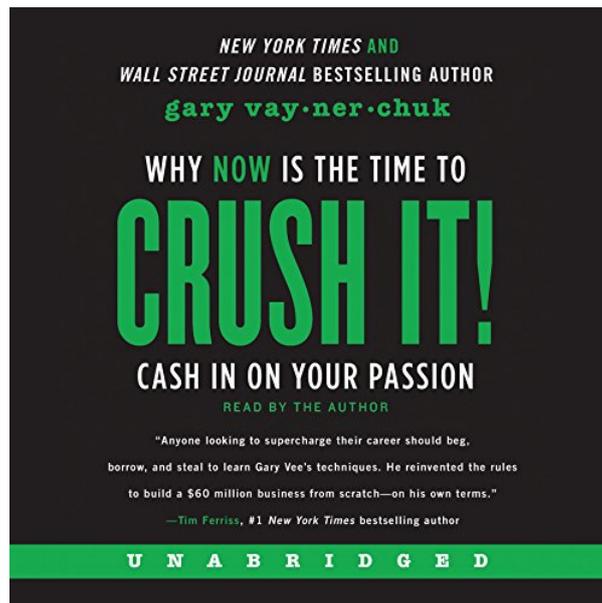
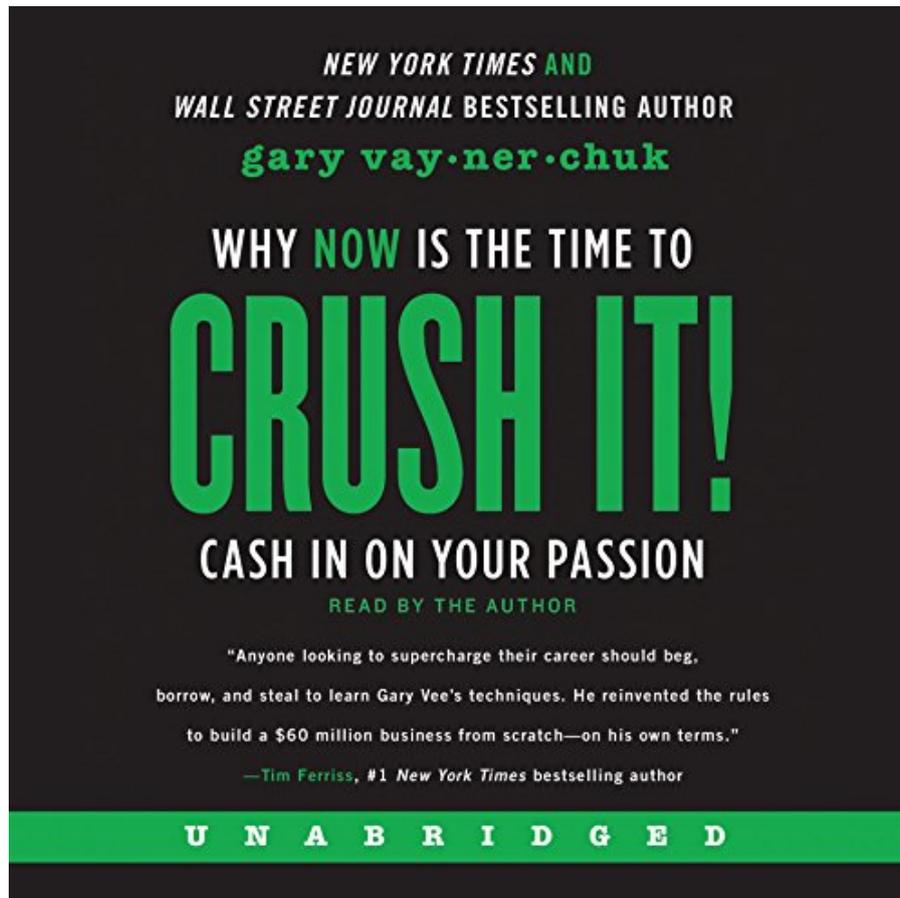


CRUSH IT! WHY NOW IS THE TIME TO CASH IN ON YOUR PASSION BY GARY VAYNERCHUK



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Amazon.com Review

The Story Behind Crush it!

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[*Read by the author - Gary Vaynerchuk]

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.

- Sales Rank: #215759 in Books
- Published on: 2015-08-04
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- Original language: English
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- Dimensions: 5.80" h x .80" w x 5.20" l,
- Running time: 13260 seconds
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Most helpful customer reviews

11 of 11 people found the following review helpful.

Like all consuming hard

By The Reviewer

You want to be successful? Then you have to have a plan, you have to work that plan, you have to work hard, and you have to work hard. Did I mention that you have to work hard? You have to work hard. Very hard. Like all consuming hard.

If that's not what you want to hear or what you want to do, then buy How To Win Friends and Influence People and read all the happy path stuff. I am fortunate to have become successful. I did it because I learned the rules and worked very hard at those rules. I worked harder at those rules than most around me. My success is 10 to 20 times more than those I was associated with because I did the work and they read about doing the work.

Vaynerchuk shows you what the rules of his game are and what the work is to apply to those rules. This is not for the faint of heart. But then it all comes down to how badly you want something.

4 of 4 people found the following review helpful.

Challenging Ideas from an Internet Marketing Pioneer

By Bill Lampton, Ph.D.

[[VIDEOID:dc7c6cde288511d4430d5d61dc4a2f76]] First, I invite you to watch the video portion of my review, where I offer additional comments and provocative quotations. Then please return to this text portion.

A highly respected colleague recommended this book to me about two years ago. As happens with many books we "must read," I got to *Crush It* very recently. I found the writing style invigorating. Yes, the author does not suffer from an ego deficiency. On the plus side, his energy and commitment enthrall the reader on every page.

Along those lines, he states: "Someone with less passion and poorer content can totally beat you up if they're willing to work longer and harder than you are. Hustle is it. Without it, you should just pack up your toys and go home."

Reading this book reinforced my belief that today's business professionals are indescribably fortunate to have the Internet's help in establishing our brands and convincing others to purchase our products and services.

7 of 8 people found the following review helpful.

Lot's of "Go get 'em Tiger!" and little substance

By Marisol F.

Meh... Gary is an incredible worker and hats off to him for accomplishing what he has and the tenacity to put in the work like he says he does. But this book was okay. I feel like it would be a good read before "The 4-Hour Workweek" because it gets you pumped up to start, but lacks the finer details that "The 4-Hour Workweek" offers. It's a quick read so if you don't mind shelling out \$10 or so, then it's not something you'll regret reading.

Pros

It does get you motivated and it does make you believe that you can leave the 9 - 5 job and start something you're passionate about via the internet. He does a good job of outlining how people seem to make money from a variety of sources via social media and the web. He points out how someone's blog/website can go from just that to a money machine attracting all sorts of revenue streams - mainly through social media. I did like that part because it gave me a better idea of how exactly these types of people make money just from doing and talking about their passion. The book also shows how powerful a tool social media can be and gives a good case of why this is the way to gain a fan base rather than paid advertisements. And maybe that's all the book is supposed to be. Maybe it's not meant to get into detail of how to actually do this stuff.

Cons

Detail detail detail. This book lacks detail. Like I said before, maybe he just wants to show you the outline and it's up to you to figure it out. That's fair enough. But when he says "let me show you how" over and over, you begin to think he is actually going to show you the finer details of how to actually do this stuff. That's why I said this is a decent precursor to "The 4-Hour Workweek" because that book goes into all sorts of detail. For instance, I'm into affiliate marketing. So when I saw a section about it I was excited to learn more. I was let down when the section ended less than two pages later. The message was basically "This is what affiliate marketing is and it can make you money on your website". Another example is chapter 9. Correct me if I'm wrong but at the the end of chapter 8 he promises to show you how to market well. And then

chapter 9 reads "Care". And that's it. A small part of me wants to say, okay I get it.... but a much larger part of me thinks that's so cheesy. Care? C'mon. For the guy who prides himself on his work ethic, that was kind of a cope out. This book is very much like the title "Crush It!" - filled with a lot of "yeah! Hoorah! Do it! Go get 'em!" and little "okay, here is exactly how all of this works". Pretty much it's little substance and lots of "go get 'em tiger"

Okay, maybe I'm being a bit harsh. I don't mean to deter anyone away from this book - maybe it's meant to be a motivational book rather than a "how to" book. If anything, it's a quick read and you definitely won't be worse off from it. The overall picture it paints is good and for a lot of people that works better than being overloaded with details that they should find out for themselves afterwards.

See all 946 customer reviews...

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