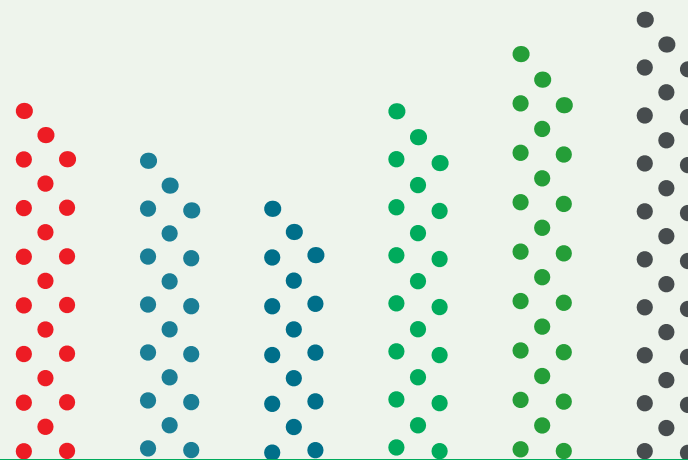




CRUSH IT

the official **CLASSROOM COMPANION**



gary vay•ner•chuk



Directions.

The purpose of the following classroom companion guide is to help align your in-class discussion with your students' passions and interests.

Crush It is more than about **inspiration**; it's about **action**. Our goal for the reader's guide was to highlight key quotes from the text, and extract relevant questions for the classroom demographics.

“Well, my secret is that I live by three pretty simple rules:
Love your family. Work super hard. Live your passion.”

What rules do you live by? What is your personal value statement?

“You don’t need to live for vacations because you don’t need a break from what you’re doing.”

What existent businesses are you passionate about? What job would you do for free? **Hint:** What do you do on Sunday afternoons for fun?

“It’s never a bad time to start a business unless you’re starting a mediocre business. I think economic downturns represent a huge opportunity for everyone to get their focus on and start to crush it.”

What economic advantages are there to starting a company in a down market? What are the disadvantages to starting a company in a strong market?

“Skills are cheap, passion is priceless.”

What skills do you think are important to a start-up? If you had to hire someone with *high experience, low passion* versus *high passion, low experience*, who would you choose?

“There is room for everyone in the world of social media, which is the same thing as saying that there is room for everyone in today’s business world.”

Why is there more room online versus brick-and-mortar? Does this make starting a business easier or more difficult?

“I am all about passion but letting your emotional trigger finger make your business calls is a big no-no in my book.”

When is emotion an asset in business? When is it a detriment?

“I’d also noticed that sites like MySpace and Flickr and YouTube were becoming popular, sites that had nothing to do with commerce and everything to do with being social and sharing stories and meeting people, and that was something I was good at.”

What websites or social platforms are currently in the upswing? What free services currently available could you base your business model on?

“Wine Library TV was never about selling wine on the Internet. It was always about building my brand equity.”

Why is a customer value statement, such as brand equity, so valuable to marketing?

“The thing that most people don’t realize is that in today’s world, your business and your personal brand need to be one and the same, whether you’re selling organic fish food or financial advice or just your opinion.”

What are the positives/negatives of linking your personal brand to your business’ brand?

“The only differentiator in the game is your passion and your hustle. Don’t ever look at someone else who has more capital or cred than you and think you shouldn’t bother to compete.”

What can you do right now to jump-start your plan? What can you sacrifice to make time for harder work?

“Even if they’re not yet, that resume you’re so proud of looks exactly like the ones being waved around by the other three hundred analysts in your city currently hunting for jobs.”

Is a blog the new resume? What’s the best way to differentiate experience in a competitive market place?

“The old platforms are in trouble, but that’s the best thing that could happen to journalists--the good ones anyway.”

What businesses are lagging to leverage new media technology?

“Rather, they’ll focus on using social media to pump out provocative analysis. They do that for a year and build up cash flow through advertising, which would stream in because as we all know, money follows eyeballs.”

What’s your poison: speed or analysis? The internet space often thrives on one or the other, with both being difficult to approach on your own. What’s more important to you?

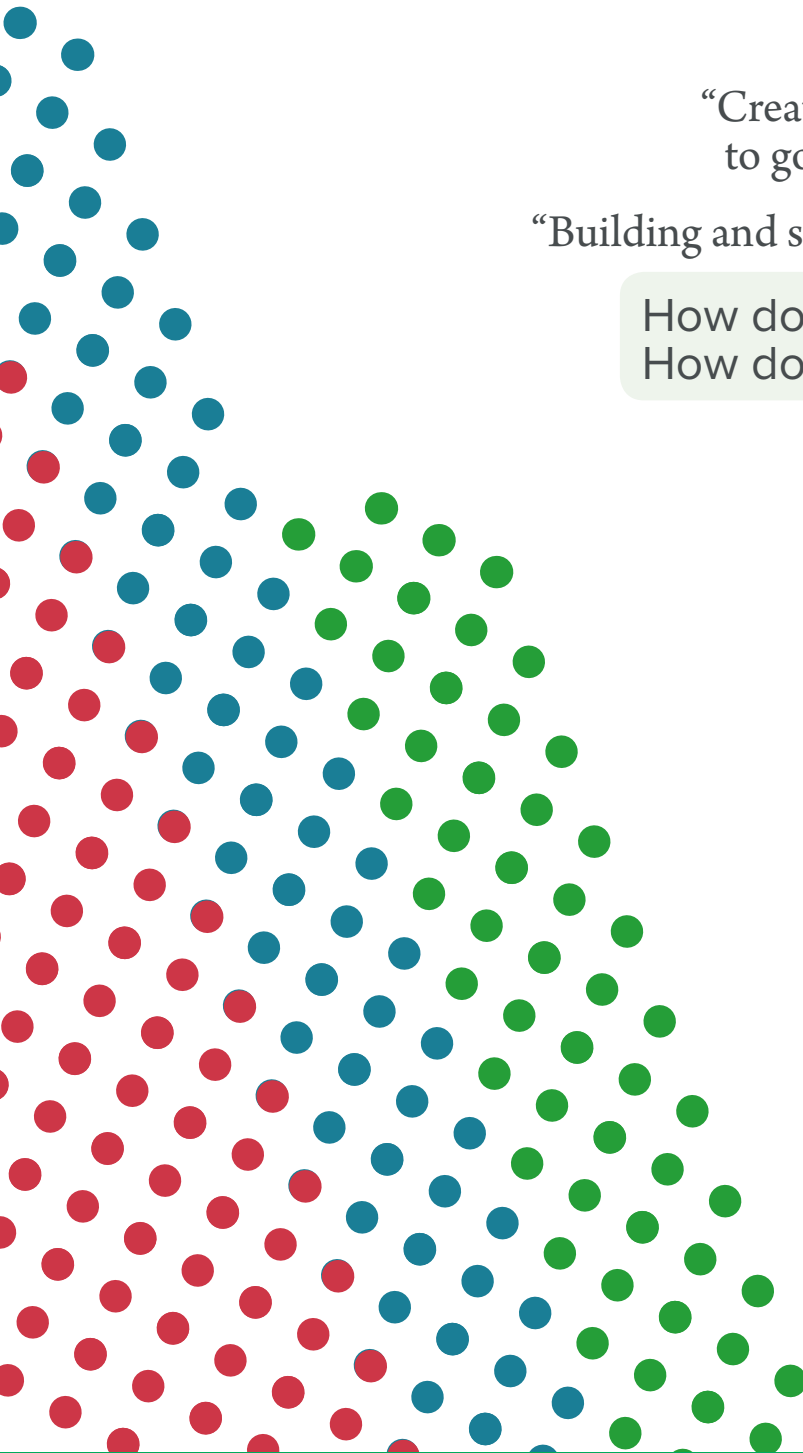
“My feeling is that no matter how much you like your job, your sole aim should be to leave it and grow you own brand and business or partner with someone else to do so, because as long as you’re working for someone else you will never be living entirely true to yourself and your passion.”

What is your backbone for decision making when looking for a new job?

“Even the dullest introvert has pizzazz when talking about something he is passionate about, and when he’s using the right medium to talk about it.”

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

What’s more important to you--the message or the medium? Does authenticity always rule in marketing?

A decorative graphic in the top-left corner of the page consists of a grid of colored dots in shades of blue, red, and green, arranged in a pattern that tapers to the right.

“Creating community--that’s where the bulk of your hustle is going to go and where the bulk of your success will be determined.”

“Building and sustaining community is a never-ending part of doing business.”

How do you test a market for a niche product or service?
How do you know if you’re too niche?

“When you know what people are saying and thinking about your brand, you can address it.”

What are the pros and cons regarding addressing customer issues publicly versus privately? Is this a PR decision or a marketing decision?

“Achieving 100% happiness is the whole point of living your passion, of course, but to my mind that happiness is un-achievable if you don’t recognize that with every decision you make, you’re building more than just a business, you’re building a legacy.”

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Classroom guide by the Vaynermedia team and Alex Mann.
E-Book and guide designed by Chris Whitmore.

Gary Vaynerchuk

Gary has captured attention with his pioneering, multi-faceted approach to personal branding and business. In [CRUSH IT! Why NOW Is the Time to Cash In On Your Passion](#) he shares with business owners how they can boost sales using the internet. He shows audiences how to find their passion, then step by step how to turn it into a flourishing, monetized business.

Find Gary on [Facebook](#), [Twitter](#) and [Tumblr](#). Find [Vaynermedia](#) on [Twitter](#) and [Facebook](#).

Alex J. Mann

Alex is an entrepreneur, writer and consultant for various emerging startups. His most recent venture is an analytics service, which is funded and based out of Berkeley, California. He has previously started ventures in the online dining and travel management sectors.

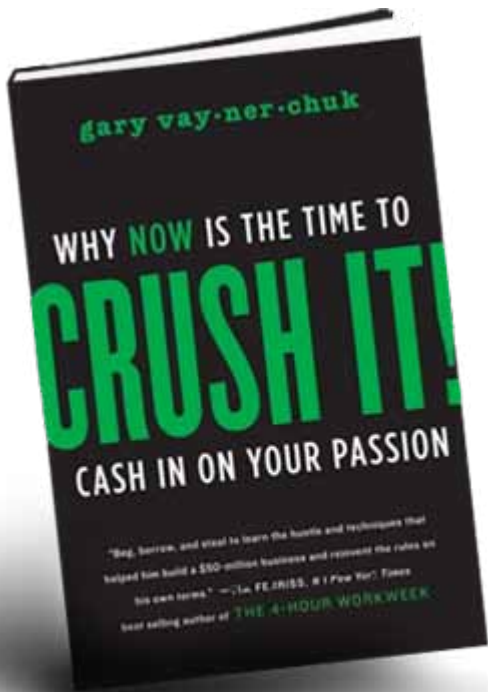
His official blog is located at alexjmann.com, where he writes essays on entrepreneurship, culture and technology.

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Chris Whitmore

Chris designs graphics, videos and photos that make entrepreneurs look good. He has worked with high-traffic bloggers, rising tech startups, and expanding brick-and-mortar shops to help grow businesses through design. Chris credits his creative success to finding his passion in design, film, and photo at an early age, seizing it with his whole life, and never letting go.

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