MARKETING

# Crushing It!

by Gary Vaynerchuk

*Build a personal brand on social media around what you love - and turn attention into income.*

## BEST POINTS FROM THE BOOK

01 **Eight essentials decide almost everything: intent, authenticity, passion, patience, speed, work, attention, and content.**

Gary says most people don't fail on execution - they fail on foundations. Line all eight up and you have the closest thing to a formula for crushing it that he can offer.

02 **Get your intent right: be in it to give, not just to get.**

Entrepreneurs chasing only money stall out. The winners in this book are driven by serving, teaching, and helping - and audiences can smell the difference.

03 **Authenticity is the foundation. Be yourself, not a copy of anyone - not even Gary.**

People can always spot a fake. Stay true to who you are and audiences will forgive your mistakes; chase trends and personas and the brand collapses.

04 **Passion is your backup generator - and it can be passion for giving, not just for the product.**

Shonduras had little interest in the jewelry he sold; he loved engaging customers and building with them. Passion for the process is what carries you through the hard years.

05 **Pair patience with speed: slow about results, fast about daily execution.**

Building a brand takes years, so be patient on outcomes - but move fast every day, ship, learn, and adjust. Confusing the two kills most people.

06 **There is no substitute for the work.**

Every story in the book comes back to hours: posting, replying, and outreaching after the day job ends. Six to eight hours of sleep is fine - the other sixteen to eighteen have to count.

07 **Track attention like a trader, and grab it where it is still cheap.**

Attention is the asset everything else is built on. New or overlooked platforms - Musical.ly in this book, voice-first next - are where attention is underpriced.

**08** **Content is the eighth essential: build one pillar, then splinter it everywhere.**

Make one big piece of pillar content, then cut it into smaller pieces made natively for each platform. Never paste the identical post across every channel.

**09** **Document, don't create.**

Instead of manufacturing polished posts, film your real day-to-day journey and learning process. It is easier, more honest, and frees you from perfectionism - Rich Roll built a brand doing exactly this.

**10** **The only thing you need to give yourself is permission - and your excuses don't hold up.**

A full-time job, kids, no money, no time: everyone profiled in this book had one of those. Behind them sit three fears - of failure, of wasting time, and of seeming vain.

**11** **Get discovered by giving value first: reach out, offer help, collaborate.**

Hashtags alone are a slow grind. Messaging people with a genuine, useful offer - free work, free product, real help - is how the book's unknowns got in front of audiences.

## THE BOOK, IN SHORT

Crushing It! is Gary Vaynerchuk's 2018 follow-up to his 2009 book Crush It! - and its proof. In 2009, building a personal brand online was a radical claim; by 2018, readers of the first book had actually done it. This book is built around their stories: everyday people who used social media to build businesses and live on their own terms - his definition of crushing it is being equally satisfied with your income and your life.

Part I, 'Get Pumped,' lays the foundation. Chapter 2, 'What (Still) Matters,' names seven essentials - intent, authenticity, passion, patience, speed, work, and the ability to track consumer attention - and Chapter 3 adds the eighth: content. He is blunt that most failures are foundation failures: wrong intent, a fake persona, or no patience for the years it takes.

The same part takes on what stops people. One chapter dismantles the standard excuses - a full-time job, no money, kids, no time, strict industry rules, family who don't get it - and the three fears underneath them: failure, wasting time, and seeming vain. The next argues the only thing you need to give yourself is permission, telling the story of Pat Flynn, a laid-off architect who turned a LEED exam study site into Smart Passive Income and turned down a job offer to go all in.

Part II, 'Create Your Pillar,' is the playbook. First step, literally: create a Facebook business page. Then 'Get Discovered' - hashtags plus hours of direct outreach offering value. Then one chapter per platform: Musical.ly, Snapchat, Twitter, YouTube, Facebook, Instagram, podcasts, and voice-first through Alexa and Google Assistant, each with what it rewards and who won on it. The content method underneath all of them: produce one strong piece of pillar content and splinter it into native microcontent for each platform - and whenever possible, document your real journey instead of creating staged content.

Every chapter carries a 'How I'm Crushing It' story - a Snapchat creator, a sewing teacher, a dog trainer, a finance advisor, a daily podcaster - people who started from zero, posted for years, and built incomes their old jobs never offered. The closing dare is simple: the tools are free, the attention is there, and nobody is coming to give you permission. Talent and luck are not the deciding factors - caring and working are.

## DO THIS WEEK

This week, run his literal starting playbook: give yourself permission in writing - one line, signed. Set up a Facebook business page (his 'first, do this' step). Publish ONE pillar piece about work you already do - a video, article, or podcast episode, phone only - then cut it into native posts for two other platforms. Each day, spend one hour messaging people in your niche offering real help for free, and reply to every comment you get.

*By Gary Vaynerchuk, first published 2018 by Harper Business (full title: Crushing It!: How Great Entrepreneurs Build Their Business and Influence - and How You Can, Too). The follow-up to his 2009 book Crush It! - this one is built largely from stories of readers who applied the first book. Read it if you want to grow an audience around your skills or business with social media.*