



YOUR KINDLE NOTES FOR:

## Crushing It!: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too

by Gary Vaynerchuk

Free Kindle instant preview: <http://amzn.asia/6QaGfQK>

### 24 Highlights

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Highlight (Yellow) | Page 4

What worked for me won't work for you, however, and vice versa. That's why self-awareness is so vital—you have to be true to yourself at all times. What I can offer you is a set of universal principles.

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Highlight (Yellow) | Page 8

Desperation can be a great motivator, but it's a lot less stressful if you plan ahead so that you never know the feeling. 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. I think of the friends I grew up with who loved video games but whose parents forced them to stop playing because the games were new and scary and distracted them from their studies.

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Highlight (Yellow) | Page 10

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.

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Highlight (Yellow) | Page 17

It's a matter of survival to think beyond your current successes and constantly look for ways to create new ones so that you're never limited to any one platform or even one topic. How do you do that? By creating a personal brand so powerful that it transcends platforms, products, and even your passion.

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The Rock is not just a wrestler. A strong personal brand is your ticket to complete personal and professional freedom. I want you to become the Julie Andrews or Muhammad Ali of your industry. Of course, for this to work, you have to start with phenomenal talent. Unlike these celebrities, though, you won't need an agent to get you noticed by the right people and start making better money.

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Highlight (Yellow) | Page 22

Chart your path in the spirit of Crush It!, if not by the letter. You just have to make the choice to actually do it. I am so tired of excuses. Why not try something new? Be optimistic, exhibit patience, shut your mouth, and execute.

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Highlight (Yellow) | Page 29

They care, but not enough about what really matters. And what really matters is a pretty short list: intent, authenticity, passion, patience, speed, work, and attention.

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Highlight (Yellow) | Page 29

In business, the how matters, of course, but the why matters just as much. Maybe more. Why do you want to be an entrepreneur? To share your knowledge? To help people? To build something that leaves a legacy? To make a good income to give yourself and your family financial security and breathing room? To have fun with a creative outlet? To create community?

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Highlight (Yellow) | Page 30

This book features entrepreneurs at all levels of financial success and all stages of influence, but those currently at the pinnacle of both share three characteristics: A commitment to service A desire to provide value A love of teaching

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never felt like I was smart. I never felt like I had the intelligence, or the skills, or the experience, or the credentials. I didn't have any of that. So when I read that word, I thought, Yes! I needed to continue to deepen my level of care! When I would meet with these influencers, I would never ask for advice. I would just say, "I'm so curious to hear your story about how you became successful." And at the end of that I would say, "What's the biggest challenge you have in your business, or your career, or your life right now?" and listen. And they would tell me everything they needed. I said, "You need a sales guy? I've got three of the top ones right here. You need a programmer? I've got this person. You need a designer? I met one last week. He was great." I just became this connector to all the most successful people. I never asked for a job. I never asked for business. That one-word chapter confirmed that when we show up and we add value and we care, then we can learn how to make money around it later. But show up with value first. That is how I built the last decade of my

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There are three things working to my advantage in this regard: number one, I genuinely don't give a shit what people think, which allows me complete freedom to do and say what I want; number two, I care immensely what everyone thinks and will spend an insane amount of time responding to skeptics who take the time to tweet or comment their criticism, to help them see where I'm coming from; and number three, which might be more important than numbers one or two, I always respect my audience.

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time, if you don't love what you do, it's going to be very hard to stick it out. That is something that people don't understand when they hear, "Follow your passion." They hear rainbows, unicorns, bullshit. But the truth of it is that it's important, because if you don't enjoy what you're doing, you're going to be that much more likely to quit when

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Passion is your backup generator when all your other energy sources start to sputter.

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Highlight (Yellow) | Page 60

Being unafraid of making mistakes makes everything easy for me. Not worrying about what people think frees you to do things, and doing things allows you to win or learn from your loss—which means you win either way. Hear me now: you are better off being wrong ten times and being right three than you are if you try only three times and always get it right.

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Highlight (Yellow) | Page 84

because they had to convince the gatekeepers—the agents, the directors, the publishers, the music producers, the talent scouts—to give them the shot they needed to prove themselves.

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Highlight (Yellow) | Page 86

could completely destroy the myth of the overnight success. Put your stuff out in public so you have to live up to it. As long as it's valuable and you know it's true, don't judge it. Let the market show you whether you're good or not.

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olds. Simple: those thirteen-year-olds grow up to become eighteen-year-old entrepreneurs and twenty-five-year-old marketers. When I was twelve and dreaming of building businesses, no one knew what to call me. Entrepreneur wasn't part of our lexicon. Today, entrepreneurs are pop-culture icons, and the kids are growing up watching Shark Tank. Maybe I can help inspire them to get where they want to go faster. Maybe one day we'll do business together.

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chance to lip-sync or even perform their material. You could do the same thing with a funny skit, or a poem, or some other work. I've said it ad nauseam: the best way to reach out to a community is to become part of a community.

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music. Wanna hear me speak Russian? Check out my "Hustle" Musical.ly video. Also, see how I managed to link my ALS ice-bucket challenge to Gwen Stefani's "The Sweet Escape."

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Highlight (Yellow) | Page 204

FameBit, a marketing site where brands post offers to pay creatives to promote their products. He got paid around \$250 to cut open a Rubik's Cube, and then \$1,000 to cut open a mattress. "I thought we had it made. A thousand dollars, and we're just cutting open a mattress!"

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The good news, however, is that iTunes will open podcasting analytics, so podcasters will be able to see exactly where people pause, skip, or sign off within their content. This will be invaluable in helping you learn faster how you can better tailor your content to serve your audience what it wants.

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Highlight (Yellow) | Page 247

Your Flash Briefing will be a one-minute version of your one-hour podcast, a one-minute audio version of your eight-minute videos or live streams, or a one-minute selection of your pretty pictures on Instagram.

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Highlight (Yellow) | Page 247

Your one-minute audio tip of the day could be the thing that compels a person to put on your podcast during their morning commute instead of their usual NPR or

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Keep your content super brief. Make it native. Do not do what I did with my original podcast when I just transferred the audio from a video onto the podcast platform. Tailor your content to suit the reason people are coming, which is to get fast, easily digestible information nuggets. “Hey, Alexa users . . .” Make it the highest quality possible. I cannot stress how important it is that you not treat your Skill as a dumping ground. It’s great to collect the scraps from your other content so they don’t go to waste, but study each piece closely and use your imagination and creativity to craft something new and fresh

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