



Quicklet On Gary Vaynerchuk's *Crush It!* (CliffsNotes-like Book Summary)

Millie Lapidario

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I still remember the moment this book beckoned me from the shelf. It was a chaotic time in my life. I was juggling working at a biotech company, planning a wedding, and tending to my senior dog, Chancho. I stressed out over everything, while knowing that none of it brought me closer to my dream. After every mind-numbing work day, I regretted ignoring my passion to write.

Once I picked up *Crush It!*, I soon found myself sitting Indian-style at FedEx, like a bookworm at a library.

What does it mean to live your passion? Gary writes:

It means that when you get up for work every morning, every single morning, you are pumped because you get to talk about or work with or do the thing that interests you the most in the world. You don't live for vacations because you don't need a break from what you're doing—working, playing, and relaxing are one and the same. You don't even pay attention to how many hours you're working because to you, it's not really work. You're making money, but you'd do whatever it is you're doing for free.

MEET THE AUTHOR

Millie Lapidario is a writer, editor, traveler, raw foodie and decoupage artist. She recently published an eBook for Hyperink called *How To Get An Expat Job in China*. Her work has appeared in the San Francisco legal newspaper *The Recorder*, *The Daytona Beach News-Journal*, and *The San Francisco Chronicle's* entertainment publication *96 Hours*.

She holds a B.A. in Ethnic Studies and a B.A. in Mass Communications from the University of California, Berkeley. In 2003, she learned from some of the country's top storytelling gurus during her reporting fellowship at the Poynter Institute of Media Studies in St. Petersburg, Florida.

EXCERPT FROM THE BOOK

Crush It! is a 142-page call to action to do what you love by capitalizing on the Internet. By building brand equity through social media, all hardworking, passionate people have the opportunity to drastically change their lives and make a living doing what makes them happy. "Any topic can be turned into a profitable, sustainable social-media-driven business," he writes.

Throughout the book, Gary stresses that anyone willing to hustle and take advantage of the social networking tools on the Internet can become successful. "Passion is contagious," he writes. And by using the Internet to make the world listen to you, you'll eventually build a following and connect with the right people. In his first chapter, he puts it simply: social media = business. period.

After briefly illustrating the possibilities of the Internet as a venue, Gary tells his personal story. He describes how he built his personal brand as "the wine guy" through posting video blogs on Wine Library TV from

2006 to 2011.

Buy a copy to continue reading!

CHAPTER OUTLINE

Quicklet: Gary Veynerchuk's Crush It!

+ How "Crush It!" Became My Mantra

+ About the author

+ Background On The Book

+ A Brief Summary of Crush It! Why NOW Is The Time To Cash In On Your Passion

+ ...and much more

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Debra Sims:

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