

CRUSH IT!

Why Now is the Time to Cash In on Your Passion

GARY VAYNERCHUK

GARY VAYNERCHUK is an entrepreneur and well-known wine industry personality. At age twenty-two, he took over his family wine store, Shopper's Discount Liquors in Springfield, New Jersey, and built its turnover from \$4 million to \$45 million over five years using traditional advertising. After rebranding his store as the Wine Library, Mr. Vaynerchuk then launched his own Internet TV show about wine in 2006. His show, initially called *The Thunder Show* but now called *Wine Library TV*, posts a new installment each day and attracts around 90,000 plus viewers. He is also the author of *101 Wines Guaranteed to Inspire, Delight, and Bring Thunder to Your World*. Mr. Vaynerchuk recently signed a seven-figure deal to publish ten business books.

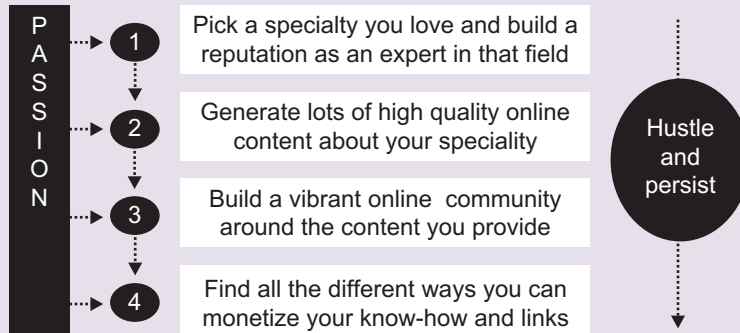
The Web site for this book is at www.crushitbook.com.

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at www.summaries.com.

MAIN IDEA

It's now so easy to build a career around any topic you're passionate about that you owe it to yourself to give it a go. The spread of the Internet combined with the availability of the tools of the social media revolution means the cost of building an online community around any niche subject you can think of has fallen dramatically. As a result, even obscure subjects now have the potential to command advertising attention as billions of dollars in advertising moves online.

To succeed in the current business environment, your basic approach should be:



“True success – financial, personal, and professional – lies above all in loving your family, working hard, and living your passion. In telling your story. In authenticity, hustle and patience. In caring fiercely about the big and small stuff. In valuing legacy over currency. Social media is an important part of it for now, but maybe it won’t always be. These concepts, however, are forever, no matter what the next business platform or social phenomenon turns out to be.”

– Gary Vaynerchuk

Passion reigns supreme. Page 2

It's time to live your passion – to do something you're totally pumped up about and enjoy. Instead of just earning a living doing something you tolerate, harness your passions and do something great. The tools to do that are available now. Measure your success by how happy you are and not by how big your business is or how much money you're making.

1. Pick a specialty you love and build a reputation as an expert in that field Page 3

The first step in monetizing your passion online is to build your personal brand. Figure out what topic you find intriguing and get busy becoming an expert in that field. The litmus test which denotes when you get this right is you'll be having so much fun you won't even notice how hard you're working.

2. Generate lots of high quality online content about your speciality Pages 4 - 5

Step two in the system is to put together some great content. It's vital to get this right because superior content will be your most important ally. Focus on telling great stories with your content and you'll do just fine. World-class content is the surest way to differentiate yourself.

3. Build a vibrant online community around the content you provide. Page 5

This third step determines the bulk of your success. Armed with great content, you now hustle to start and sustain conversations. You build a vibrant community by participating in all the various conversations which are already underway around the world about your topic. You have to reach out to like-minded people and make the world listen.

4. Find all the different ways you can monetize your know-how and links Page 6

Once you've established your brand and built your community, the final step is to actively create revenue streams around your people. There are loads of different ways to monetize so you just have to look at the options and use what suits best. The best idea is usually to smart small, build gradually and try smart ideas. The opportunities to make money are always there if you think expansively and creatively.

Hustle and persistence are always required Pages 6 - 7

To succeed today and in the future, you've got to be prepared to hustle. You have to keep at it until you find a way to succeed where others have given up. It can be done. You can create a great legacy of success today and in the future. The key is to keep trying different things until you find something that works for you and then build on that foundation.

Case Study – How to bring everything together Page 8

