

Insights from #AskGaryVee by Gary Vaynerchuk

Gary Vaynerchuk's formula for entrepreneurial success = Self-Awareness x Hustle

3 Ways Self-Awareness Leads to Success

1

Know what drives you

"When you have a big picture, a north star, a truly long-term vision, something interesting happens: You stop stressing the dumb little shit day in and day out because you're playing the big game. So the short-term angst, which is really just a by-product of the friction caused by growth, becomes a little more manageable." – Gary Vaynerchuk

What long-term vision can drive you through the day-to-day discomfort of being an entrepreneur? It doesn't matter if your vision is to own a jet or stay home and cook for your kids each day. If your vision helps you overcome short-term discomfort, it's a good vision.

2

Know your strengths & leverage them

"Focus on your strengths. What else are you really good at? Design? Growth hacking? Nail these skills down, and then drill deep with them. If cash is your company's oxygen, your strongest skills are its DNA. Develop and cultivate them because they will be the hallmark of your company." – Gary Vaynerchuk

Am I leveraging my strengths and have they been validated by others?

3

Know your weaknesses & outsource them

"It's easy to know you need to outsource when you need A-level work and you're an F. It's a lot harder to see when you're a B. Here's the clue: If you try, try, and try but don't get any better, hire someone who's an A. There's no point in wasting energy on that struggle when it could be better used to enhance things you're already good at." – Gary Vaynerchuk

There are many things you need to do to be successful that don't fall into the 'strengths' category. If you find yourself struggling to improve at executing a certain task, swallow your pride and hire someone else to do it.

3 Ways to Hone Your Hustle and Achieve Success

A

Make Each Minute Count

"It's squeezing every last bit of juice out of your day. It's putting all your effort into achieving the goal at hand. It's making every minute count. Every. Single. Minute." – Gary Vaynerchuk

Am I using each minute to provide value and enrich people's lives?

B

Learn to love it all (the successes AND the challenges)

"I love the HR nightmares of a 500-plus organization, the headaches, the grind, the calls with an upset customer, all of it. It's easy to stay motivated when you know your day is filled with things that are getting you closer to your goals." – Gary Vaynerchuk

Am I letting unexpected challenges drain my energy OR am I learning to love it all?

C

Use gratitude to fuel your hustle

"I'm grateful every single day. I feel so lucky to have been born in the mid-1970s, during such a special moment in Soviet history, instead of the mid-nineteenth century or the 1940s, and to have been given the opportunity to come to this country. I'm grateful for my parents, my wife, and my kids. I made this bed; how can I complain? Gratitude is amazing fuel." – Gary Vaynerchuk

Am I using 'gratitude for the opportunities' as a fuel to propel me forward?

***"Look at your level of hustle and evaluate it. Ask yourself, Am I working as hard as I could? Am I doing great work? If you work for yourself and the answer is no, think long and hard about the business you have started or the consulting work you're doing."* – Gary Vaynerchuk**