

Crush It! Why NOW Is the Time to Cash In on Your Passion, Gary Vaynerchuk

A checklist of all the steps you want to take as you build your personal brand:

1. Identify your passion.
2. Make sure you can think of at least fifty awesome blog topics to ensure stickiness.
3. Answer the following questions:
 - *Am I sure my passion is what I think it is?
 - *Can I talk about it better than anyone else?
4. Name your personal brand. You don't have to refer to it anywhere in your content, but you should have a clear idea of what it is. For example, "The no-bs real-estate agent," "The connoisseur of cookware," "The cool guide to young-adult books boys will love to read."
5. Buy your user name---.com.
6. Choose your medium: video, audio, written word.
7. Start a Wordpress or Tumblr account.
8. Hire a designer for your website.
9. Include a Facebook Link, Call-to-Action buttons, Share Functions, and a button that invites people to do business with you in a prominent place on your blog.
10. Create a Facebook fan page.
11. Sign up for Ping.fm (if you're doing written blog) or TubeMogul (if you're doing video) and select all of the platforms to which you want to distribute your content. Choosing Twitter and Facebook is imperative; the others you can select according to your needs and preference.
12. Post your content.
13. Start creating community by leaving comments on other people's blogs and forums and replying to comments to your own comment.
14. Use Twitter Search (or Search.Twitter) to find as many people as possible talking about your topic, and communicate with them.
15. Use Blogsearch.Google.com to find more blogs that are relevant to your subject.
16. Join as many active Facebook fan pages and groups relating to your blog topic as possible.
17. Repeat steps 12 through 16 over and over and over and over and over.
18. Do it again.
19. And again.
20. When you feel your personal brand has gained sufficient attention and stickiness, start reaching out to advertisers and begin monetizing.
21. Enjoy the ride.

Create a business that creates wealth and happiness, with your passion and willingness to work.

You may not have connections, or an education, or wealth, but **with enough passion and sweat, you can make anything happen.**

My secret is that I live by *three simple rules*: 1) Love your family... 2) Work superhard... 3) Live your passion.

You spend so much time at work, why waste it doing anything other than what you love most? Life is too short for that.

The internet... It makes total sense that if this is where the eyeballs are going, this is where business has to go. Money goes where people go--where there is an audience, advertisers are eager to follow.

EVERYONE needs to start thinking of themselves as a brand. It is a necessity.

Skills are cheap, passion is priceless. If you're passionate about your content and you know it and do it better than anyone else, you have the potential to create a million-dollar business. #PassionIsContagious

If you learn to tap into everything the digital world has to offer, you can turn water into wine--- you can build a business that makes a crap-load of money, and still be true to yourself.

--Learn to navigate the waters of social marketing to build a business and promote a personal brand based around what you love most, and you will only be limited by how far you want to sail.

There is no excuse for anyone living in the United States or anywhere else right now to slog through his entire life working jobs they don't love for a paycheck. The internet makes it possible for anyone to be 100% true to themselves and make serious cash by turning what they love into their most personal brand.

I know from experience that people want to be told what's good and valuable, and that they enjoy feeling like they've been turned on to something not everyone can appreciate.

~never about selling, always about building brand equity.

Developing your personal brand is the key to monetizing your passion online.

Your business and your brand need to be one and the same.

The most successful entertainment figures in the world are personal brand geniuses, like Oprah, Howard Stern, and Emeril; They **built their empires out of being who they are and never backing down from it.**

I advise people to ignore the quantity of people following them and focus on the quality of their interactions with those followers-- it's a lot more indicative of how well their brand is doing.

Where the eyeballs go, opportunity follows.

The means to execute your brand is through **your Personality!**

My popularity stems from the fact that I know what hell I'm talking about, and that I'm honest.

For all my charisma and entertainment value, **if the content I was putting out wasn't any good and couldn't be trusted, no one would be watching.** No one.

So no matter how you shape and color your personal brand, honesty has got to be at your core.

All I'm doing on my blog is being myself and voicing my opinion loud and clear. When you launch your videos, blogs, or podcasts, you're going to do the same. That goes for everyone, including those of you who are used to keeping information close to the vest (or else you will lose).

When you're thinking about your personal brand, you'll crush it as long as you **concentrate on being yourself.**

Your brand will be unique/interesting because you are unique/interesting. Don't put on an act.

If you can write, do a written blog. If you're good with talking in front of a camera, create a video blog. Follow your strengths. Find a medium that speaks to your DNA.

Embrace your DNA, be yourself, put out awesome content, and people will be interested in you. 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 whole point.**

Leveraging social networking platforms into your effective conduits is all about building word of mouth. The internet (social media) have pumped word of mouth up like it was on steroids.

How the Momentum Begins:

If she's got a twitter account, she can tell five thousand people that she just read your hilarious blog post about breeding Siamese cats. Chances are superb that a good percentage of them are going to be curious enough to check out your blog for themselves. If they like you, many will turn right around and repost your reader's comment to all of the people following them.

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We're living in a world where word of mouth is allowing content to travel faster and further than ever before.

It's passed around and around until finally it falls into the right hands.

The old institutions are sinking because the readers are going online, which means that the ad money is going online.

Look, financial security is important, but if you love sneakers and you know more about them and are more passionate about them than anyone else on earth, you can make money talking about them. I believe that with every ounce of my soul.

To monetize your personal brand, two pillars need to be in place: product and content.

Your product should be whatever you're most passionate about.

The substantive quality of what you put out (content) counts in a major way.

Great content is what's going to draw eyeballs to your blog ---- passion+expertise

I'm convinced that if something is your true passion you can find five hundred things, interesting things, to say about it.

Great content is also about telling stories. Tell me the story of ____, not just that this is a great product. Make me care about it as much as you do.

Tell me your story, and if you're good, I'll come back for more. Then I'll tell my friends, and they'll come. And where my friends and I go, the dollars (ad revenue, sponsorships, and invitations to broaden your platform) will follow.

Whoever is the best communicator will win.

You can monetize any passion, but **the level at which you can monetize will be affected by:** the size of your niche, and whether you are able to differentiate yourself enough from the other players in it.

Figure out what your best means of social media communication is; video. audio. written word.

There are people who belong in front of a camera, there are people who belong in print, and there are people who belong on the air.

Everybody can make \$40,000 to a million, so long as they can nail the correct combination of their medium and passion.

Know yourself, Choose the right medium, choose the right topic, create awesome content, and you can make a lot of money (being happy).

You're going to work your content in two ways.

1st) creating it, posting it, and allowing people to come to you.

2nd) use it as a lasso through comments on other people's content that relates to yours, inserting yourself into existing conversations and actively creating reasons for your audience to come to you.

To my mind the most effective content medium is video. It's just easier to grab people's attention and draw them in. Letting people see you is a major plus when you're trying to sell a personal brand.

When you're working your butt off to bring community to your domain, it's so that they will click on one or several of these buttons ("Subscribe to Email", "Follow Me", "Become a Fan", "Buy My Book").

The most important thing to remember is to be authentic, to be yourself. That authenticity is what will give you your greatest chance of success.

Twitter is the most powerful brand-building tool in your toolbox. It has incredible endorsement power (when someone re-tweets what you say).

You want to build a brand, sell a product, find a job? Get those intentions on Twitter, and you'll be amazed at how people respond.

Use Twitter the same way you use your cell phone or a GPS- it's one more tool to get you closer to the people and places you need.

[Search.Twitter.com](https://search.twitter.com) is the most important site on the Internet. Go to search.twitter.com and enter the word *headache*. You can now see that twenty people in the last three minutes have used the word *headache* in their tweet. This is great for headache pain-relieving medicines to be promoted to people directly. Give her a free sample. Most people will jump on the chance to get a free product. ... If I do another search for *thirsty* I find that fifteen people in the last twenty-three minutes have said they're thirsty. This is a golden opportunity for someone in the sports drink business, or the bottled water business.

Your content permanently resides on your website, and you use Twitter-Facebook-Instagram-Tumblr to distribute your brand and bring eyes back to your site.

If you can use all your social platforms together properly, they can turn you into a force to be reckoned with.

There are a lot of people who have good content, and everyone has the same access to the same social media tools as you do. What they don't have makes all the difference. After all, lots of people play the piano, but not everyone can be Billy Joel. **#AUTHENTICITY**

Being authentic, and being perceived as such by your audience relies on your ability to ensure that every decision you make when it comes to your business is rooted in being true to yourself.

There's nothing scripted and nothing staged about my blogs, I always do only one take. No redos, no tweaks.

Your authenticity will be at the root of your appeal.

I've said over and over that if you live your passion and work the social networking tools to the max, opportunities to monetize will present themselves.

In order to Crush IT, you have to be sure your content is the tops in its category.

Someone with less passion and talent wins if it works longer and harder. Hustle it is.

The only differentiator in the game is your passion and your hustle.

The passion and love for what you do will enable you to work the hours necessary to succeed.

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You'll lose track of time, go to bed reluctantly, wake up in the morning excited to do. You'll be living and breathing your content, learning everything you can about your tools, competition, and talking nonstop with other people interested in the same thing you are.

Patience is the secret sauce. If you're patient you'll be more likely to plan and prepare and make sure everything is in place before making the big moves that are going to monetize your brand to the fullest.

You have to think about building your brand in terms of a marathon, not a sprint. It will take longer to see results, but in seven or nine or fifteen years you won't crack. You'll still love what you're doing.

What exactly are you going to be doing that's going to be so time and labor intensive? You'll be studying your topic, researching your platforms, drafting your content, and creating a community.

Creating community. That's where the bulk of your hustle is going to go and where the bulk of your success will be determined. Creating community is about starting conversations.

You know how to solidify your fan-base? PAY ATTENTION TO THEM. **Little gestures to your fans go a long way with keeping them loyal!**

Your audience joins your fan page. They comment on your blog. They tweet your posts. And slowly but surely their friends take notice, and start doing the same. And suddenly your little community explodes into a major metropolis of people.

Don't get obsessed with how many friends or fans are following you. What is important is the intensity of your community's engagement and interaction with you.

If your content is making people talk you're going to see more people show up to your party. As long as your audience is growing modestly, you're doing what you're supposed to do.

It's an amazing thing to know someone gives a crap about what's going on in your world, your life, your brain. Don't take people for granted.

CREATING REVENUE (\$)

Up until now you've been focusing on building your brand by creating killer content and getting that content some traction by building your community one e-mail, one comment, one tweet, one status update at a time. Once you've grown to a point where your brand is sticky, you can start to actively create revenue streams.

Let me just say that, the longer you hold out to monetize your blog, the better. When you're ready, the opportunities to monetize your brand will blow your mind.

If there's an active, energetic, passionate community spending time on your blog, there is no reason on Earth why advertisers wouldn't want to spend a portion of all that ad revenue there too.

Revenue ponds to consider:

1) Google AdSense (allows Google advertisements related to your topic to be posted).

2) Classy banner ads (don't overdo it!).

3) Go to google.com and search your subject matter. And check every blog and website to see which companies pay for Google AdSense ads to be posted. Cold call every relevant company. They're all spending ad money on the web, why not spend it on you?

4) Affiliate programs: where you put a link on your site to another site that sells products, and if someone clicks through and buys, you get a commission. Affiliate marketing programs is Commission Junction and Amazon too has an extremely popular affiliate program. (Just do a google search for "affiliate programs" to find them;;; check out www.uncrate.com).

You're not going to want to do affiliate marketing with a company whose product you yourself would not buy.

5) Retail: develop a product to sell. Create a t-shirt for five bucks and sell it for ten. If you've got ten thousand readers or viewers, and maybe a thousand buy it, that's five grand.... And now you've got people wearing displaying your name, giving you free marketing.

6) Advertising redux

7) Anyone who is able to build ten thousand viewers is perfectly justified to reach out to the big boys. All you have to do is buy a stack of magazines on your topic, flip through the pages to see who advertises and then twitter or Facebook status out, *"Hey, ____, why are you spending fifty grand on a full page ad in ____ and getting little return on your investment when you could place something with me for just a couple of G's and get crazy ROI?"*

Start slow, build gradually. The money will come.

Adapt to change. If you thought your consumer was housewives but baseball watchers end up being your audience, adapt yourself to create products in-line with their attitudes. (Unlike Cristal who blew the opportunity to capitalize on rappers and urban culture drinking his champagne. Rightfully JayZ organized an effective boycott against the brand as a result).

Adapt and accept your consumers and audiences!

Thanks to social media, your story is going to get told, unfiltered, whether you like it or not.

Successful entrepreneurs are like good chess players. They can imagine the various possibilities ahead and how each one will trigger their next move.

Achieving 100 percent happiness is the whole point of living your passion, but to my mind that happiness is unachievable if you don't recognize that with every decision you make, you're building a legacy.

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Will this business make money? Yes? Good. Will I be proud how I made that money? Yes? Okay, let's do this. If the answer is no, I don't go there, ever. Legacy always wins.

No matter how big you get, every e-mail, every customer, every friend with whom you come into contact matters and deserves respect and attention. Not because you never know who's going to be a good resource for you, but just because if somebody takes the time to reach out to you, it's your obligation to reciprocate.

**Listen to your DNA. It will lead you into the right direction.
True success is in loving your family, working hard, and living your passion.
In telling your story.
In authenticity, hustle, and patience...
In valuing legacy over currency.**