

A writing lifeline, better AI design, and a technical world model

Recommended Reading from Tech Founders

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A compact shelf of four external recommendations: a writing book with a concrete personal endorsement, two ways to move beyond generic AI design output, and a technical read on controllable world models.

Standout recommendation

Bird by Bird — book

- **Creator:** Not specified in Ferriss’s post.
- **Link:** No direct book link was supplied.
- **Recommended by:** Tim Ferriss.
- **Key takeaway:** Ferriss calls the book “a lifeline during book-related crises of faith.” He recounts lending his copy to a friend who was close to returning a publisher’s advance and quitting; the friend regained confidence, and his book became a *New York Times* bestseller. [1]
- **Why it matters:** This is the clearest recommendation in the set because it is anchored in a specific observed outcome rather than a generic “great book” mention. It is a practical resilience read for anyone trying to finish a difficult writing project. [1]

Building beyond AI defaults

Anshu Chimala’s AI-design tutorials and demos — tutorials and demos

- **Creator:** Anshu Chimala.
- **Links:** X · Substack · LinkedIn
- **Recommended by:** Lenny.

- **Key takeaway:** Lenny says he had assumed AI was bad at design until reading Chimala’s “mind-blowing” post. He directs readers to Chimala’s tutorials and demos, as well as deeper work on crafting distinctive AI experiences, and notes that Chimala led software-engineering and design teams at Apple for 12 years. [2]
- **Why it matters:** This is the strongest current lead for builders who want instruction rather than generic prompting advice. The exact post title is not given, but the linked accounts provide a broader, practical body of work. [2]

String Seed of Thought — technical blog and design technique

- **Creator:** Sakana AI.
- **Link:** Sakana AI’s technical write-up
- **Recommended by:** Lenny, in the same design piece.
- **Key takeaway:** Lenny explains that a model cannot inherently act randomly, so simply asking for variety still produces familiar layouts, colors, and structures. The linked technique has the model generate a random alphanumeric string with a shell script, then use patterns in that string as creative direction; he reports more varied colors, fonts, and ideas, with no two runs producing the same result. [2]
- **Why it matters:** This is unusually actionable: it turns “make it more original” into a repeatable intervention for escaping an AI system’s default visual patterns. [2]

A technical deep dive

World Labs’ Atlas technical blog — technical blog

- **Creator:** World Labs.
- **Link:** Atlas announcement. Casado’s post does not expose a separate URL for the technical blog.
- **Recommended by:** Martin Casado.
- **Key takeaway:** Casado calls Atlas an “incredible accomplishment,” highlighting full camera control, nearly 3D-consistent scenes, a fully internal base model, and potential applications in video editing, 3D reconstruction, and robotics; he adds, “Great technical blog too.” The linked announcement describes a multimodal world model that generates image and video frames with pixel-perfect camera control and reconstructs them in 3D. [3, 4]
- **Why it matters:** This is the period’s most technically specific reading lead: a concrete model and an associated technical explanation, rather than broad commentary about AI progress. [3]

Sources

1. X post by @tferriss
2. How to turn your AI into a world-class designer
3. X post by @martin_casado
4. X post by @theworldlabs