

# Ferriss’s ”10,000 True Fans” Endorsement Leads Today’s Learning Picks

Recommended Reading from Tech Founders

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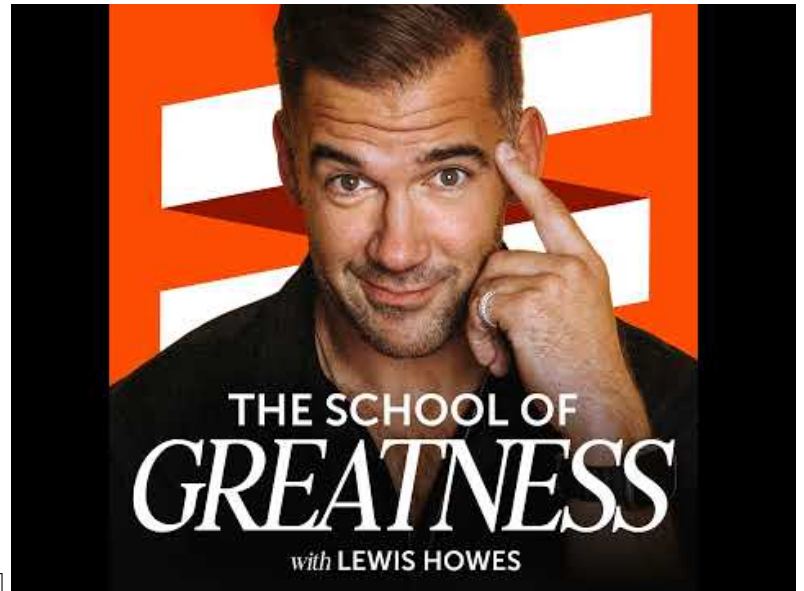
Tim Ferriss delivered the strongest explicit recommendation in the set with Kevin Kelly’s “10,000 True Fans,” then tied Seneca’s “Letters from a Stoic” to his own approach to loss and conviction. Alexandr Wang added a current SemiAnalysis read on Meta’s superintelligence progress.

### Most compelling recommendation

Tim Ferriss supplied the clearest high-conviction pick in today’s notes: Kevin Kelly’s *10,000 True Fans*. He said it is the one marketing article he would keep if forced to choose just one, noted that it is free, and pointed readers to [kk.org](http://kk.org). Kelly was identified as the founding editor of *Wired*. [1]

- **Title:** *10,000 True Fans*
- **Content type:** Article
- **Author/creator:** Kevin Kelly
- **Link/URL:** [kk.org](http://kk.org) [1]
- **Who recommended it:** Tim Ferriss
- **Key takeaway:** Ferriss framed it as the single article on marketing he would keep above all others. [1]
- **Why it matters:** He did not just mention the piece; he ranked it above essentially every other marketing article. [1]

“If you could only read one article about marketing for the rest of



your life, that would be one.” [1]

3 Tim Ferriss on Meta Learning and Living the Good Life (38:16)

### A philosophy text Ferriss tied to behavior

Ferriss also singled out Seneca’s *Letters from a Stoic* when explaining how he learned not to fear loss and why he is comfortable expressing his opinions. [1]

- **Title:** *Letters from a Stoic*
- **Content type:** Book
- **Author/creator:** Seneca
- **Link/URL:** Exact book URL was not provided in the source notes
- **Who recommended it:** Tim Ferriss
- **Key takeaway:** Ferriss said Stoic philosophy, with a focus on Seneca and *Letters from a Stoic*, taught him to stay attached only to things that cannot be taken away. [1]
- **Why it matters:** He tied the book to concrete behavior: how he handles loss and how openly he speaks. [1]

“I am comfortable expressing my opinion because I have learned to be attached to only those things that cannot be taken away.” [1]

### One current AI analysis signal

Alexandr Wang organically amplified SemiAnalysis’s *The Future of Meta Superintelligence: A 1 Year Progress Update* and linked directly to it. The post he surfaced describes a set of claims around an RL environment startup, an aggressive compute ramp, 2000km+ scale-across, and advice for Google DeepMind. [2]

- **Title:** *The Future of Meta Superintelligence: A 1 Year Progress Update*
  - **Content type:** Article
  - **Author/creator:** SemiAnalysis
  - **Link/URL:** <https://semianalysis.substack.com/p/the-future-of-meta-superintelligence> [2]
  - **Who recommended it:** Alexandr Wang
  - **Key takeaway:** Wang did not add a detailed thesis of his own; his post functioned as a strong endorsement of the piece and its author. [3]
  - **Why it matters:** For readers tracking Meta’s AI compute ramp, the article bundles several concrete claims into one read. [2]
- “compute daddy @dylan522p has spoken” [3]

## What stands out

This was a small but clean set of organic recommendations. The strongest signals were highly specific: Ferriss attached one resource to marketing judgment and another to his own operating philosophy, while Wang pointed readers to a current Meta-focused AI analysis rather than a generic reading-list item. [1, 3, 2]

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## Sources

1. 3 Tim Ferriss on Meta Learning and Living the Good Life
2. X post by @SemiAnalysis\_
3. X post by @alexandr\_wang