



**SPI Podcast Session #89 -  
Gary Vaynerchuk  
and How to Fight and WIN with Social Media**

show notes at: <http://www.smartpassiveincome.com/session89>

**Pat:** This is The Smart Passive Income Podcast with Pat Flynn Session #89.

Welcome to The Smart Passive Income Podcast where it's all about working hard now so you can sit back and reap the benefits later. And now your host, an Irish name with an ambiguous face, Pat Flynn!

Hey, what's up everyone? This is Pat Flynn and welcome to session 89 of the Smart Passive Income Podcast. Super stoked today because we have Gary Vaynerchuk on the show with us today. The [Gary Vaynerchuk](#), he's the author of [Crush It!](#), a book that really influenced me when I first started doing business online back in 2008. *Crush It!* and also Tim Ferriss' *4-Hour Workweek* were like the 1-2 combo for me.

But Gary just came out recently with a new book called [Jab, Jab, Jab, Right Hook](#) which is all about how to tell your story in a noisy social world. And I actually got a copy of this book quite early and I skimmed through. I only skimmed through it because I don't like to read books all the way through before interviewing the author because I like to be able to put myself in the shoes of those who are listening and asks sort of legit questions. You'll hear the interview in just a second but I'll tell you, I mean after Gary and I did this interview, that night, I read all the way through and then I read through it again.

It's seriously one of the best books on social media I've ever read so far. And I love it because it's very strategic and tactical and most of all, it shows examples of companies, a lot of companies we've all heard of before and what some of them are doing right on social media, and what a lot of them are also doing wrong with actual pictures of their posts on social media. It's great. And you'll hear some of those examples in the interview today.

Now, I only had a short period of time to interview Gary. He's probably the busiest man in the world right now with the launch of his book but I asked him a lot of questions that came directly from you. I announced a while back that I was going to be interviewing Gary for the podcast on Facebook and Twitter and I got a lot of people



suggesting questions to ask him. And by far, the number one question you wanted to hear the answer to is, "Gary, where did you get your energy? Where did you get your inspiration?" So that's actually one of the first questions I asked him and then I was really interested and also what he struggles with. And he had some really good answers for that as well. Really interesting to get to know Gary a little bit deeper here.

It was so awesome to interview Gary and I really hope you enjoy the content here. You'll hear a lot of things actually that he points out that I was doing wrong or I could have done better straight from the mouth of Gary V. which is really cool. And lastly, I just have to say, I know a lot of you have seen Gary on stage before, on YouTube, and have heard him before, more often than not, he typically has sort of a potty mouth and that's his choice. So I was expecting to spend a little bit of time editing out some of those words on the show which I've done before because I like to keep it clean. There are a lot of kids who listen to the show.

But no, Gary kept it completely clean. I don't know if he had listened to the show before or maybe has someone on his team who works for him who told him about my show and the audience I have but no idea. But he was completely respectful in that way and I really, really appreciated that from him, a complete total standup guy for sure.

Now here it is, my interview with Gary Vaynerchuk talking about his energy, his passions, struggles, strategies for social media, and of course, his new book, [\*Jab, Jab, Jab, Right Hook\*](#) and exactly why it's titled that. And also before I forget, if you're listening to this in and around the time that this podcast actually comes out, which is late November of 2013, make sure you check out how you can win one of 50 copies that I'm giving away to you. And this is money out of my own pocket to pay for these copies not only to help Gary because he's done so much for me already but to help you too and because I know this book is great. I've read it through twice already like I said and I know I can help some of you too.

Now, you're going to have to listen all the way through to understand what you have to do in order to have a chance to win. Gary and I talked about that together and actually come up with a way for you to enter. So here we go, the interview with Gary Vaynerchuk here on the Smart Passive Income Podcast. I hope you enjoy this.

Hey, what's up Gary? Thank you so much for coming on the SPI Podcast and joining us today. How are you?



**Gary:** I'm good, Pat. Thanks so much for having me, brother.

**Pat:** Hey, thanks for coming on. You've inspired hundreds of thousands of people and businesses including me and of course, I want to thank you for that. I do everything I can to share *Crush It!* with everybody. I sort of see this like a required reading when doing online business, personal branding for any business really. But I have to ask you, where do you get your energy, man? Like what's inspiring you to do what you do?

**Gary:** It's a good question. I really want to give you real answers. DNA, Nazi ambitious, you're born with the ambition I guess at some level. I have had this self-awareness. Meaning, I'm very driven by gratitude. I was born in the Soviet Union, Pat. And like for me to like be able to leave Russia during the Cold War and get to the United States where hustle and capitalism and all these things are rewarded, I literally went for that structure that is most non-rewarding of people's ambition and skills and all that to the country as probably the part of the world that most lucky guys sit.

And so, great parents helped for the most part of my family and so I'm very driven by gratitude. In some weird way, I'm a funny contradiction. I think very long term but I have some sense of being thankful for what I've got on a daily basis. And that is my driving force.

**Pat:** Nice. Love it. Now you talked a lot about ambition like you said, there are a lot of people out there, I know in this audience, who try really hard and then they get bogged down or they're just not saying results away. What's something you could tell them to just – I mean I might know what the answers but to get off their butts and get stuff going and get stuff changing in their life?

**Gary:** It takes a lot of patience, right? Patience really matters and work ethic and all those things. But you got to trust your gut. There's no perfect formula. There are many ways to kind of skin it. And so, I get worried to be like, "Oh, here's what you need to do. Like if you don't see results after six months, it may not work. If you don't feel great about it, it may not work or do this or you won't know." It's really hard to be in a position where you're giving advice when you know that every individual is so different.

But it's some sort of magical kind of mix of looking at the analytics/results like how is it actually doing, how are you making money, do you feel like there's any progress but at the same token, having obnoxious patience, right? Like if I decided what I was going to do with VaynerMedia after 6 or 12 months, we would have shut it down. I was just



putting in a lot of time and I wasn't getting as much financial return. I could go speak one time and make more money.

So 18 months ago on paper or the ROI of my time compared to how much I was bringing in, I would have made the right decision. Two years later, it would have been a stupid decision. We're up to 300 employees. We're well on our way to being a 9-figure business, let alone an 8-figure business. And so, it's a balancing act, Pat. I mean if I could wish anybody anything, it would have compassing and opposing views pulling from each direction to create balance in their business.

**Pat:** Yeah, I love that. I love that. And I love how human you are about everything. One thing I want to ask you before we get into your book which I love is, what are some of the struggles along the way that you've had? We see you on the outside. You're incredibly successful, incredibly energetic, and you get on the stage and you always deliver for us but we don't see what's happening behind the scenes. Can you give us an idea of maybe some of the things you struggle with either on a daily basis?

**Gary:** Yeah. It's funny. I've been trying to think about like getting more of that out there because I don't want to put up a façade. The truth though is, the real truth is, every day sucks, right? Like every day, there's a struggle. And I'm like almost incapable of not realizing that that's just part of the game and it doesn't really affect me. I mean every day, there are 20 employees that are upset and that clashes me or 6 clients or we don't sell enough wine or my books got a problem, it's delayed or this conference that booked me cancelled and I passed on something else and now I don't have either, or I'm not spending enough time with my kids, I'm missing them, or I missed a flight.

I'm just not worried about it. Meaning, it's the cost of entry. It's a casualty of the war. It is the reality of the situation. And so, I feel like there's enough people talking about problems and being cynical and worried about the negatives. I don't live my life that way. I'm definitely not going to live my public life that way. If anybody thinks everything is so perfect, they're massively naïve. There's always stuff to be worried about and concerned about and there are plenty of headaches. I just accept them for being part of the equation.

**Pat:** Yeah, thank you for that. I mean I know when I talk to people and I tell them about the struggles, it really makes a connection and I appreciate you doing that. One thing I had a question, I mean you have a family and you're so busy with business, is that a struggle for you too like balancing family life and work life and that whole thing?



**Gary:** Work-life balance is the only thing I truly worry about. Everything else has been fairly easy for me in life. I'm like an easy-going guy and I'm a good businessman. And so, money and like personality have been there for me. Work-life balance, my ambition, my workaholic aspect versus my enormous love for my family is a battle I fight every day.

And I'm getting better and better. I'm winning in the extremes. I'm working Monday through Friday harder than ever but I'm checked out and with my family on the weekend/taking more vacation time than I ever have been before. And those extremes are working for me.

**Pat:** Nice. Now, let's get to your book. Gary, I love the boxing analogy you use in [\*Jab, Jab, Jab, Right Hook\*](#) because no matter what level you're at, when you're doing business and using social media, it almost just feels like you're entering the ring, which can – it's a scary thing. You don't know what's going to happen. You could get beat up but it's an adrenaline rush too. And then on the outside, as a spectator watching the fights, you don't really understand or know how much strategy or planning is actually involved in one of these matches. You just see two people sort of throwing fists at each other.

**Gary:** Yes.

**Pat:** Can you tell us what [\*Jab, Jab, Jab, Right Hook\*](#) is all about? What's the premise behind it? How will it benefit all of us?

**Gary:** You've got it nailed, which is people look at boxing and they think it's just ladies swinging at each other. But the truth is, most people that really understand the sport, refer to it closer to chess than anything else, right? So boxing – slang term is the sweet science, right?

**Pat:** Right.

**Gary:** So if we're talking about sweet science, I mean we're really talking about something quite interesting. Lots of people don't realize that but it's an enormous strategy. And so, social media is the same thing. I think people just think that people are throwing things out there randomly trying to figure out what works. Meanwhile, the premise of give, give, give, and then ask has been over delivering on social networks. Like the premise of giving good content, giving good content, giving good content and then asking for something in return works.



I mean look at his podcast, right Pat? This podcast has given you a lot of value in the world because you brought value to people first and it has positioned you to ask for business whenever that may be and whatever you do in the future. The same with me, I continue to try to over deliver on putting out good content and engagement which then makes me very comfortable to tweet, "Buy my book." right?

And so, you, being a great supporter of this new book, why? Because I put out something worth your time. It mattered to you. And the free keynotes, the endless amount of content that I put out have brought you enough value. And then at some level, and I'm not joking, you start guilting people into doing business with you/making them feel like they should.

And so, the premise is how I see in this very noisy world where everybody is putting out content, how do you actually breakthrough? And my belief is that you give great value, whatever that may be. You do it as often as you can afford to. But at the same token, something that people struggle with, they don't really understand social networks, you actually clearly ask for the business. It's OK to post on Facebook or Twitter like, "Buy my book" or "Buy my wine." And I think the clear and more honest and authentic you are with giving value and with asking for the business, the bigger results you get.

And so, I created a utility in this book of making people strategically smarter by breaking down 80 plus pieces of content to show people how this has actually happened.

**Pat:** Yeah, it's so good. Like for those of you out there, and Gary and I are going to talk about a giveaway really quick. I have 50 books to give away to you at the end of the show so make sure you keep listening through and Gary and I are going to talk about how we do that. But the book itself is just – I mean it just looks great. I mean it feels great. It almost feels like a yearbook in the way it looks and its size and just the examples you give of what's working and what's not in social media right now across all the platforms. It's just beautiful. So, kudos to you and your whole team for delivering a really, really high quality book there.

**Gary:** Pat, you obviously read *Crush It!* Do you read *Thank You Economy* or no?

**Pat:** I did not.



**Gary:** OK. So tell me this like I'm kind of excited, I'm sorry everybody for flipping the interview.

**Pat:** No, it's all.

**Gary:** Because there's not a lot of people out there that have actually now read or touched – now, did you read [\*Jab, Jab, Jab, Right Hook?\*](#)

**Pat:** Yeah, I skimmed through it. Yeah, I don't like to go all the way through a book before doing the interview because it kind of ...

**Gary:** Got it. Did you find it, as somebody who knows kind of what's going on out there, did you – like I kind of wrote this book for people that were really at social media 201 level. This isn't a 101 level. This is going deeper on and individual pieces of content to really teach people what's going on. Did you feel even in your skimming and knowing how far along you are, I know how far along me [inaudible] did you feel any kind of stuff that was like, "Huh! I see." I wanted this to be kind of like a utility or reference. And you don't have to say yes and I don't want you to say yes because maybe you didn't feel that way and maybe you haven't gotten deep into it. But did you take that away from it in any way?

**Pat:** Well you know Gary, I'm always honest with everybody that's on the show and my audiences too and I can honestly say that yes, I've learned even just in a skimming through this book quite a bit actually. A lot of things that I weren't doing correctly or maybe doing a little bit correctly but things I could have done to the next level. And it's also nice to see you sort of break down companies that are huge, who are also doing it wrong, and that made me feel better. Like ha ha ha, I know a little bit more than this company does.

**Gary:** Well, that was really strategic. So like I'm glad you said that and I think your audience knows you, guys, like just so everybody knows, my company right now is widely considered by the people that really bet all their stuff like we really know what we're doing. And I'd put out the secret sauce in the book and so, I fully expect everybody like literally everybody to look through and be like, "Huh! I didn't think about that when I did my Pinterest pins or I never thought about that from a Facebook's standpoint even though I know all this stuff."

I'm very confident. I have enormous bravado. *Crush It!* and *Thank You Economy* were philosophical intelligent books. *Crush It!* was a little more how-to than *Thank You*



*Economy.* This is like the ultimate how-to. Like this goes into textbook-type detail and like my heart just smiles when you said that because I'm like, "I get it." Like this week again, if you're a newbie, your face is going to be ripped off. But if you're like a 101, 201 expert kind of person, I wrote this book with a lot of fire in my stomach. I wrote this book to remind everybody, "Hey man, I'm the guy like I know this stuff deeper. I've been doing this every day."

Like I've been having – Pat you know, I've had doubts for the last year and a half. I haven't done that much. I haven't been that covered. I've been building a company. And like all the learnings from that company and all the work we're doing, anyone who comes across like a jerk and be like, "I know everything and you know nothing." And by showing big companies doing things wrong, it really helps make everybody feel comfortable to know that this is still early and there's still a lot to learn.

**Pat:** Yeah, absolutely. And I thank you for doing that. And I'm just looking at some stuff right here that I know I could implement that I don't do yet like you mentioned a hundred times, "Put your logo on your picture when you post it on Facebook." Like why wouldn't you do that, right? And I don't know, just to hear from you ...

**Gary:** Don't forget Pat, don't forget, when people are looking on their Facebook stream, they're going very quickly. And you just putting a link to your latest download is not good. I think what you should do is after we're done with this interview, you decide what was the best quote that I had and then turn it into a little quote card with maybe my face, and your face, and your logo with my quote. And that's the picture and then there's a link in the body. And I guarantee you, you're going to get more people to download this podcast or listen to it than a normal post where you just put the URL from the iTunes' link.

Listen, I think this works best too because we don't have unlimited time. But this is a very scientific book that is going to make people get bigger business results from social media.

**Pat:** Yeah, and that's the type of stuff my audience loves. They love a step-by-step on the strategic things and to see it actually here. And you actually taking tweets and Facebook messages from companies and then turning it around and doing it your way or not exactly your way but the way it should be done. It's just like boom! Eye-opening.

**Gary:** And you know what? You made a good point there and I want everybody to hear this. I think you said it right the first time, my way. This is my one man, one humble





man, not so humble at times, one humble man's point of view, right? Like this is how I see it. This is what I've been analytically seeing what works and there are other ways to do it and creatively subjective but this is definitely what I've seen over a hundred brands that we manage, millions, billions of fans at some level now with the hundreds of millions of fans that all these brands have.

And so, yeah, I mean I feel really – it's really good to – like I'm getting excited about the validation. I really thought – I wanted to – look, you read and pushed *Crush It!*. You didn't read *Thank You Economy*. I wanted to get back to that guy that brought people a ton of value. I think I wrote *Thank You Economy* to remind professors and philosophers how smart I was and that's fine and I needed that at that point because I didn't want to just be a talking head or somebody that was loud and excited. But this book I wrote for the people. This book I wrote for people to be better.

**Pat:** Cool. Now, let's dive into a little bit on the book. So personal brands especially, there are two spectrums. There is sharing what we have for lunch versus straight up selling something and being aggressive. Like where is the happy medium in there?

**Gary:** The happy medium is going all in on both. What I share for lunch, that's a jab. That's me not trying to sell you my eBook or my regular book or my wine or my premium podcast or my course or my event. And so, own it, right? And so one can be very lightweight like what did you eat for lunch? The next one could be an infographic or a quote from like something that will bring people value. The third one might be something that is sharing a piece of content from somebody else that's great, that you think is worth seeing. And then the fourth one could be, "Buy my book." And so, it's finding that right rhythm of jabs and right hooks that really matters.

**Pat:** Now, is it purposely three jabs and a right hook? Like is that the sort of "formula"? Like three non-silly posts and then one silly post or is it just the idea of give, give, give and then boom?

**Gary:** So to me, what's going on there is there are only so many jabs that could really fit on the cover, right? So to truly answer Pat, is that the health of your product and the health of your community should dictate your jabs and right hooks. So from the 50% and it's that high of people listening right now that have basically used social media as distribution to offers basically right hooking all the time, I would highly recommend going on a very aggressive jab fest, right?

**Pat:** Yeah.



**Gary:** And so if I wrote a great book this time, I could do more right hooks than jabs. If it was average, I want to do more jabs. And so Apple, at the height of Apple's products when there was second close product, they could right hook every single time. BP when they still got all that oil in the Gulf of Mexico, I would recommend jabbing every single time, no time to like trying to sell profit, right?

**Pat:** Right, right, absolutely.

**Gary:** So Pat, listen, I'm jabbing the entire year when I don't have a book coming out. I mean when I don't have a book in 2012, I basically threw a hundred thousand jabs. I barely asked – I didn't try to sell anything, right?

**Pat:** Yeah.

**Gary:** But now, I'm throwing plenty of right hooks because I have books to sell. And so, there is no magic formula. The formula is reverse engineered based on how healthy your community and your product is and it's a living and breathing valuable, right? Right now, you can throw a lot of right hooks. You're a little less hotter in six months. You need to throw more jabs. And so, it's just a constant game that way.

**Pat:** Yeah. I mean I love that on the macro level and also on the micro level. I mean recently Gary, I've been pushing people to vote for this podcast for the Top Business Podcast Award, and for some reason, they were like, "OK. You can vote every day for 14 days." I was like, "Oh man, I don't want to keep right hooking everybody. So what am I going to do?"

Well, I created a video that I posted on my Facebook of just me and my family on the iPhone wherever I was during that day and I just brought people into my life. I became human basically. And at the end, I was like, "Hey, if you guys want to go and vote for the Smart Passive Income Podcast, go and do that." And people were like, "Dude, this is so – like I've never seen Facebook used this way. Like it's so nice to look inside of your life and see your family and what you're doing. Of course, I'm going to vote for you. I have it on the calendar to do it every day now."

So, on a micro level, that's sort of the same thing. And I was sort of jabbing there. And I've been, like you, I've been jabbing for years now. And recently, I came out with a book and it got to number one at Amazon, exactly like you. So I highly recommend to everybody, check out this book because it tells you exactly how you should be



approaching actually being a person and selling something instead of a company. Being real.

**Gary:** And the real thing here is to get all those jabs and right hooks to land harder. Like what I love about this book for me is, OK, I could have written *Jab, Jab, Jab, Right Hook* the way I wrote *Thank You Economy* which just talked about the philosophy, right? But that's not what this book is.

This book is literally showing you in detail like Pat, what if you posted that video at a different time and what if you posted that video with different copy on Facebook and how could you have done that on Twitter by leveraging one of the trending topics and hashtags? Like every one of those right hooks that you threw even though it was a great right hook, they could have been better if you analytically understood how Facebook, Twitter, Tumblr, Pinterest, Instagram works and that's what I did in this book.

**Pat:** Nice. Sweet. Now, you talked about communication all the time obviously ever since the beginning of *Crush It!*. Communication is key. But here, you talked about how context matters more than ever. Can you talk us a little bit through what that exactly means? Why is context so important?

**Gary:** Everybody who's listening here wants to use the same picture on Facebook, Twitter, and Pinterest and Tumblr and Instagram because it saves time. What they don't realize and what most people don't realize in the world is that when somebody is on Facebook, they're thinking differently and their psychology is different than when they're on Tumblr or when they're on Pinterest. Not to mention, all these platforms have their own style or what I call, their own slang.

And if you roll into like the hottest club in New York City and your game is weak, you're going to get ostracized real quick. Putting the same picture on Pinterest that you put on Facebook doesn't work because the psychology of the female mammal that's on Pinterest is very different. They're there for intent to buy or aspiration to buy whereas on Facebook, they're connecting psychologically with their family and friends. And so you need to know how to story-tell differently in every single platform.

So the context of the platform really matters meaning, animated gifs for Tumblr, infographics for Pinterest, finding hashtags that are trending on Twitter. Today, you know – right now Pat, you know that you wanted to tweet for people to vote for you on your podcast, right? But did you go look at the ten trending topics and then pick one of



them to try to incorporate into your copy because if you can make it natural and native, you get 600% better results if you did it that way.

**Pat:** Yeah, I didn't do that.

**Gary:** Right. And so like, at least for years, I didn't do that to sell wine or books. And I still don't sometime like I'm still going into bad habits even though I wrote a book on it. So I know. I'm watching everybody. I know. But right now, trending could be like, do it, right? #do it, and [inaudible] of that hashtag, you would have seen by hundreds of people that maybe have never heard of you and three of them might become aware of you. And just by doing that, you would have gotten better results.

**Pat:** Yeah, you're absolutely right, Gary. I appreciate you calling me out on that because I need that.

**Gary:** And listen, the best part is I can call myself out on it. I did a tweet yesterday on my book and the gist was, I was – I didn't do it. I mean listen, I know what it takes to get a six-pack, sit upright and diet right but I don't do it. And so, I could write a book philosophically of what people did but I wanted to show them with 86 different case studies because I felt like that visually would drill into people's brains because if they simply do it 50% of the time, they're going to get dramatically bigger results.

**Pat:** What are some companies that are doing it right that we might be able to follow and take their lead from?

**Gary:** So that's a dangerous question for me because the truth is, I only look at the individual piece of content so even though RB sucked on Pinterest and the Gansevoort Hotel did a great job on Instagram, and even though Lil Wayne sucked on Facebook and Selena Gomez did a great job on it, doesn't necessarily mean that they are good overall, right?

So the danger is, I don't want to give an all or nothing kind of answer. I think the truth is I'm not sure. I know the brands that I work with, I think they are very strong. I think Tropicana or GE or Nilla Wafers, I'm proud of our work on some of those brands, right? But the truth is a lot of the people that are listening here are more personal brands and entrepreneurs and small business. And very honestly, I believe most personal brands like individuals are doing a bad, bad job. I really do.

**Pat:** How come?



**Gary:** I think 90% of us are just in full right hook mode and then I think the other 10% don't know how to throw good right hooks and are only jabbing. And then I think most aren't doing – listen, I was at the top of my game two years ago and what I've learned in the last two years running VaynerMedia, I'm like getting geek but I'm not skin-level deep anymore. I'm in the bone deep on all these nuances. That's why I felt compelled to write the book because I felt like I was ready to write the 201 or the 301 of the social media that hasn't been out there yet.

**Pat:** Right. Now, if I were starting from scratch Gary, I mean there are so many social media platforms out there, Facebook, Twitter, LinkedIn, Pinterest, Google+, like where do I start? Is there a one or two that you would recommend that that's where you start it or does it depend on something else?

**Gary:** It depends on what you're actually trying to sell, right? So if I'm selling fitness information, Pinterest becomes a hell of a lot more important if I'm trying to tap the female demographic of 25 to 45. So it really depends if it's a superstar cool sneakers, maybe I'll start into 15 to 22-year-olds, and all of a sudden, Tumblr becomes more important. But I would say that Facebook and Twitter and to some degree now Instagram are becoming musts. But Facebook and Twitter, if you're not on it, I just don't understand how you could even wrap your head around that.

**Pat:** Right, me too. What about Google+? I mean that ...

**Gary:** I wrote that against Google+ because I know they're going to affect search and they're going to affect cancelling an email and so, yes.

**Pat:** Yeah, they're trying harder there, aren't they?

**Gary:** But you've seen how I created it in the book. I didn't even do case studies for Google+. I just talked about it over – again, you can go through example, yeah. But I only wrote a couple of pages on it. I think Google+ is a social network API that they'll use Google+ to affect all their other products and that there's no true heavy community there yet. There's a small one. There's an interesting one but I don't think it's a must.

In a world where again, I'm trying to have empathy and use the context this interview and try to think about what I know about you and your audience, there's a lot of people here that if they're going to put themselves on time-constraints then I'd rather them really being on Facebook and Twitter if I have my way.



**Pat:** Cool. Thanks. Well we're about five minutes from the end of the interview. Again, you're doing so much today. I want to ask you a couple of more questions and then we'll get into the promotion for the 50 copies here.

Now let's say, I'm not starting from scratch. Let's say, I'm where I'm at now. I have about 70,000 Twitter followers, 30,000, 40,000 people on Facebook, how do I take that to the next level? What's the 401 information as opposed to the 101 stuff?

**Gary:** You're not doing it. And that's why I wrote this book. It's the hashtag writing, it's the understanding the analytical and creative variables. I mean are you getting thoughts like putting a primary color in the top left corner of all your posts on your pictures? You're not. And so, like before 401, like I'm convinced that if you really read this book, Pat – when you really read it Pat ...

**Pat:** I will.

**Gary:** ... and you really go through all 86 case studies, that if you go and do that day in and day out for 60 to 360 days, that you're going to see a massive results in those platforms.

**Pat:** Sweet. I'll take you up on that. I'll do it. I will do it.

**Gary:** Yeah. I mean let's think about it, when you're ranking for your podcast, if you're letting that Facebook photo picture could be created from the YouTube or from the iTunes's URL, you are already doing a bad job.

**Pat:** Right.

**Gary:** But if you took the extra minute to either you have the Photoshop skills or you find somebody who does who can literally make a beautiful like kind of image card, right? Have you seen a quote card? Look, you follow me and I can use this example and I think some people listening probably follow me, you've seen what I started doing maybe six months ago where I started putting out those Facebook posts where it's like a quote from one of my talks and it just has this pretty background and it's just a quote and a picture? Have you seen those?

**Pat:** Yeah, I have.



**Gary:** I mean those things are freaking ...

**Pat:** I cannot not see those.

**Gary:** Yeah, exactly. And they're incredible. And they bring enormous awareness. They have a ton of engagement. I think you should make one of those for every single person you interview from what you think was the best quote, and you put that on your stream and then that's the picture and then the link to the iTunes download or wherever you're sending people to, you will get dramatically more engagement and a lot more people corking and listening than if you're just using the iTunes' URL. The problem is, just like me, we're all busy because we're all using social networks as distribution instead of using them as native platforms to actually tell stories. Get it?

**Pat:** Yeah, absolutely. And I'll be honest with everybody out there, I'm just – as far as that's concerned, I knew that's something I should do. I'm just lazy about it.

**Gary:** But again listen, I get it. Listen, I get it. I'm desperately interested in losing 15 pounds and I know what to do. And so like before you worry about 401, Pat, I just want you to do those things for like half a year and just like really figure out the value of that or what time do you post or Pat, have you ever thought about posting the information of your latest podcast at 9:00 o'clock Eastern but then waiting and posting it at 9:00 o'clock on the West Coast? So when you post on Facebook, you're only posting to East Coast states when you're posting at 9:00 o'clock? Because if you post it at 9:00 o'clock Eastern, it's 6 in the morning in San Francisco, you're missing half of your audience.

**Pat:** Yeah. I mean I usually do noon Eastern which is when people are on lunch break and then also coming into work on the West Coast. So yeah.

**Gary:** And that's a good strategy. But have you even tested it where you did that for half the state like let's say, 12 East Coast, 12 West Coast and then later that day at 6PM, which is 6PM or 9PM, 9PM are at home but 6PM, they're leaving work. And then you do another 12 states and then you figured out, "Wait a minute. It's not noon and 9. That's not totally correct but what was really correct was 9PM and 6PM."

**Pat:** Yeah. I mean this is the difference between just doing it and then doing it to the next level and actually paying attention to these things which can – we put in so much hard work, everybody out there listening, we put in so much hard work into the content. We're doing ourselves a disservice by not taking it this far.



**Gary:** And that's why I wanted to put this out and that's why in a world where everybody go through their phone at 100 miles an hour, putting a big picture of your logo and yourself of that nature would be really, really a smart move because you really get many more of those impressions and people are going to be reinforced with your face on it, with your brand and yourself.

There are a lot of little tactical things in here. Like I'm pumped because now that I know you've skimmed it, I think you're going to crack your pants when you go through it by case study by case study. It's going to make people more than ninja on the other side of it.

And I think anybody who's listening right now for the last 9 minutes, can really now understand like, "OK. Wait a minute. For all I know about Gary V. and he's very hyper and charismatic and he's good on stage and he's this, that, and the other things. Like wait a minute, there might be a little bit of depth underneath there." And that's what this book was about like sharing that depth with everybody.

**Pat:** Nice. Well, Gary, I want to thank you for coming on the show. We're at the half hour mark and just sharing your insights and motivating me and I know everybody else out there listening, we appreciate you so much. And I want to ask you really quick and maybe talk with you just for another minute here.

I have 50 copies to give away. What can we do to get people to take action and perhaps leave a comment talking about something on this post, [SmartPassiveIncome.com/session89](https://SmartPassiveIncome.com/session89), to leave a comment there? But what does that comment going to be? How are we going to get people to take action? Maybe I will go in or maybe you and I together later or somebody in your team ...

**Gary:** Now, in the comment section, are they able to like link?

**Pat:** Yes.

**Gary:** I think what you should ask everybody do is to post on their social networks their best jab or their best right hook and link it and then pick the 50 that you thought were the best.

**Pat:** I love it! Let's do it. OK.





**Gary:** And maybe I'll even allocate seven minutes to jump into the comment section and pick a couple myself of some things that I think are good.

**Pat:** Cool, dude. I love it. I love it. OK. I will talk about the details about that after I hang up with Gary here. So Gary, thank you so much for your time. I hope we can connect again in the future. And I know everybody is going to enjoy the book.

**Gary:** Thanks, Pat. Take care of yourself.

**Pat:** Thanks buddy. Take care. Bye.

Whoa! All right. I hope you enjoyed that interview with [Gary Vaynerchuk](#). One quote that he said that I just want to reiterate is this, "The problem is, we're all using social networks as distribution instead of native platforms to actually tell stories. Get it?" And that just resonates with me so much.

And I'll tell you when I've told stories and even these complete long Facebook posts and our stories and you've heard a little bit about this in my last episode with Srinu who talked about he actually created a book by posting these incredibly long stories and really deep insights into his life and that turned into a bestselling book, that's where all the power in social media is being able to tell your story.

And again, this book explains how to do that and gives you the utility to make sure you're doing it the best way because your content and your site and everything that you have to share with the world, the value that you have to give is worth something, and we want to make sure that we give it the best chance possible to be found, to be read, to be shared, and to give back to you for all that you're giving away.

So thank you so much again. I hope you enjoyed this episode. Like Gary and I talked about, I'll be giving away 50 copies of *Jab, Jab, Jab, Right Hook*. There are a lot of details that go along with that but again I want you to post a comment on this particular podcast episode in the show notes on the blog. You can go to [SmartPassiveIncome.com/session89](http://SmartPassiveIncome.com/session89) and link, include only one link, if you include two links, it will hold it as spam, include one link. Tell me if it's a jab or a right hook.

A jab is something you're giving away, content, something – that's your give or it could be a right hook. And you tell me in the comments, it's a right hook and it's your ask. That post where you are sort of I guess, redeeming all the jabs that you've given away. So, either a jab or a right hook. [SmartPassiveIncome.com/session89](http://SmartPassiveIncome.com/session89).



Already, I've put a lot of Gary's tips for jabs and right hooks into Facebook and Twitter. And there are results there so I encourage you to do that. I encourage you to hopefully leave a comment so you can get entered into the drawing. And depending on how many we get, I don't know.

It might be very difficult to go through all of them and find the top 50 that I like the best. I mean that maybe easy, maybe not. I'll go through it and we'll see. Typically, when I've done these contests in the past, it's just, you do it to enter and then I'll randomly select 50 people. But again, I really want to try and make sure you do your best here.

So we'll see. [Go to SmartPassiveIncome.com/session89](http://SmartPassiveIncome.com/session89). All the details will be there as far as how this contest runs. And if you're listening to this in the future, way down the road after this contest has ended and I'll probably give it a week, again, details on the blog. You should come by anyway because you're going to see a massive number of posts and examples of jabs and right hooks from the SPI community and hopefully, it will inspire you and teach you along the way too.

Again, thank you so much for your support everyone. Gary, if you're listening to this and if you made it all the way through, thank you so much for your time.

The next episode, we're in the 90s of the SPI Podcast, closing in on episode 100. I can't believe we made it this far. Episode 89 was fantastic. And I will continue to bring you great guests, great information, great content to help take you to the next level. Team SPI, I love you guys. I appreciate you. Now go make something awesome happen. Seriously. All right. Thanks guys. Take care. Bye.

Thanks for listening to The Smart Passive Income Podcast at [www.SmartPassiveIncome.com](http://www.SmartPassiveIncome.com).