

CRUSH IT BY GARY VAYNERCHUK | BOOK SUMMARY

Do you have a hobby you wish you could do all day? An obsession that keeps you up at night? Now is the perfect time to take those passions and make a living doing what you love. Now is the perfect time to cash in on your passion, [Gary Vaynerchuk](#) shows you how to use the power of the Internet to turn your real interests into real businesses in his hit book; [Crush It](#).

Passion is Everything

- Golden rules to success: 1) Love your family. 2) Work super hard. 3) Live your passion.
- “I measure my success by how happy I am, not how big the business is or how much money I’ve made.”
- If you’re going to live and breath your business and personal brand, you have to love what you do. This is what will set you apart from the rest and make you jump out of bed each morning.

Success is in Your DNA

- “The Internet makes it possible for anyone to be 100 percent true to themselves and make serious cash by turning what they love most into their personal brand.”
- “Storytelling is by far the most underrated skill in business.”

Build Your Personal Brand

- “Developing your personal brand is key to monetising your passion online.”
- When you’re selling a very similar product/service/content to someone else, it’s your personal brand and liveability that will set you apart and keep people coming back.
- Build authenticity through your content.
- Your personal brand will help determine which channels you’re going to use to market yourself. For example, podcasting and video favours someone outgoing. But if you’re shy and lack confidence, then perhaps writing is more your thing.
- Summarise your personal brand in a sentence. How are you different?

Create Great Content

- “To everyone who is freaking out because they fear the noise and distraction of all the additional content on the Internet, you can relax. Quality is a tremendous filter. Cream always rises, my friends, no matter how many cups of coffee you pour.”

- Talking about what you love brings passion to the table. You come across more credible and entertaining when you talk about the thing you love. You also won't need a script – Simon Sinek.
- “To monetise your personal brand into a business using social marketing networks, two pillars need to be in place: product and content.”
- “Great content is what you're going to pump into your social media networks to draw eyeballs to your blog. It exists as a result of passion plus expertise, so make sure you can talk about your product like no one else.”. If you could talk forever about it then you've picked the right product. No matter what it is.
- Stories are a great way of communicating content.
- Ask yourself: “Is marketing/tech/ hockey my greatest passion?” And “Can I be the best blogger about this subject?”. The answers should both be ‘yes’.
- “You can monetise any passion, but the level at which you can monetise will be affected by the size of your niche and whether you are able to differentiate yourself enough from the other players in it.”
- “Know yourself. Choose the right medium, choose the right topic, create awesome content, and you can make a lot of money being happy.”

Choose Your Platform

- “When someone re-tweets what you say, they're saying you're smart and worth paying attention to.”
- “For inspiration go to Chris Brogan's ”50 Ideas on Using Twitter for Business“: <http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business/>”
- “I want to share with you the best business tweet of all time: ”What can I do for you?“. You'll be amazed at the response you get. You're in business to serve your community. Don't ever forget it.”

Keep it Real... Very Real

- AUTHENTICITY: “being authentic, and being perceived as such by your audience, relies on your ability to ensure that every decision you make when it comes to your business is rooted in being true to yourself.”
- HUSTLE: “I've said over and over that if you live your passion and work the social networking tools to the max, opportunities to monetise will present themselves.” “With one exception. Someone with less passion and talent and poorer content can totally beat you if they're willing to work longer and harder than you are. Hustle is it. Without it, you should just pack up your toys and go home.”
- PATIENCE: Building a business and success takes time.
- You have to live your passion. Think of building a business as a marathon, not a sprint. You have to love what you do as it's the only way you'll keep going. And even if you fail, you won't have any regrets because you were doing what you

loved.

Create Community: Digging Your Internet Trench

- “Creating community—that’s where the bulk of your hustle is going to go and where the bulk of your success will be determined.”
- Comment when people reply to you. Comment on other blogs and get a conversation going. Link back to your content.
- It’s the quality of the conversation and community that matters most. Not the numbers.
- “Nothing in life ever goes exactly the way you think it will, and that goes for all of your carefully planned entrepreneurial dreams and goals. Reactionary business allows you to make a couple of crucial moves when the landscape starts to change.”

The Greatest Marketing Strategy Ever

- CARE. Questions? Email gary@vaynermedia.com

Legacy is Greater Than Currency

- “This is why every decision I make is weighed in terms of currency and legacy. Will this business deal make me money? Yes? Good. Will I be proud of how I made that money? Yes? Okay, then, let’s do this. If the answer is no, I don’t go there, ever. Legacy always wins.” Follow your passion, not the money.
- Now that you’re in the public eye, you have to be careful with how you interact and respond to people. The internet is not very forgiving.
- Think through every business decision before you make it. Take a long term view.

The Time is Now, the Message is Forever

- The book is only a blueprint for how to act and what to do. But when you read it, the world will already be a very different world. Roll with the changes.
- “If there’s any message I want you to take away, it’s that true success—financial, personal, and professional—lies above all in loving your family, working hard, and living your passion”

Steps to Building Your Personal Brand:

1. Identify your passion.
2. Make sure you can think of at least fifty awesome blog topics to ensure stickiness.
3. Answer the following questions: 1) Am I sure my passion is what I think it is?
2) Can I talk about it better than anyone else?
4. Name your personal brand. You don’t have to refer to it anywhere in your

content, but you should have a clear idea of what it is. For example, “The no-bs real-estate agent,” “The connoisseur of cookware,” “The cool guide to young-adult books boys will love to read.”

5. Buy your user name—.com and .tv, if possible—at GoDaddy.com.
6. Choose your medium: video, audio, written word.
7. Start a WordPress or Tumblr account.
8. Hire a designer.
9. Include a Facebook Connect link, Call-to-Action buttons, Share Functions, and a button that invites people to do business with you in a prominent place on your blog.
10. Create a Facebook fan page.
11. Sign up for Ping.fm or TubeMogul and select all of the platforms to which you want to distribute your content. Choosing Twitter and Facebook is imperative; the others you can select according to your needs and preference.
12. Post your content.
13. Start creating community by leaving comments on other people’s blogs and forums and replying to comments to your own comment.
14. Use Twitter Search (or Search.Twitter) to find as many people as possible talking about your topic, and communicate with them.
15. Use Blogsearch.Google.com to find more blogs that are relevant to your subject.
16. Join as many active Facebook fan pages and groups relating to your blog topic as possible.
17. Repeat steps 12 through 16 over and over and over and over and over.
18. Do it again.
19. And again.
20. When you feel your personal brand has gained sufficient attention and stickiness, start reaching out to advertisers and begin monetising.
21. Enjoy the ride.