



SPI Podcast Session #213: Gary Vaynerchuk on "Why Snapchat Matters"

Pat: This is the Smart Passive Income podcast with Pat Flynn, session number 213. Welcome to the show.

Announcer: 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. He uses a device that shocks himself to crush bad habits. (laughs) Ow. Pat Flynn.

Pat: Hey. What's up everybody. Pat Flynn here. Thank you so much for joining me today in this episode of the Smart Passive Income podcast.

For those of you who know about where the show comes from, you might know that that comes from [Gary Vaynerchuk's](#) show [#AskGaryVee](#). I did that because we have him on as a guest today. He's back on the show. I got to have a little bit of time to talk to him about something that I really wanted to know about and that is [Snapchat](#).

Snapchat, for those of you who don't know, is a social media platform that's been around for a while but it's traditionally been used by teenagers. Now the ages of users are getting higher and older and more of our range now, where we're actually getting a lot of use out of it for business.

Gary's been very, very gung-ho on promoting and using and saying that other people should be using Snapchat so I wanted to bring him on the show to talk about Snapchat and other social media platforms too. We also get into a discussion about how do you know which platforms are right for you? There's so many of them out there. How do you know which ones to start with? How do you manage all off them? All that sort of stuff. So really quick, but also very informative interview.

For those of you who have been following me on Snapchat thank you so much. I've actually been having a lot of fun with it, but also seeing some great results with some of the interactions I've been having especially in the sort of private chat area of Snapchat. Also the stories too. Those are really fun. If you don't know what I'm talking about, you might want to pick up Snapchat. If you have Snapchat or get it, you can follow me at PatFlynnSPI. Somebody took PatFlynn, which is quite unfortunate. But that's what happens when you're kind of late to the game here on these



social media platforms. I am on [Anchor](#) as well as PatFlynn, which is great. But on Snapchat I am PatFlynnSPI. Without further ado, let's get into a discussion about Snapchat, social media and all that other good stuff with Gary Vaynerchuk. Here we go. Gary V, what up man? Welcome back to SPI. Welcome.

Gary: I appreciate it brother.

Pat: Dude, whenever we get on Skype you see the last conversations that you've had with people. The last time we chatted was October 19th, 2014. That was the last time you were on the show or actually the last time I interviewed you for the show. A lot has happened since then so this is going to be a quick rapid fire episode. I'm going to ask you about some stuff that's been happening since then, obviously a lot.

Number one thing is Snapchat. A lot of chatter about Snapchat. You are just promoting it like mad. You've got me to do it. You've got my buddy Chris Ducker to do it. Everybody's doing it now. Why should everybody pay attention to Snapchat? Everybody's been asking me and I'm like, "I'm just going to ask Gary and have him tell us all why we should be on it."

Gary: You know, it's the same thing ... Pat, I've come to redefine what I do for a living. As a matter of fact, let me just check my website. Yep. If you go to [garyvaynerchuk.com](#) right now, here's what it says: "I day trade attention and build businesses." (laughs) So anyway, I day trade attention. It is my belief, like if I was a stockbroker, that Snapchat is underpriced. Underpriced attention. Right? That it is going to be a massive platform. That all people will be on it like Facebook and Instagram scale. There's already 125 million monthly active users. It's getting older by the second. It's not just us marketing peeps, Pat. I don't know if you've been like ... One thing I think would be really fun for you is to survey your normal friends that are real estate agents and things of that nature. If you do it right now, most of them aren't, but if one of them has like a 23 year old sister, then they are right? Slowly but surely, just like when I was yelling about Facebook in 2007, just like I was yelling about YouTube in 2006 and 2005, just like I was yelling about Twitter in 2008, it's going to get bigger than it is now.

The people that move first or earliest absolutely have a land grab. If you're the best, you'll always win. If you're the most interesting content producer on Snapchat in 2020 and you start in 2019, you will be successful. However, looking at me on Instagram, I was busy with VaynerMedia. I didn't invest a lot of time building my brand those three years during its growth. Even though I was out there and I was successful



and I was a personality and I was speaking, I had 44,000 followers on Instagram when I started Ask Gary Vee and Getting Back Out There a year end change ago, around 2014, right? I've grown it up to 250,000. However, if I had done it three years earlier, like I normally do, I would be at one or two million right now on that platform.

Look at you with podcasting. There's a lot of people now starting podcasts. When did you jump on it?

Pat: 2010.

Gary: Right. Think about that for a minute. And you know this. You know this exact answer. You today, you're talented, you're a good looking dude, you're charismatic, you're very good interviewer in my opinion. I really think that if you started SPI today, I really do, that it would be successful. I do not think it would be as successful in five years as it will be in five years because you did land grab. You were one of the five, seven, nine, eleven business personalities and you built momentum. Please, everybody, understand that a land grab or being first matters. It matters in real estate. It matters in stock picking. It matters in platform content production.

If I'm right, and I think I'm right, and don't forget, and you know this because I've put out some content and I know you pay attention to a lot of it. I've been talking about Snapchat for a long time. I've said things back in 2013 about Snapchat and my belief of how big it was going to be. However, I got really loud in December and January because the gut feeling I had is it's gone mainstream. A month before the DJ Khaled stuff started happening I just started seeing it. I was traveling a lot in November, December. I saw a lot of older people using it on their phone. I started digging a little bit. It just felt that we did a bunch of stuff with some of our clients like Budweiser during the summer of 2015. I'm like, "It's coming."

It's coming and I'm excited for myself, selfishly, that I got associated as being the loudest voice in marketing to get everybody on it. I think it's going to pay out really good for me because I do believe in the next 24, 36 months it will be the number one, two or three social networks for everybody 18 to 35, 40. That's going to pay big dividends for my ability to predict and be right. Here's the cool part, and you know this. Nobody's staying on it because I said so. You're intrigued by it and your friends are intrigued by it by ... Even though the base is not that big yet. You're like me. You're not a dummy. You're seeing what's happening, like man. I mean I can probably sell my books right now through my Snapchat than



my Twitter. The attention. People are paying attention. They might be only 390 people. It might only be 690 people, but the attention they're paying is real.

Pat: All right. Absolutely. You had mentioned grabbing onto a platform early is beneficial. However, there are so many new platforms coming out. How does one balance where to go?

Gary: Net. Net. Net. Net. You go everywhere. If you're wrong about Anchor and musical.ly and Vine and musical.ly, but you're right about Snapchat or Instagram, you've won. Period. That's the real answer.

Pat: So you'll just find out eventually which one works for you and your audience?

Gary: Don't be crippled. Don't say I'm going to wait and save my resources... Let me ask you something brother. You know how all these people want to act like they're so smart and they're strategic and I work smart, not hard? You know how many people I know, and we know all these people. They're the people that listen, they're the people that are our contemporaries, they're the people that are bigger than us. They all say, "Focus on what you're this or that." It comes down to people not wanting to work hard enough. If you're listening right now and you want to win, and you want to win more ... Look, I've won by all data. But I want to win more. I hate when companies are like, "Gary that's some good ideas, but we had a big year. We did 16 million." You know what I mean? Pat, you've done great. Wouldn't you want to be the number one podcast? Wouldn't you want everybody on earth listening to you?

Pat: Absolutely. It would be better for everybody.

Gary: Correct. That's the punchline. I'm not crippled that if my work right now on musical.ly and Anchor doesn't lead to anything because don't forget I'm learning. I learned a lot with SocialCam, which was a failure. I liked it. I liked short form video. I thought video was coming. It came in the form of Vine a year later. That helped me. And then it became Instagram. I'm not crippled by that because you're learning, you're getting new fans on that platform. They'll find you somewhere else. You know how many people met you on a tweet that now listen to you on your podcasts?

Pat: A lot.



- Gary: Exactly. I'm not worried about where people find me. They can discover me on Snapchat. If Snapchat dies tomorrow, I've got a ton of new people that have gone into my ecosystem because of it.
- Pat: Well if there's so many other platforms out there and you're suggesting to go on many of them just to see what works for you-
- Gary: I'm suggesting ... Look Many of them ... I don't agree with that. I want to actually quantify this for everybody.
- Pat: Don't go to Peach for example?
- Gary: I've been playing with Peach and I'm playing with Anchor and I'm playing musical.ly because I think it's important to learn. But you don't have to ... I'm not spending six, I'm spending 55 minutes a day on Snapchat. I'm spending 49 seconds on Anchor. I'm spending two minutes on Peach. You know what I mean? But when you're working 18 hours a day, you can do it all. I think a lot of people are not using Snapchat or Anchor or musical.ly or even doing YouTube or Instagram proper because they're not working enough. Now, let me say one other thing Pat. I apologize.
- Pat: No. Keep going.
- Gary: Everybody should do their work-life balance. If you're good, if you're happy, if you've achieved what you want or you're in a good place, then you're lucky man. I'm happy for you. By the way, I'm in that place, but I'm equally ambitious as I am to content.
- Pat: Right. I remember you speaking at Freedom Fast Lane. Great presentation by the way. You had mentioned that you just have a different DNA than others. You don't expect other people to work as many hours as you for example.
- Gary: I know we probably have a good crossover of people that know about this that are listening right now. I really want everybody to know ... I really, really do ... I'm not telling you have to work 18 hours a day. But I'd be lying if I didn't believe in my heart that a little more extra work can make so many people happier. if you're working 7 and you're not pumped, I do want you to work 8 instead of playing Call of Duty. I do want you to work 9 instead of watching, binge watching Netflix. I do want you to work 10 instead of ... If you're on the bowling team and play Call of Duty and do happy hour and play wiffle ball and take the weekends completely off, great, but don't complain about work.



Pat: For people who want to get started on Snapchat, we'll talk just for a few more seconds about this. Where do they start? I had trouble getting used to the platform. It's not intuitive at all. Do you have a recommended tutorial? Do you have one that we could link to in the show notes or something?

Gary: No. I put up some stuff. I put the Snapchat generation app. I do have a deep Snapchat point of view. I also think YouTube's incredible for this stuff. I'll even do it while I'm talking to you right now. I'm going to type in how do you use Snapchat. There is going to be a lot of stuff there. How to use Snapchat. I mean this is going to be real like it always is. Yeah, there's real stuff here.

Pat: Okay, cool.

Gary: 8,000 and 60,000. Probably some of it's crap. But again, if you're hungry, you allocate the hour that it looks like a lot of these you would need to do. You'll get the gist. You'll definitely get the gist.

Pat: And then I had asked you this question on your Livestream the other day, which is great and congrats on all the success with that.

Gary: Thanks. Did you get Snapchat followers from it?

Pat: I did. I did a lot actually. And for those of you who are listening or watching, pick up Gary's book Ask Gary Vee.

Where do you want people to go to get this? Is there a special link or just go to Amazon or Barnes and Noble or-?

Gary: No. I love Amazon. I love Barnes and Noble. I love local book stores. I grew up a local merchant. Hey, listen. I'm so humbled and flattered if you want to buy a book that I'll take it in any form you want to take it.

I should say the audio book is almost weirdly completely different than the actual book. I went really freestyle. I don't mean like off the cuff like I did with Thank You Economy and Crush It. I mean I think I just answered the questions definitely. I really went there. So that's fun.

By the way, did you get to read any more of it?

Pat: I did. It's great. It's great. I mean it's-

Gary: Anything stand out for you?



Pat: It's all kinds of stuff. It's a lot to absorb but I think what people can do is-

Gary: I went there. It's a thick book.

Pat: Well it's 350 pages minus 340 and I was told I had a thicker book than the normal business book. So we both kind of lie in there. But I really think it's a pick and choose kind of thing. Do you want people to read all the way through from start to finish or do you want people to be like, "Hey. This is a thing I'm working on. Let's go see what Gary had to say about it"?

Gary: You know what I'm most pumped about? The answer is number two.

Pat: Okay.

Gary: You know what I think is cool? I actually think it's a little bit of a reference point for entrepreneurs and operators. I truly think there's a dark horse chance that a guy like you who's successful and good and a winner tweets out or whatever the day and age thing we're doing in 27 months saying, "Holy crap, I just picked up Ask Gary Vee". This is like three years later, right? I got real value out of work-life balance or EQ over IQ or to me ... You know I'm 40 now and I've been working every day since I was basically 14, but for real 22, right? I've been operating for a long time. I've run businesses. So I'm in a mature state and I'll get better. But I definitely think for a lot of people this has Crush It DNA in it. I don't know if you picked up on that.

Pat: I did. I did. Crush It was one of my favorite books. I recommend that all the time. It does have that feeling. You know, you gotta believe in this, you gotta believe in yourself and what it is that you're doing and go out there and do it. Do the work.

Gary: There's that part and then there's Jab, Jab, Jab in there because there's detailed execution answers. Then there's Thank You Economy. It's kind of like when you have a fourth child and they took all the good things from the older siblings and the dominant kid in the family. I'm thinking of this family I know where this kid is just like this ultimate sports machine and it's a combination of the other three kids. It's kind of how I think about this book all the time, like crap, it's like Billy. This book is the updated best versions of the last three because it's a complete 360 of my mind.

Pat: Yeah. I like it. I was an only child so I don't know what that's about.



- Gary: Yeah you wouldn't know a word I just said.
- Pat: No. It's cool. But what I was getting at was I had asked you how do you get more followers on Snapchat because that's the only thing I was struggling with. There's not findability on Snapchat. You had mentioned go to cross promotions with other people who have Snapchat followers, which is great.
- Gary: Did you end up getting more followers than you had before?
- Pat: Yeah. Absolutely. Clearly. Clearly.
- Gary: So go to all the other business podcasts. John Lee wants followers too and so does Lewis and collabo and then go outside of that ecosystem because I'm sure that people will listen to all four of the podcasts.
- Pat: But how does somebody who has none of those connections, no network really-
- Gary: Go to twitter.com/snapchat search. Type in Snapchat and engage with every single person talking about Snapchat on Twitter. Don't spam them to follow you on Snapchat. Just have it in your profile and change your picture to the Snap thing. Talk to them about like "Hey, Snapchat's pretty cool right?" Literally one by one ... Don't forget and people forget about this Pat, really forget about this. There was no podcasting when I was ruling. That's how I build my brand. One by one by one.
- Pat: Right.
- Gary: So you're listing right now. You believe that I'm right, other's are right. That Snapchat's next platform. That you want to pop on. You think you can produce stories that are creative and interesting, but you have no base, I say that you do guest blogging. Reach out to every blog you can think of that has readers. Email and say you want to talk about Snapchat, an article about Snapchat and your beliefs in it and then you can link yourself in the end. I think you email all the podcasts in every genre you can and talk about it. But I think most of all you go to twitter.com/search and you type in ... I mean I'm going to do it right now.
- Pat: I like that. I like that. It's super actionable. Thank you Gary.
- Gary: Yeah. That's good.
- Pat: What's your name on Snapchat for everybody?



Gary: GaryVEE.

Pat: PatFlynnSPI is mine.

Gary: I just typed in Snapchat follow, which I think is maybe even a better search, right? And of course people are posting "follow me on Snapchat". Twitter search is incredible.

Pat: Yeah. Okay. Perfect. Podcasting. Where do you feel podcasting is going and what should we look out for? You always have a beat on these things. You obviously have a podcast of your own. What should we be looking out for as podcasters?

Gary: I think there's a lot of things. The first thing that really stands out is and I did this with TV because I did 1,000 episodes. How many episodes are you into?

Pat: I'm in over 200.

Gary: You know, I think you have to ... Guys like you for the podcast people that are listening, you have to keep reinventing yourself. You've got to format. How many times have you done multiple guests?

Pat: Five or six. You're one of five or six.

Gary: Have you ever done three guests?

Pat: Three guests on at once?

Gary: Mm-hmm (affirmative).

Pat: No.

Gary: I would tell you right now, back to ... This is going to be a very actionable show.

Pat: Good.

Gary: I'm begging you, because I think it's going to teach your audience, it's going to teach me and it's going to definitely teach you, I would ask you to book three guests on at once ASAP. Do a whole thing about it. Be the guy that did it. Do kind of like a morning talk show style. You might not be good at wrangling three people. You may be. But I think that's very



important. I think format adjusting is important and pushing yourself. You may hit... By the way this is probably selfish. I might have just given you the model that takes you to the next place.

Pat: I'm going to try it out.

Gary: Why not right? And you're big enough now where you can say "Where do you sit on Snapchat?" And if some people that you know ... Let's say I replied to that and be like, "I'm super pro. You know that" You could pick me. Somebody else said, "It's a piece of crap, they're going nowhere," but they're a big name, you can get them and all the sudden you get a really interesting show because now we're not all head nodding. I just had Godin on the other day on my show and we went at it, not agreeing on everything. And people loved it cause they learned that there's two ways to win.

Pat: Yeah. Yeah. Love it.

Gary: I think I would love to see you do something like that. I think podcasting is going to explode because every car in America is going to be bluetooth enabled, more technology driven and I think you're going to be picking up new audiences. We're always one innovation away. Tomorrow TESLA says we're doing our own internal radio thing and ... You might get an email tomorrow Pat. This is what's so cool about building a brand on a medium. You might get an email tomorrow that says, "Hey, I'm Rick Thomson from TESLA and we're doing our own radios in our cars and we'd love for you to be one of the default people on the business station".

Pat: I'd love that. Especially because I have a TESLA coming in in the next few minutes actually.

Gary: So think about that.

Pat: Yeah. Yeah. Can I pitch that to them?

Gary: Yeah.

Pat: Hey Gary told me that you should have your own radio station.

Gary: Email Elon and say...

Pat: Do you have connections with Elon?



Gary: No I don't. I've been to dinner with him, but we're not close. I'm very close to some of the PayPal original people but I'm very, very close to a bunch of his very close friends. It's just serendipity.

Pat: Right. He's one of my favorites but anyway-

Gary: He's amazing.

Pat: That's awesome. So still talking about the future, I feel like this virtual reality thing is going to be huge and you've said that yourself too. You've even given a date to it but it's coming. How could us as content providers ... It's not just about video games. It's going to be education, it's going to be about experiences, it's going to be about classes and training and all this stuff. How can we prepare for this virtual reality thing if we should at all?

Gary: I think we are on the consumer level for guys like you and I. it is pretty far away, believe it or not. I think it's definitely coming and huge on it, but I think we're only looking at five, seven, nine years away from really being at some place. But look I mean your show-

[Call cuts out]

Pat: All right, I hope you enjoyed that interview with Gary Vaynerchuk. You can check out his new book. It's called Hashtag Ask Gary Vee, named after his show. The show's awesome. His book's awesome. Check it out. You can join my book club because I do give away some books sometimes and his book is one that I've given away for sure so I might give it away again because I have a number of copies here in my house which is great because I'm always here to support Gary in everything he does. He's helped me out quite a bit and I'm here to help him out too. You can join the book club at SmartPassiveIncome.com/BookClub. Of course you could find it at Ask Gary Vee on itunes of course if you want to listen to his show. But the book you could find on Amazon. You could download it in all the different formats, paperback or excuse me, hardcover, audible, kindle, whatever you please. So again check out his book Hashtag Ask Gary Vee. It's awesome.

I want to thank all of you for listening to the show. I also want to mention that first of all, if you end up going on Snapchat or if you're on Snapchat already, come follow me PatFlynnSPI. P-A-T-F-L-Y-N-N-S-P-I. Come check me out. Come follow me. I snap a lot now. It's kind of fun.



Also that I don't have a sponsor for this episode, but I do have some resource that I want to mention. That is for those of you who are just starting your email lists, I would hardly recommend [ConvertKit](#). ConvertKit is a tool that I've been using for a number of months now. I've switched over from, actually I switched from Aweber to Infusionsoft to now ConvertKit and I've loved it so much that I'm actually now on the advisory board for the company. It is great because unlike those other ones, it allows you to tag and do all these all these other automations: triggers, action based email sending and all that stuff in a very, very easy manner. A lot of these other tools you can hack your way through it but ConvertKit, because it was designed by Nathan Berry who comes from a design background, I mean he's built it in a way that's very easy and simple to use and also very economical too. So if you want to check it out just head on over to Smartpassiveincome.com/convertkit. That is my affiliate link. Smartpassiveincome.com/convertkit. Awesome. Thank you so much. I appreciate you and all the best. I look forward to serving you next week. Until then, keep crushing it as Gary Vaynerchuk would say and again Gary thank you so much for your time and thank you the listener for your time as well. Cheers.

Announcer: Thanks for listening to the Smart Passive Income podcast at www.smartpassiveincome.com.

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