, and nobody wants to admit that they're doing it. That's why they're not true Lean Mfers like you and us.

Warning: They're definitely not for the rookies in the room. Let's look at how Blur pulled this off.

In early 2022, when Blur started building, Opensea controlled north of 80% of trading volume in the NFT space. Marketplaces were popping up day after day, but vanished into oblivion shortly after. Nobody was able to mess and dethrone the giant behemoth. Until Blur came along and offered NFT traders better trading experiences:

- *Mass sweeps and listings.*
- *Low gas fees.*
- *0% creator royalties.*

Traders started using Blur instead of OpenSea because they made 10% more profits. And then to knock it completely out of the park, Blur announced an airdrop. **The rules: The more you trade, the more you make.** And to put the cherry on top, **everything they offered was FREE.**

For Blur, this gamble paid off, and some traders reportedly earned up to 3.6 million in Blur tokens just from airdrops!

Then, tweets about these earnings went viral, and ta-da, Blur gets even more attention.

One. You earn points by bidding and listing on Blur.

***Second. Your points get doubled if you stop using other marketplaces
(POWERMOVE).***

The more points you have, the higher the airdrop reward. Perfect 1-2-3 Mayweather. Knockout. A couple months later, the tables have turned. Blur is now pumping 80-90% of daily volumes (yes, also thanks to wash-trading).

The lesson here is quite simple... If you want to win the heart of any degen... **Give them what they REALLY want.** Free money. Free usage. Tons and tons of bribes (NFTs, WLs, ...) Easy billion dollar valuation formula:

Great product + tons of bribes = unicorn.

We couldn't make it any simpler. But don't blame us if you get arrested with a fake passport, pinky promise?