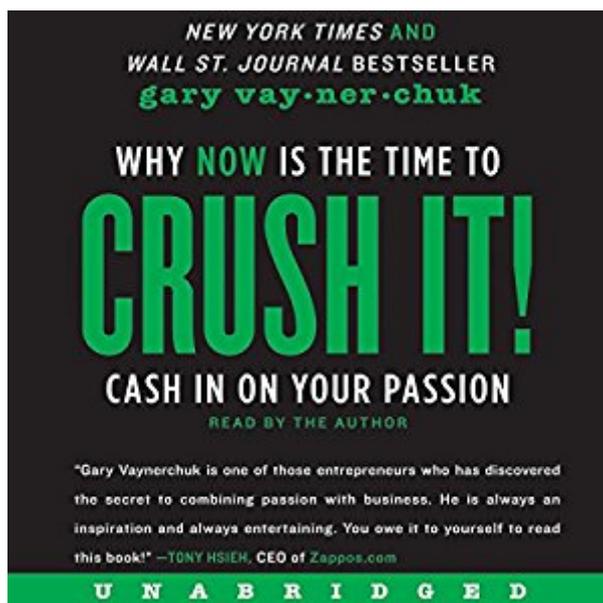


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# Crush It!: Why NOW Is The Time To Cash In On Your Passion



## Synopsis

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. --This text refers to the Hardcover edition.

## Book Information

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## Customer Reviews

I recently started to really dive into Gary Vee's universe and have all four of his business books now and decided to start reading them chronologically. This is a great book with tons of real examples of what he's talking about and how to execute his advice. I love the simplicity of his message and his approach. The best stuff is never complicated. The guy is sincere and knowledgeable and thinking of the future at every turn. Read this book because it's more timely than ever and I don't know anyone that can navigate the world of social media better than Gary Vee.

If you have a true passion - something that you think about eating, breathing, sleeping - than you will be able to be successful in life and in business by applying the ideas in this book. Personally, I love Gary Vaynerchuk's own passion for life and teaching and inspiring others. I love his style and his authentic delivery. I read the VOOK version - with videos embedded on my Kindle - awesome because you get to actually see and hear real life examples of what Gary and others are doing. I like him as a person. Here's one of the first things he says in the book, "Well, my secret is that I live by three pretty simple rules: Love your family. Work superhard. Live your passion." (location 38). It's difficult for me to take advice from someone I don't respect. Gary Vaynerchuk, I can respect. I love what he has to say about being yourself: "Embrace your DNA, be yourself, put out awesome content, and people will be interested in what you have to say. Believe me, if you're that good, people are going to find you, and they're going to follow you, and they're going to talk. And getting people to talk is the point." (location 384). Social media is a great interest of mine. I like being connected with people. I like it all: Facebook, Twitter, Pinterest, LinkedIn, etc. So maybe Gary Vaynerchuk was preaching to the choir here a little bit because I really agree with everything he talks about. It's free. It's easy. It's easy to get your name/brand/passion out there. He says in his conclusion that "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." (location 1264). If you are a brand or a business or an entrepreneur or want-to-be, do yourself a favor, read this!

If you have ever wanted a cheerleader for making a business on the Internet, Gary Vaynerchuk is your guy. In *Crush It!*, Gary states, no, evangelizes his case for following a dream and making the jump to Internet business. The force of his personality leaps from the page, energizing the reader to absolutely believe they, too, can "crush it". Gary immigrated to America with his parents from Belarus when he was three. From an early age, he began selling. He sold baseball cards, building a small empire at his school before branching out to trade shows and the mall. His success was cut short when he turned fifteen and started working in the family wine shop. Even though he couldn't drink the wares, he studied the wine guides and magazines to learn the lingo and be able to convince shoppers who came in for a bottle to take home a case. Then, during college, Gary discovered YouTube. Embracing the videos and convincing his father to let him, he started an Internet TV show dedicated to wine. Gary, who wasn't happy being stuffy and pretentious like other wine critics. He used his personality and "earthy" ways to describe wine (including a NY Jets spit bucket)

in a video blog. In a few short months, sales increased over 500%. Vaynerchuk is convinced everyone can accomplish the same exciting feat of building an online brand and attracting a large following. From there, dreams come true (his dream is to buy the Jets and I believe he will somehow pull it off someday). Through out the book, as he discusses his beliefs on building an online business with the devotion most reserve for sports teams. His energy is infectious. While light on detail, Gary lays out some of the methods for creating an audience. He discusses the importance of building a brand, creating great content and being available on every platform. What's is most valuable, I believe, is his energy on the subject. He literally jumps off the page to motivate and make a believer out of the reader. The first time I read *Crush It!*, I was put off by the enthusiasm. This time through, however, it infected me and motivated me to start thinking about where my passion lies and how to leverage it. My only complaint is the lack of detail on how to get started. I was hoping for a little more concrete detail. This book doesn't have it, instead containing general concepts and discussions about some venues to be aware of while building an online empire. I had to go searching in other places to find the detail and mentorship I wanted. Still, Vaynerchuk is a pretty good cheerleader.

Is it fear, the unknown, where to begin, the troll voice that comes in your head and tells you that you cannot. How will you ever make a living out of your passions? Gary will share some thoughts and ideas how to crush it! Listen and read the full review at [The Hidden Why dot com](http://TheHiddenWhy.com). Leigh Martinuzzi - The Hidden Why Guy

Fun read, especially after reading #askgaryvee. I loved the Q&A style of that book so I bought this and *Jab, Jab, Right Hook* (have not read yet). Some of the stuff is a little dated because of the speed in which social media changes (hence the MySpace stuff), but the fundamentals are still there. Kind of want to create a blog - and buy some wine, too! Love watching Gary on YouTube now.

I read it and ordered another 15 copies for people I work with. It's a very easy read and inspiring. You don't have to be an entrepreneur to appreciate this book, and it will help you reflect on finding your passion and get moving--to wherever that is for you.

Hands down the best book if you want to take your life to another level. Gary Vaynerchuk has been one of my favorite influencers / motivational speaker of all times. It will take you from the basics of improving your productivity to getting your own personal brand and taking advantage of social

platforms to increase sales or recognition (Branding).\*If you are looking for an excuse to build your brand or just building an empire for your life, you have to get this book.

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