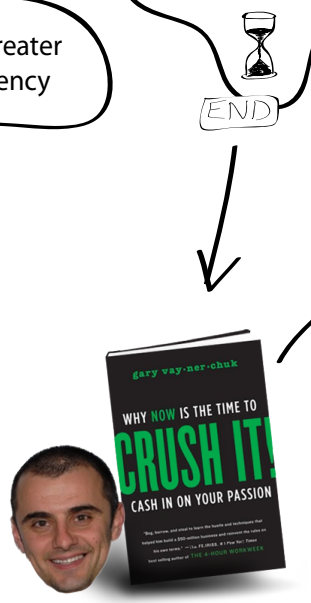
Gary Vaynerchuk's CRUSH IT! BookMap™



Roll With It

- Be Ready to Adapt
- Trendspotting
- Put Out Fires
- Shape your story

Legacy is Greater Than Currency

The Time is Now, The Message is Forever

Passion is Everything

- Love your family
- Social Media = Business. Period.
- Work Hard
- Live With Passion

Success is in your DNA

- You Gotta Be You
- Coming to America

Start Monetizing

Make the World Listen

Build Your Personal Brand

- Opportunity Lies in Transparency
- Word of Mouth on Steroids

A Whole New World

- Plan Your Future Now

The Best Marketing Strategy Ever

Care. =

Create Great Content

- Know Your Stuff
- Tell A Story
- Don't Lie To Yourself
- Choose Your Medium Carefully

Create Community: Digging Your Internet Trench

- The Power of One
- Next Steps

Keep it REAL... Very REAL

- Authenticity
- Invest in the Important Stuff
- Patience
- Hustle
- Hustle
- Hustle
- Hustle
- Hustle

Choose Your Platform

- Word of Mouth Power Moves
- Differentiate Yourself
- The Must Haves

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