

Kunal (@CrazyPolymath)

Crazy Wisdom

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Thinking From First Principles

- Ask “Why?” and following the answers down to the root
- *Kunal’s finding the First principles of marketing for his upcoming book*
- Ask: “What are the core first principles of marketing?”
 - Know who will find value from your product, and
 - Find out where they are hanging out

The Internet's Effects on Career

Prior to internet

- Limited places to learn skills and sell the ones you have
 - You had to find an in-person mentor to learn about a particular field
 - Then you had to physically approach companies you hoped to work for

Post-internet

- Unlimited places to learn skills, unlimited places to sell your skills
- With the internet...
 - You can go to YouTube to learn about anything
 - You can send your resume to nearly anyone

“The internet created the two most important things for building a career – building skills and market”

Curiosity is a Superpower

The tools for learning are abundant. It's the desire to learn that's scarce." - [Naval Ravikant](#)

- Kunal's parents never really forced him to do anything (like to do well in school or to pursue a certain field)

Kunal's New Book: *'How to Monetize Your Passion'*

To help people find their passions & package them in a way that others will then pay them to do that activity

- Stewart's passion: massage therapy, body work, teaching yoga
- Kunal's suggestions to Stewart:
 - Create an ebook/ online course to market his services
 - Solve a particular problem his clients would face
- You NEED a twist – either in the product itself or in marketing it
 - Kunal created programming tutorials in unique way – through a letter written from Batman to Superman
- Marketing Stewart's Yoga teacher program
 - Know who will find value from service (ex. potential yoga teachers), &
 - Find where they're hanging out (ex. online FB groups or Reddit)

Biggest Obstacle in Writing his Book

Procrastination: *“Most of the time, we procrastinate because of the presence of distractions”*

- Procrastination is NOT core laziness – it comes with layers
 - The topmost layer is distraction
 - The next level involves your skill level not matching your expectation level
 - Next is the self-doubt/ fear of not being able to complete the task/ do a good job

The Creative Process

- *“Stress kills creativity. Creativity needs space and time to grow.”*
 - Get a lot of his best ideas during quiet times – like during a walk, or taking a shit (seriously), or while showering
- *“Relaxation is a huge part of the creative process”*
 - How does Kunal relax? – Lots of long walks, watching sunrises and sunsets

Anti-Hustle

*“Hustle culture tends to promote hard work/
grinding/hustle. The hustle is a side effect of
loving what they do!”*

- When you hate something and try to “hustle” your way to success, you’ll break down quickly
- But if you love doing something, hustling comes naturally

Kunal doesn't read book

"I feel like there's too much filler content in books"

- Doesn't read books, just articles
- If he's researching something, he prefers to just read book summaries online

Wrapping Up

- *“Always look for the truth. Truth is almost never visible on the surface – you have to dig deeper.”*
- To make it easier to find the truth of situations, Kunal recommends journaling and meditation

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