

CRUSHING IT!

How Great Entrepreneurs Build Their Business and Influence – And How You Can, Too

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GARY VAYNERCHUK is chairman and CEO of VaynerX, a digital media agency. He is a marketing expert with a huge and highly engaged social media following. Gary Vaynerchuk is also a four-time *New York Times* bestselling author having written *#AskGaryVee*, *The Thank You Economy*, *Crush It* and *Jab, Jab, Jab, Right Hook*. He is well known for building his family wine business from \$4 million in turnover to \$60million+ using entertaining *You Tube* programming called *Wine Library TV*. Gary Vaynerchuk is today a prolific angel investor and venture capitalist taking early-stage equity stakes in companies like Snapchat, Facebook, Twitter, Uber and Venmo.

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MAIN IDEA

Everyone (including you) can still use social media strategically and successfully to build your personal brand into a business you're proud of. The path is open and accessible as long as you commit fully and are willing to execute.



To build and project your personal brand using social media, the three essential steps are:

- Step 1** Create a vibrant personal brand
- Step 2** Build your social media pillars
- Step 3** Expand your brand's reach

The real payoff for building your brand and ultimately a thriving business using social media is you get to live your life on your own terms. You can build something great however you may choose to define that term.

"If you're earning what you need to live the life you want and loving every day of it, you're crushing it. That's all I want for you. There is so much in life that is uncontrollable, but our happiness doesn't need to be, nor do our careers. We can have all the control. The sooner we realize that, the better off everyone will be. If there's anything this book should teach you, it's that the only thing stopping you from achieving lasting career and life happiness is you."

– Gary Vaynerchuk

1. Create a vibrant personal brand Pages 2 - 4

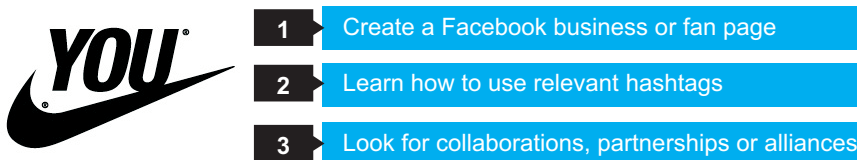
There are eight factors which are crucial in building a personal brand which you can monetize at some stage:



Of these eight factors, CONTENT is the one which tends to get wrong. They worry too much about the aesthetics when instead they should be more concerned about speaking the truth. A good approach is to document your life and career rather than creating a TV show which stars you. Let people know what you truly believe and build a connection and they will respond in droves. Use social media to share the world through your eyes.

2. Build your social media pillars Pages 4 - 5

To use social media to your advantage, three approaches or strategies are required:



3. Expand your brand's reach Pages 5 - 8

Once you've got your pillars in place, you can then get to work expanding your brand's reach on social media. There are presently eight platforms which are worth keeping an eye on and using to build your personal brand:

