

Kevin Kelly's *A Thousand True Fans* Leads Today's Organic Recommendations

Recommended Reading from Tech Founders

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Two authentic recommendations cleared the filter: Paul Erlang tied Kevin Kelly's *A Thousand True Fans* to a concrete feedback-driven growth loop, while Patrick O'Shaughnessy shared David Bessis's *Attention is All We Have* with a direct endorsement. The brief prioritizes the resource that came with the clearest practical takeaway.

What passed the filter

Two recommendations cleared the authenticity filter today. The stronger signal came from Paul Erlang, who referenced Kevin Kelly's *A Thousand True Fans* while answering how consumer founders should reach their first thousand users [1]. Patrick O'Shaughnessy added a simpler but still genuine recommendation of David Bessis's *Attention is All We Have*, saying he "Really enjoyed reading this" and linking directly to it [2].

Most compelling recommendation

A Thousand True Fans

- **Content type:** Essay
- **Author/creator:** Kevin Kelly
- **Link/URL:** Not provided in the source notes
- **Who recommended it:** Paul Erlang, co-founder and CEO of FOMO
- **Key takeaway:** Keep talking to early users and iterating on their feedback as you move from 10 users to 100 to 1,000 [1]
- **Why it matters:** Erlang connected the essay to a specific product-building loop: FOMO gave passionate users early access to its web app, then used their feedback to improve it quickly [1]

“Talk to them. You need to keep iterating until you have 10 people, 100 people, a thousand people using it.” [1]

Erlang said the web app became “probably twice as good just in that week” because early users were passionate and willing to give rapid feedback [1].



How We Got Fred Wilson, Benchmark and Index to Invest \$94M / Why Robinhood's Strategy is Wrong (4:23)

Also worth saving

Attention is All We Have

- **Content type:** Article
- **Author/creator:** David Bessis
- **Link/URL:** open.substack.com/pub/davidbessis/p/attention-is-all-we-have?r=1qfvl3&utm_medium=ios [2]
- **Who recommended it:** Patrick O'Shaughnessy
- **Key takeaway:** O'Shaughnessy said he “Really enjoyed reading this” [2]
- **Why it matters:** This is a clean, direct recommendation with the exact article link attached, making it easy to save even though the source note does not include a fuller explanation of what stood out to him [2]

If you only save one

Save *A Thousand True Fans* first. It was the only recommendation today that came with a concrete framework for founder behavior—talk to passionate early users, ship to them early, and iterate from their feedback [1].

Sources

1. How We Got Fred Wilson, Benchmark and Index to Invest \$94M | Why Robinhood's Strategy is Wrong
2. X post by @patrick_oshag