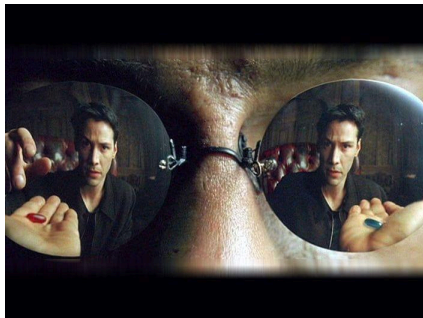




Disclaimer: This is one of those *FOR THE 1%* episodes that would smack you right across the face. *Your Neyo, Matrix red pill moment* 💊 (if you don't understand this movie reference, go and watch *The Matrix*.)



Welcome! to the 41 new 1%ers. This is your most transformational year yet. Just watch

My mission here is simple.

To get you out of the simulation of mediocrity that the masses are stuck in and have you thinking clearly, and seeing through the narratives and agendas created by the 1% to monetize and keep the masses away from sensitive information.

The rich, Influential and popular keep a filter or barrier on the stuff that actually works...and leave the poor or masses scrapping over nonsense, you included. Until today.

I hopped on the growth wave in 2020. And navigated by following the signals of mentors...

Who pointed me in the direction of Growth communities and influencers on Twitter, Whatsapp, Instagram etc

Which further exposed me to valuable information, books, courses, programs and the self help movement (or so I thought...)

You've read or heard about some of those books too... *Rich Dad Poor Dad*, *Think And Grow Rich*, *How To Win Friends And Influence People*... and a host of other books, and influencers (Not naming names. It isn't the way of Kings)... who don't get me wrong, are very valuable... And of little consequence if you're just starting out your growth journey

But...

As I discovered recently, **Are not what the 1% read or how they think!**

We've been lied to.

How? I stumbled upon a gem of a site during one of my digital nomading, whose focus was on compiling the personal reading list or recommendations of top entrepreneurs, educators, inventors, politicians, actors, writers, philosophers, influencers... **The actual 1%**.

The guys at the tables of power and influence, in the spaces we desire to play in...

I was in Global Citizen heaven!

But overtime, after gathering a list of all my idols like a drug crazed maniac after discovering a hidden heroine crack house.

Something struck. Almost none of the books that our beloved Twitter "influencers" and mainstream social media had hypnotically dangled in our faces were on those lists!

In the lists the *TRUE 1%* were calling the most important books they'd recommend to anyone. Scratch that, the books they'd want anyone to read before they die.

That was my own Noyo matrix red pill moment... I was finally awake to reality.

I'd been lied to,

There was a safely guarded room filled with meat, wine, rare spices and a wide feast and they had left us outside happy enough with scrapping and fighting over agbado (boiled corn)

And then It started to make sense... Old hints I'd come across before

Like [Naval Ravikants](#) Tweet, On studying **FIRST PRINCIPLES** (which was the inspiration for this letter.)



And I'd pass that advice like a baton to you. The 1%

Ignore business magazines and books (As soon as you can, and for a season at least)

There is no skill called *Business*. Study [Microeconomics, Psychology, Game Theory, Mathematics, Persuasion, Ethics \(Philosophy\) & Computers.](#)

Condensed, He's saying, instead of rushing to the top of the tree for business books and magazines...

Understand those foundational concepts that are the pillars of what we've termed *Business* since the Cognitive & Industrial revolutions.

Now, I could see the pattern...

He wasn't just speaking for himself, but for our clan.

The 1%.

Or... Take for example Elon Musk's subtle bread crumb trail from years ago when he was interviewed and asked his secret to success.

He didn't say anything about mindset...or his intellect...

But his **Method**.

Yup, you guessed it...**THINKING IN FIRST PRINCIPLES.**

How he ignores all the fruit, branches, leaves and noise and goes right down to the *roots* to study concepts from the ground up.

Disintegrating the whole thing and understanding the root of it first.

The foundational and first principles. Then building up from the ground up.

Wow, I have so much to say, we're definitely going to need a part 2 like the [Productivity. Series](#)

Let's take Navals tweet as a case study and relate this to business...

I've held marketing and sales bootcamps, paid for Whatsapp domination courses, researched affiliate and network marketing, and joined Sales webinars...

Just to get a hang of this business thing.

But as much as they were not a waste of my time...

They didn't quite cut it!

I mean eating agbado will remove hunger...But you're missing out on the true nourishment and taste adventures at the other end of the door of the guarded dining room.

Let's explore the foundational principles for Business according to prophet Naval quickly;

- **Psychology** - Understanding why people act the way they do...and getting them to act or take action. For customer or target audience insights.
- **Microeconomics** - understanding the basics of demand, supply, scaling... marginal cost. 9/10 "business owners" don't understand this basic element of economics and trade and yet they want to sell and are paying for WhatsApp online business courses. Delusional.
- **Game Theory** - strategy & beating or surviving the competition (very vital if you're in saturated markets or industries). If you're ever to build anything global in an industry where you're not the only player. This is a must. And some of you are just now hearing about *Game Theory* today. See?
- **Mathematics** - problem solving, decision making (probability, statistics, arithmetic...) Naval in the most important book about him, *The Almanac of Naval Ravikant*. Refers to mathematics as **the language of the world**. Everything from what moves to make, analyzing customer and user data, negotiating deals and terms..measuring marketing

campaigns... Mathematics is the language of business. And as someone who hates it so much. It is with great sadness that I tell you this. You can't escape this grim reaper.

- **Persuasion** - Falls under psychology and is the foundational pillar to what we call SALES in modern business. Also pivotal in getting deals, negotiating, branding, marketing and raising capital. All in themselves tiny fragments of business and wealth creation.
- **Ethics (Philosophy)** - Deserves its own newsletter, use the subscribe link at the end so you don't miss it when it drops.

I could go on but you get the point. You're smart enough.

Aha. Your head is spinning too. You just took the red pill.

Mission accomplished



I'll come to you to break down how this applies to picking a skill and mastery. And how you can become the best, the 1% at your craft using first/foundational principles.

It is too late for you to be small!

Told you this was going to be a life changer. Just wait for part 2. It'll melt your cute little mind. And then administer salvation!

I love you so much!

More value...don't go just yet, There's power in the wait. Stay for a bit

Tools, Resources & My favorite finds.

(including that amazing book room to know what you're idols are reading)

- [Find what the 1% are reading](#)
- [Download them here](#)
- [The most important newsletter for the builder. True builders](#)
- [Unsaturated Job boards! gold](#)
- [Related Article On Reading & Picking books](#)
- [Promised you a prayer/meditation playlist](#)
- [A DESTINY SHIFTING TAPE](#)

If you need a guide, ecosystem, tools and resources for learning the art of true Global Thinking in first/foundational principles...*And applying this to your specific skill (whatever it is)*

I temporarily opened the doors of the mentorship in November. To join us [Click this](#)

If you also found this Newsletter valuable, then share this with your network, mastermind or the one person that specifically comes to mind while you read it.

You can simply forward the image and link. (It blessed you. I know you want to hoard, but don't...**Global citizens influence by sharing value freely**)

If this was forwarded to you and you'd like to sign up to **FOR THE 1%** Newsletter so you don't miss out on consequent newsletters, then... [come say hi](#).

I have so much to share and almost not enough time.

I should come to you again to talk about **First Principles 2 (As it relates Mastery and picking a skill)**

See you soon.

Your Coach,

Mezie.



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