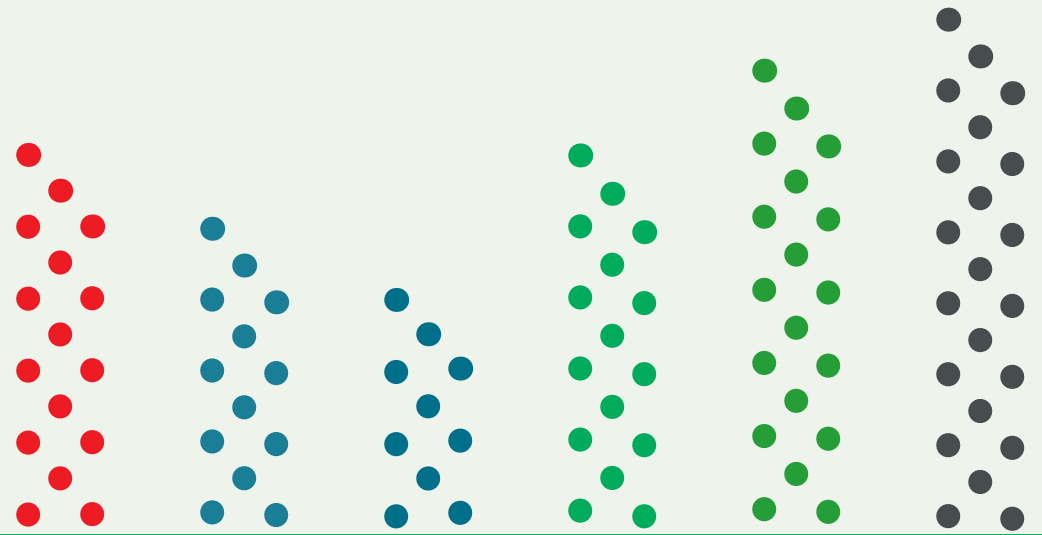
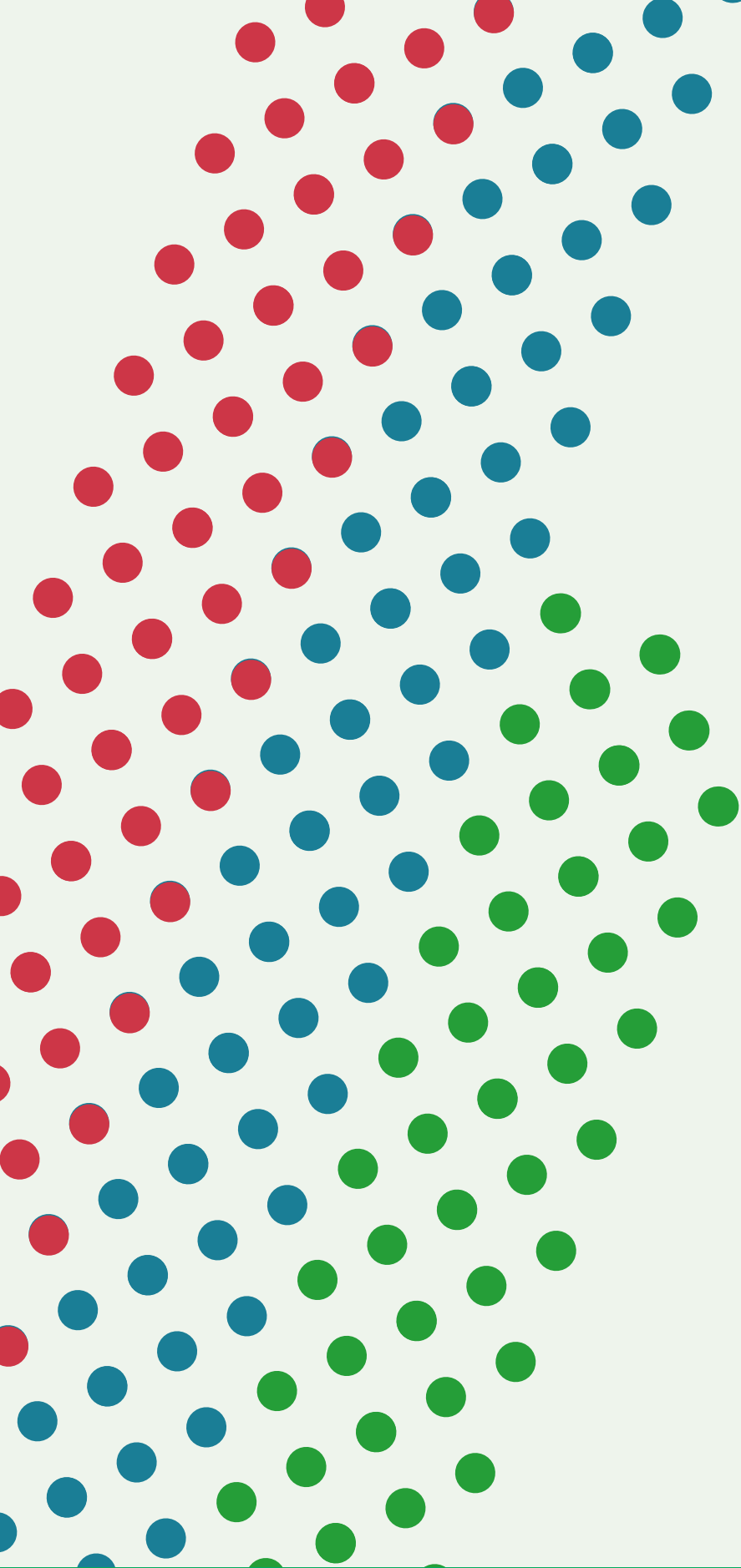




CRUSH IT

CASH IN YOUR PASSION





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- Why does it make sense to be advertising through online mediums?
- What are some obstacles presented with monetizing a **passion**? Are there possible solutions to those obstacles?
- Facebook and Twitter are tools within social media, not strategies. What's the difference?

Online

- Eyeballs moving from traditional media to online - business follows eyeballs
- Also cheaper (Gary's example of < \$15,000)

Obstacles - Solutions

- Passion not retail friendly - doesn't have to be sexy
- Poor economy - recessions only bad for mediocre businesses
- Need steady income - keep the day job, invest personal time
- Don't have a specific skill/knowledge - team up

Differentiate Between Tools and Strategy

- Facebook/Twitter are new and innovative ways to spread message now, but who knows where social media will be in the future
- Strategies lead towards a goal by utilizing tools and resources, no matter their current incarnation

- How has the internet lowered the entry barriers to monetizing on passion?
- What are some examples of successful online properties that didn't hide their **personalities**?

How?

- Unique and specialized markets have an audience
- Follow Your DNA - doing what you love is naturally easy
- The internet is a great equalizer:
 - Majority of services are free, everything is cheaper than traditional mediums
 - The person who works the hardest will win

Examples

- [Tim Ferriss](#), [Ramit Sethi](#), [Tucker Max](#)

- Why is **personal branding** the key to monetizing passion online?
- How has the process of building one's brand changed in an online environment?



The key to monetizing online

- Allows differentiation from others in niche
- Takes advantage of genuine personality
- The more developed one's personal brand is, the greater the awareness, the greater the business opportunities available

Change

1. Mediums and cost

- Then: newspapers, television, movies, radio, etc.
- Now: blogging, Youtube, Twitter, Facebook, etc.
- Now: No gatekeepers, word of mouth “on steroids”

2. Transparency

- Consumers want truth, business and personal brand must be the same
- It has become increasingly difficult to hide things from the public, especially on the internet



- As more and more readers utilize online resources for news and stories, how will the **journalism** and **reporting industries** be affected?



Journalism: The internet allows talent to win

- No longer need to play in traditional structures
- Top performers can break off and earn fair value
- Middlemen are being eliminated

More readers online > Advertisement money goes online > Journalists go online

- Great content exists as a result of **passion** plus **expertise**, but what are some ways to optimize that content specifically for online platforms? How does one decide which medium of communication should be utilized?
- How does the “**lure and lasso**” approach work?

Content

- Absorb every resource-other websites, books, conferences, etc
- Storytelling is key - makes your content relatable to the visitor
- Strive for self-awareness, don't delude the visitor
- Choose your medium based on your DNA:
 - Introverted? *Start with writing*
 - Extroverted? *Try podcasts*
 - Animated? *Utilize videos*

Lure and Lasso

- Native content encourages visitors to frequent your online property
- Provide content by inserting yourself into existing conversations
 - create reasons for your audience to “follow” you back to your property

- How are blogs used for personal **branding**?
- There are many different social networking platforms being utilized to **distribute content**. What are some of more popular ones and what unique benefits do they each offer?
- One of the most important aspects of a blog is its user interface. Specifically, why are **call-to-action** and **sharing** functions effective for building brand?



1. Blogs: effective central location for storing content and building community.

- **Wordpress** - advanced features/options, great search capabilities
- **Tumblr** - low entry barriers, re-blog feature, free domain hosting

2. Platforms

- **Facebook:** the most popular social network
 - **Fan Page** - builds community, no limit on fans (unlike friends)
 - **Ability to reach all fans in one shot** - mini feed creates viral opportunity
- **Twitter** - lure people to your real content, incredible endorsement power
- **Flickr** - photo-centric, loads of search capabilities, active community

continued ...



- [Youtube/Viddler](#) - video-centric, Viddler allows earmarking, tags, search
- [UStream](#) - live video with chat functionality (interactive)
- [Ping.fm](#) - can be used to update over 30 social networking sites at once
- [TubeMogul](#) - same thing, but for video networking sites

3. **Blog Interface**

- [Call-to-action](#) - Subscribe, Follow Me, Become a Fan, etc - encourage users to prolong interaction with your brand, convert a blog visit into more
- [Share functions](#) - Word of mouth on steroids - empower users to easily distribute content

- Why is **authenticity** important for a personal branding in social media?
- What **costs** should new social media entrepreneurs expect to face (both monetary and personal)?



Authenticity

- Social media has increased exposure
- People want to connect with real people
- Being authentic makes it easier to hustle - no wasting time on trivial and frivolous tasks

Smart Investment

- Don't pay for fancy equipment/services
 - One exception: [web design](#)
- Much less personal time - your passion will make it easier to put in the necessary hustle
- You come last: invest in your future



- While creating content is important, it's developing the community afterwards where the bulk of one's time should be invested. What are some methods for creating and growing that community?



Community Foundation

Create Blog First - Establish a Home Base

Twitter Search

- Search for mentions of your topic
- Comment on every relevant blog, forum post, tweet, etc

Become An Expert

- Post regularly on other sites in your community
- Valuable opinions, not spam, will lead people to your site
- Build credibility on and off your site

Become Sticky

- Make sure you have powerful content on your site to hold eyeballs
- Give readers call-to-action buttons to follow you and your site



1: Care

Why would your community care if you don't?



- Why is a good design the **only thing** worth a significant price tag?
- What are some important steps to take during the start of an online property venture?

Design

- Website without a design = Store without a floor plan
- A proper user interface is a worthwhile investment

Step by step

- Purchase a .com and .tv domain for your venture
- Control your brand name on all platforms
- Put out as much quality content as possible, utilize all the different platforms
- Keep tabs on discussion revolving around your topic

Additional Steps

- Give path to biz dev, even though it's unlikely that there will be opportunities early on
- Don't jump at first monetizing option, be patient



- What are some potential revenue **methods** for online properties?

Monetizing Options

- **Advertising** - classy banners, cold call relevant businesses
- **Speaking Engagements** - build credibility, increase exposure
- **Affiliate Programs** - Commission Junction, Amazon
- **Retail** - T-shirts, etc
- **Articles** - approach non-profits, write for their newsletters
- **Seminars**
- **Books/TV**
- **Consulting**

- Willingness to practice “**reactionary business**” is important for an entrepreneurs’ success. What are some instances where it was necessary?
- What are some “**reactionary business**” methods that can be used to help protect, or advance, personal brand?

Reactionary Business

- Nothing ever goes exactly the way you expect it to - Embrace unplanned business and be ready to adapt
- Take on negative press head on - Put out the fires
 - Cristal - Ostracized a large segment of their market
 - Dominoes - Great reactionary video on YouTube

Protect/Advance Your Brand

- Use storytelling - The fact that people can talk about you is a blessing, not a curse - you can talk back by leveraging platforms
- Trend-spotting - Not starting trends, but recognizing which ones are important and reacting early.

- How does the social media industry create “legacy”?
- What is the most effective way of developing that legacy?



Legacy

- The internet makes everything permanent
- Everything is archived, everything is searchable
- What you output will be attached to you

Improve legacy

- Respect the power of people
 - Never know where a conversation can lead you
 - Make the extra effort, show genuine appreciation, it will be remembered.



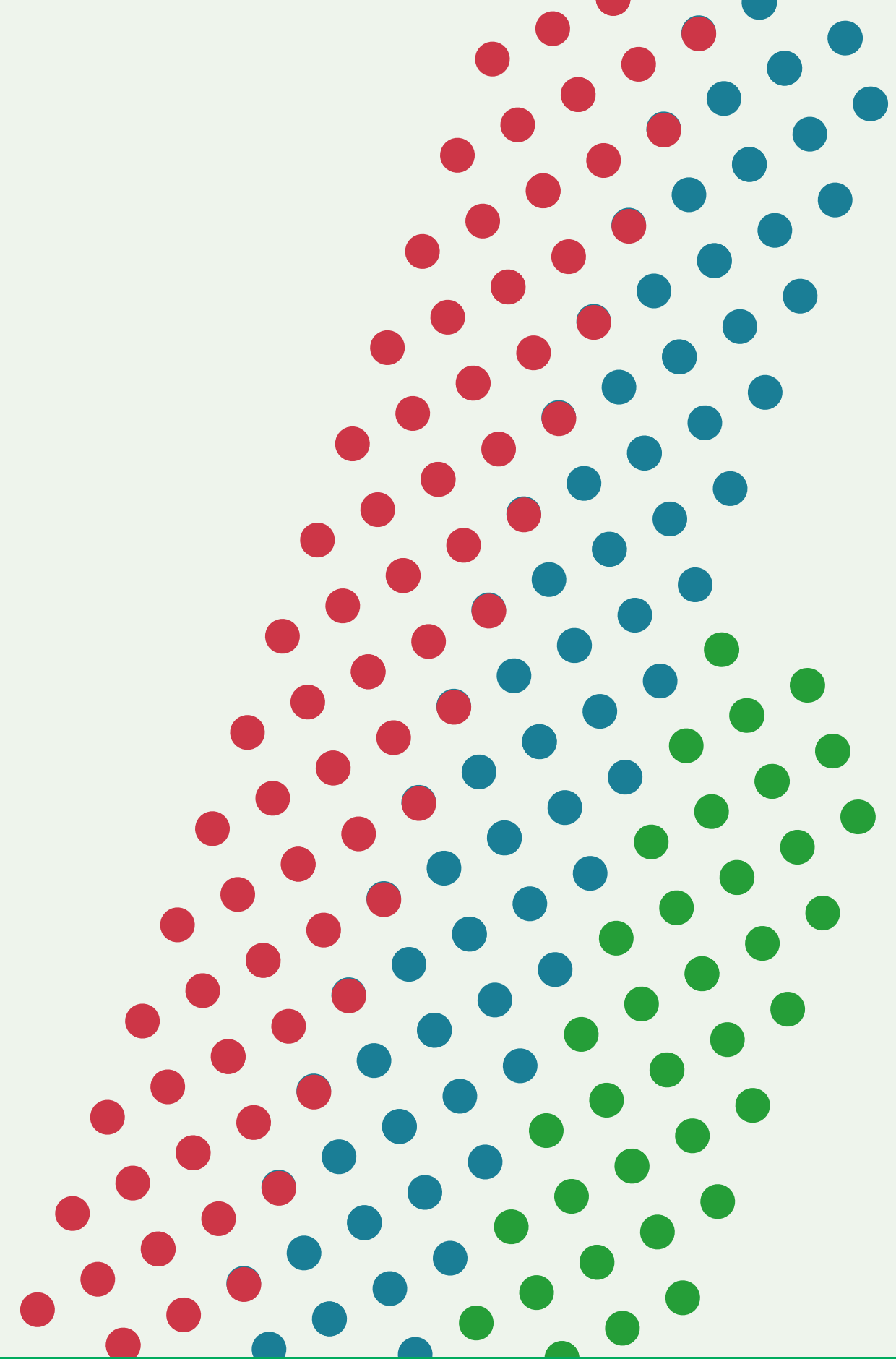
Conclusion

- Nothing in this book is set in stone
- Follow your DNA/trust your instincts

Three Simple Rules:

1. Love Your Family
2. Work Hard
3. Pursue Your Passion

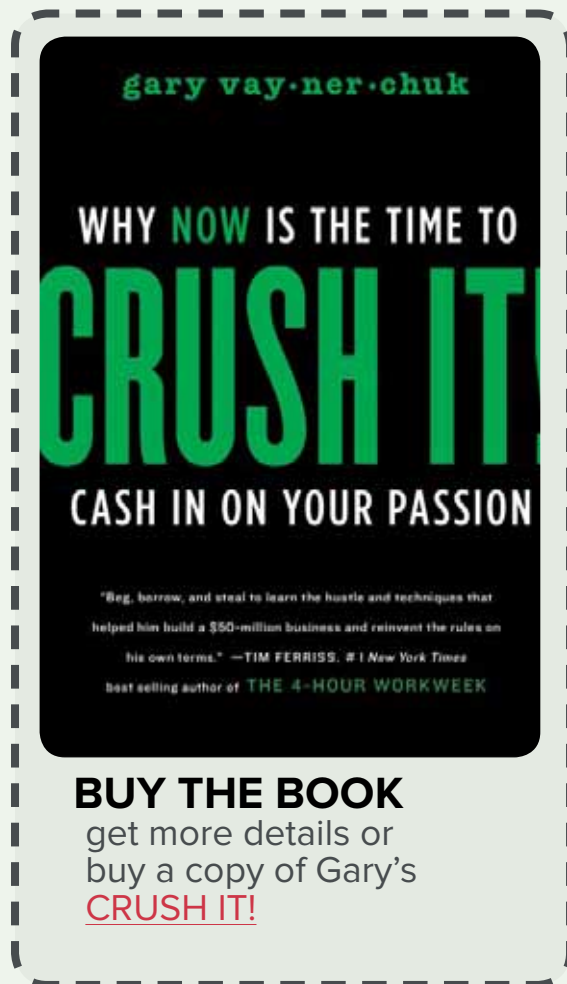
- Regardless of changes in platforms, these rules never die



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Classroom guide by the Vaynermedia team and Alex Mann.

E-Book and guide designed by Chris Whitmore.



Gary Vaynerchuk

Gary has captured attention with his pioneering, multi-faceted approach to personal branding and business. In [CRUSH IT! Why NOW Is the Time to Cash In On Your Passion](#) he shares with business owners how they can boost sales using the internet. He shows audiences how to find their passion, then step by step how to turn it into a flourishing, monetized business.

Find Gary on [Facebook](#), [Twitter](#) and [Tumblr](#). Find [Vaynermedia](#) on [Twitter](#) and [Facebook](#).

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