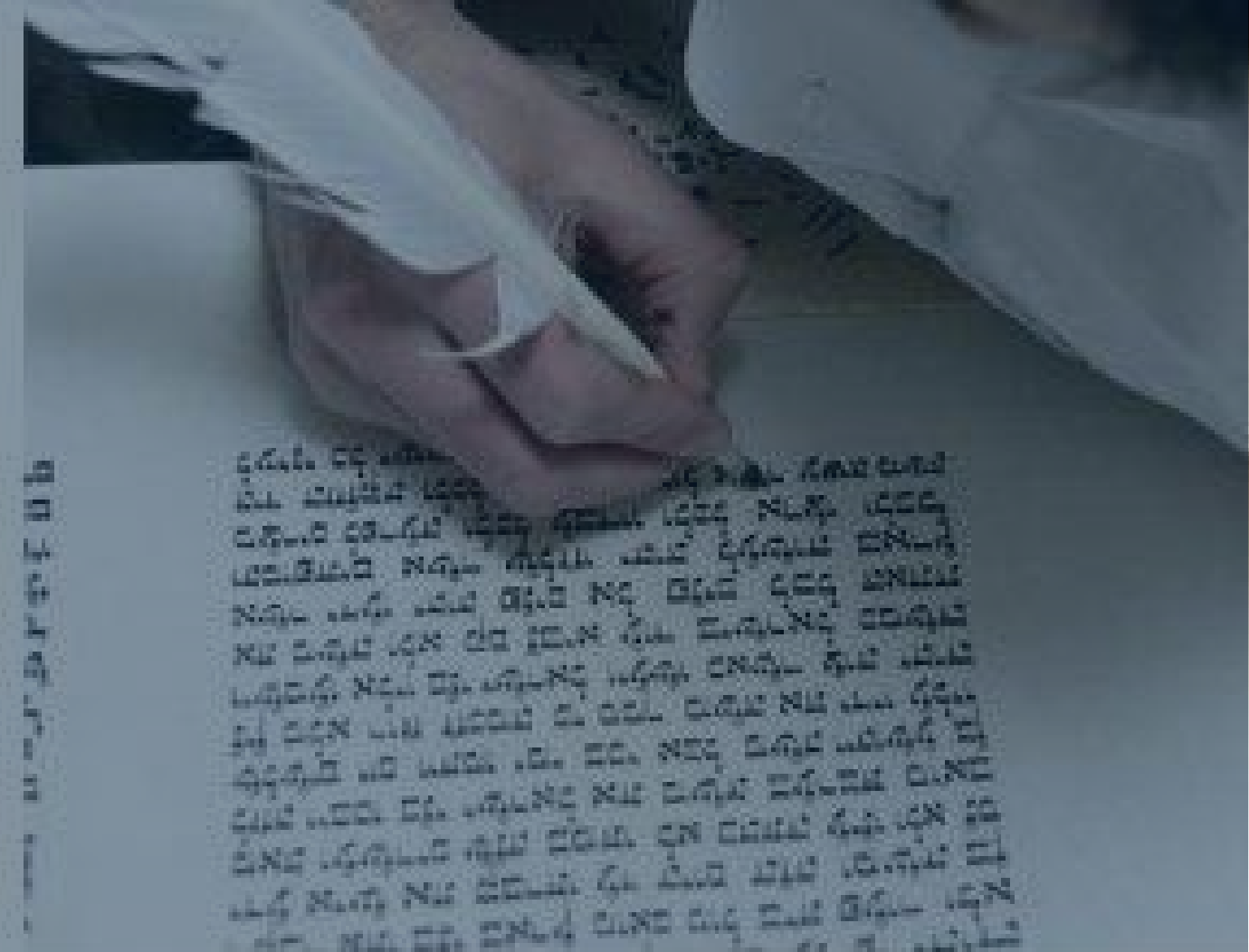




CHAPTER 1

LESSONS I'VE LEARNED AS A SOFER (SCRIBE)



5 Business & Life Lessons I've learned as a Sofer (Scribe)

1. Craft Before Scale:

Writing a scroll with coded calligraphy using ink on parchment is one of the least scalable activities I ever experienced. Speed cannot be accelerated at scale. And you just have to live with it. In business (especially in SaaS), the entire purpose is to build scalable things. However, it is worth noticing that almost all entrepreneurs who've built scalable business started while operating manually before automating. Master your craft first.

2. Respect the Ink:

The temperature of the room has a tremendous impact on the flow of the ink. When the environment is hot, act (write) lighter & faster. When the temperature is low, be patient, don't push on the kulmus (reed). Respect the external conditions.

Same in Business: act fast when (the market) is hot. don't push (your prospects) too hard when the market is a bit cold, be patient. The ink will flow in its own time.

3. Methodical Approach:

Every single letter requires between 2 and 9 precise hand movements. Do it right, respect the patterns, and follow the order if you want the result to be perfect. Get the fundamentals right before you start to innovate. Same in business: first address the pain you're trying to solve. Then get your product market ready. Then work on product stickiness for great client retention. And only then start testing new products and opportunities.

4. Retreat into your Cocoon:

An interesting rule we have to observe as Sofrim-scribes is to affirm and mean that the text is written "likdushat hashem" (meaning, for the sanctification of The Name). The purpose of this habit is to operate a personal retreat to be completely dedicated to this long-term spiritual activity. Same in business: While thinking long term, create your own bubble to address the most demanding challenges and make the best decisions.

5. MVP vs Finalized Product:

The biggest difference between Sofrout and entrepreneurship is whether to launch it or keep working on it. The idea for an entrepreneur is to Launch an MVP and fine tune as you receive feedback. A scribe doesn't have such luxury: you have to be perfectly prepared (both from a calligraphic and spaces mastery perspective as there is no second chance. What you do though is to set a number of practice days before your reed ever touches the parchment. And this principle is perfectly replicable in business. Set – months in advance – the date you will launch. And when the time comes: Jump à throw your MVP out there and fine-tune it as you receive feedback.