



Crush It!: Why Now Is the Time to Cash In on Your Passion

Gary Vaynerchuk

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Do you have a hobby you wish you could indulge in all day? An obsession that keeps you up at night? Now is the perfect time to take that passion and make a living doing what you love. In *Crush It!* Why NOW Is the Time to Cash In on Your Passion, Gary Vaynerchuk shows you how to use the power of the Internet to turn your real interests into real businesses. Gary spent years building his family business from a local wine shop into a national industry leader. Then one day he turned on a video camera, and by using the secrets revealed here, transformed his entire life and earning potential by building his personal brand. By the end of this book, readers will have learned how to harness the power of the Internet to make their entrepreneurial dreams come true. Step by step, *Crush It!* is the ultimate driver's manual for modern business.

Crush It!: Why Now Is the Time to Cash In on Your Passion Details

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WhatIReallyRead says

Don't let the title mislead you. I know how it sounds, but it's not *that* kind of book.

I'm no stranger to Gary Vee. My partner is Gary Vee's die-hard fan, so he made me watch some of the countless youtube videos. I decided to pick up the book to understand the appeal.

THE POINT.

The author does have one. It can be pretty much summed up as follows:

- 1) **Work hard.** Work a lot. Work 16 hours a day every day, until your veins pop and your heart stops.
- 2) Enjoy it.
- 3) Be **patient** & adaptable - and the result will come. Not in 6 weeks or a few months, but rather in a few years or a decade. But if you're good at what you're doing, and you do it a lot, you are guaranteed to succeed.

This is the kind of message I can get 100% behind. It's not the typical self-helpy bullshit you might expect after reading the title. It's not the usual "you're a special snowflake, so just repeat mantras about your own awesomeness for 12 hours a day and the Universe will give everything to you". **Gary Vee is telling you to work your ass off.** Forget 4-hour workday. Forget weekends.

This is why he's emphatic about making your passion your job. For the sole reason that **if you don't love it, you won't be able to work on it 112 hours a week**, holding nothing back.

THE STYLE

Gary Vee is notoriously **loud** and unafraid to use colorful language and make bold statements. It's **not for the sake of being obnoxious**, it's just his style. He absolutely believes in what he says, and is being honest. He's ranting and getting pumped while at it.

I think some people will find his style to be annoying, some will love it, as for me - it left me largely unimpressed.

THE CONTENT

"Crush It!" contains some of Vaynerchuk's backstory (which I found very touching), his general views on organizing your life and your business, approaching work, etc. And then a large portion, at least a half I think, was dedicated to specific tools on the Internet and social media that you can use to grow your business. Needless to say, it was very outdated, since the book was written in 2009. It's laughable to me now that he had to spend so much time convincing us that Twitter is important :D

THE EXECUTION

This, I have to say, was **poor**. Books are obviously not Vaynerchuk native media. I'm sure he only did it to be represented in this way as well.

He confessed taping it, than having a ghost writer give it some shape and make it into a book. Then he read that back to us in a form of an audiobook. And it read accordingly. It had **no thought-out structure**, no balance between the timeless "backstory" and "approaching business and life" parts and fleeting "specific tools on the Internet and social media" parts. That's why the book seemed so outdated. If he put more thought into this, this could be avoided almost completely.

Most of all, it read like a rant. Or rather, **it was a rant**. If you haven't told me it's an audiobook, I could have easily taken it for Vaynerchuk's podcast or videoblog. It has exactly the same flavor as everything else Vaynerchuk does. He's a rant guy. And **he's getting soooo pumped! I couldn't count the times he said "I'm going off the script here" :D** Which was part endearing, part funny, and part telling to the fact that books are not for him. He can't write something and leave it. He's fluid and books aren't.

THE FLAW

Vaynerchuk is such a passionate guy, he forgets that not all people do have a passion. I'd say, a lot of people aren't particularly passionate or knowledgeable about anything. And his advice to drop the job you hate and do what you love falls flat here. It's not about "figuring out" your calling. It's about getting one. Because most people don't have a calling. Your awesome skills are not sitting somewhere waiting to be uncovered. They don't exist. You need to create them first. And to acquire skills you need to be interested. And how do you become interested if you don't particularly care about anything?

THE CONCLUSION

Gary Vee is a great guy. I like him. He's a charismatic persona, entertaining to listen to, I love his passion and his messages.

However, **I would not recommend this book**. It's not good and it's outdated. I do recommend you to check him out - but in a different way. **Better visit his Youtube channel**.

Q.T. Pi says

I'm trying to turn my hobby/passion into a full time job so this work really hit home for me. At times it felt like it was more motivational/self help focusing more on putting yourself in the right mindset but there was some actionable advice like staying on top of/ahead of changes in your industry, focusing on building your brand after you decide to pursue your passion and finding the right community.

Kelly Newton says

I avoided this book for a long time because I expected it to be about money money money. To my surprise though, it wasn't about that as much as I expected.

I'm working toward making a brand for myself, but my motivation is not money. And, Gary makes a HUGE deal on following your passion and living your passion and sharing your passion (and of course, cashing in on your passion) but never wasting your life on something that isn't your passion in order to make money. This book gave clear and practical tips in order improve your social media interaction. There are several tips I could start immediately with relative ease. I was also surprised that I had already taken the first step in the

majority of his tips, and I just need follow through and improvement.

I would recommend this book for some practical tips on social media. This wasn't a pep talk with no substance, there really were some great tips from an established business person about what works and how to work it.

It's also a reminder that every one of us can really take charge of our careers if we choose, we just have to work hard and always keep learning.

Wayne Marinovich says

Outstanding book. Some won't like Gary's direct approach to things but they will still get value for money. It's a changed world out there and if you are not changing and moving forward, you will be left behind.

The world won't come to you, you are not that big a deal. You have to chase the world you want. Crush it will help you.

Irisroig says

(2.5)

Chad Warner says

Gary Vaynerchuck is widely considered a web celebrity and social media expert. He used social media and online video (WineLibrary TV) to gain incredible exposure and propel his wine business to unprecedented success. Gary's secret isn't social media, however; it's his passion. Social media is just the tool he uses to share his passion and connect with others. As he states in chapter 9, the best marketing strategy ever is simple: care.

The main premise is that life is too short to do work that you don't enjoy; you need to follow your passion. Thanks to modern social media, you can connect with others who share your passion, no matter how obscure it is. Participate in the community around the topic you're passionate about, and with time, your personal brand will be valuable enough to monetize and do what you love full time.

Of course, it's everyone's dream to follow their passion; to do the work that doesn't even seem like work because they love it so much. Sadly, only a small percentage of people are able to make a living that way. By following the advice and examples from the life of Gary and others in this book, I really believe it's possible to "cash in on your passion."

I read this book to learn how to build my personal brand and promote OptimWise with social media. I feel like I've gained a better understanding of the overall role of social media in branding and community-building. Gary also motivated me to keep up my efforts, warning that it takes a lot of time and hard work to see results.

Speaking of hard work, Gary states several times that he spends hours a day online, reading blogs, tweets, and forum posts, and responding to email. He believes it's necessary to put this much time into community

participation, and says there's plenty of time for it if you stay up until 2 or 3 AM. This is one place Gary's being unrealistic; most people are not able to function on so little sleep, let alone have enough energy to "crush it".

I highly recommend this book to anyone ready to stop working for The Man and start creating their personal brand. Gary doesn't just wax poetic about social media or his life story; he provides practical tips to follow. Chapter 10 and the appendix contain checklists for building a personal brand, and they walk you through identifying your passion, creating your personal brand, creating online accounts, becoming part of the community, and monetizing.

A great summary of the book comes from the end:

"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 the small stuff. In valuing legacy over currency."

Notes

Branding

- You need to develop your personal brand, regardless of your job or industry.
- Use the Internet to build brand equity, not just to sell.
- Personal and professional brands are merging; don't try to maintain separate personalities. Be honest, trustworthy, and transparent. Think of personal branding as a friendly lunch interview where you share both the personal and professional parts of your life.
- Brand building is a marathon, not a sprint. It can takes months or years to see results; don't give up too quickly.

Content and community

- Embrace your DNA (your passion; what you were born to do) and create awesome content. People will find and follow you.
- Storytelling is the most underrated skill in business. People want to be told what's good and valuable, and that you can give them something not everyone can appreciate.
- Great content results from using the right medium (text, audio, video) and the right topic (what you're passionate about and expert in, told as a story).
- The best business question of all time: What can I do for you?
- Become a part of your topic's community by finding and participating in online conversations.

Websites and social media

- Your website should include call-to-action buttons to encourage people to connect with you, and share buttons to share your content with their friends.
- Treat your blog as your home, and use social media to lead people to it.
- Automatically post to multiple platforms using Ping.fm and TubeMogul.

Monetizing

- Don't monetize until your brand has attention and stickiness, and you have a community.
- Monetize with advertising, speaking, affiliate programs, retail, selling articles, and consulting.

Alice says

I will now save you \$10.99:

1) Figure out what your passion is. Examples from the book: wine, baseball cards, worms, gardening, accounting, candy, soccer, marketing, business development, tech. (My current passions are Diet Coke, Fringe, and napping, none of which I think I can monetize.)

2) Come up with a catchy name and register it on every social media site.

3) Write a bunch of tweets/blog posts or make video blogs. Work your ass off (he suggests not spending any time with your family-- although he says "Family First" is his primary principle, he also advocates blowing off your kids and SO to work) creating content and promoting it.

4) ?????

5) Profit!

Vaguely inspirational pablum from a dude who has remarkable charisma, drive, and passion, something which differentiates him from 99% of the people who will read this book. If you read his blog, or pretty much any "inspirational" business blog, you do not need to read this book. Since his tactics won't work for 99% of people anyway.

I read this as a case study for my dissertation, but since it's not a school book I'm counting it in my total (unlike Aihwa Ong's Neoliberalism as Exception, which I read yesterday and which is really terrific).

Manpreet Kaur says

Read this in one sitting. Practical, to the point advice... written in a mesmerising manner... you won't be able to put it down. You will feel the urge to work on your passion once you're done with it. A must-read.

Jeff says

I heard many good things about Gary Vaynerchuk and when I did finally get my hands on Crush It I was looking forward to learning more about how Gary built his empire.

Gary has put together a book with advice that sounds great from a stage but is hardly something you would want to put into action.

Including, "What kind of business did you plan on starting, a mediocre one or one that's kick-ass? You know the answer."

Or, "It's never a bad time to start a business unless you are starting a mediocre business"

Or this recommendation, “Do what makes you happy, keep it simple, do the research, work hard, look ahead.”

Gary tells us how he got his start in business selling baseball cards and realized that he had chosen the wrong cards to get his business started. So he “adjusted, repricing every card...for less than anyone else was selling them.” Gary says that he learned one of his first lessons in business---scarcity breeds desire. Unfortunately the law of scarcity is when something wanted is in limited availability, not a cheap price. Maybe Gary meant the Least Cost Rule of Economics, all things being equal and actors rational, the actor will chose the lowest cost.

The best advice Gary gave was, “My secret to success is just one guy’s way of doing things...but don’t do things my way” I agree.

Clearly I am not the target audience for this book

I am not questioning Gary’s success or his ability to give exciting and motivational speeches, he is very engaging. However, I am not sure this book is anything more than a motivational speech and personally I would rather hear Gary speak than have read the book.

Natalia says

I was on page 26 of 100 non-appendix before the author started actually started giving the advice the book was about. The prior 25 pages (a full quarter of the book!) was a sales pitch for how the book would change your life. What the heck do I need a sales pitch for when I am already holding the book in my hands?

Vaynerchuck is going for some weird work-as-leisure premise, where if you are "living your passion" you don't need to look forward to vacations, or hobbies or anything, because you will genuinely want to work all the damn time. This does work for some people - I certainly know people who are wired to want to work that way. Then there are people like me who like work time, like leisure time, but want to keep the two distinct. To me, turning a hobby into a business is a sure fire way to lose a good hobby. The whole joy I get in my leisure activities comes from the fact that I *don't* rely on them for my livelihood. If I make a mistake while I'm knitting, if I have an off night dancing, it doesn't matter - and I love that freedom. Turning it into a job would destroy that for me.

I am one of those rare people who love my current job. I look forward to coming in every morning, I enjoy what I do, and feel like I'm really accomplishing things every day. And yet, I still like to go home at night and leave my work behind. The author has not managed to convince me otherwise, sorry.

He makes a claim that his advice is just as useful to people who are working and happy as by people who want to start their own business, but I really didn't find that to be the case. The book has a sprinkling of decent, even pretty good advice, but it's just so unfocused and padded with tangential anecdotes and baiting people with big hopes... I just couldn't take it seriously.

Davy says

This was one of the business books I would say falls under the umbrella of the books I've read a few years too late, in this case, I think I could have skipped this book. The most interesting parts were about how Gary Vee got started and what made him who he is, which is why I wanted to read this in the first place. The more tactical parts of this book, by nature of being published 8 years ago, has changed and were no longer really useful.

Still, I would recommend this for anyone looking to start their own ventures or looking to take their personal projects to the next level.

Klinta says

This book is out of date. I don't need convincing that internet and social media is the future, because I live in the future. And that is pretty much all the book is about. It just rattles on about the internet being awesome, you needing to register everywhere, working hard and seeing the results. And then someone notices you and before you know it, you are rich. (See, you don't need to read the book anymore!)

Some ideas might have been good (and to be honest, I don't really know how fresh they were at the point of writing this book, the author might be a visionary but might be just an ordinary person with a book deal), but they have become the "normal" at this point in time. Just as some things that the author writes about are simply not true anymore - he is not lying, things have simply changed.

I heavily disliked the author's disregard for analytics and statistics. I understand what he said - statistics don't tell you who is watching, meaning, how powerful that viewer is. It might be a toddler, it might be a CEO. But that does not change the fact that analytics and statistics are important and you cannot just decide that Elon, Mark and Richard are in between those 7 viewers you have. And even if they are, that does not mean anything yet. Until they act upon it (in this book's sense - offer you a deal of some sort), they are still just viewers.

I also had a problem with the following quotes:

"Who needs focus groups or even Nielsen ratings when you can simply tweet out the question [..]"

"Google and YouTube are reliable ways to get information[..]"

Even implying that opinions are just as good as facts are terrible. Surely at the time, this book was written, it had not grown into a massive problem, but now it is. If we suggest that something is a good way to gain information, we also need to point out the accuracy of the information and how trustworthy the source is (because Google and Youtube are not sources, they are tools, so some sort of disclaimer should be in place to prevent the 'if it is on internet, it must be true' attitude).

And last, but not least - this book was stretched beyond measure. The pages were too big as was font, making the book longer than it actually is. I didn't know if I should give it one or two stars because something definitely stuck.

Amir Tesla says

Do you want to make money out of your passion? Even passions like playing games, loving chocolate or cultivating veggies? Well, here's the recipe.

Anita Campbell says

I know this book has been wildly popular, and Gary V has many fans. I happen not to be a huge fan of his style, either in his videos or this book. I think his excited, sometimes over-the-top style that focuses on HIM, has to appeal to you. It's not my style.

This book is very much about Gary and HIS successes -- not necessarily the kind of information that others can easily apply to their situations. The reality is, most of Gary's successes won't be replicable by the typical entrepreneur or small business.

Here's why: Gary started with a lot of advantages other entrepreneurs don't have. He started with an existing family business behind him. Quite simply he got on the social media (particularly video) bandwagon at just the right time, and was able to make a name for himself. He paints the picture of himself as an entrepreneur role model. However, had he not had his family business behind him, and had to struggle just to survive each day like most entrepreneurs, I doubt very much that he would have had the time and money to explore social media as he did. He would not have had such a fast rise.

He's very good at promoting himself. I actually admire people who are good at that, so the self-promotion doesn't bother me as much as the lack of real substance in the book that you can put to use in your own situation.

That said, there is some value, especially for someone who knows little about social media and wants a rundown of various social sites and to learn a few techniques. But there are better books out there for that. I don't think the value warrants the hype around this book. It's a pretty average business book about social media. What sets it apart is the personality and visibility of the person who wrote it. If you want a dose of Gary V. and his style appeals to you, this book will be perfect for you. Just keep the rest of your expectations in check.

Dane Cobain says

This book would have earned a 5/5 if I'd read it a year ago, before I'd followed the advice that it preaches off my own back. That's because it's all about giving you both the inspiration and the advice that you need to make a career out of something you love, and I'm now doing exactly that. I'm making more money while I'm at it, too.

I think this is Vaynerchuk's first book, but it's still up there with his new releases. That's because he doesn't

talk about specific platforms, focusing instead on the overall strategies that will help you to achieve your full potential. In the age of the internet, anyone can make a business out of something they're passionate about – as long as they put the time in.
