

Questions

You have to know

"I never thought of myself as a writer, but there I was, writing for hours upon hours, sharpening my ideas, experimenting with my voice, developing my own style" ([Mark, Blog, 03/18](#)).

"Writer's block is usually because you're putting way too many expectations on yourself. Remove the expectations and just start writing for fun. Write as if no one is ever going to read it" ([Mark, X, 09/20](#)).

What is the subtle art of becoming a good writer? "Write at least a little every day. - If it's boring, then it's bad; delete and rewrite until it's no longer boring - The real writing is revision. Revision is what separates the pros from the amateurs" ([Mark, X, 11/20](#)).

"Sometimes when you write something, I'm sure you have this experience, you can't really tell if it's good or not, you're too close to it" ([Mark, Tim Ferris Show, 12/22](#)).

"I'm less interested in writing about theory [...] and I'm becoming far more interested in implementation" ([Mark, Tim Ferris, 12/22](#)).

"When you come up in the internet world, even if you amass a very large audience, at least for me, there was always a little bit of this chip on my shoulder of I'm not a real writer" ([Mark, Tim Ferris Show, 12/22](#)).

"Most people write out how they would like to spend their time in the future (calendars, planners, etc.) hoping it will make them change. I've found it's more valuable to write out how I actually spend my time. It shocks you and you immediately adjust" ([Mark, X, 01/23](#)).

"I learned a long time ago that I seem to be most effective if I start my day with the least important, most mindless tasks (email, etc) then work my way up to high leverage, strategic tasks after a couple hours. Goes against every productivity book ever written but oh well" ([Mark, X, 08/22](#)).

"Lesson I learned from playing poker: You can get dealt the best cards and still lose. You can get dealt terrible cards and still win. Your choices are all that matter" ([Mark, X, 05/23](#)).

"All that is good occurs downstream from curiosity" ([Mark, X, 03/21](#)).

"Starting creates the mood, not the other way around" ([Mark, X, 08/23](#)).

Appendix

On writing

Drinking and writing

"I write well drunk. After drinking, I write better, faster, easier, more lucidly, and more creatively. I am writing this drunk now" ([Mark, X, 05/18](#)).

"For me, most of the joy of unmitigated expression and accomplishment that comes during these periods is counterbalanced by the terror of my own susceptibility to addiction. Is peak creativity worth the cost of peak vulnerability? Is the art worth my own health?" ([Mark, X, 05/18](#)).

Cont.: "I have a saying: "The best thing about a person is usually also the worst." The circumstances and elements that generate our best moments are the same circumstances and elements that generate our worst. And it's the ability to negotiate the extremes that defines our maturity" ([Mark, X, 05/18](#)).

"I write sober 99% of the time and I rarely get drunk. It's just when I do, writing feels much easier and that scares me. That's all" ([Mark, X, 05/18](#)).

Tools

- [Used Scrivener](#) for the first draft of 'The Subtle Art of Not Giving a F*ck' and 'Everything Is F*cked'.
- He [uses](#) Scrivener for the first draft of a book and then switches to Word for its superior user interface.

Self-help books

- "The dirty little secret about all your favorite personal development authors is: the reason we write the books we write is because it is the advice we have to hear ourselves and we suck at taking that advice ourselves" ([Mark, Know Thyself Podcast, 05/23](#)).

On GPT

- "Everyone writes. The internet is flooded with non-professional written content. It's not flooded with non-professional visual content. So the dataset GPT is learning off of doesn't feel like it's ripping off a bunch of starving novelists" ([Mark, X, 12/22](#)).

Books

Combined, his 6 books have sold around 20M copies, been translated into >65 languages, and reached #1 in >a dozen countries ([source](#)).

Date Published	Title	Co-authors	Notes
Jul. 22, '11	Models: Attract Women Through Honesty	Mark Manson	Self-published

Date Published	Title	Co-authors	Notes
Sep. 13 '16	The Subtle Art of Not Giving a F*ck	Mark Manson	NYTimes Best Seller
May 14, '19	Everything Is F*cked	Mark Manson	NYTimes Best Seller
Dec. 29 '20	Love Is Not Enough	Mark Manson	Audiobook
Nov. 9, '21	Will	Will Smith (Author), Mark Manson	NYTimes Best Seller
May 3 '22	The Subtle Art of Not Giving a F*ck Journal	Mark Manson	Journal

"I've noticed when I'm deep into writing a book, I listen to the same artist on repeat for months on end-they become my writing buddies. While I wrote "Subtle Art," I listened to [@PeripheryBand's](#) albums probably 100 times. For the current book I'm working on, it's [@btbamofficial](#)"

- "I don't consciously choose them [the albums], either. It's like the book chooses them. For whatever reason, they are what my brain needs for the ideas to come through."
- "For [Models](#), it was [@nineinchnails](#) album, '[The Fragile](#).' That was a long time ago." ([Mark, X, 05/18](#))

"(...) a book is like yeah you stare into the abyss until a chapter comes out" ([Mark, The Secret to Unlocking Creativity, 09/23](#)).

"When people ask what it's like to write a book:

It's all fun and games until you realize that your definition of "fun" is debatable from 18 different angles, and what you always considered to be a game turns out to be nails on a chalkboard to half the people who might read it" ([Mark, X, 04/21](#)).

"Initial outline/idea, maybe a week. But inevitably it needs to be redone 2-3 times throughout the writing because the book changes. So, let's say a month. Writing = 6-12 months (hardest part) Revisions/editing = 3-4 months cover/marketing/promo = 1-2 months" ([Mark, X, 09/20](#)).

"In the beginning there's a honeymoon phase, chapter 1 it's just pure excitement. You're like yeah this is gonna be amazing you know and then it's once you get into chapters 2, 3, 4, for me at least, that's where it gets really ugly. Because once you've gotten that far you realize that all these beautiful perfect ideas that existed in your mind actually look like shit on paper" ([Mark, The Secret to Unlocking Creativity, 09/23](#)).

"Towards the end it gets better again too like once you successfully wrestle it into something cohesive and that you feel good about, those last few chapters kind of come out smoothly again

because you're like oh I know what it is it is a book people are gonna read it it's gonna be fine” ([Mark, The Secret to Unlocking Creativity, 09/23](#)).

“In ‘18, I was writing 3 books at the same time: my book, Everything is F*cked: A Book About Hope; the Audible original, Love Is Not Enough; and doing research and interviews for Will’s book, Will. It was 12-hour days, every day, for about nine months straight. I was a mess” ([Mark, Blog, 01/22](#)).

“when I’m writing a book I’ll just randomly get up at like 2 in the morning and leave the bedroom” ([Mark, The Secret to Unlocking Creativity, 09/23](#)).

Mark’s relationship with HarperCollins

- Mark is under contract with Harper to do another book in ‘24.
- Experience w/ Harper: “Everything went really well, everybody got along, there were no problems, and I was like, “Wow, what’s everybody talking about?”” ([Mark, Tim Ferris, 12/22](#)).

Book cover design process for “The Subtle Art of Not Giving a F*ck”

- The book’s cover was originally planned in orange, a choice strongly pushed by the team.
- The unique splatter design on the cover was Mark’s personal idea. Mark didn’t initially realize that this was an unusual request but it was accepted in the end.

Working with Will Smith

- The collaboration with Will began when Will’s team reached out to Mark with a project to write a book with Will.
- While writing 'Will' over a period of 2.5 years, Mark spent dozens of hours with Will, both observing him during his work and having private conversations.

Mark’s pitch to Will:

“Well, I’ve got an outline in mind, [...] I think the book should be built around emotion. It starts with fear. It moves through all your defense mechanisms into your fame, into all the success, until that facade collapses, and it eventually, finally ends up at love, at a very genuine, authentic love [...] As you move through all those emotions, there’s a word for somebody who’s able to move through setbacks and deal with any sort of negative emotion and harness it to advantage them. It’s Will. So that should be the name of the book” ([Mark, Tim Ferris Show, 12/22](#)).

Process of writing the book with Will:

“It was very easy to write, it was very enjoyable. The way we did it was, I presented the outline, and we refined it together. I wrote the first draft, he did a revision of that, and then me and the editor at Penguin did a final pass. So, it really is both of us in that book” ([Mark, Tim Ferris Show, 12/22](#)).

but:

“I was writing that book (Everything Is F*cked) at the same time and flying around the world following Will Smith around and trying to do those 2 things at the same time nearly killed me. I was just pounding energy drinks constantly, always jet lagged all the time, totally stressed out all

the time. I probably gained like 20 or 30 pounds. I started having chest pains at a certain point” ([Mark, The Secret to Unlocking Creativity, 09/23](#)).

Blogs/articles

Started [in](#) '07 and now has 100s of articles (search by [date](#) or by [topic](#)).

“My blog is my therapy. It’s my journal. It’s my creative outlet. It’s my dialog with the world. It’s my teacher. A million things inspire me to write, it’s a matter of opening myself up to them. Again, it comes back to that honest expression” ([Mark, The next level guy show, 08/12](#)).

“I often write articles to answer a swath of reader questions in one fell swoop” ([Mark, X, 08/20](#)).

“I just realized the title is almost as important as the entire article itself, so I started spending hours just writing out dozens and dozens of titles. I also just kept around title ideas that I had. I just had a Google Doc that I’d be out at dinner with a friend, he’d make a joke, and I’m like, “That’d be a really good article title,” and I’d pull out my phone and jot it down on the Google Doc” ([Mark, Tim Ferris Show, 12/22](#)).

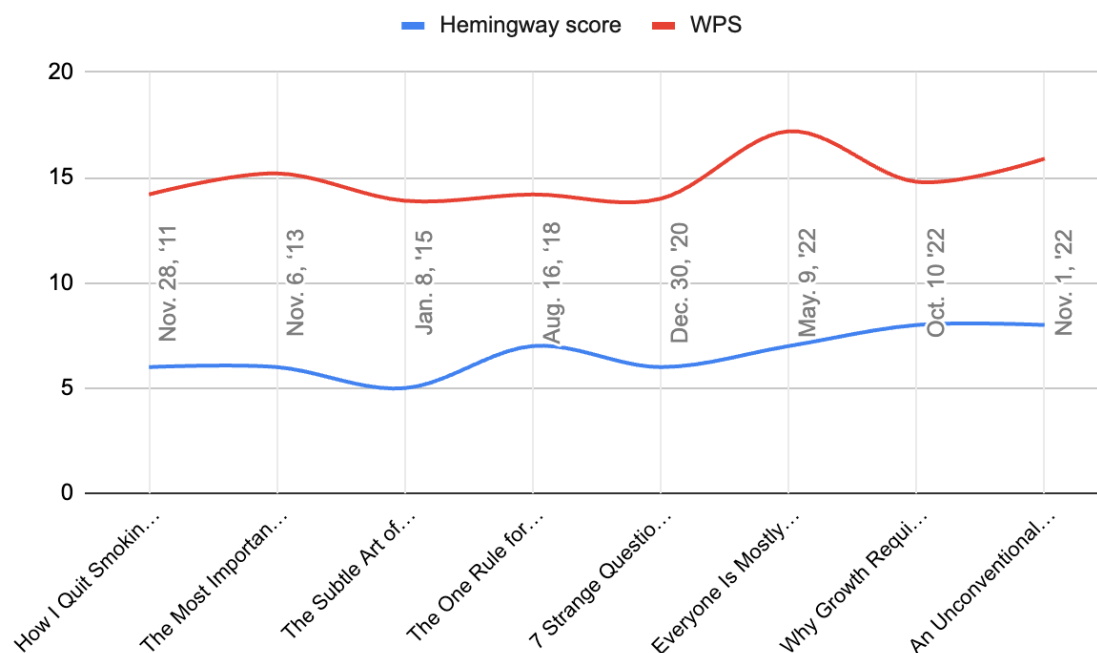
“When I **get mooney, I get very, very snarky and bitingly sarcastic. It was time to write an article**, and I pull up the list and I see that title and I’m like, “You know what? I am going to write the most offensive, profane thing I can possibly imagine, but I’m also going to give the best possible advice that I imagine I can give” ([Mark, Tim Ferris Show, 12/22](#)).

On how many articles start with just a headline: “I would say half, it was probably 50/50” ([Mark, Tim Ferris Show, 12/22](#)).

“I used to spend hours and hours on internet forums writing long, detailed screens about anything and everything I was interested in: politics, music, sports, relationships, etc. It never occurred to me that most people don’t do that sort of thing ‘for fun’” ([Mark, Blog, 03/18](#)).

Popular Blog Posts from ‘10 to ‘23:

HS = Hemingway Score, WPS = Words per Sentence



[How I Quit Smoking For Good](#) - Nov. 28, '11 - HS: 6, WPS: 14.2

[The Most Important Question of Your Life](#) - Nov. 6, '13 - HS: 6, WPS: 15.2

[The Subtle Art of Not Giving a Fuck](#) - Jan. 8, '15 - HS: 5, WPS: 13.9 (#1 most popular)

[The One Rule for Life](#) - Aug. 16, '18 - HS: 7, WPS: 14.2

[7 Strange Questions That Help You Find Your Life Purpose](#) - Dec. 30, '20 - HS: 6, WPS: 14 (#2 most popular)

[Everyone Is Mostly the Same... \(And Why This Is Good News\)](#) - May. 9, '22 - HS: 7, WPS: 17.2

[Why Growth Requires Struggle](#) - Oct. 10 '22 - HS: 8, WPS: 14.8

[An Unconventional Guide to Happiness](#) - Nov. 1, '22 - HS: 8, WPS: 15.9

[Why I Quit Drinking Alcohol](#) - May. 1, '23 - HS: 5 WPS: 13.1

His newsletter

- [The Breakthrough](#) on [MarkManson.net](#) (1.4M visitors/month per [Similarweb](#)) sent out on Mondays, has 515K subscribers with 55%-65% open rates ([source](#)).
- He writes about relationship and life advice, motivation, emotions etc.
- Uses [Convertkit](#).

On reading

"I read 5-8 books each month, depending on free time, travel, quality of books, etc" ([Mark, X, 03/20](#)).

"Read books because you will never be able to meet and spend uninterrupted time with the thoughts of so many brilliant and unique people" ([Mark, X, 05/21](#)).

"I read a lot growing up. I was a smart kid in a pretty cold and distant family, so I was always sticking my nose in books. I started reading a lot about philosophy as a teenager in high school, then later spirituality, psychology and literature" ([Mark, The next level guy show, 08/12](#)).

"You won't realize you remember most information you've picked up in books until it becomes relevant to your life somehow. Most of us learn to read books for school, conditioning us to assume we should be able to actively recall most things we read. We shouldn't" ([Mark, X, 08/20](#)).

"The better reader you become, the more easily you'll gain knowledge and insights into other skills. Learning to read faster and retain more information creates a foundation of knowledge that will follow you in whatever you pursue" ([Mark, X, 01/20](#)).

Reading tips

Mark's [5 rules](#) for reading

1. Cut the inner monologue.
2. Read with your finger.
3. Stop reading shit you don't like.
4. Schedule your reading time.
5. Read more than one book at a time.
6. Read more than one book at a time ([Mark, X, 07/21](#)).

"How to start a reading habit: 1. Pick up a book you think you will like (no judgment, get your 50 Shades on). 2. Read the first chapter. 3. If you like it, keep going. 4. If you don't, find a new book. 5. Repeat until you die" ([Mark, X, 11/21](#)).

"There's no rule saying you have to read every word on every page of a book in the exact order it's written. You can jump around, start and stop a book at any time, based on what's most useful to you. This is life, not a high school exam" ([Mark, X, 01/23](#)).

Choosing what to read

"What you choose to read is a vote towards who you want to become" ([Mark, X, 02/22](#)).

"When you choose what to watch or read, you are choosing your future thoughts and perspectives. Only consume what you'd like to become" ([Mark, X, 09/23](#)).

Tweets vs books

"Tweet threads are like sips of water. Books are like bathing in the ocean. There's no comparison" ([Mark, X, 05/21](#)).

Reading non-fiction

"My favorite moments reading non-fiction are when a book bitchslaps my brain and reconfigures my entire understanding of reality and my place within it" ([Mark, X, 11/20](#)).

"I sometimes get burnt out on non-fiction, so I read fiction as a way to escape and take my mind off all the philosophical concepts and psychological arguments I obsess over" ([Mark, X, 03/22](#)).

"David Foster Wallace's non-fiction is what made me want to be a writer. Particularly his piece A Supposedly Fun Thing I'll Never Do Again, I go back and read it every couple years and just in awe of how clever and observant he is" ([Mark, Tim Ferris, 12/22](#)).

"We've all got that book on the shelf — you know the one — long, difficult, untouched. Here's my challenge to you: that book you've always wanted to read but haven't, read it this summer. For me, it's Arthur Schopenhauer's 'The World as Will and Representation.' What's yours?" ([Mark, X, 07/20](#)).

Favorite quotes

"I learned that courage was not the absence of fear, but the triumph over it." - Nelson Mandela" ([Mark, X, 11/14](#)).

"If you believe everything you read, better to not read." - Japanese Proverb" ([Mark, X, 04/15](#)).

"A favorite quote of mine, David Foster Wallace wrote: "You'll stop caring what people think about you when you realize how seldom they do." Remember that you're always biased towards your own perceptions. And that most people simply don't give a shit" ([Mark, X, 01/20](#)).

"Aristotle wrote, 'It is the mark of an educated mind to be able to entertain a thought without accepting it.' Being able to look at & evaluate different values without necessarily adopting them is perhaps the central skill required in changing one's own life in a meaningful way" ([Mark, X, 12/22](#)).

"Shakespeare famously wrote in Hamlet, 'For there is nothing either good or bad, but thinking makes it so.' His point is that each experience presents an infinite number of interpretations. It's your interpretation of each event that determines whether it was positive or negative" ([Mark, X, 01/23](#)).

"Nietzsche once wrote, 'He, who has a why to live for, can bear with almost any how'" ([Mark, X, 03/23](#)).

Book recommendations

For a comprehensive list of Mark's book recommendations, you can check out this [page](#) (>200)

Book Title	Author	Mark Manson's Comment
"Ego Is the Enemy"	Ryan Holiday	"Takes an age-old message, a message you see bandied about in a million self-help books about the ego, but gives it a serious philosophical treatment and grounds it with countless historical examples." - Mark Manson
"Tiny Beautiful Things"	Cheryl Strayed	"Drags the reader back through the mud she lived through, reminding them that they are not alone and that yes, they will be alright." - Mark Manson
"Between the World and Me"	Ta-Nehisi Coates	"A love letter, not just to [the author's] son, but to black people and even the United States, in the truest sense of the genre." - Mark Manson
Incerto (series of 5 Books)	Nassim Taleb	"A totally insufferable asshole. And wrong about tons of his analogies and examples. But still brilliant somehow, despite himself." - Mark Manson
"The Seven Principles for Making Marriage Work"	John Gottman	"Set off into territories unknown and brought quantifiable metrics and scientific rigor to an exotic academic subject: relationships." - Mark Manson
"The Singularity Is Near"	Ray Kurzweil	"Shows that the processing power of computers and technology has increased exponentially through history and is likely to continue doing so." - Mark Manson
"Give People Money"	Annie Lowrey	"I'm not 100% convinced but I see no alternative given the imminent mass automation around the corner." - Mark Manson
"Hold Me Tight"	Dr. Sue Johnson	"[The author] realized that romantic relationships were largely driven by unconscious emotions and desires." - Mark Manson
"Civilization and Its Discontents"	Sigmund Freud	"Basically arguing that we're all fucked and there's no hope for any of us. And doing it convincingly." - Mark Manson
"The Denial of Death"	Ernest Becker	"Making you contemplate your own non-existence and kind of making you feel okay about it." - Mark Manson

Book Title	Author	Mark Manson's Comment
"The True Believer"	Eric Hoffer	"One of the most quotable books I've ever read. I think about it often." - Mark Manson
"Getting the Love You Want"	Harville Hendrix Ph.D.	"I read [this book] about 10 years ago and it blew me away." - Mark Manson
"On the Genealogy of Morals and Ecce Homo"	Friedrich Nietzsche	"Perhaps his shortest and most influential work." - Mark Manson
"Eichmann in Jerusalem"	Hannah Arendt	"Overall an incredibly important book, imo." - Mark Manson
"The 5 Love Languages"	Gary Chapman	"Like the Harry Potter of relationship books." - Mark Manson
"Stumbling on Happiness"	Daniel Todd Gilbert	"The red-headed stepchild of happiness books." - Mark Manson

Speech recommendation

- "I posted the entire '[This Is Water](#)' speech on my website. [...] I've probably read it or listened to it 10 or 15 times. It's one of my favorite things ever written" ([Mark, Questions On Happiness, 02/21](#)).

Other projects

Besides his books, blogs and newsletter, Mark is going hard on YouTube, has a collection of courses and even has a movie. He executes on everything with his team, here's the [breakdown](#):

- Agent at [CAA](#) and 4 full time team members:
- Content guy - wears a lot of hats, the leader of his internal team.
- Researcher - Psychology academic who helps Mark read psychology papers.
- Tech/Dev guy
- Social media manager
- And freelancers for video content

YouTube

Mark is now working on a "Mr.Beast-Meets-Self-Help" video series with the aim to put his ideas to the test with real people in real situations.

- See [trailer here](#)
- See [1st](#) (Jul 23, '23) & [2nd](#) (Aug 13, '23) edition of the series.

Before that he uploaded [>40](#) videos giving life advice.

On why he started YouTube: “Gen Z is not on Twitter, they’re not reading blogs, they’re not signing up for newsletters, they’re on YouTube, they’re on TikTok, so that excites me as well” ([Mark, Tim Ferris Show, 12/22](#)).

“I have a couple competitive advantages. Entering that space in a serious way, [...] I feel like as somebody who has been doing this for a long time and who has fallen into a lot of those traps of feeling like you have to please the audience all the time” ([Mark, Tim Ferris Show, 12/22](#)).

“I love just the raw dynamism of posting something, getting immediate feedback, processing that feedback, understanding” ([Mark, Tim Ferris Show, 12/22](#)).

“how do you actually get somebody who’s read this stuff to go do something with their life? If you’re limited to the written form, you can’t really do anything about that but if you’ve got a camera with you, fuck it” ([Mark, Tim Ferris, 12/22](#)).

“I’m very bullish on online media and independent media in general, and I think it has a bright future” ([Mark, Tim Ferris Show, 12/22](#)).

Most popular YouTube videos

Views	Video	Date
3.4M	The Subtle Art of not Giving a F*ck - Summarized by the Author	Mar. 4, ‘21
3.3M	The Subtle Art of Not Giving a F*ck Official Trailer	Dec. 6, ‘22
3M	Why Stupid People Think They’re Smart [The Dunning-Kruger Effect]	Oct. 12 ‘22
2.8M	How to Read Faster	Dec. 28 ‘20
2.3M	How to Get Ahead of 99% of People (Starting Today)	Mar. 19 ‘23

Courses/Subscription

[The Mark Manson Premium Subscription](#) (launched in ‘15):

- [\\$79.99/year](#) or [\\$9.99/month](#) which gets you premium articles and video courses.
- [9 different courses](#), each course consists of video lessons, actionable exercises, and digital workbooks to help users apply the concepts they learn. All of them are accessible through the Mark Manson Premium Subscription.
- The 9 courses are: [Build a Better Life](#), [Resilience](#), [Emotional Mastery](#), [Finding Purpose](#), [Healthy Relationships](#), [Challenging Beliefs](#), [Social Connection](#), [Healthy Dating](#) and [Overcoming Anxiety](#).

Movie

- [The Subtle Art of Not Giving a F*ck \(trailer\)](#), a feature film about his life and ideas. Released worldwide by Universal Pictures in 2023.

Early life and career

- Born Mar. 9, '84 ([39 y/o](#)) in Austin, TX, where he grew up.
- Raised very conservative. Church [was](#) a part of daily life.
- As a teen in the 90s, [he was an outcast](#), wore all black and Vans t-shirts. He was also a [stoner, lazy, and failed classes](#).
- Took a lot of LSD when he was 17 and [saw God](#).
- [Graduated](#) from Boston University in '07 with a degree in International Relations & Business.
- Failed musician. Briefly worked in investment banking but quit after 3 weeks to start building websites.
- His first blog was about dating advice in '08. This is when his career really began.
- From '09 to '16 he lived all over the world and worked remotely.
- In that time he visited > 50 countries and spent significant amounts of time in about a dozen of them
- Around '12, he closed his websites and focused on writing and trying to be a blogger.
- Note: He identifies as an [independent writer](#)
- Speaks 3 languages well (Spanish, Portuguese and English) and 3 others rather poorly.
- He is married to [Fernanda Neute](#), a wellness influencer whom he met while living in Brazil. They currently reside in NYC.
- Huge WWII [history nerd](#).
- His [life mission](#) is "to improve the public conversation around personal development and happiness".
- Mark's most transformational [moment](#) in life occurred when he was 19. His best friend, Josh, drowned while cliff jumping. This event sent Mark into a deep depression but also served as a catalyst for profound personal growth. Mark became ambitious, achieved academic success, and made significant life changes, ultimately turning his life around.

Other

Habits

"My Morning Routine - Wake up around 7AM - Lay in bed 15-20 min, reading - Sit on the toilet for 15-20 min, reading - Sit at my desk for 30-45 min, reading - "Oh fuck, I should probably write something" Also: no food or phone until lunch" ([Mark, X, 09/20](#)).

"A lot of my work days end up being something like work really hard in the morning, kind of like do email, social media bullshit in the afternoon, maybe take a nap, maybe play some video games, maybe hang out with my wife and then starting around five, 6:00 PM start doing a little

bit of work again. And then if I'm feeling up to it, if I'm feeling inspired then I'll work say 7:00 PM to 10:00 PM and go to bed around 11" ([Mark, Questions On Happiness, 02/21](#)).

"A lot of my productivity function is simply paying attention to my emotional state, paying attention to when I'm getting kind of burnt out or ground down by too much routine and then intentionally spicing it up in some way" ([Mark, Questions On Happiness, 02/21](#)).

"Six habits that will change your life: 1. Exercise 2. Cooking 3. Meditation 4. Reading 5. Writing 6. Socializing. I know, what a boring fucking list. But that's the thing: most of life is boring. If you want to change it, make boring changes" ([Mark, X, 04/21](#)).

Miscellaneous Takes

"Humility creates room for growth" ([Mark, X, 07/22](#)).

"Maturity is what happens when one learns to only give a fuck about what's truly fuckworthy" ([Mark, X, 04/20](#)).

"Curiosity is the cure to social anxiety. When you're focused on discovering who they are, you will stop worrying about what they think about who you are" ([Mark, X, 01/23](#)).

"Curiosity cures: anxiety, ignorance, selfishness, extremism. Curiosity creates: empathy, compassion, knowledge, growth. Curiosity prevents: arrogance, judgment, stagnation. Practice curiosity" ([Mark, X, 08/23](#)).

"'Learning more' is the most seductive form of procrastination. 'Planning more' is the second most" ([Mark, X, 02/23](#)).

"Learning more is a smart person's favorite way to procrastinate" ([Mark, X, 09/23](#)).

"When we learn something new, we don't go from 'wrong' to 'right', rather we go from wrong to slightly less wrong" ([Mark, X, 06/20](#)).

"The ability to continually create in the face of constant embarrassment and self-doubt is likely proportional to long-term success. Put another way: the secret to creative success is pain tolerance" ([Mark, X, 06/21](#)).

"Always assume you don't completely understand something. It will foster humility and create more opportunities to learn" ([Mark, X, 03/22](#)).

"Luck doesn't just happen, it's created. You can do things to increase the odds of serendipity. Meeting more people makes you lucky. Learning more skills makes you lucky. Being willing to fail makes you lucky. Offering to help others more often makes you lucky" ([Mark, X, 06/21](#)).

“In the same way I learned to hold my liquor, I learned to hold my heart. I learned that just because it feels good doesn't mean it is good” ([Mark, X, 06/19](#)).

“Regret is simply a mistake that we haven't learned the proper lesson from yet. It serves an adaptive purpose. It can help us or hurt us. When we feel regret, we can either wallow in what we have done or we can take steps to ensure we don't repeat it” ([Mark, X, 07/20](#)).

“Three Things School Taught You Without You Even Realizing It: 1. You learned that success comes from the approval of others 2. You learned that failure is a source of shame 3. You learned to depend on authority” ([Mark, X, 04/23](#)).

“Yes, Disney is wholly responsible for your lack of sexual confidence, your failed relationships, and that gnawing feeling you get when you think about how you might die alone” ([Mark, Blog, 05/13](#)).

“Basic relationship skills should be taught in school. Basic meditation, a lot of the exercises you do in therapy, [CBT](#)” ([Mark, Tim Ferris Show, 12/22](#)).

“Learn to be happy alone. Then you will never have a reason to associate with people who make you feel worse” ([Mark, X, 02/23](#)).

“Learning to be happy alone doesn't just benefit you when you're alone, but it allows you to approach relationships from a place of confidence and power” ([Mark, X, 10/21](#)).

Top [3](#) self-improvement tips for entrepreneurs:

1. Passion is practical.
2. When you're stuck or procrastinating or anxious, simply focus on doing one minimally viable action.
3. Grandiose dreams are normal and healthy, but grandiose expectations are just narcissism.

Analysis on why Mark has been so successful

From Medium article: [How Mark Manson Went from Broke Blogger to Co-Writing Will Smith's Memoir](#) (2021).

1. Specifically targeted millennial readers with his self-help advice, an audience he felt wasn't well catered.
2. His writing style flies in the face of most fluffy, touchy-feely positive psychology advice. His approach is practical and research-based. He curses a lot. Two of his books have the word f* in their title.
3. Mark attributes “injecting more personality into his writing than most self-help authors” to his success. This maximizes authenticity and makes people more interested in you as a writer.

He has a clear definition of who he is and what he writes about:

- Self described as: *World Champion Non-Fuck-Giver. Giving life advice that doesn't suck since 2008.*
- His writing is often described as 'self-help for people who hate self-help,' offering a no-BS brand of life advice and cultural commentary that has resonated with people around the globe.

He has a message that resonates:

- He believes in the inevitability of pain and the importance of struggle, views negative emotions as opportunities for growth, and emphasizes the need for self-awareness and acceptance of our inherent flaws.
- Once we give ourselves enough [physical abundance](#)...we introduce a very difficult psychological problem to ourselves..who do you wanna be?...that's a hard fucking question
- [We will avoid](#) experiences in proportion to how much they threaten our ego, not only do we avoid negative experiences but also positive experiences.

Internet platforms

- [Blog](#) - 1.5M mo/visitors (per [similarweb](#))
- [Instagram](#) - 1M followers
- [YouTube](#) - 923K subscribers, Joined Aug.18, '17 - 58 videos w/ 37.7M views
- [Facebook](#) - 614K Followers
- [X](#) - 425K Followers, joined Oct. '11
- [Threads](#) - 147K Followers
- [LinkedIn](#) - 70K Followers
- [TikTok](#) - 57K Followers
- [Medium](#) - 47K Followers
- [Quora](#) - 4K Followers

Most popular tweets

- Andrew Tate is what men with no self-esteem think high self-esteem looks like. As a rule, narcissism is always mistaken for confidence by those who have no confidence. From there, it doesn't take much for the dynamic to turn abusive/exploitative. **21.1K likes** [Dec. 30, '22](#)
- Unpopular opinion: social media hasn't ruined us—it's just revealed how awful we always were. **21.8K likes** [Oct. 31, '22](#)
- Read books because you will never be able to meet and spend uninterrupted time with the thoughts of so many brilliant and unique people. **20.3K likes** [Sep. 17, '22](#)
- The person you marry is the person you fight with. The house you buy is the house you repair. The dream job you take is the job you stress over. Everything comes with an inherent sacrifice—whatever makes us feel good will also inevitably make us feel bad. **23.1K likes** [May. 25, '22](#)
- All growth requires loss. A loss of your old values, your old behaviors, your old loves, your old identity. Therefore, growth sometimes has a component of grief to it. **10.5K likes** [Apr. 23, '22](#)

Earliest tweets

Joined X on Oct. '11, earliest Tweets:

1. [Sep. 14, '12](#) - Episode 4 of PM Radio with Dan Andrews from @TropicalMBA on starting a location-independent business <http://fb.me/1ilRrYiUe>
2. [Oct. 22, '12](#) - Today I released the table of contents for my new book Escape Plan: Ditch the Rat Race, Discover the World, Live... <http://fb.me/24goGtBGI>
3. [Sep. 19, '12](#) - Musings on the need to travel: <http://postmasculine.com/wanderlust>
<http://fb.me/2fniMnsQf>
4. [Sep. 4, '12](#) - @getupandglobe Medellin
5. [Sep. 26, '12](#) - Do It For Science - <http://postmasculine.com/do-it-for-science>

Twitter Subscriptions

Mark has 2 [subscriptions](#):

- [MrBeast](#) - Behind the scenes from videos.
- [Tim Urban](#) - Posts regular tweets about a book he is working on.

Most recent interviews

Date	Duration	Show
May 9, 2023	01:30:13	Know Thyself Podcast
Mar 10, 2023	01:24:33	The Jordan Harbinger Show
Feb 26, 2023	01:19:24	Modern Wisdom
Feb 14, 2023	01:01:00	Daily Stoic
Dec 19, 2021	01:34:08	The Diary Of A CEO
Oct 28, 2019	01:45:56	Rich Roll
May 14, 2019	00:46:34	Tom Bilyeu