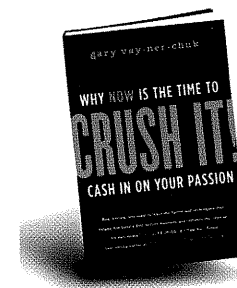


CRUSH IT!

Why everyone from the CEO to the front line should read Gary Vaynerchuk's New Book

by Amy D. Howell, Howell Marketing Strategies, LLC



If you haven't read Gary Vaynerchuk's book "*Why Now is the time to Crush IT!*" run—don't walk - to the nearest bookstore and get it. In my opinion, it is one of the best business books I've read in a long time—and maybe ever! In less than 140 pages of quick reading, Vaynerchuk nails down what it takes to be successful in any business from wine distributors to law firms. Relevant and timely in today's world of Twitter, Facebook and Internet marketing, the book embraces traditional core values presented in a straightforward way (my kind of author). So, here are a few of the key points made in the book in hopes that you will enjoy and embrace some of these principles in your own business and life!

Live by three rules: Love your Family, Work super hard, Live your passion

There is room for everyone in social media

Social Media = Business. Period. The game has changed with technology: Use it and win!

Do what makes you happy. Keep it simple, do the research, work hard, look ahead

Your success is entirely up to you!

You gotta be You! What's in your DNA?

Storytelling is by far the most underrated skill in business

Developing your personal brand is key to monetizing your passion online!

Authenticity is key

Do not fear noise and content on the Internet: Quality is a tremendous filter

Social networking gives us "Word of Mouth" on steroids

Decisions are made because of personal connections

Through content, people know you personally and professionally

Capitalism always wins

Any company that doesn't allow its talent to talk to the public is missing opportunities

Twitter has become a verb and is perhaps the most powerful branding tool in your toolbox

The best use for Twitter is to lure people to your blog (visit my blog at www.howell-marketing.com)

Invest in the important stuff!


Succeed with good old-fashioned hustle


Creating community is about starting conversations

Best marketing strategy ever: CARE!



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Who's telling your story?