

# 31 Startup Triplets: Advice In Exactly 3 Words

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**I love constraints. I find them exceptionally liberating.** I often struggle when there are too many degrees of freedom. Creativity comes easier when there are constraints.

So, with that in mind, what's the best startup advice you can come up with *in exactly three words*? It's a fun game, try it yourself and leave your startup triplets in the comments. Here are some of mine and from the startup community.

## Entrepreneurial Advice in Exactly 3 Words

- 1). Defy conventional wisdom.
- 2). Pick founders carefully.
- 3). Break the rules.
- 4). Hire generalists early.
- 5). Hire specialists later.
- 6). Invest in culture.
- 7). Avoid tempting distractions.
- 8). Hire to elevate.
- 9). Delight customers daily.
- 10). Foster diverse thinking.
- 11). Guard your time.
- 12). Get sufficient sleep.
- 13). Decide with data.
- 14). Treat vendors well.
- 15). Respect your competitors.

- 16). Face the facts.
- 17). Celebrate your successes.
- 18). Ship then test.
- 19). Avoid stealth mode.
- 20). Trust your instincts.
- 21). Keep it real.
- 22). Always be recruiting.
- 23). Never accept mediocrity.
- 24). Forego your ego.
- 25). Make some memories.
- 26). Enjoy the ride.
- 27). Dare to dream.
- 28). Fire corrosive customers.
- 29). Walk your talk.
- 30). Tell great stories.
- 31). Always be yourself.

It's a fun game. Try coming up with some of your own and leave them in the comments. Look forward to reading them. Thanks!

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