

How To Make

64 Pieces of

CONTENT

IN A DAY



**IF YOU'RE PLANNING TO BE RELEVANT
IN BUSINESS OVER THE LONG TERM,**

YOU NEED TO CONSIDER PUTTING OUT

100+ PIECES OF CONTENT...

EVERY SINGLE DAY...

ACROSS THE 7-10 PLATFORMS THAT MATTER.

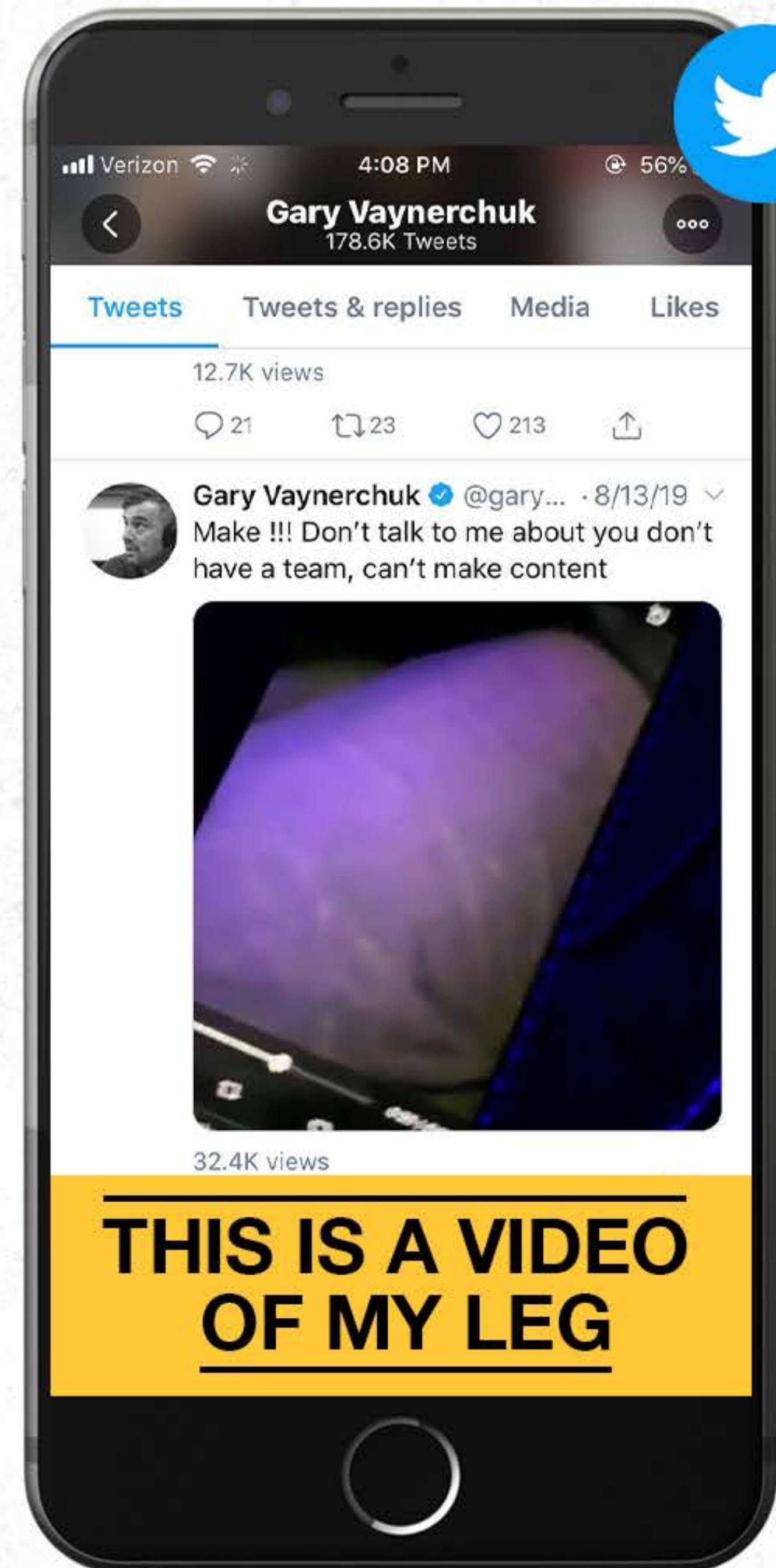


THESE LOGO'S MAY CHANGE

BUT THE THESIS DOESN'T!


**TO REALLY DRIVE THAT POINT HOME
AND MAKE SURE PEOPLE GET IT,**

**I MADE A VIDEO IN A CAR
TALKING OVER A VIDEO OF MY LEG.**



**THE REASON WHY PEOPLE DON'T "MAKE"
IS BECAUSE THEY OVERTHINK AND
OVERVALUE THE PRODUCTION
OF THEIR MESSAGE...**

**WHEN IN REALITY YOU COULD GET
AN INCREDIBLE AMOUNT OF
AWARENESS, IMPACT, AND LEARNINGS
FROM A SIMPLE PIECE OF CONTENT**



I'M GOING TO SHOW YOU HOW.

**IN THIS DECK, I BROKE DOWN SOME
EXAMPLES OF DIFFERENT TYPES OF
CONTENT YOU CAN CREATE...**

**THE PLATFORMS YOU
COULD POST THEM ON...**

**AN ESTIMATE OF THE TIME IT
TAKES TO MAKE THEM...**

**AND SOME PERFORMANCE STATS
TO SHOW YOU HOW WELL THEY
DID ON MY SOCIAL CHANNELS**

#1 TWEETS

**A SINGLE TWEET,
IS A PIECE OF CONTENT**



EASY AS 1-2-3!

**TIME IT TAKES TO MAKE:
19 SEC**

**THESE TIMES ARE SUBJECTIVE ESTIMATES,
BUT REMEMBER, SPEED MATTERS!**



PERFORMANCE:

4K LIKES, 1K RETWEETS

ON [TWITTER.COM/@GARYVEE](https://twitter.com/@GARYVEE) 



P.S. IF YOU DON'T HAVE A LOT OF FOLLOWERS, START BY ENGAGING WITH OTHER PEOPLE TO BUILD YOUR BRAND



PLATFORMS YOU COULD POST THIS ON:

TWITTER



THAT'S 1 Piece of content

IN TOTAL WE HAVE: 1 Piece of Content

≡ RUNNING TALLY ≡

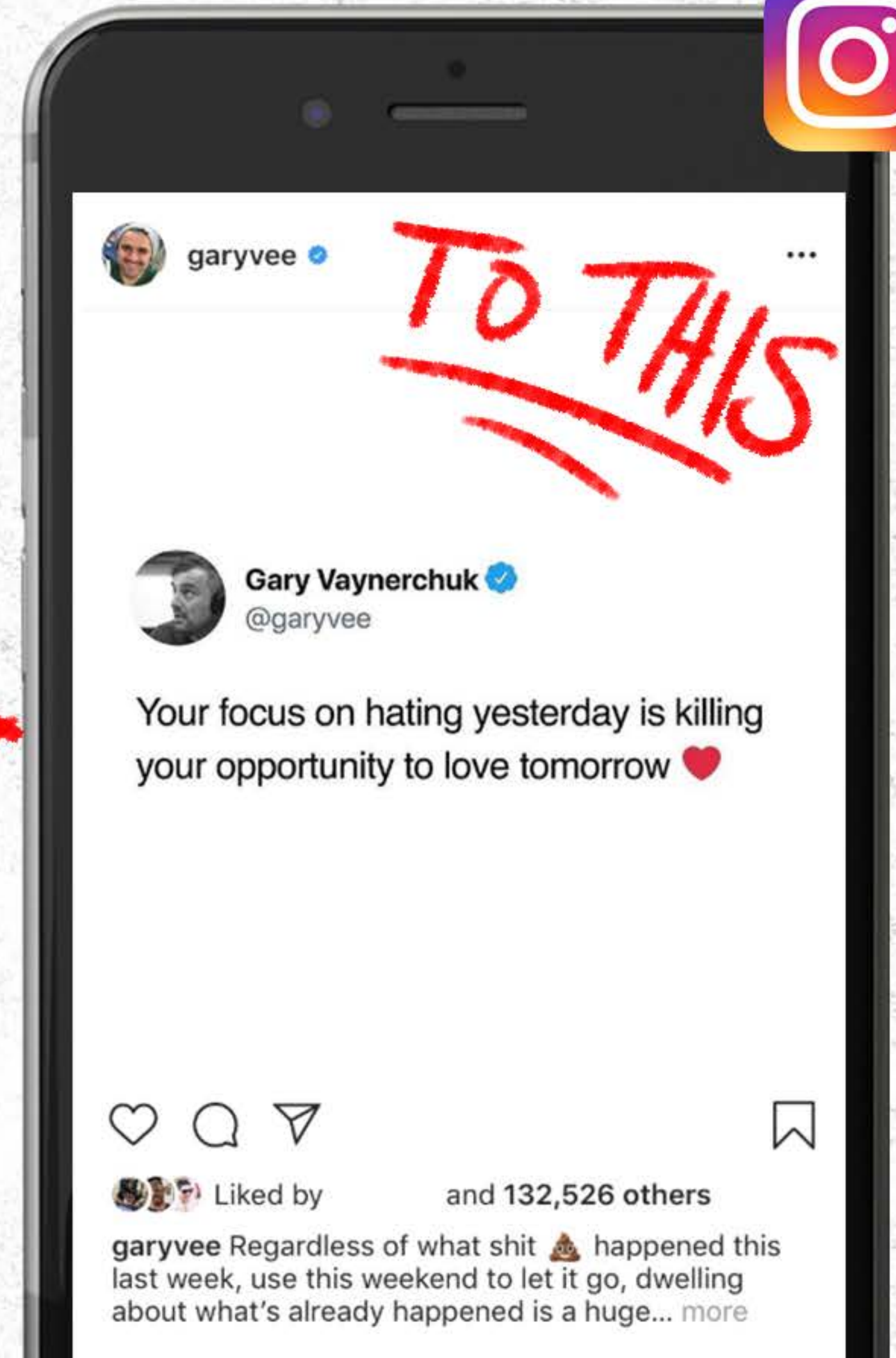
**BUT WAIT...TWITTER'S NOT THE ONLY PLACE
YOUR FIRST PIECE OF CONTENT CAN LIVE!**

#2 INSTAGRAM POST

INSTAGRAM POST

21

YOU CAN
TURN THIS



FIRST, TAKE A SCREENSHOT OF YOUR TWEET...

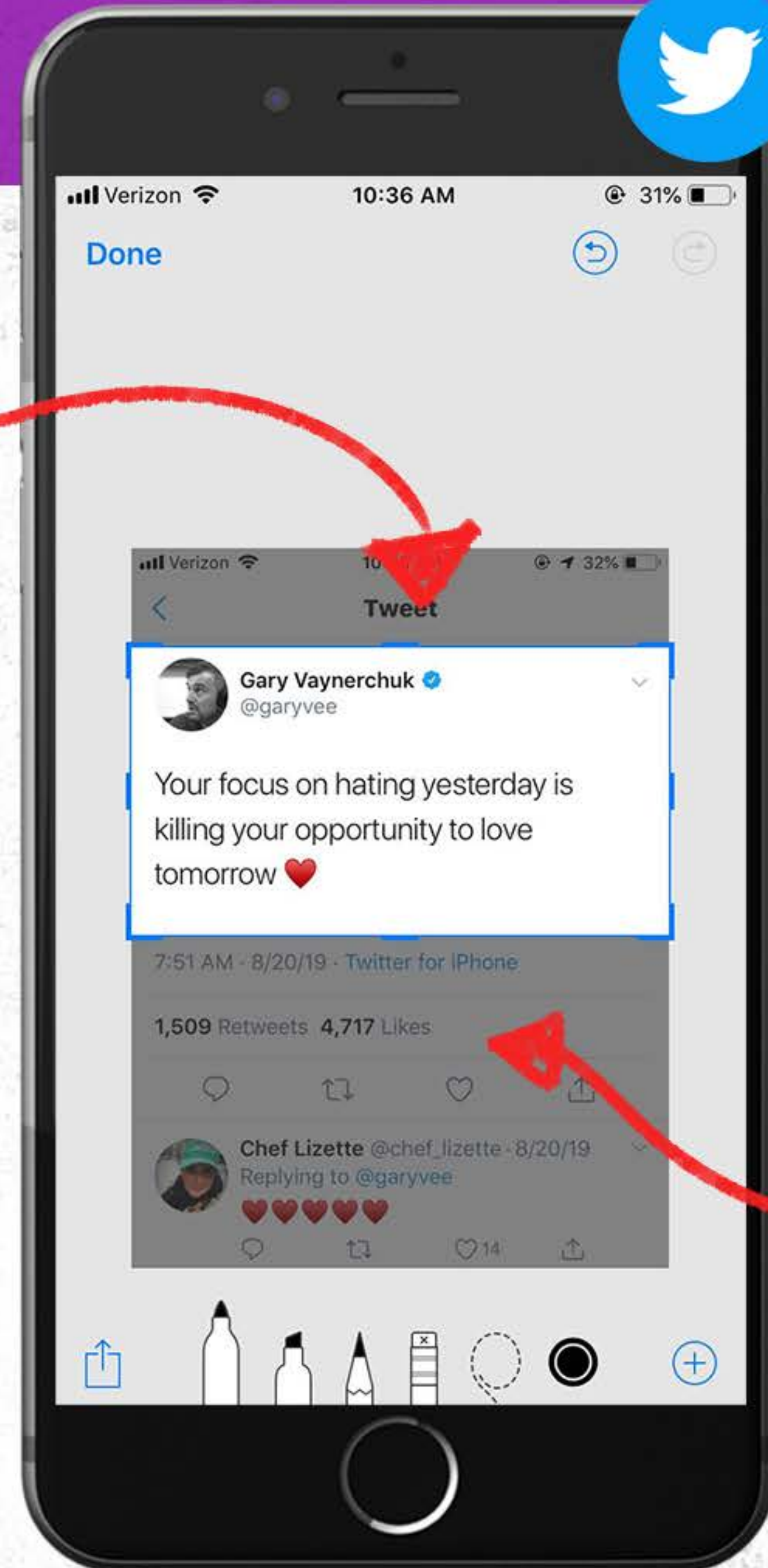


Press + Hold



**THEN USE YOUR SMART PHONE'S
DEFAULT PHOTO EDITOR**

**TO ERASE/CROP THE ELEMENTS
AROUND THE TWEET...**



**DON'T
NEED
THIS
FOR IG**

PERFORMANCE: 132K+ LIKES ON INSTAGRAM



Special Tip:

**NOTICE HOW WE CLEANED UP
THE TWITTER SCREENSHOT TO MAKE
THE PICTURE MORE CONTEXTUAL
TO INSTAGRAM!**



TIME IT TAKES TO MAKE:

55 SECONDS

DO IT!

PLATFORMS YOU COULD POST THIS ON:

INSTAGRAM



THAT'S 1 Piece of content

IN TOTAL WE HAVE: 2 Pieces of Content

≡ RUNNING TALLY ≡

BUT KEEP IN MIND...

**CONTENT NEEDS TO BE
CONTEXTUAL TO THE PLATFORM!**

FOR EXAMPLE HERE'S HOW YOU CAN POST AN IMAGE ON TWITTER:

VS INSTAGRAM:



SHORT COPY
MORE "CASUAL" CONTENT

LONGER COPY
PROVIDE MORE CONTEXT

HERE'S HOW I THINK ABOUT POSTING A VIDEO ON LINKEDIN VS INSTAGRAM

32



A screenshot of a LinkedIn post by Gary Vaynerchuk. The post includes his profile picture, name, and title: "Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Aut...". The text of the post reads: "LinkedIn and Tik Tok are two platforms that are incredible for people starting out with no audience because of the amazing organic reach - LinkedIn reminds me so much of Facebook many years ago, what's your strategy here?". Below the text is a video thumbnail with the text "how are you leveraging LinkedIn" and two LinkedIn icons. The video thumbnail shows Gary Vaynerchuk sitting at a conference table with two women, with a "Discovery+ Deep Dive" logo in the top left corner.

**MORE PROFESSIONAL
ALL MY F -BOMBS ARE CENSORED**



A screenshot of an Instagram video by Gary Vaynerchuk. The video shows him in a black jacket talking to another man in a black shirt. The man is holding a yellow box. The video has a play button overlay and the text "How did you?" at the bottom. Below the video is the text "you've got fucking time" in large, bold, lowercase letters. At the bottom of the screenshot, there is a text overlay: "Text Me / 212-931-5731 / Text Me / 212-931-5731 / Text Me / 212-931-5731".

**TAILORED TO A CASUAL DEMOGRAPHIC
(MORE APPLICABLE TO A BROADER AUDIENCE)**

**I MADE THE MOVE TO CENSORSHIP ON LINKEDIN
AFTER SPENDING SEVERAL MONTHS READING
COMMENTS AND FELT IT WAS THE RIGHT MOVE
FOR THE COMMUNITY THERE**



**SOMETIMES, IT'S A GOOD IDEA TO POST
THE SAME PIECE OF CONTENT
ACROSS DIFFERENT PLATFORMS**

FOR EXAMPLE...

35

I POSTED THE SAME IMAGE ON LINKEDIN AS I DID ON INSTAGRAM

🌸 PS: NOTICE MY DADS FACE HERE, IS THERE ANY QUESTION WHY I WAS INTIMIDATED BY HIM AS A YOUNG CHILD?



A screenshot of a LinkedIn post by Gary Vaynerchuk. The post features a photograph of a man in a dark suit and tie standing next to a young boy in a light blue suit and striped tie. The man's expression is stern and intimidating, while the boy is smiling. The LinkedIn logo is visible in the top right corner of the post.

Gary Vaynerchuk
Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bests...
3d • Anyone

No wonder I was scared of my dad - look at this dude! 🤨 No chill in 1988

Look at the contradictions in our faces 🤨



A screenshot of an Instagram post by garyvee. The post features the same photograph of a man in a dark suit and tie standing next to a young boy in a light blue suit and striped tie. The man's expression is stern and intimidating, while the boy is smiling. The Instagram logo is visible in the top right corner of the post.

garyvee • Follow

garyvee No wonder I was scared as fuck of my dad - look at this dude! @sashavayner you had no chill in 1988

Look at the contradictions in our faces 🤨

3d

121,339 likes
3 DAYS AGO

Log in to like or comment.

FOR EXAMPLE...

I POSTED THE SAME VIDEO AS I DID ON FACEBOOK AND INSTAGRAM BUT NOTICE THE SUBTLE DIFFERENCE IN COPY



Gary Vaynerchuk

Facebook pls read this carefully and understand .. when you are optimistic and also are practical aka aren't delusional with your points of view, you are able to navigate everything.

Literally this video is how I live my day to day as a entrepreneur and executive and I want to remind all of you this clip above is the truth, there are daily potholes and if you realize that upfront and realize this shit is hard but that's what's awesome, you're off to the races ❤️❤️

Gary Vaynerchuk @garyvee

Fuck pot holes, we got optimistic practicality.

[Text Me!](#) 212-931-5731

Fuck pot holes, we got optimistic practicality

00:15

Gary Vaynerchuk @garyvee

Fuck pot holes, we got optimistic practicality.



garyvee • Follow

garyvee When you are optimistic and also are practical aka aren't delusional with your points of view, you are able to navigate everything. Literally this video above is how I live my day to day as a entrepreneur and executive and I want to remind all of you this clip above is the truth, there are daily potholes and if you realize that upfront and realize this shit is hard but that's what's awesome, you're off to the races ❤️❤️

1w

hugojoe Might trip but will never fall

1w 86 likes Reply View replies (5)

382,990 views

7 DAYS AGO

Post

**REFERENCING THE PLATFORM YOU'RE POSTING ON
HELPS MAKE YOUR CONTENT MORE
CONTEXTUAL AND RELEVANT**

**I POSTED THE SAME IMAGE
ON LINKEDIN AS INSTAGRAM...**

**BECAUSE IT WAS A PERSONAL PICTURE
THAT FELT FUN & AUTHENTIC**

OK...BACK TO THE DECK



#3 MEMES

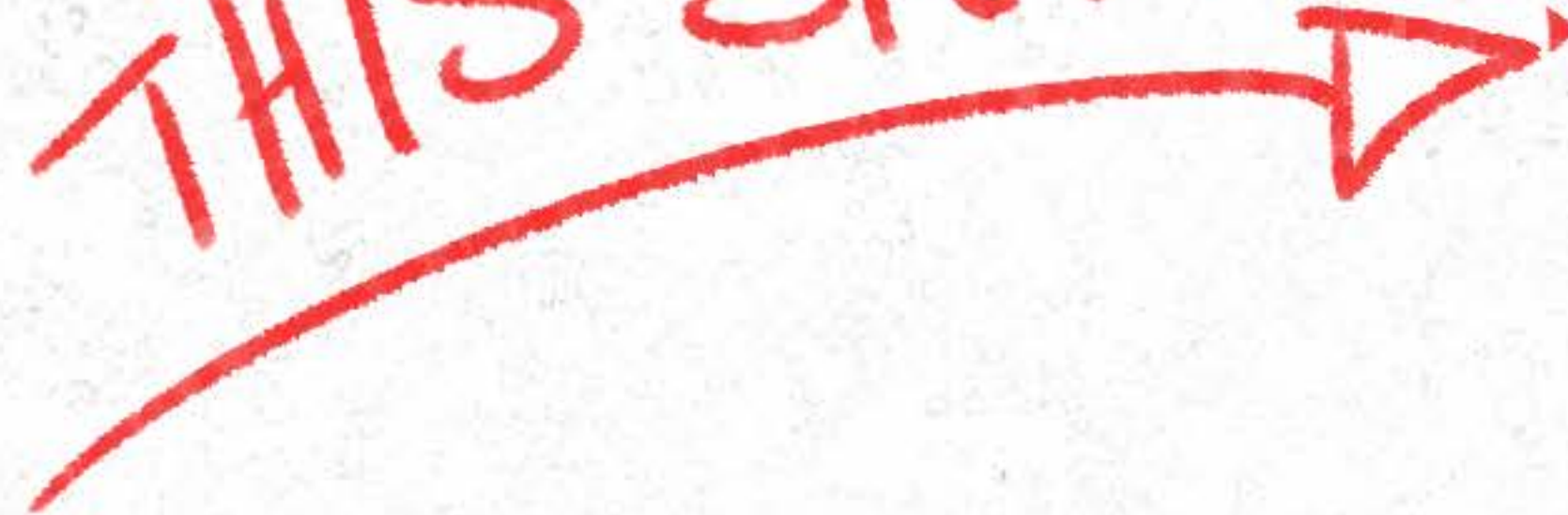
A MEME IS A PIECE OF **CONTENT**



**FIRST, FIND A POPULAR MEME
THAT'S TRENDING...**



THIS STUFF



**THEN, LAYER ON LABELS TO MAKE
IT CONTEXTUAL TO YOUR WORLD**



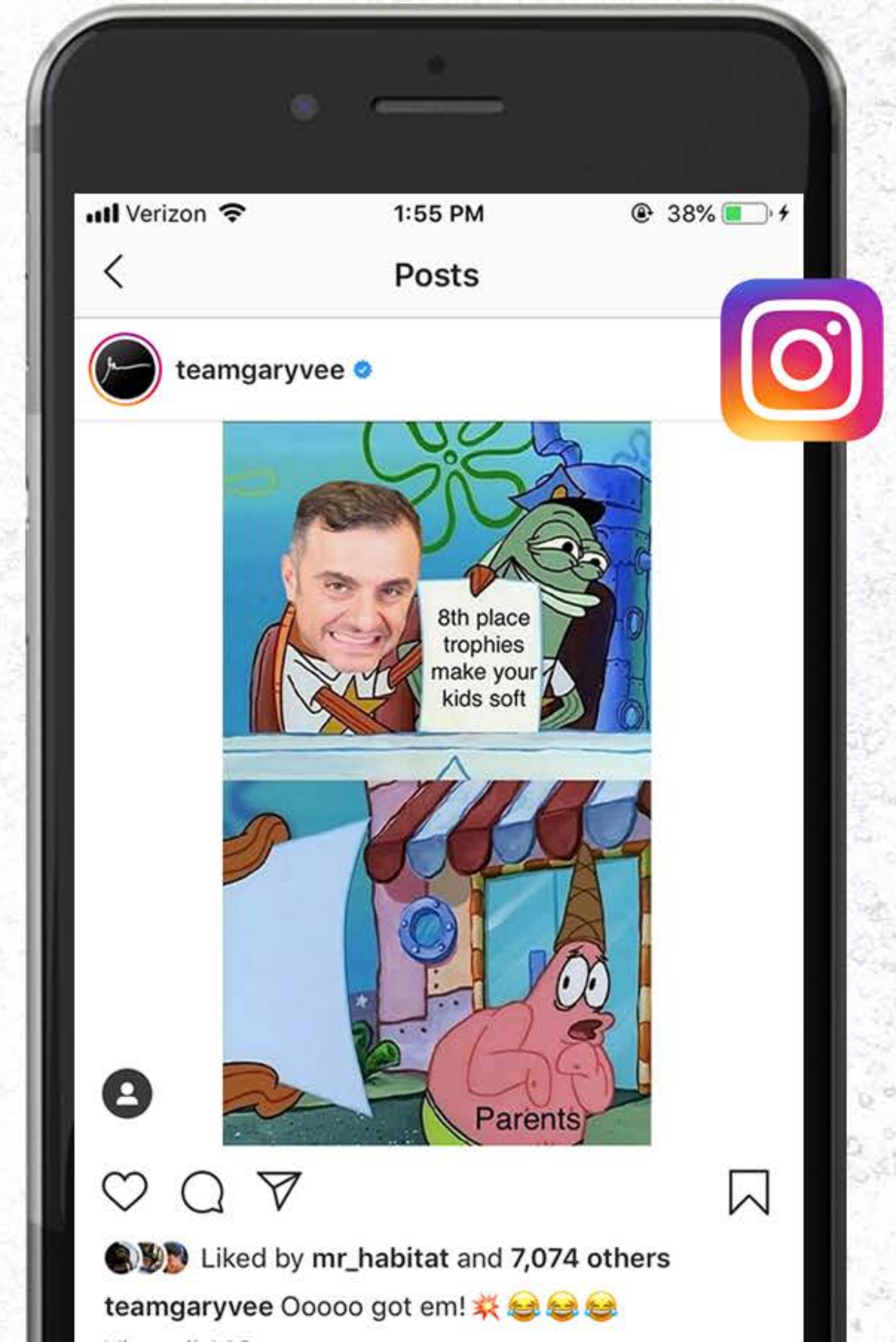
**THEN, LAYER ON LABELS TO MAKE
IT CONTEXTUAL TO YOUR WORLD**

*Authentic
to your
voice*



*** NOTICE HOW THESE ARE THE THINGS I TALK ABOUT, YOU DO THE SAME**

**PERFORMANCE:
7,075 LIKES ON
INSTAGRAM.COM/TEAMGARYVEE** 

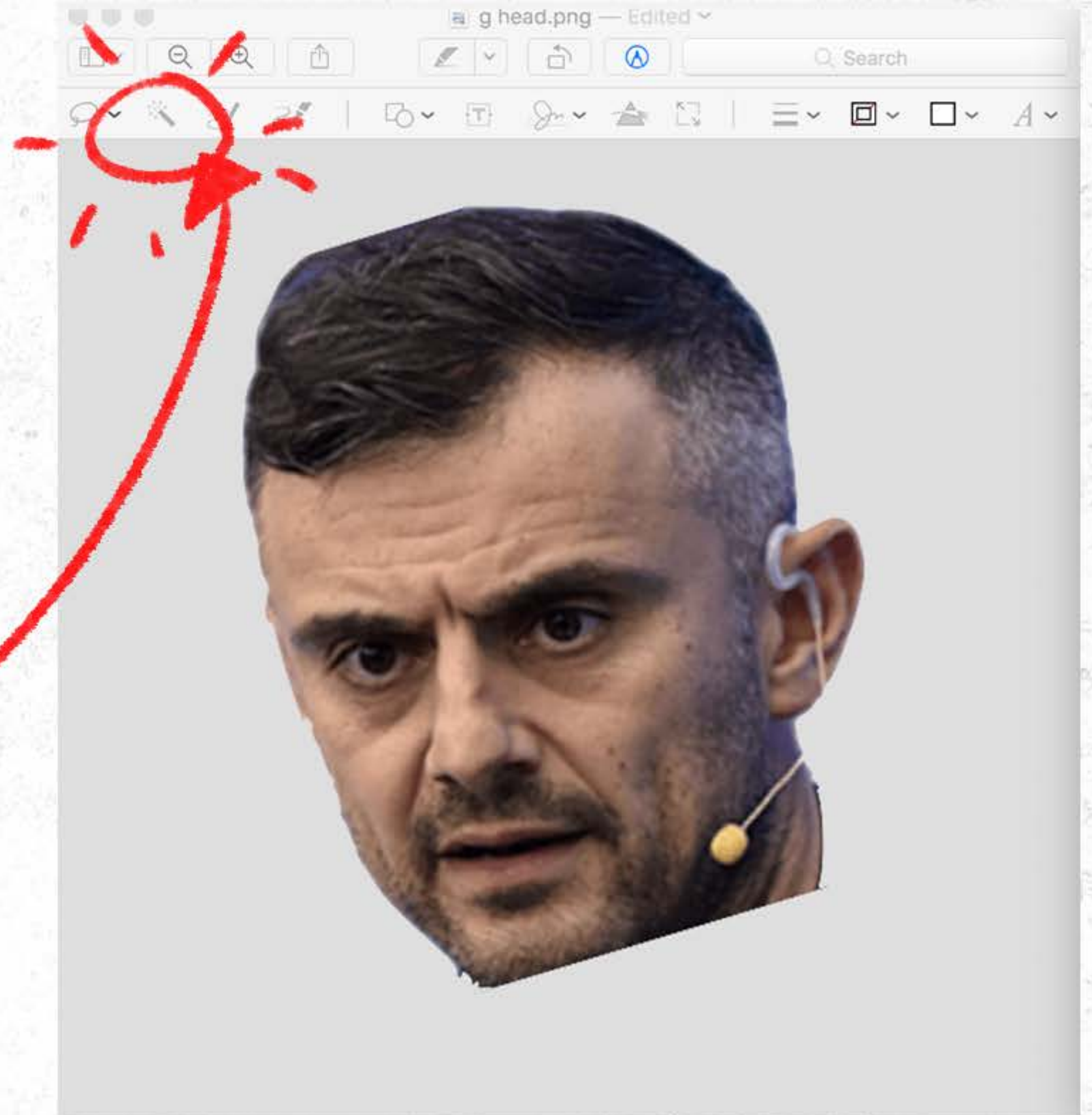


**STEP 1. IF YOU HAVE A MAC, START BY
DOUBLE-CLICKING ON A PHOTO YOU
WANT TO LAYER OVER A TRENDING MEME
USING THE PREVIEW APP.**

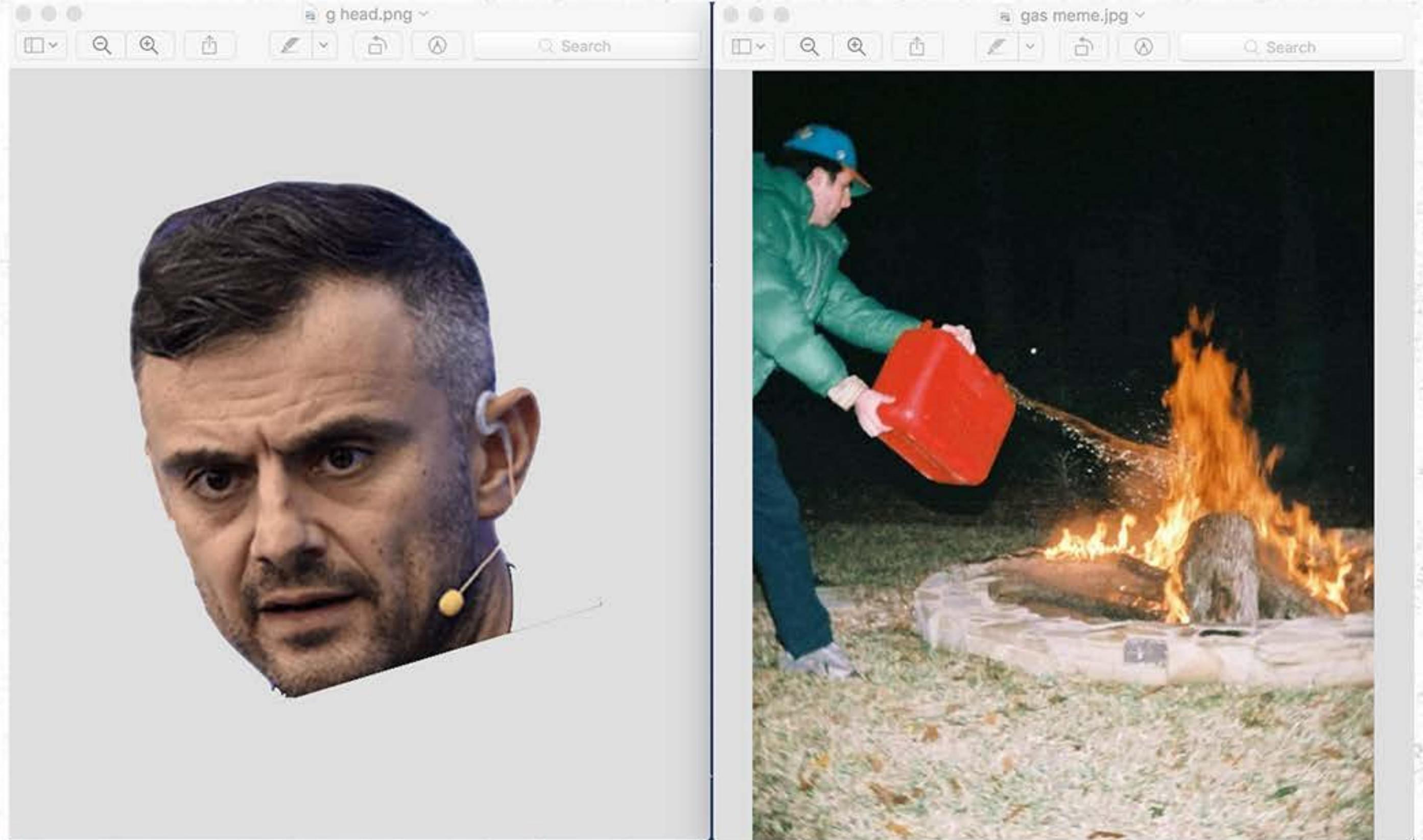


IF YOU'RE ON WINDOWS, YOU CAN USE MICROSOFT PAINT OR A SIMILAR TOOL

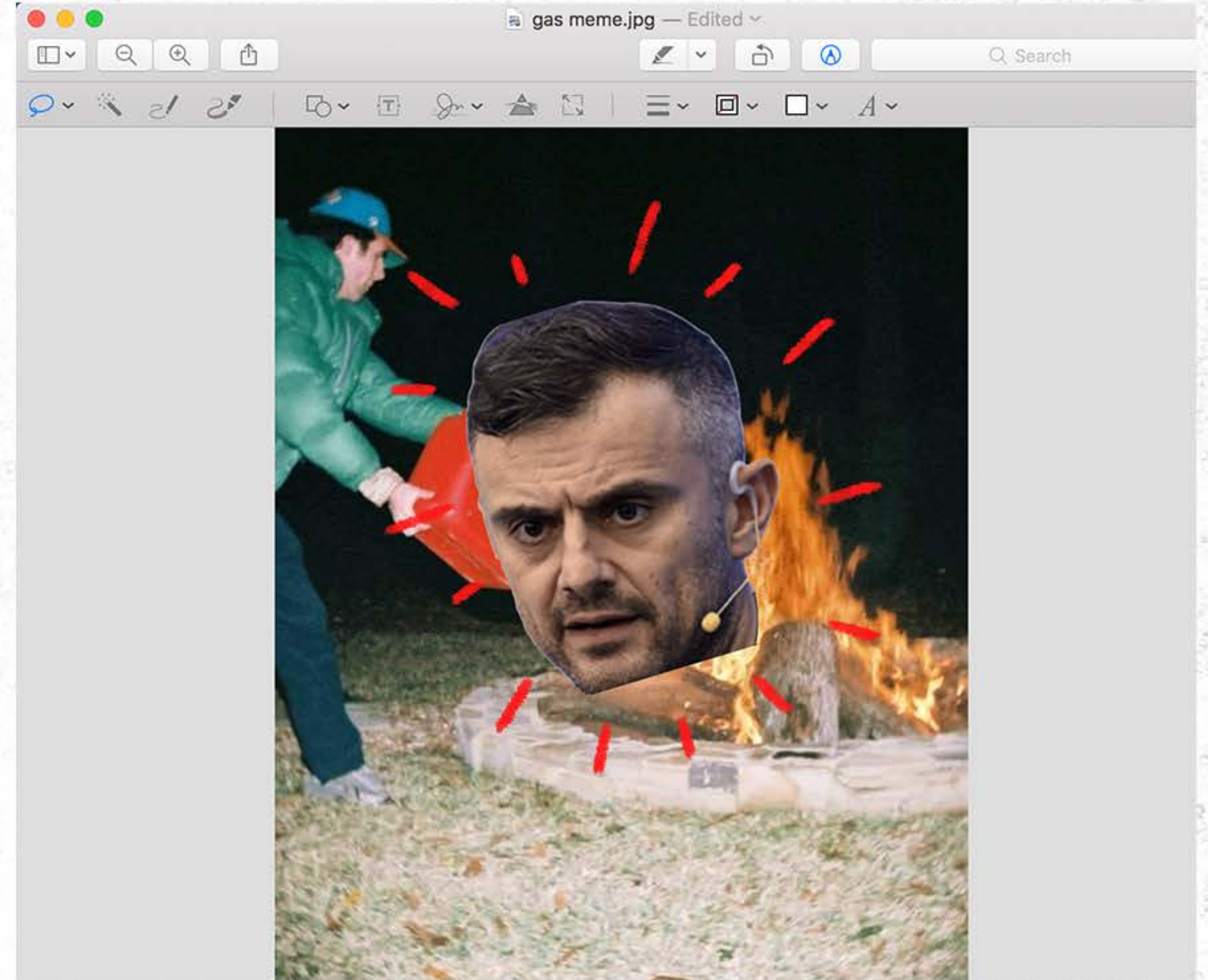
**STEP 2. THEN ISOLATE THE PORTION OF
THE IMAGE YOU WANT TO USE USING
“INSTANT ALPHA” TOOL IN PREVIEW**



**STEP 3. OPEN UP THE MEME
YOU WANT TO MODIFY IN
A SEPARATE WINDOW...**



**STEP 4. FROM THERE, YOU COPY
THE ISOLATED IMAGE, AND PASTE IT
OVER THE MEME...**



STEP 5. PLACE THE IMAGE WHERE YOU WANT BY INVERTING OR ROTATING IT, ADD TEXT WHERE APPROPRIATE AND SAVE!



**TIME IT TAKES TO MAKE:
2 MINUTES 23 SECONDS**

**AGAIN, THIS IS SUBJECTIVE AND ANECDOTAL!
YOU CAN CHOOSE TO TAKE MORE TIME OR LESS,
BUT REMEMBER SPEED MATTERS**



PLATFORMS YOU COULD POST THIS ON:

TWITTER, INSTAGRAM



THAT'S 2 Pieces of content

IN TOTAL WE HAVE: 4 Pieces of Content

≡ RUNNING TALLY ≡

#4 CAROUSELS AND SLIDE DECKS

A SLIDE DECK (OR CAROUSEL)

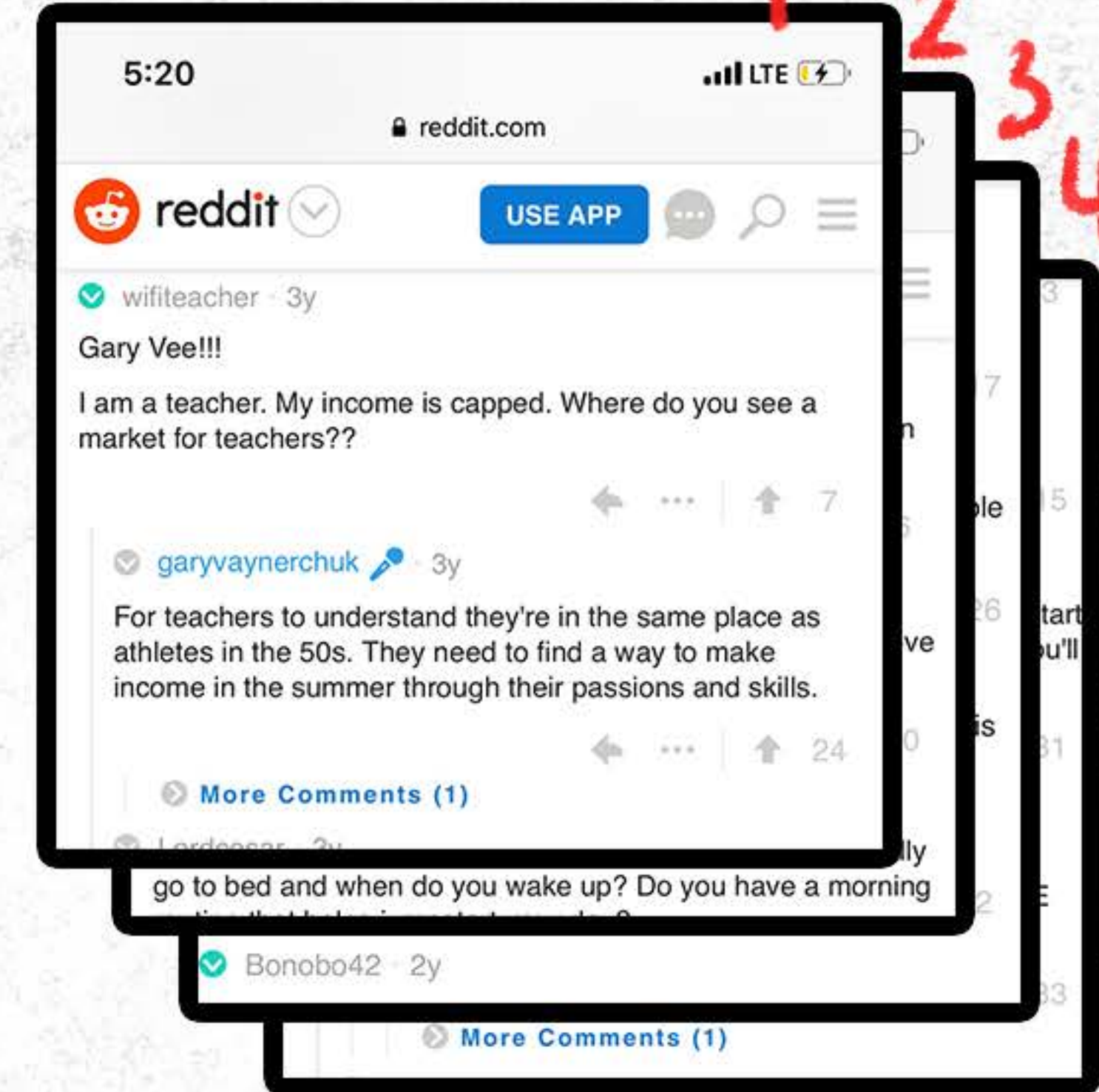
**CAN BE UPLOADED AS A SERIES OF IMAGES
ON INSTAGRAM OR AS A PDF ON LINKEDIN**



THE BEST POSTS

**FOR A QUICKER TURNAROUND,
JUST SCREENSHOT
4-8 OF YOUR BEST POSTS
ON SOCIAL...**

**MY TOP 8
REDDIT AMA
QUESTIONS &
ANSWERS**



UPLOAD A CAROUSEL ON



INSTAGRAM...

All your slides →



OR AS A PDF (AKA "DOCUMENT") ON LINKEDIN...



Gary Vaynerchuk

 Start a post



[Write an article](#) on LinkedIn

Sort by: Top ▼

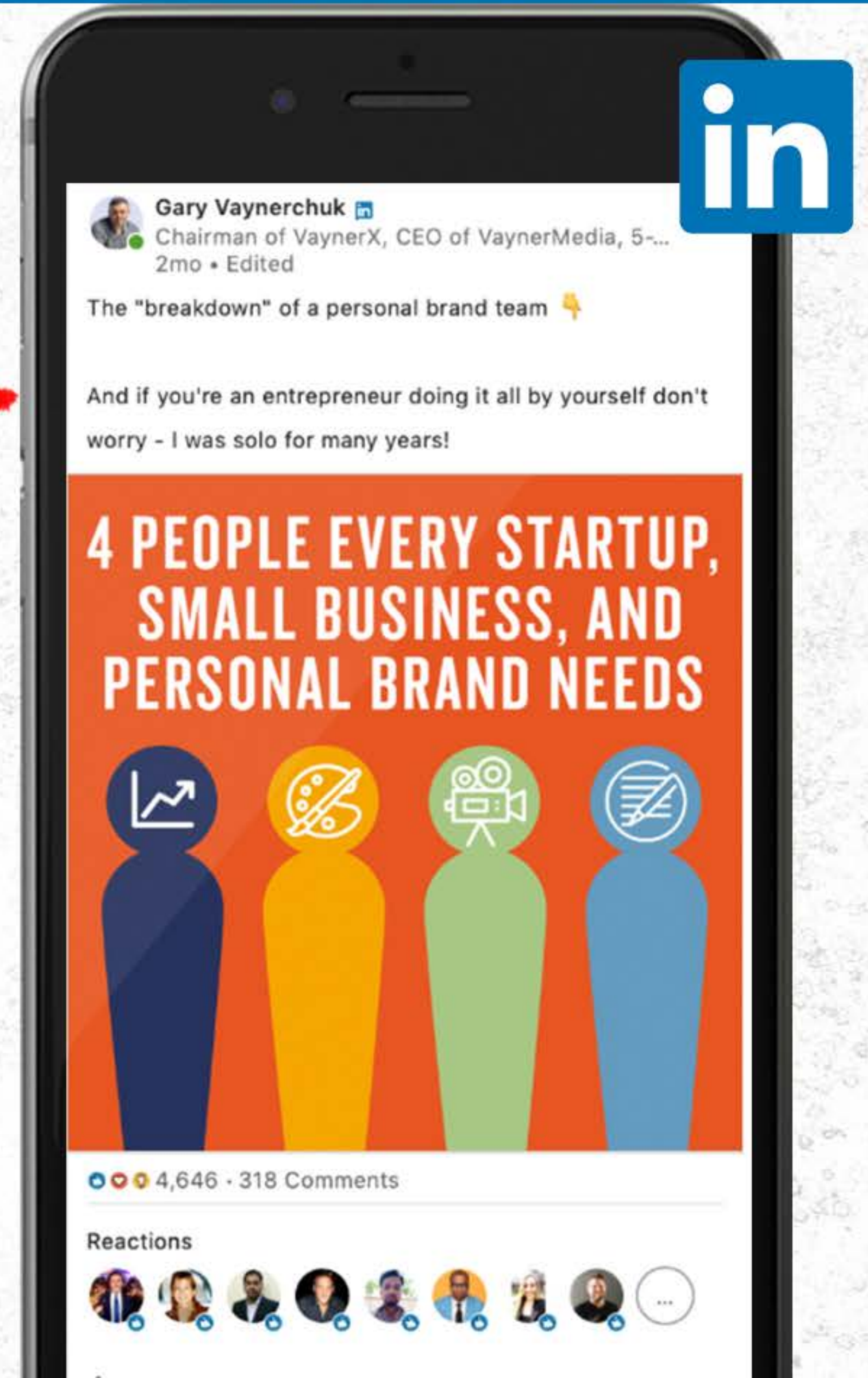
Click to upload



THIS IS ANOTHER DECK WE MADE



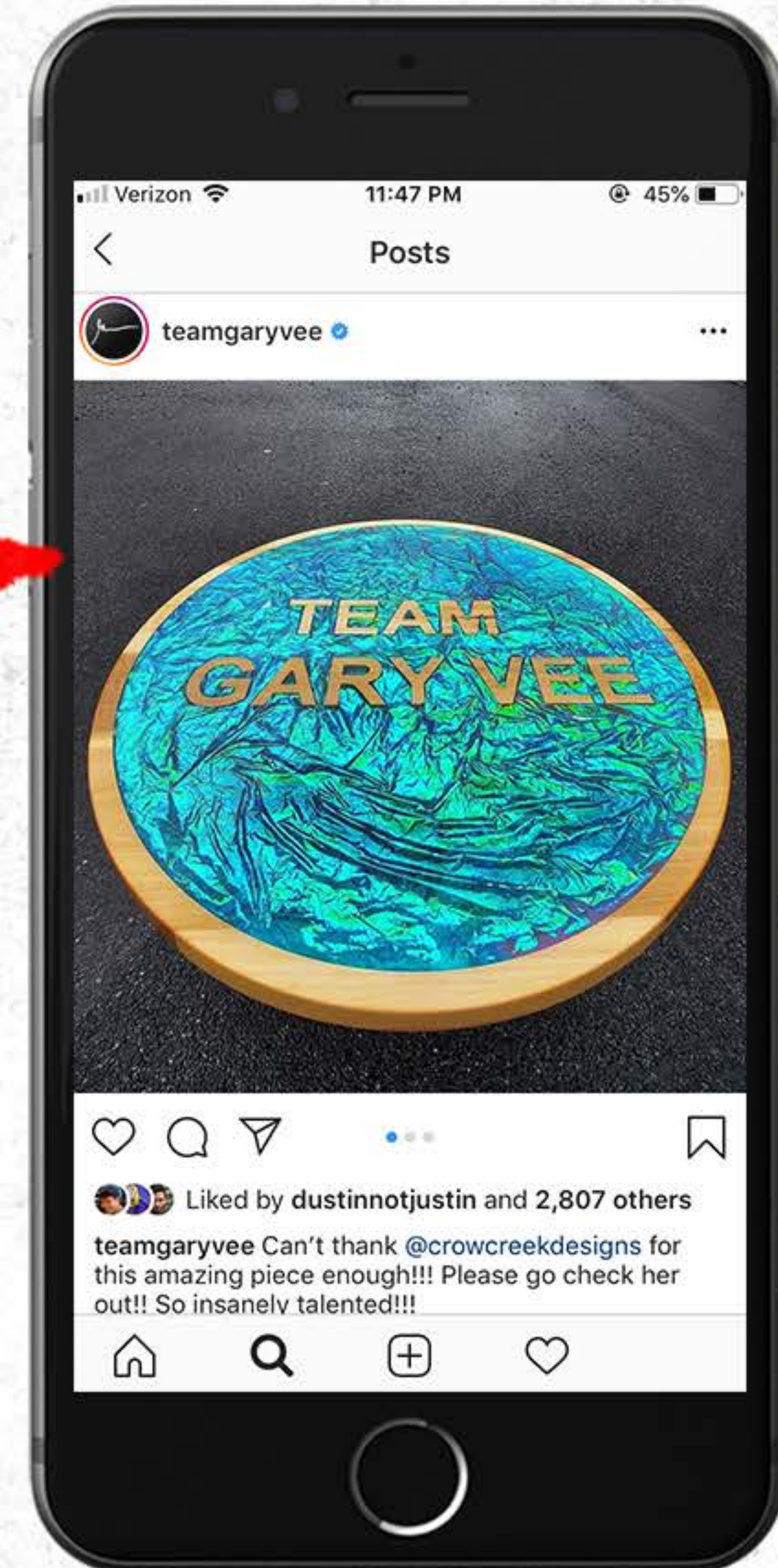
PERFORMANCE: 176K+ VIEWS ON LINKEDIN



**THIS ONE IS A CAROUSEL COMPILATION
OF 3 DIFFERENT PICTURES**



**PERFORMANCE:
2.8K+ LIKES ON
INSTAGRAM.COM/TEAMGARYVEE**



**TIME IT TAKES TO MAKE:
VARIES, BUT COULD BE
UNDER 5 MINUTES**



PLATFORMS YOU COULD POST THIS ON:

LINKEDIN, INSTAGRAM



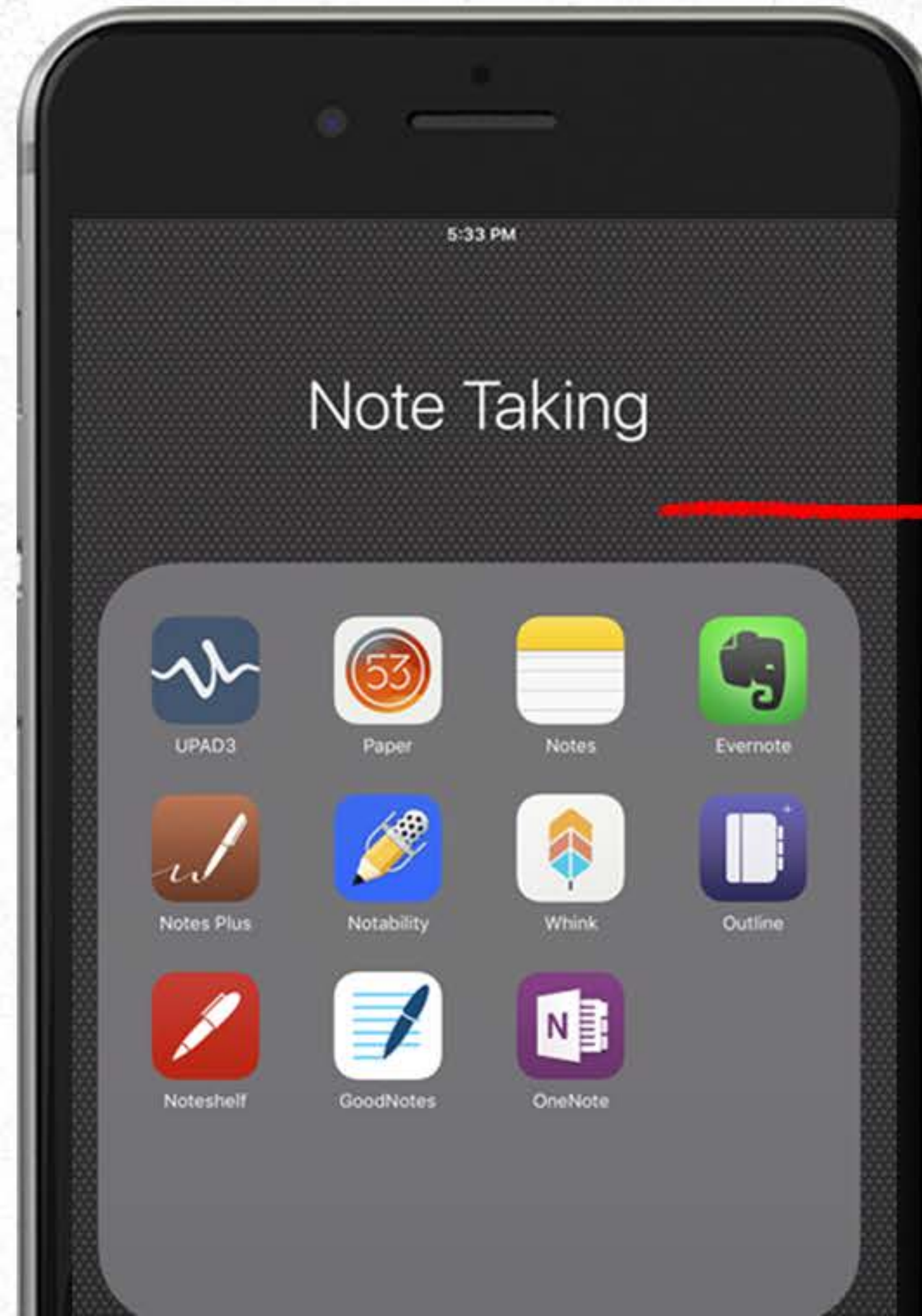
THAT'S 2 Pieces of content

IN TOTAL WE HAVE: 60 Pieces of Content
≡ RUNNING TALLY ≡

#5 NOTES APP

NOTES APP

**A NOTE LIKE
THIS ONE I WROTE
COULD BE WRITTEN
ON ANY NOTEPAD
APP ON YOUR PHONE.**



I wish you a few things

#1 tremendous happiness, the kind that when you wake up tomorrow, you are smiling instead of growing that the summer is over. Keep challenging yourself on what you do when you're not st work and find ways to allocate time to putting in place a business or media (social media) platform around your deepest interests

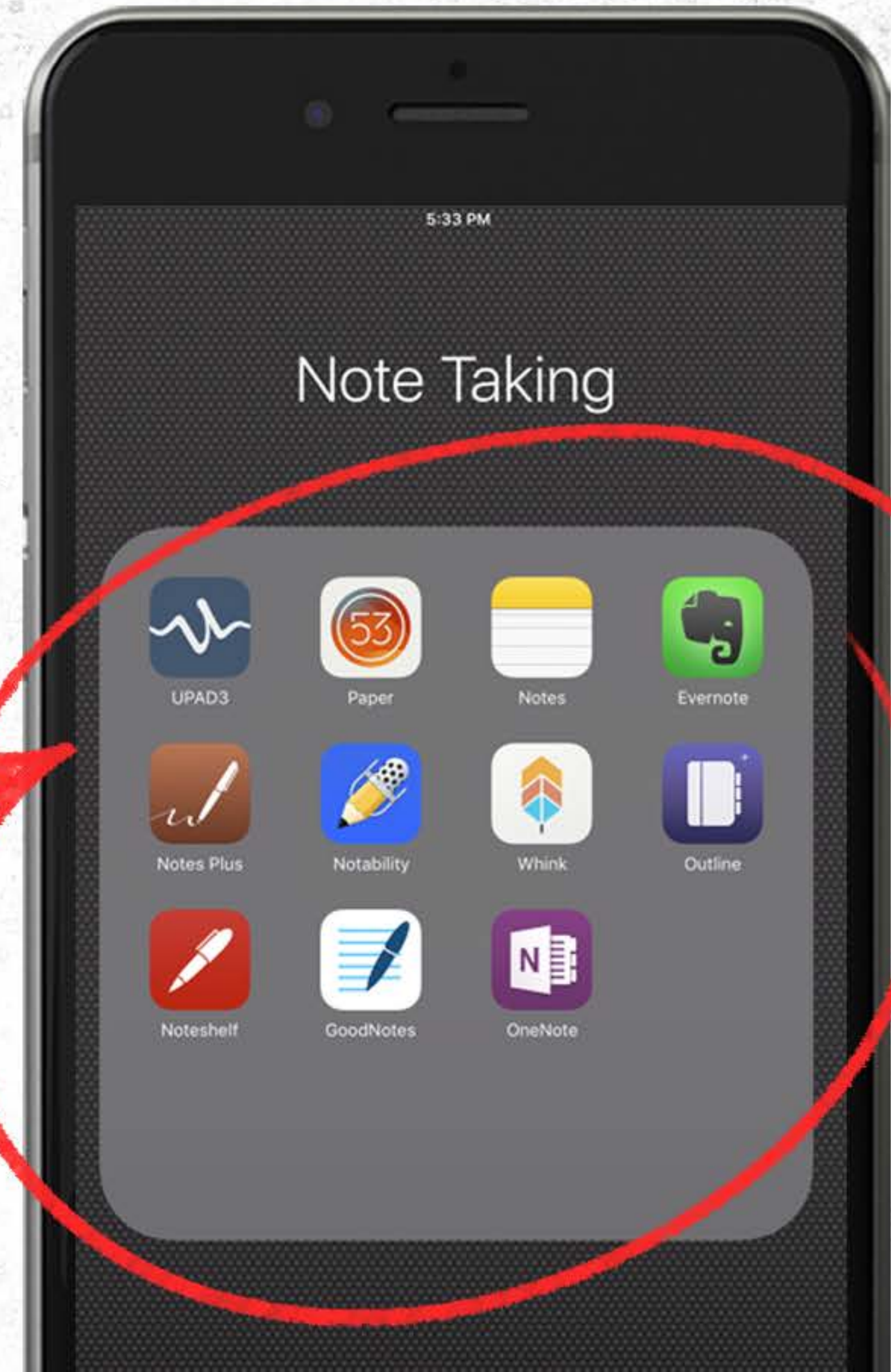
#2 that you realize that I made this post on my notes app on my phone and you don't need fancy editing, lighting, charisma, charm, humor, beauty to be a person who creates content and shares it with the world 🌍

I love you guys, now go love yourself ❤️

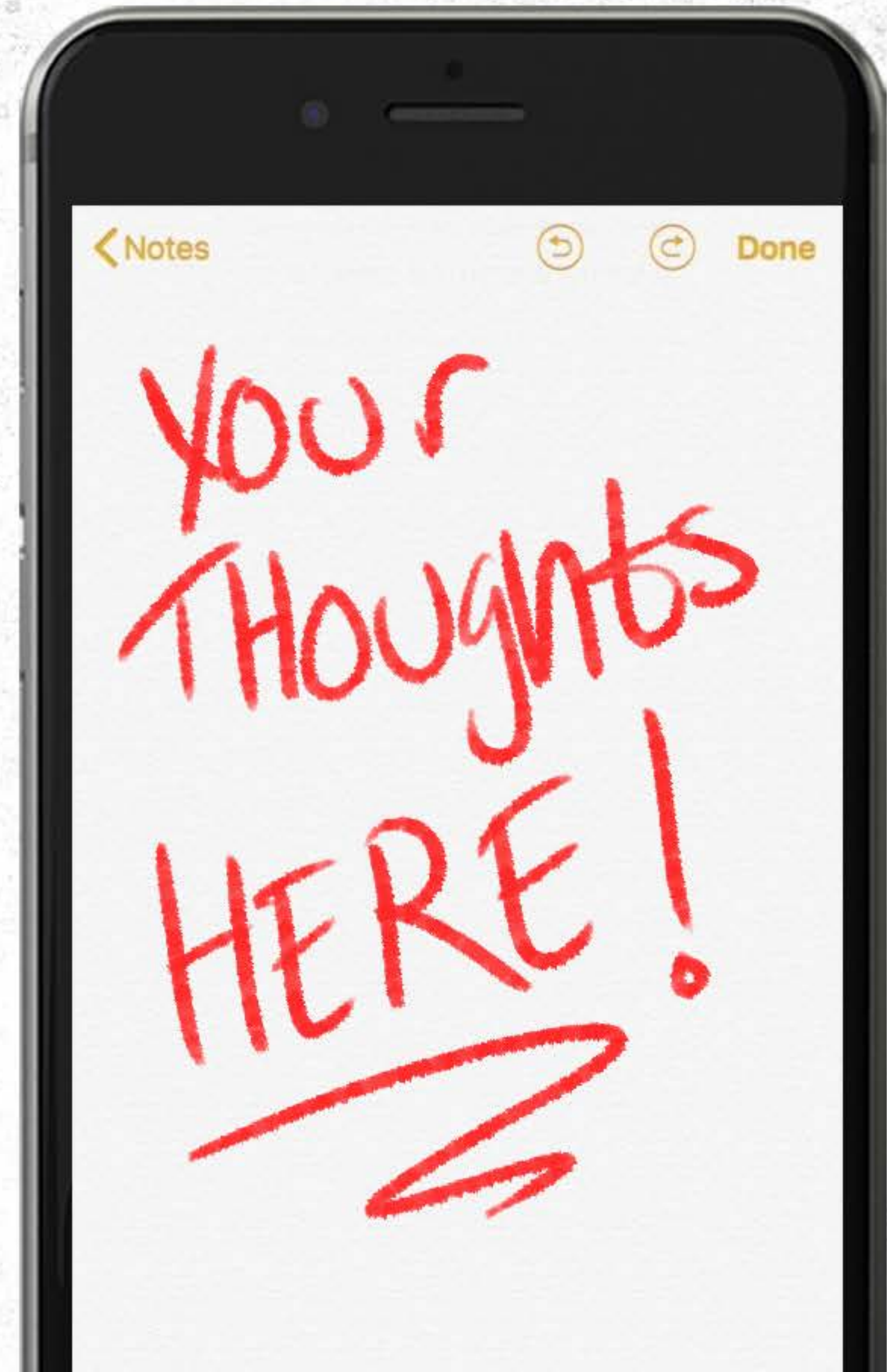


**STEP 1: OPEN UP ANY
NOTES APP ON YOUR PHONE**

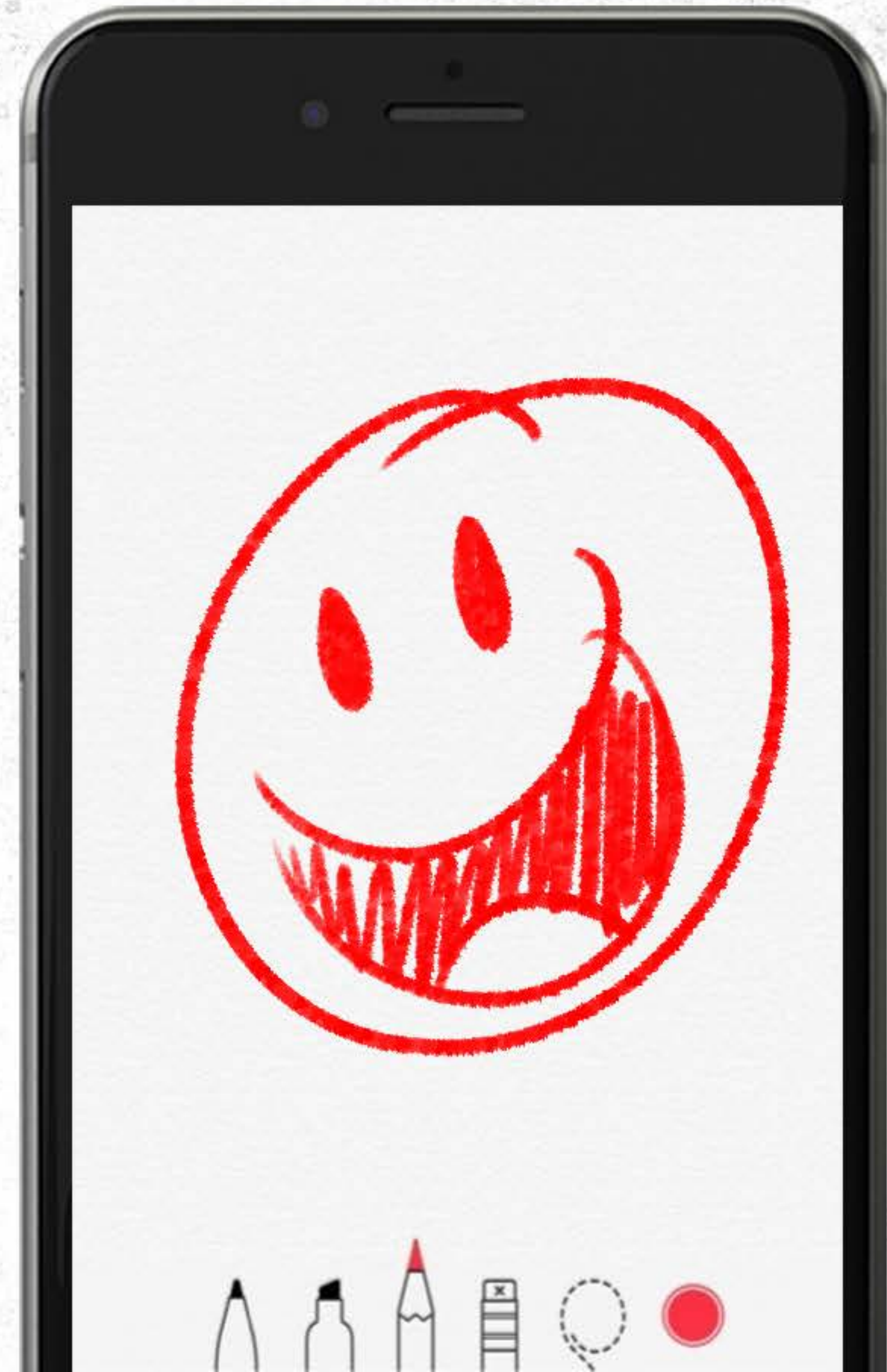
YOU GOT
OPTIONS!



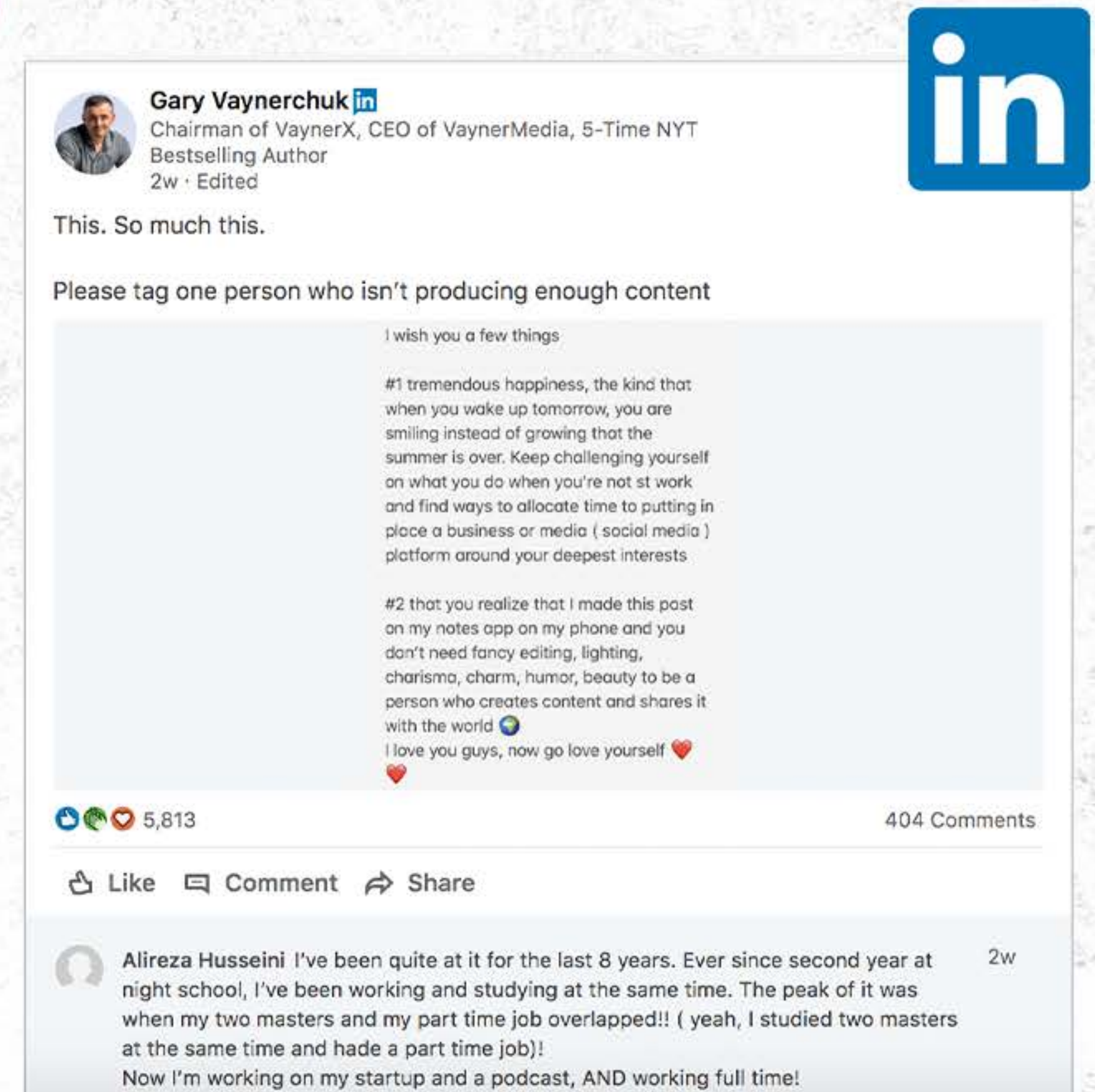
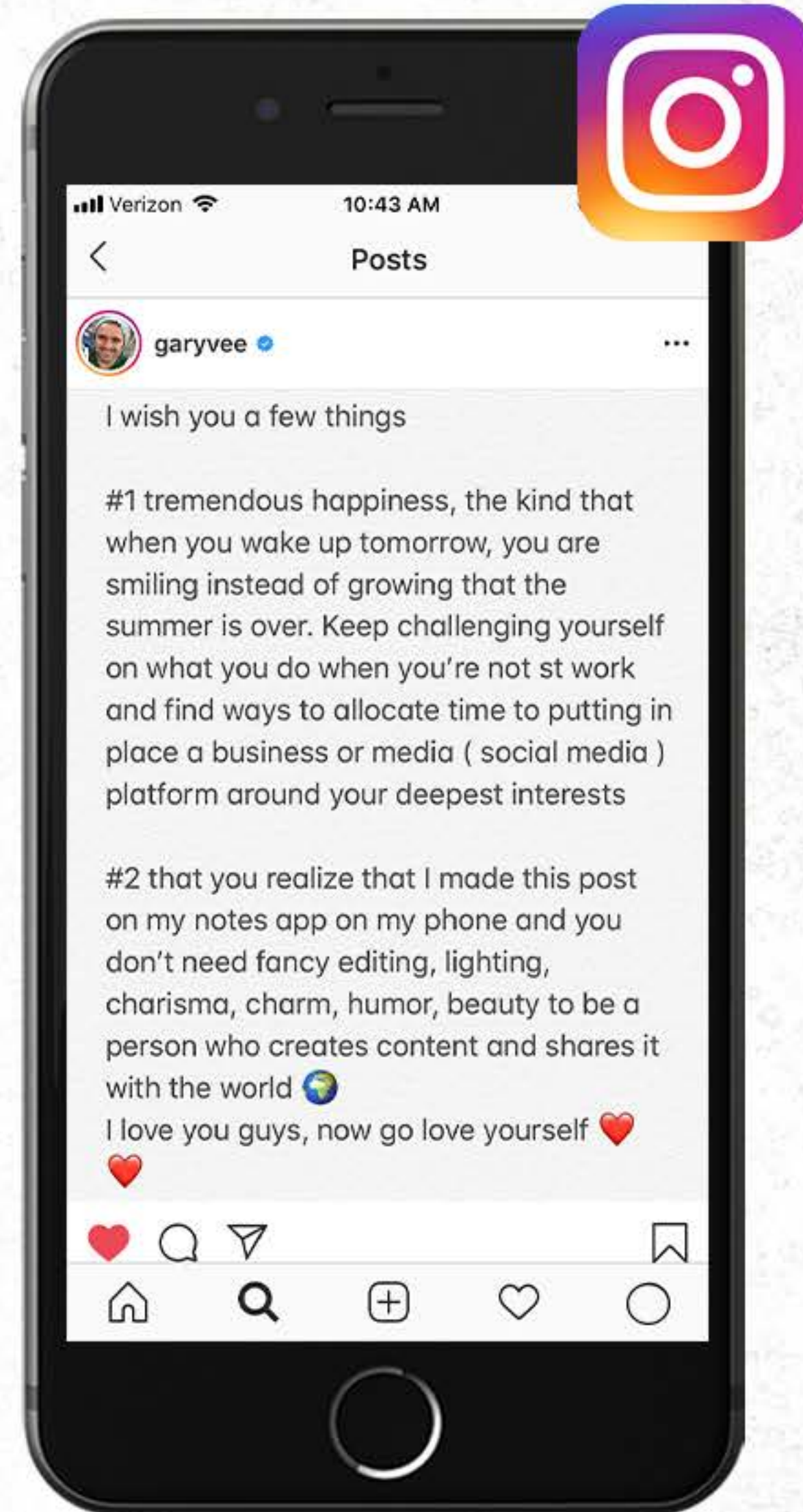
**STEP 2: TYPE OUT
YOUR THOUGHTS**



**STEP 2: OR DRAW
THEM!**



STEP 3: SCREENSHOT AND POST ON INSTAGRAM, LINKEDIN, OR FACEBOOK



**TIME IT TAKES TO MAKE:
49 SECONDS**



PLATFORMS YOU COULD USE IT FOR:

INSTAGRAM, LINKEDIN, FACEBOOK



THAT'S 3 Pieces of content

IN TOTAL WE HAVE:

9

Pieces of Content

≡ RUNNING TALLY ≡

**ACTUALLY BEFORE WE
GO TO NUMBER 6...**



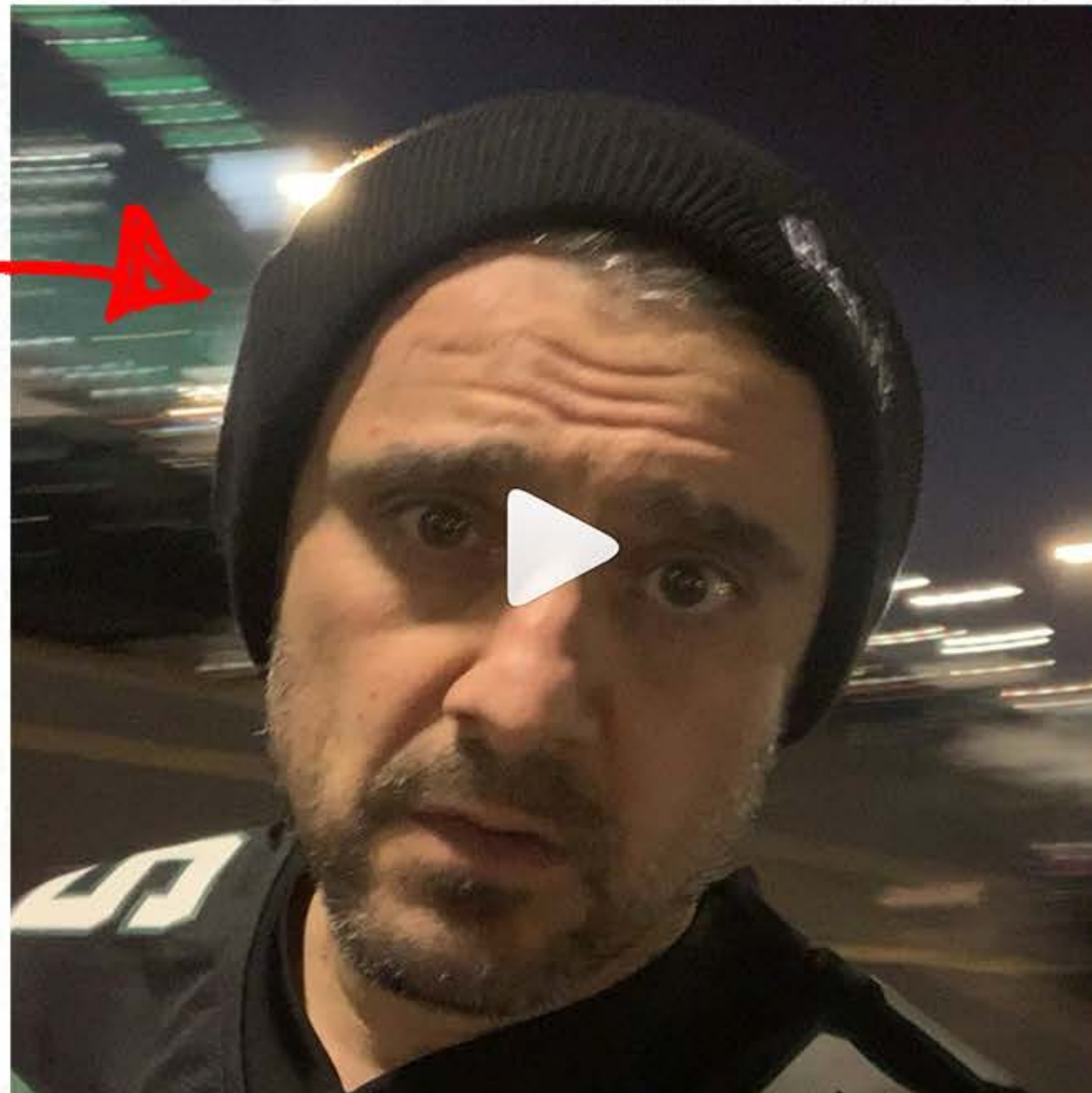
**CAN WE ALL JUST AGREE
THE EXCUSE OF
“I DONT HAVE A TEAM”
WAS JUST KILLED BY
THIS LAST EXAMPLE?**



#6 SMART PHONE CAMERA

**IF YOU FEEL COMFORTABLE
ON CAMERA...**

You CAN DO IT!



garyvee • Follow

procopiolenny They suck get use to loosing
3h Reply

presidentfoxy You don't have shit on the chiefs tho
2h Reply


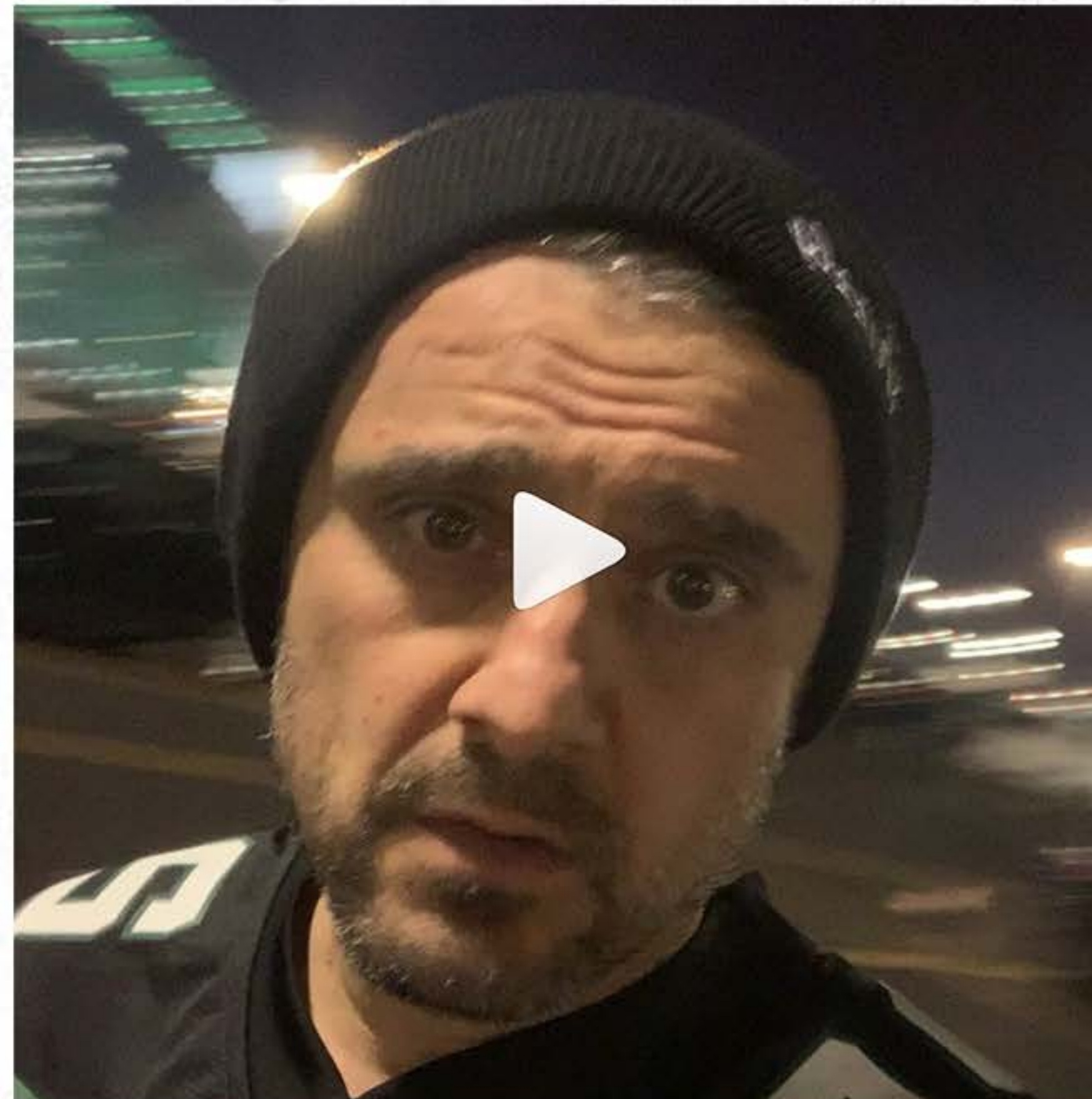
stevelepemp Need a reminder 🙌 Adversity is the foundation to success ❤️ 📦
2h Reply


dlavonski 😂😂
42m Reply


423,021 views
1 DAY AGO


Log in to like or comment.


**YOUR PHONE'S CAMERA
IS THE EASIEST TOOL
YOU COULD USE TO
CREATE CONTENT.**




 **garyvee** • [Follow](#)

 **procopiolenny** They suck get use to loosing
3h Reply

 **presidentfoxy** You don't have shit on the chiefs tho
2h Reply

 **stevelepemp** Need a reminder 🙌 Adversity is the foundation to success ❤️ 📦
2h Reply

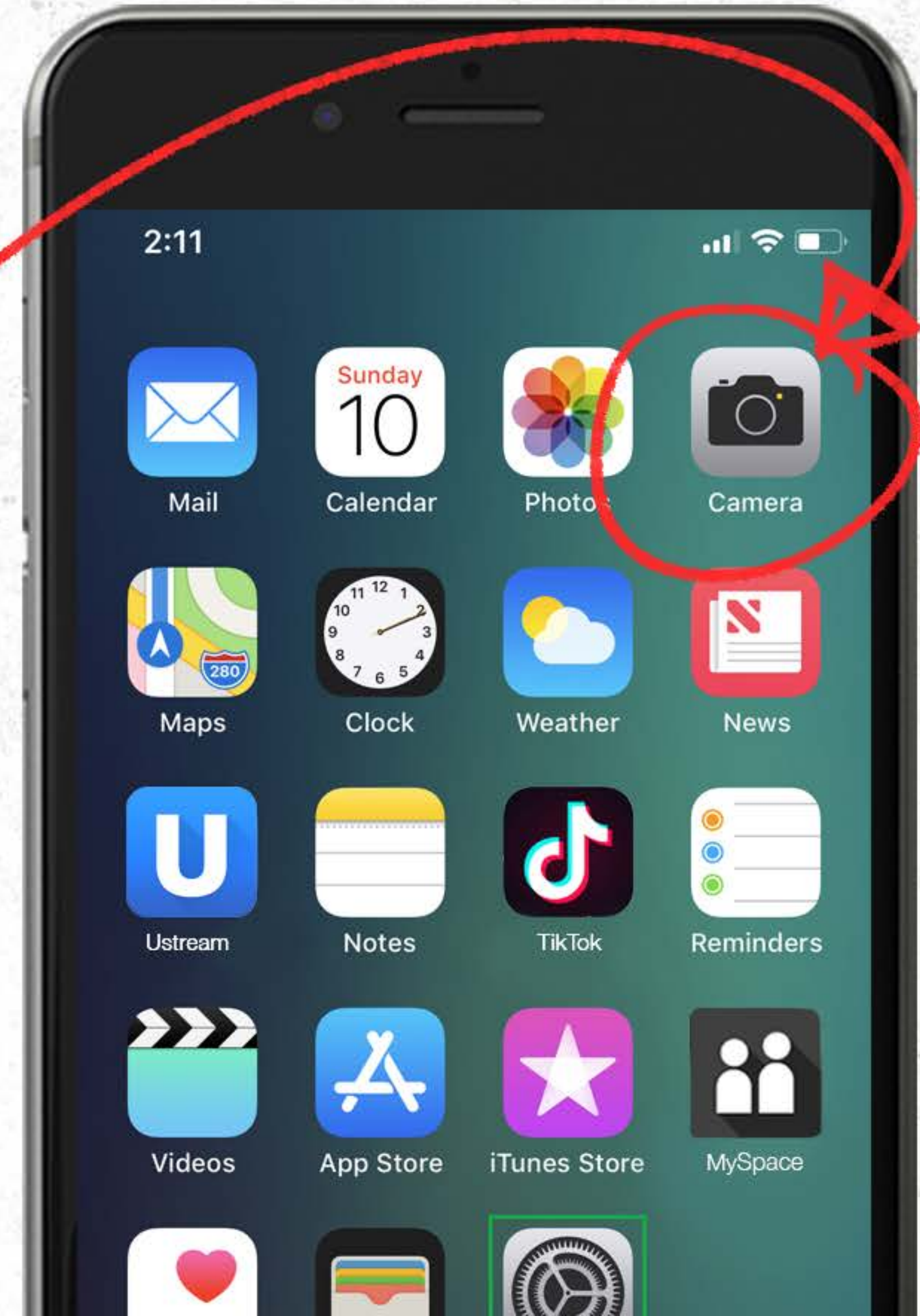
 **dlavonski** 😂😂
42m Reply

♡ 💬 ↗️ 📌

423,021 views
1 DAY AGO

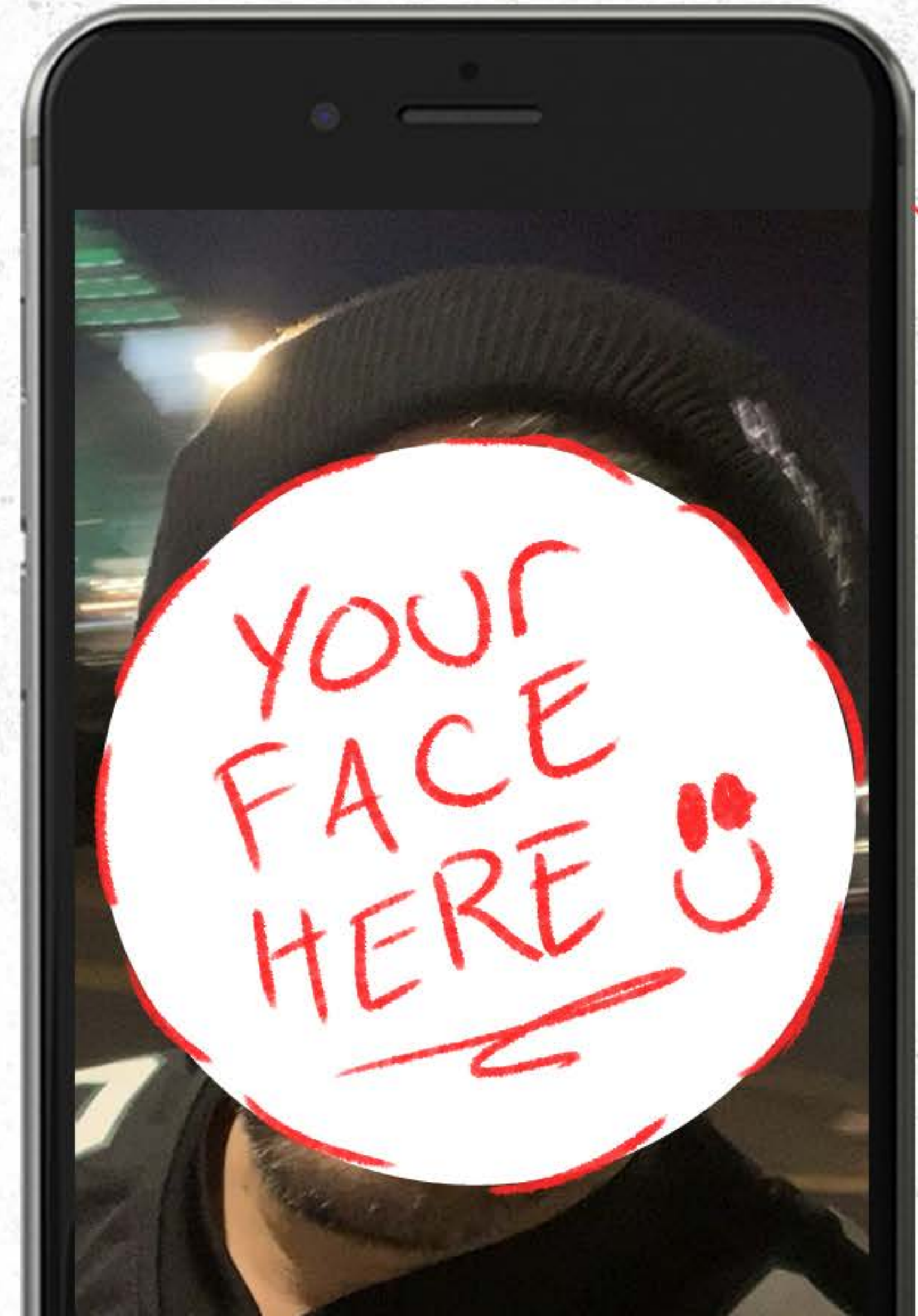
[Log in to like or comment.](#)

**STEP 1: HIT THE CAMERA
BUTTON ON YOUR PHONE**



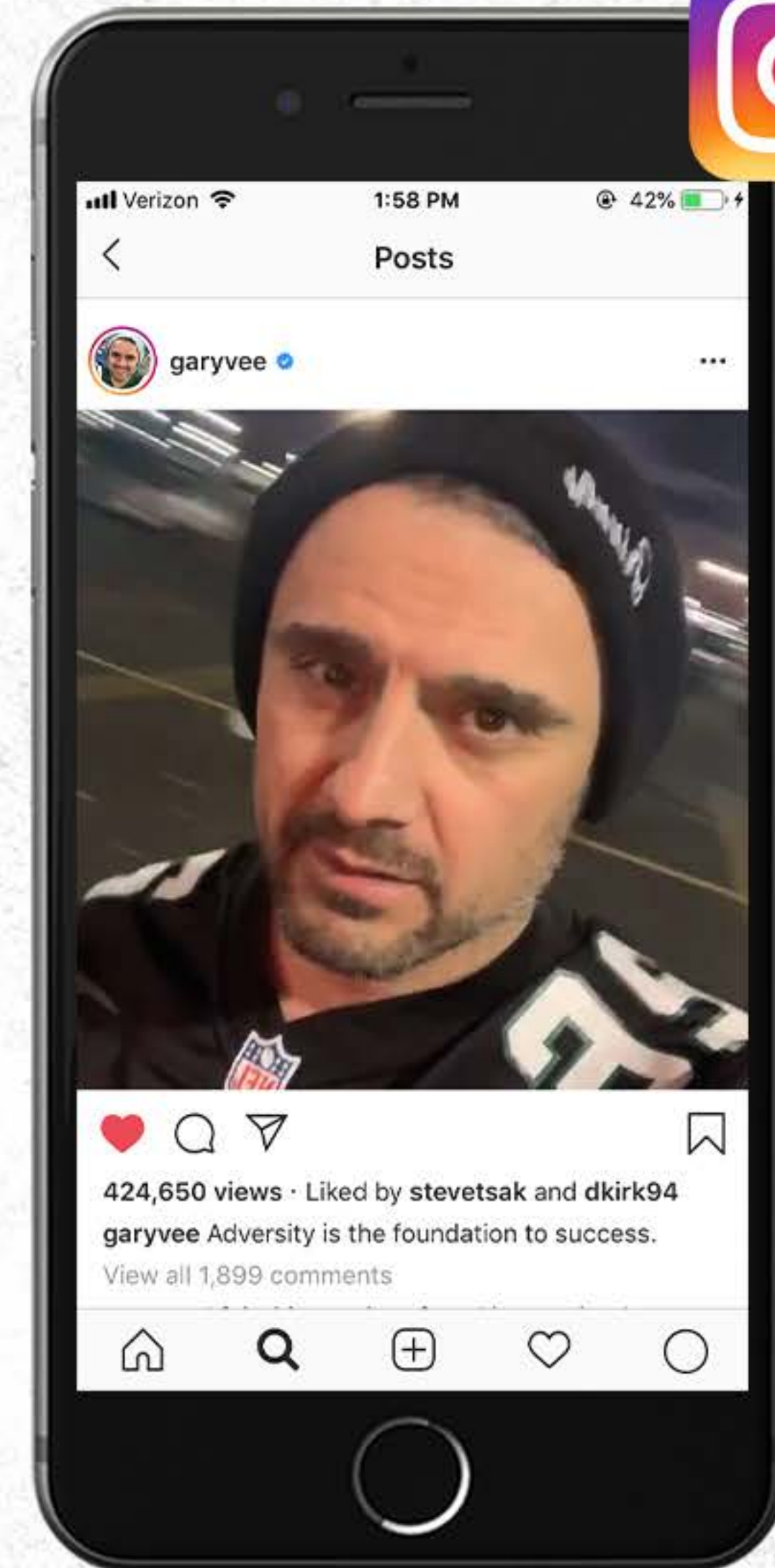
THIS!

**STEP 2: RECORD 60-SECOND
VIDEO SHARING AN INSIGHT,
A FEELING, OR
RECAPPING YOUR DAY...**

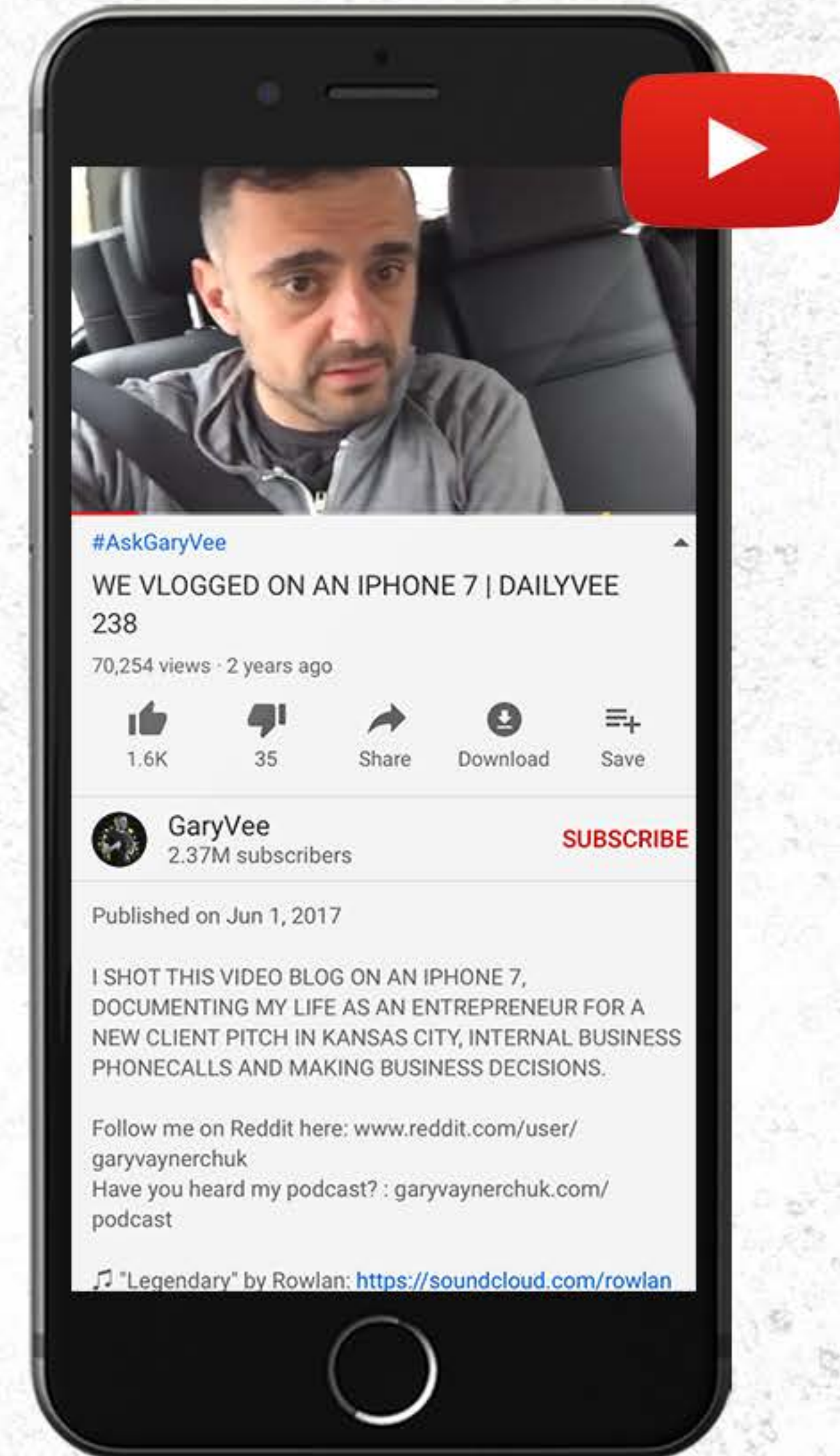


STEP 3: POST IT

VERY IMPORTANT



PERFORMANCE:
480K+ VIEWS ON INSTAGRAM
70K+ VIEWS ON YOUTUBE



PLATFORMS YOU COULD USE IT FOR:

INSTAGRAM, LINKEDIN, FACEBOOK, TWITTER, YOUTUBE



THAT'S 5 Pieces of content

**TIME IT TAKES TO MAKE:
2 MINUTES 13 SECONDS**

(SUBJECTIVE)

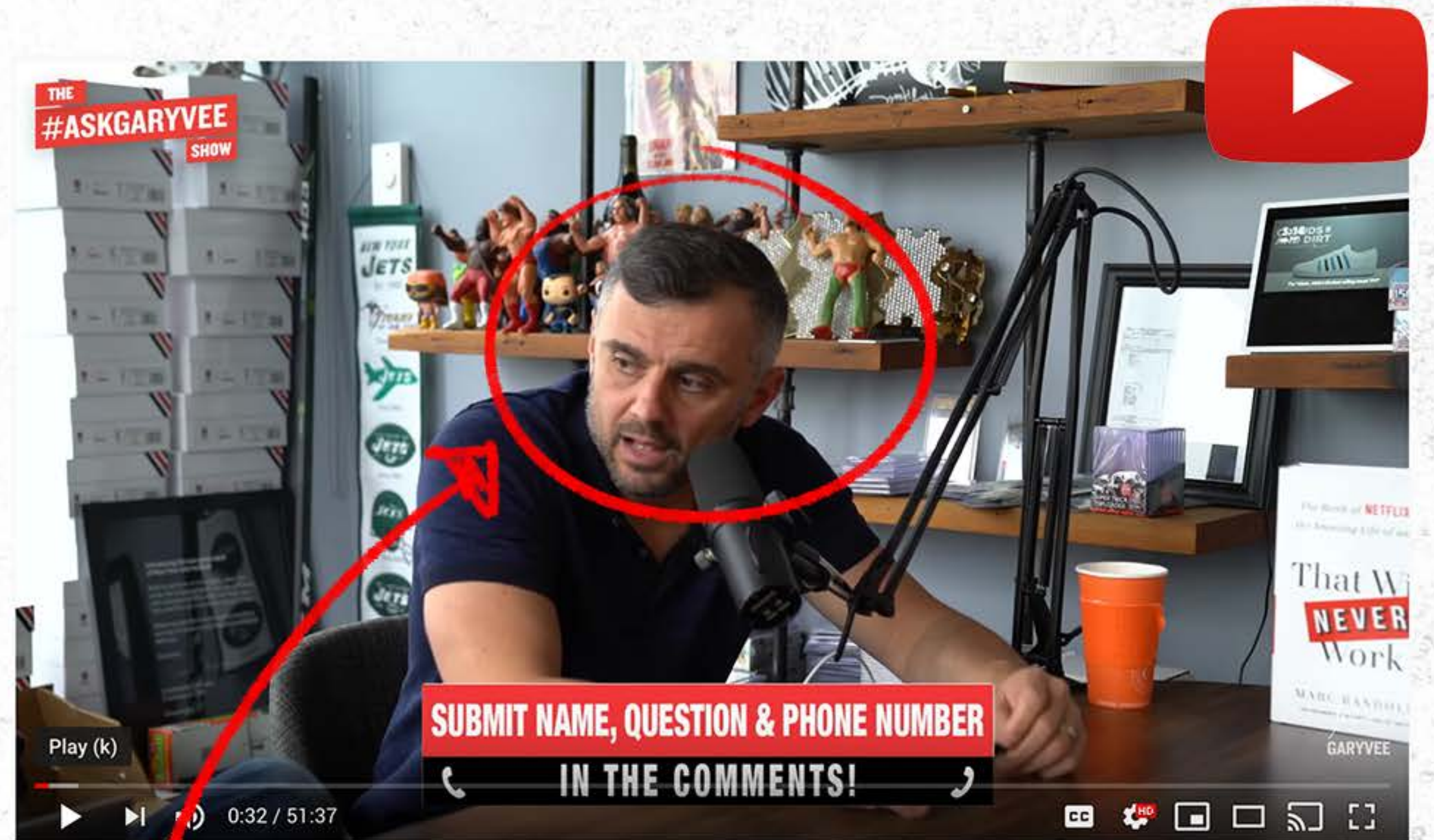


IN TOTAL WE HAVE: 14 Pieces of Content

≡ RUNNING TALLY ≡

#7 LIVE STREAMING

**YOU CAN ALSO LIVE STREAM
VIDEOS OR PODCAST
INTERVIEWS WITH A GUEST,
LIKE I DO WITH THE
ASKGARYVEE SHOW**



GARY

GUESTS



GUESTS



YOU CAN GO "LIVE" ON FACEBOOK, YOUTUBE, INSTAGRAM, TWITTER

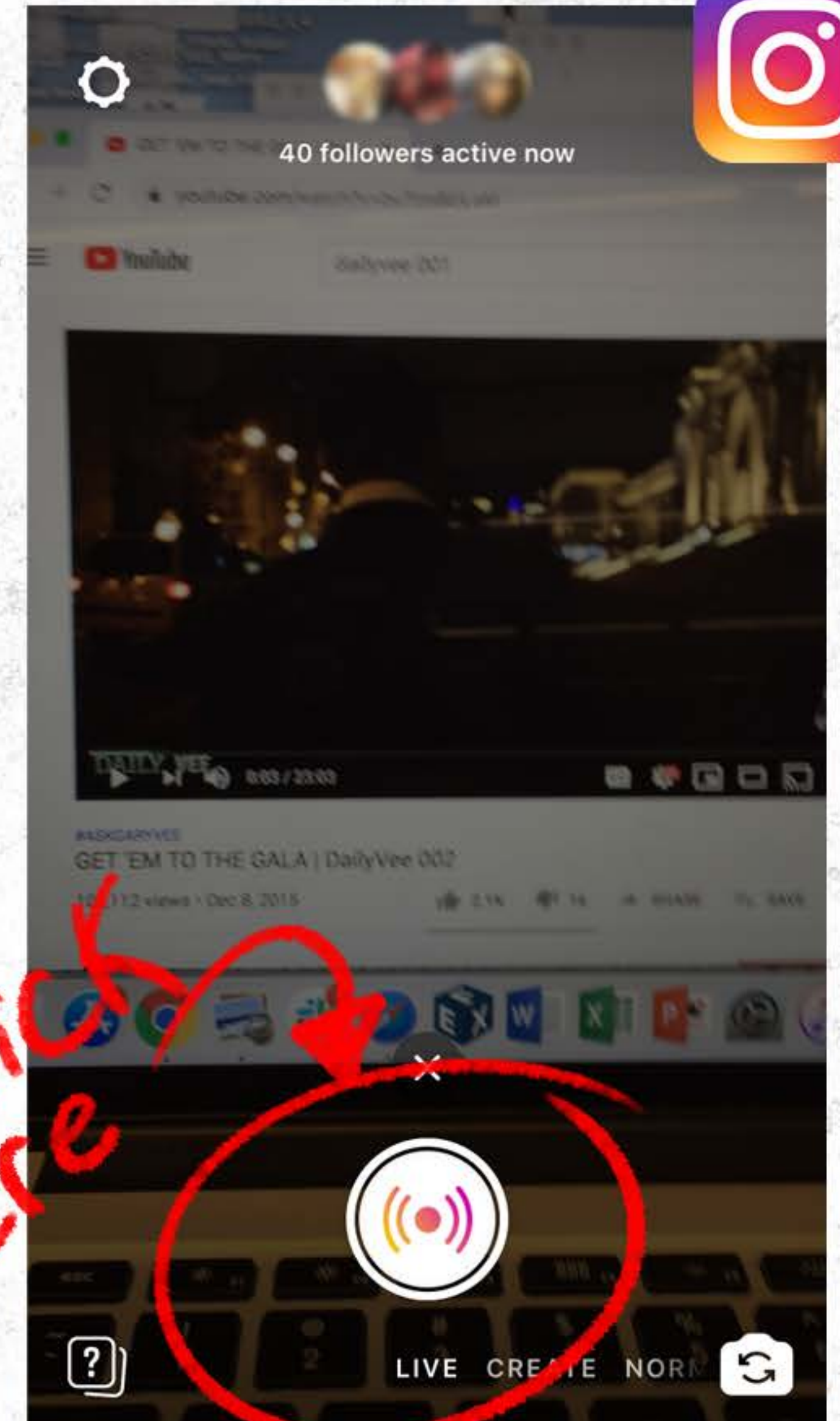


The image shows a screenshot of a Facebook page interface. At the top left, there are buttons for 'Like', 'Follow', 'Share', and a three-dot menu. To the right is a blue 'Send Message' button with a pencil icon. Below these is a row of buttons: 'Create', 'Live', 'Event', 'Offer', and 'Job'. The 'Live' button is circled in red. Below the 'Create' button is a profile picture and the text 'Write a post...'. The words 'Click Here' are written in red cursive over this text. At the bottom, there are buttons for 'Photo/Video', 'Get Messages', 'Feeling/Activ...', and a three-dot menu. On the right side, there is a search bar with the text 'Search for posts on this Page' and a 'Visitor Posts' section with a right-pointing arrow. A large blue Facebook 'f' logo is in the top right corner.

YOU CAN GO "LIVE" ON FACEBOOK, YOUTUBE, INSTAGRAM, TWITTER

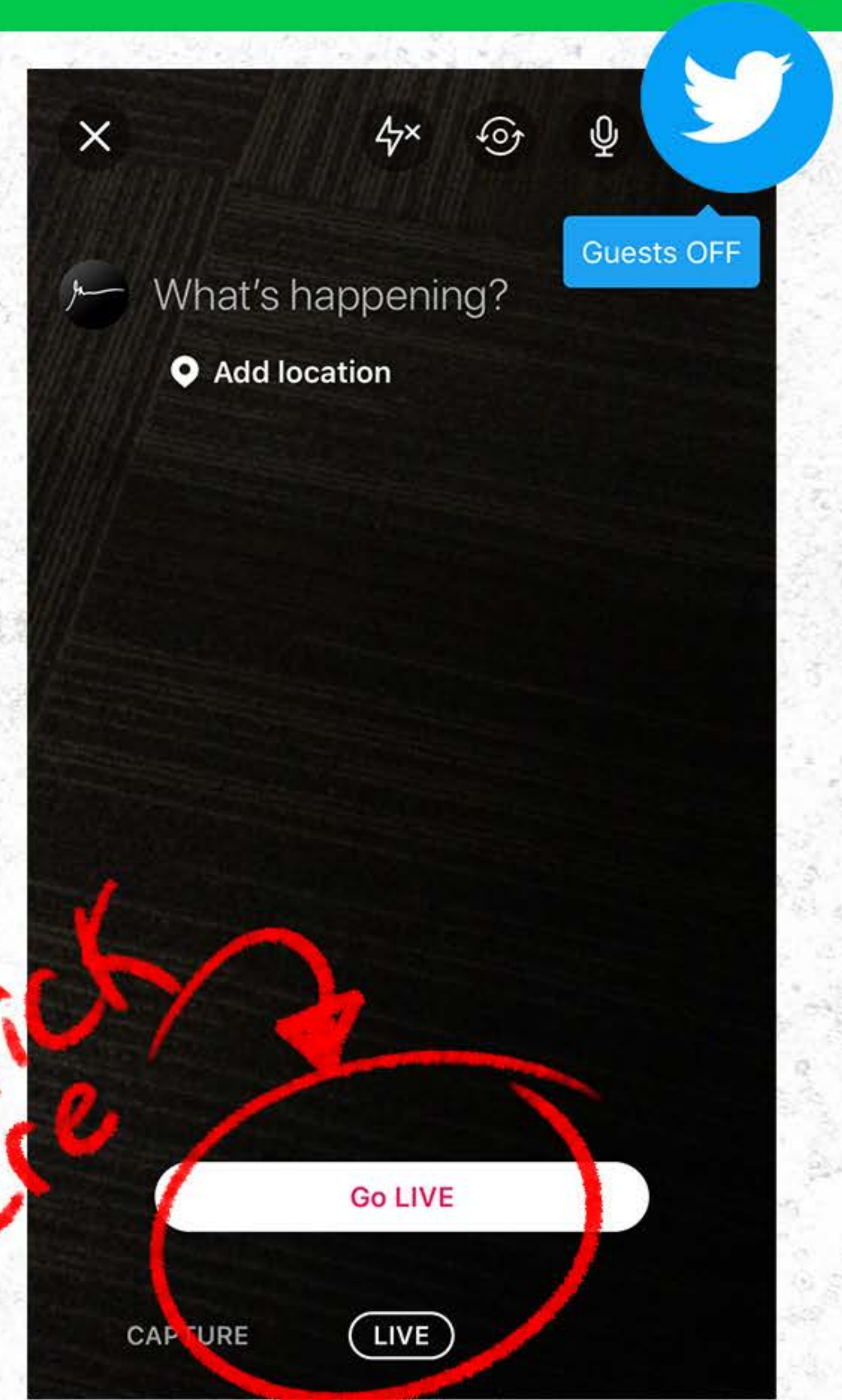
The image shows a screenshot of the YouTube website interface. The browser's address bar displays 'youtube.com'. The YouTube logo and a search bar are visible at the top. On the right side of the navigation bar, there is a camera icon with a plus sign, which is circled in red. A red arrow points from this icon to a dropdown menu that contains two options: 'Upload video' and 'Go live'. The 'Go live' option is also circled in red. A red arrow points from the 'Go live' option to the word 'HERE' written in red on the main content area. The main content area features a large banner for YouTube TV with the text 'Watch football live and cable-free' and a 'TRY IT FREE' button. Logos for various sports networks like CBS, ESPN, and NBC are visible at the bottom of the banner.

**YOU CAN GO “LIVE” ON
FACEBOOK, YOUTUBE, INSTAGRAM,
AND TWITTER**



Click Here

YOU CAN GO “LIVE” ON FACEBOOK, YOUTUBE, INSTAGRAM, AND TWITTER



PERFORMANCE:

16K+ VIEWS ON YOUTUBE,

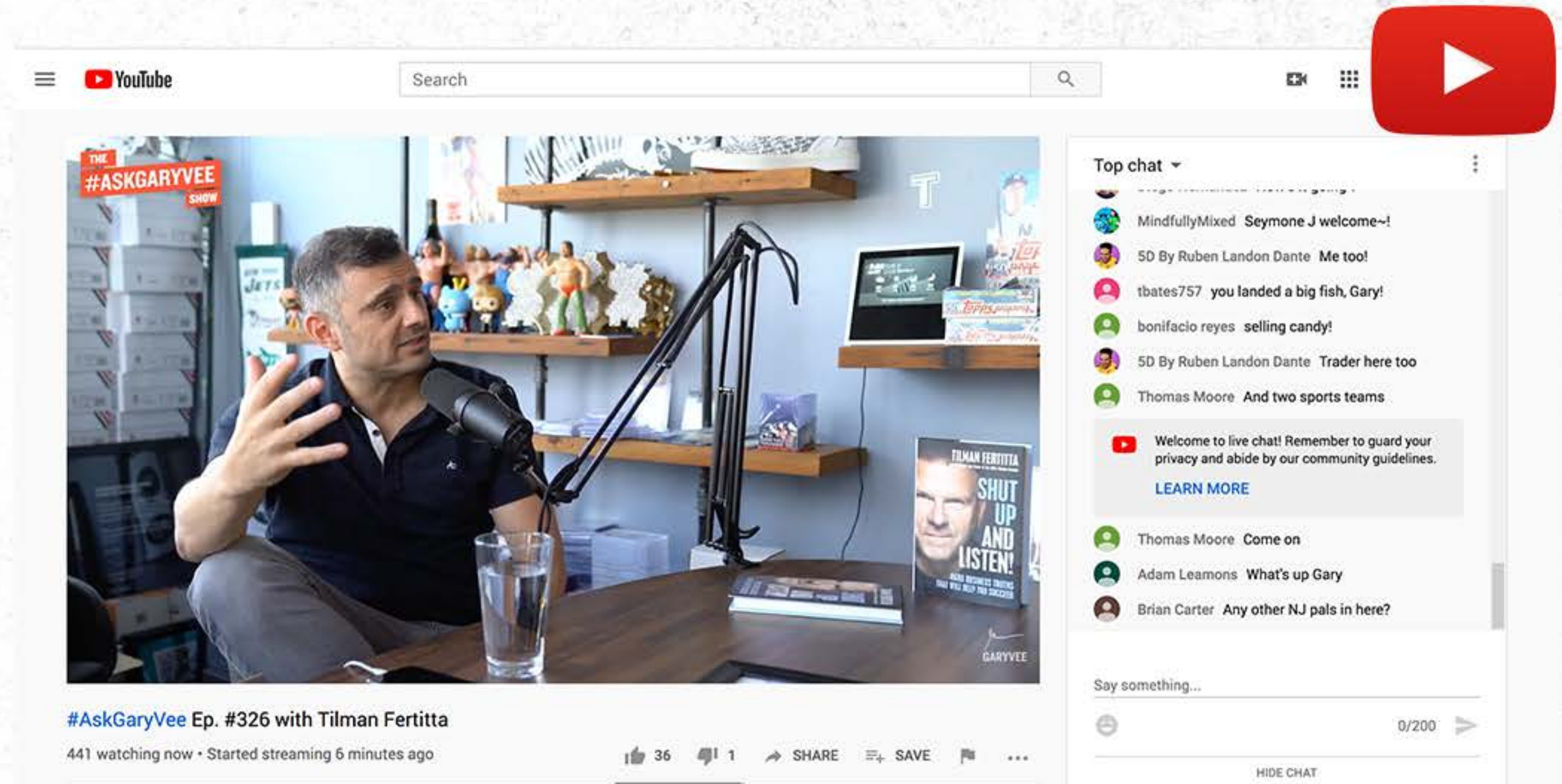
* 12K+ VIEWS ON LINKEDIN

2500+ UNIQUE CONCURRENT

VIEWERS ON INSTAGRAM

1000+ VIEWS ON TWITTER LIVE

* AT THE TIME OF WRITING THIS, LINKEDIN LIVE ISN'T AVAILABLE TO ALL MEMBERS



The screenshot shows a YouTube live stream interface. At the top, there's a search bar and a red play button icon. The main video player shows a man (Tilman Fertitta) sitting at a desk with a microphone, talking. The video title is "#AskGaryVee Ep. #326 with Tilman Fertitta". Below the video, it says "441 watching now • Started streaming 6 minutes ago". To the right of the video, there's a "Top chat" section with several messages from viewers. At the bottom of the chat, there's a "Say something..." input field and a "HIDE CHAT" button.

PLATFORMS YOU COULD USE IT FOR:

LINKEDIN, INSTAGRAM, YOUTUBE, FACEBOOK, TWITTER



THAT'S 5 pieces of content

**TIME IT TAKES TO MAKE:
HOWEVER LONG
YOU WANT**

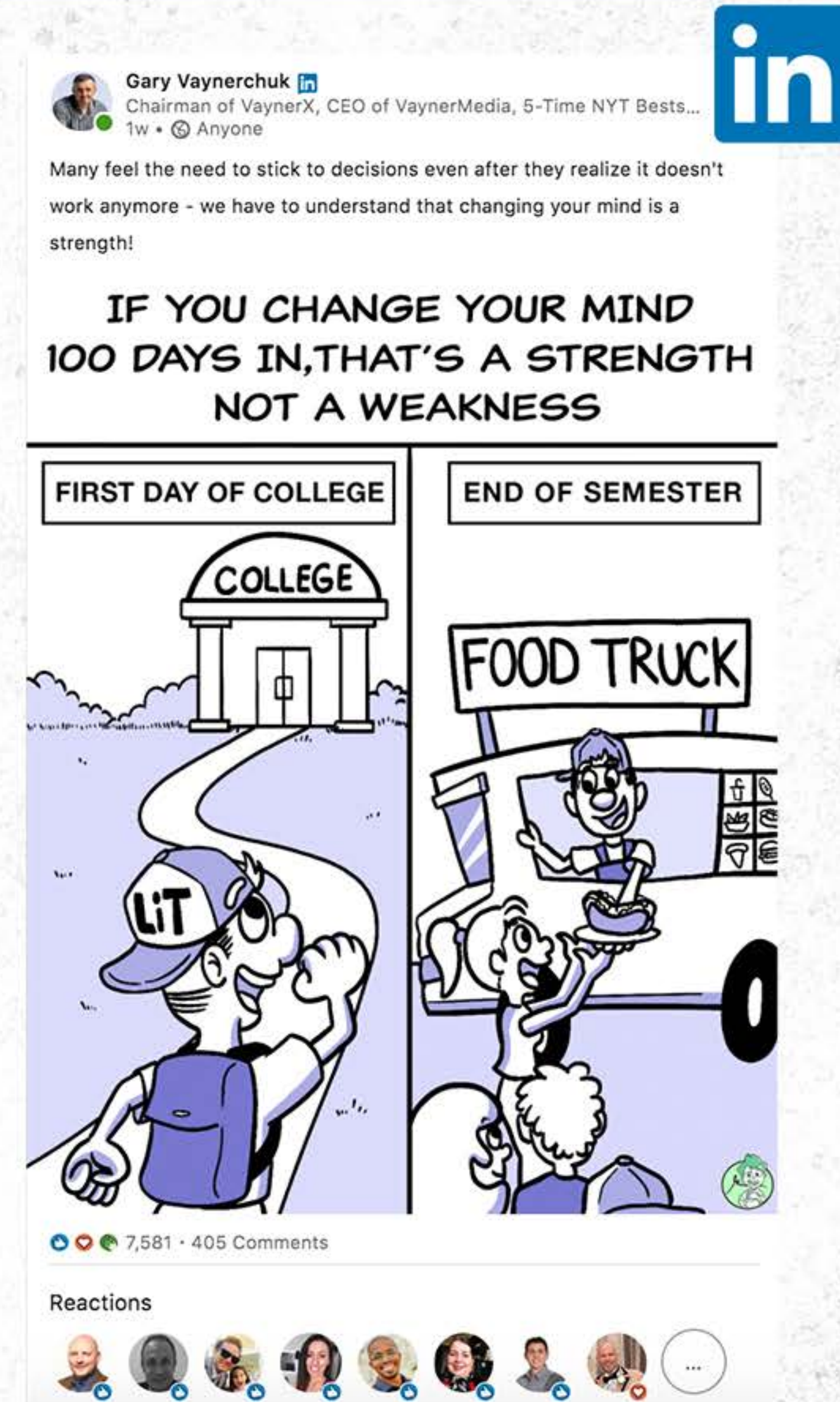


IN TOTAL WE HAVE: 19 Pieces of Content


≡ RUNNING TALLY ≡

#8 CARTOONS AND DRAWINGS

**IF YOU'RE MORE ARTISTIC,
YOU COULD CREATE
CARTOONS, DRAWINGS,
OR COMICS**

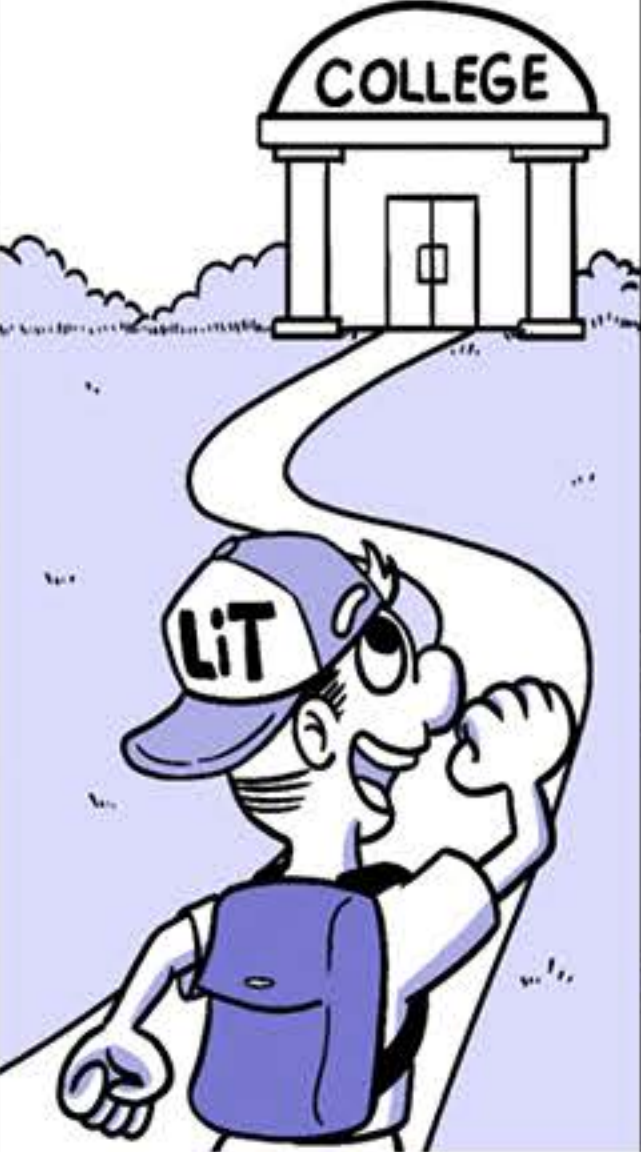



in

Gary Vaynerchuk 
Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bests...
1w • Anyone


Many feel the need to stick to decisions even after they realize it doesn't work anymore - we have to understand that changing your mind is a strength!

**IF YOU CHANGE YOUR MIND
100 DAYS IN, THAT'S A STRENGTH
NOT A WEAKNESS**

FIRST DAY OF COLLEGE	END OF SEMESTER
	

7,581 • 405 Comments

Reactions



Special Hack

PICK ONE OF YOUR TWEETS THAT GOT MORE LIKES, COMMENTS, RETWEETS THAN AVERAGE



Gary Vaynerchuk ✓

@garyvee

Follow



Changing your mind is a strength

2:39 PM - 14 Aug 2019

1,577 Retweets 5,159 Likes

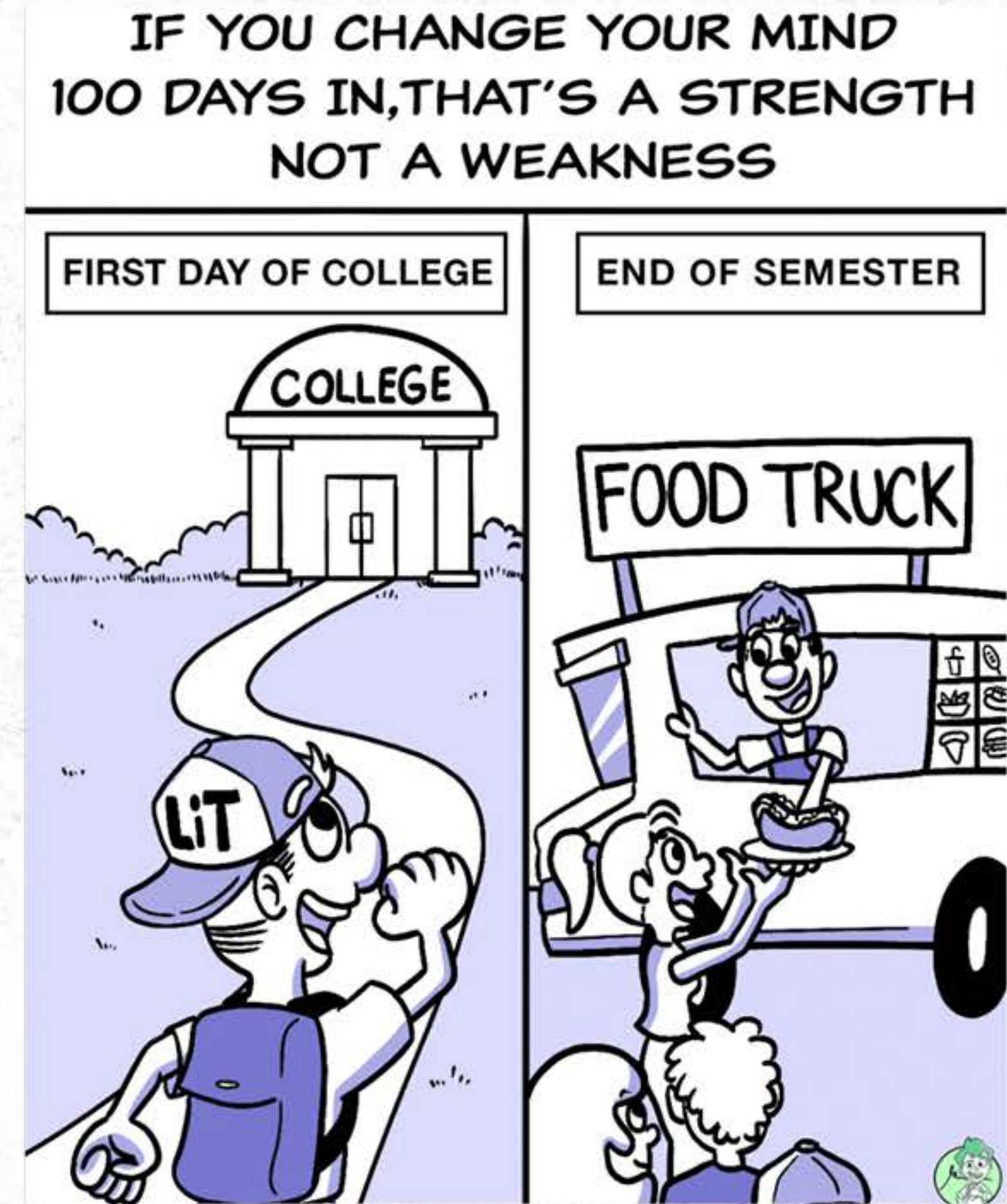


88

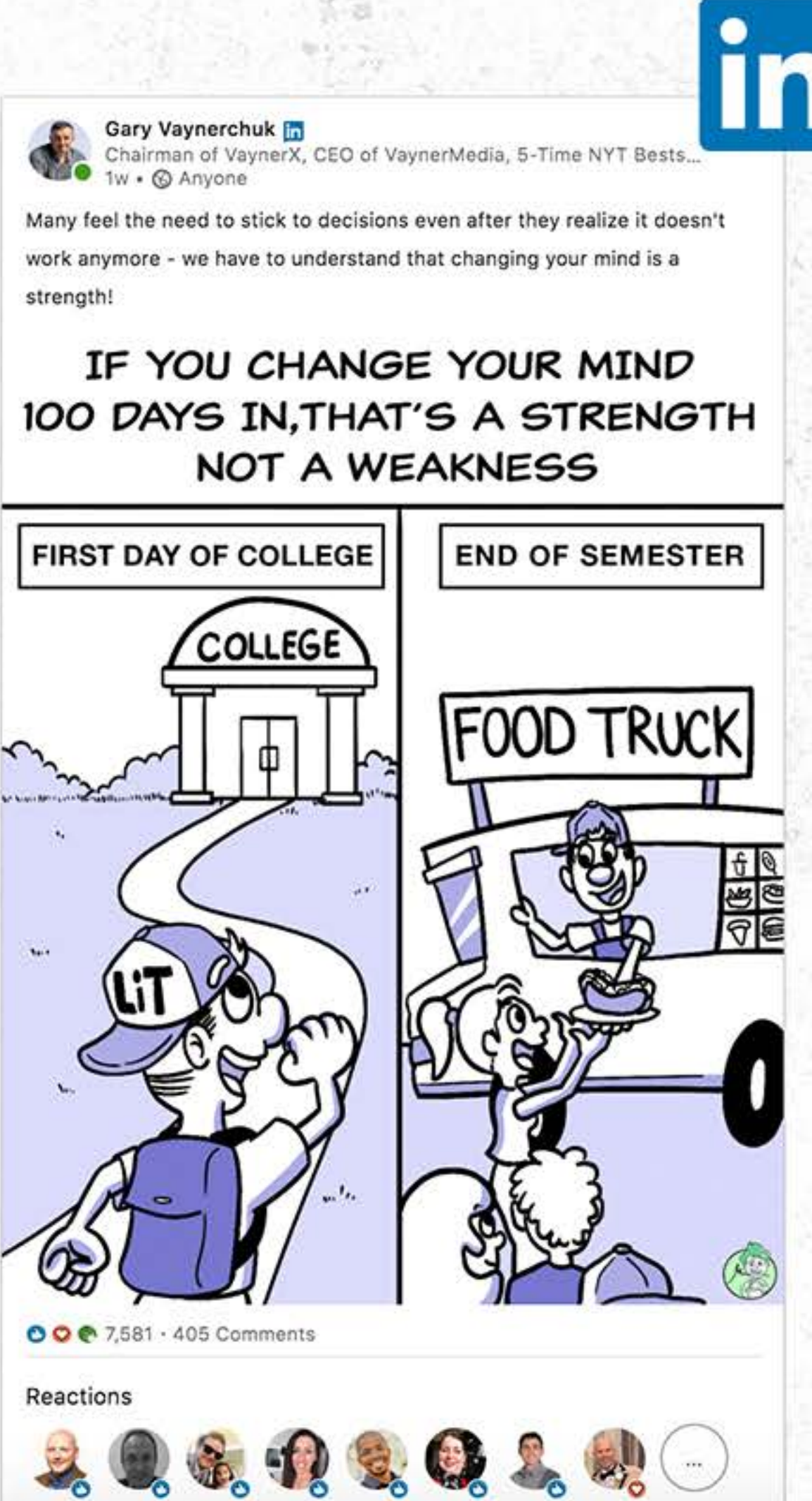
1.6K

5.2K


**SKETCH AND INK A CARTOON
USING ANY DIGITAL DRAWING SOFTWARE
OR EVEN A PEN AND PAPER!**



PERFORMANCE:
500K+ VIEWS ON LINKEDIN,
400K+ VIEWS ON FACEBOOK

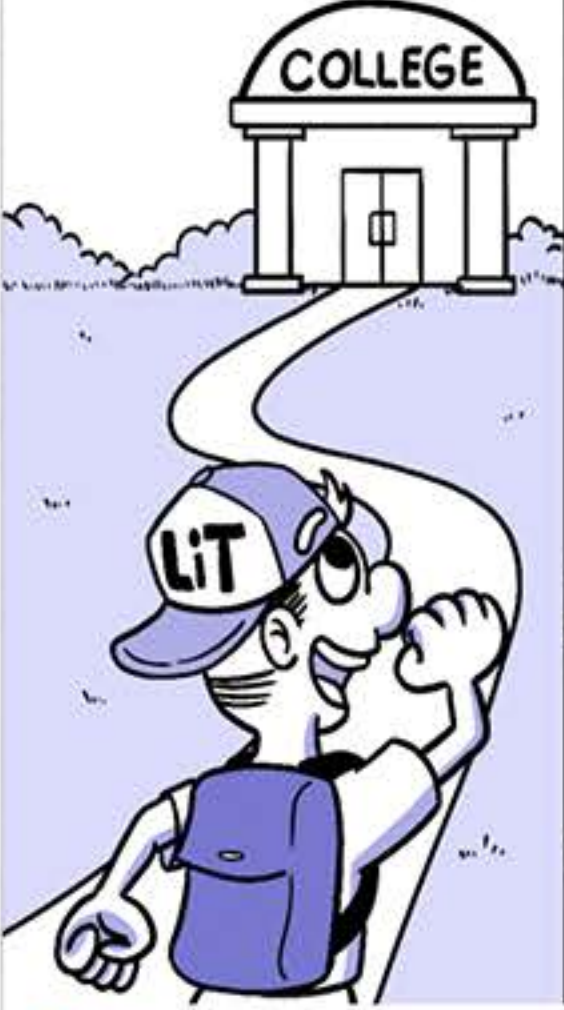




in

Gary Vaynerchuk 
Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bests...
1w • Anyone

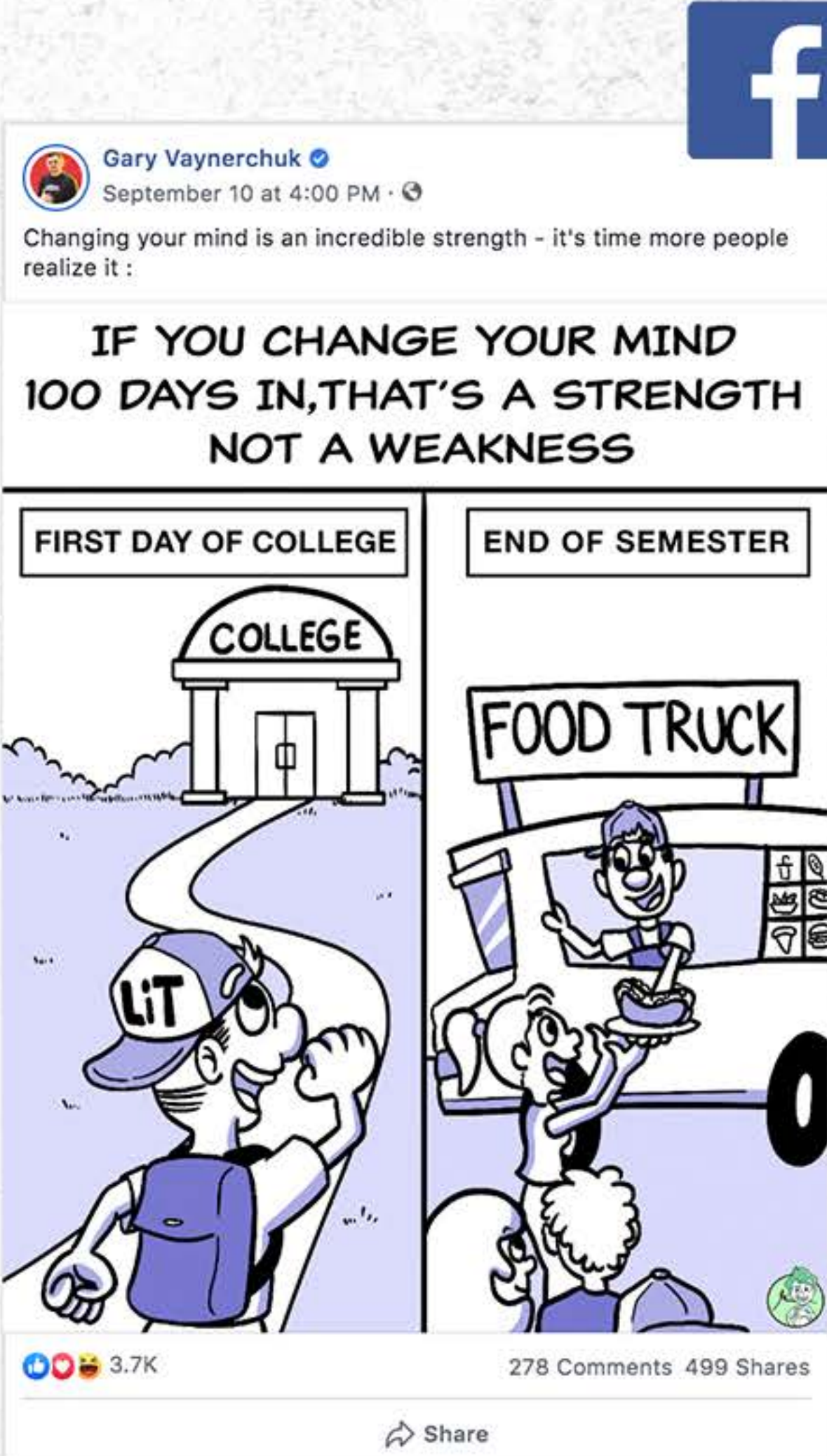

Many feel the need to stick to decisions even after they realize it doesn't work anymore - we have to understand that changing your mind is a strength!

**IF YOU CHANGE YOUR MIND
100 DAYS IN, THAT'S A STRENGTH
NOT A WEAKNESS**



FIRST DAY OF COLLEGE	END OF SEMESTER
	

 7,581 · 405 Comments

Reactions






f

Gary Vaynerchuk 
September 10 at 4:00 PM · 


Changing your mind is an incredible strength - it's time more people realize it :

**IF YOU CHANGE YOUR MIND
100 DAYS IN, THAT'S A STRENGTH
NOT A WEAKNESS**

FIRST DAY OF COLLEGE	END OF SEMESTER
	

 3.7K

278 Comments 499 Shares

 Share

PLATFORMS YOU COULD USE IT FOR:

INSTAGRAM, LINKEDIN, FACEBOOK, TWITTER



THAT'S 4 Pieces of content

**NOTICE THE SUBTLE COPY DIFFERENCES ON LINKEDIN AND FACEBOOK,
THESE ARE CONTEXTUAL TO THE PLATFORM WHICH WILL HELP WITH RESULTS**

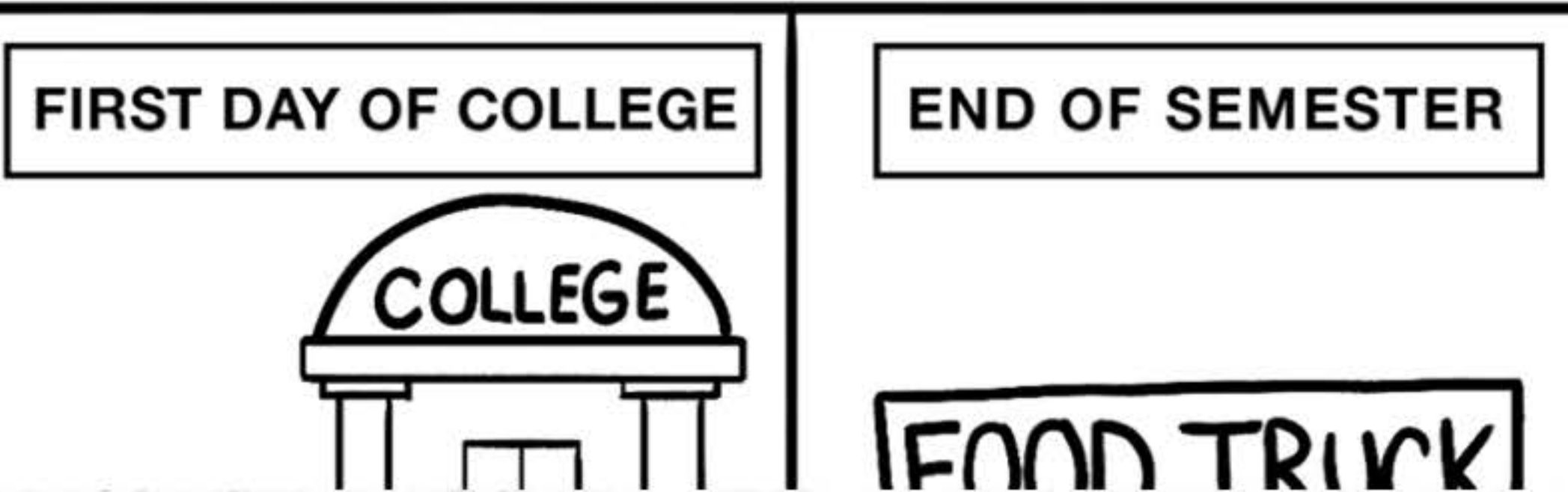


Gary Vaynerchuk

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Au...
2mo •

Many feel the need to stick to decisions in business even after they realize it doesn't work anymore - we have to understand that changing your mind is a strength!

**IF YOU CHANGE YOUR MIND
100 DAYS IN, THAT'S A STRENGTH
NOT A WEAKNESS**

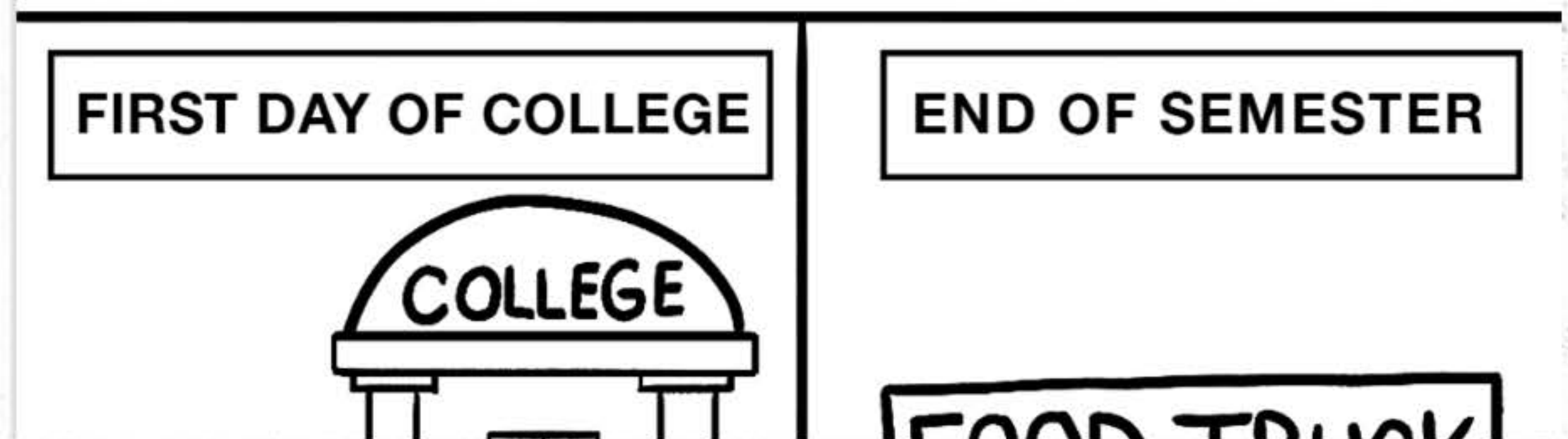


Gary Vaynerchuk

September 10 •

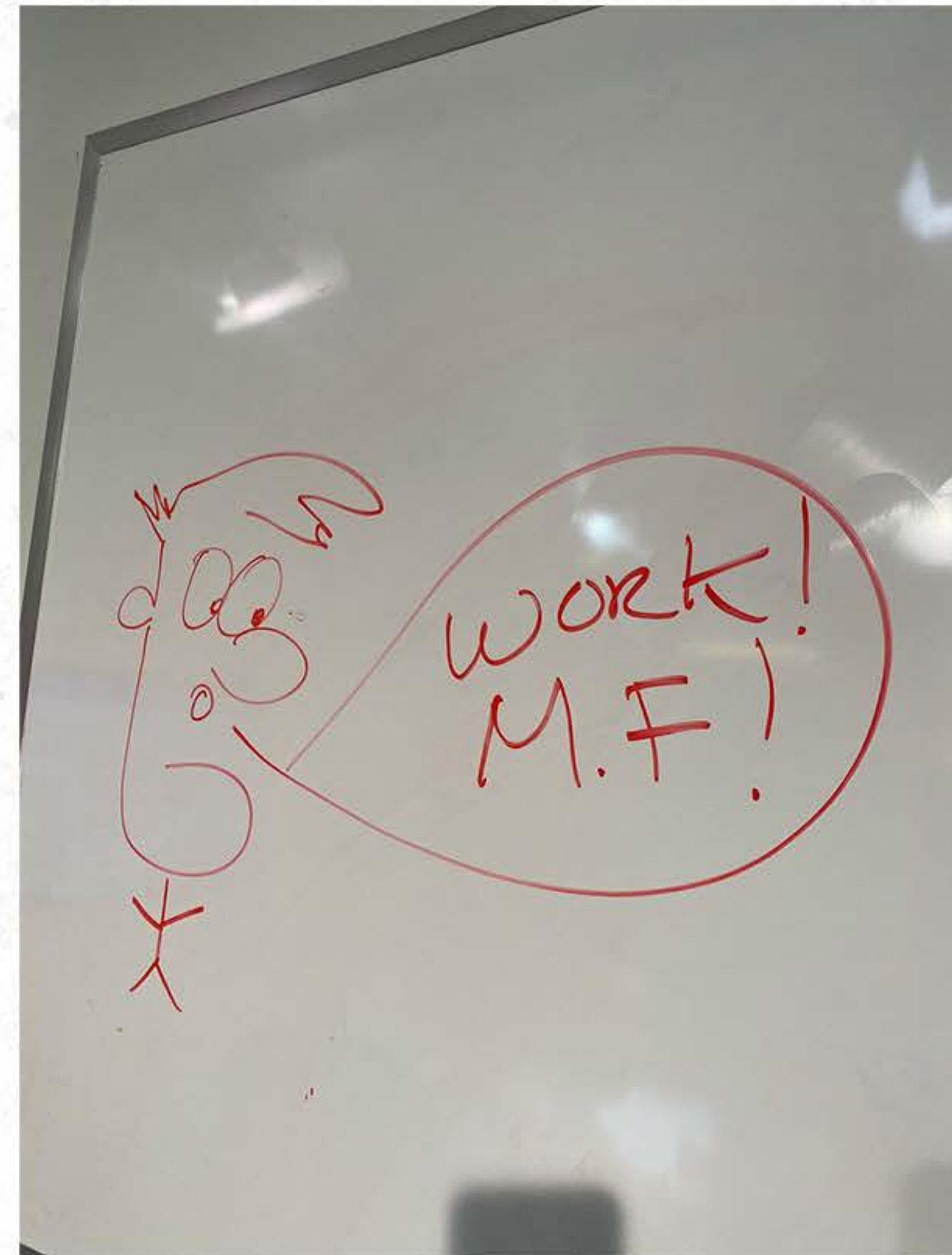
Changing your mind is an incredible strength - it's time more people realize it :

**IF YOU CHANGE YOUR MIND
100 DAYS IN, THAT'S A STRENGTH
NOT A WEAKNESS**

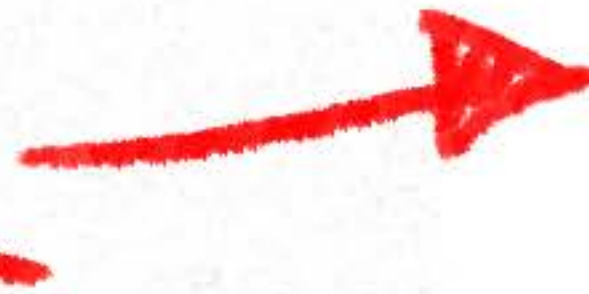


**P.S. YOU DON'T EVEN NEED
TO BE ARTISTIC TO CREATE COMICS**

**FOR EXAMPLE
THIS IS A DRAWING I
MADE ON A WHITEBOARD
IN 17 SECONDS**



**I TOOK A PICTURE OF IT
AND POSTED A TWEET**




Gary Vaynerchuk 
@garyvee Follow 

I drew this in 17 seconds




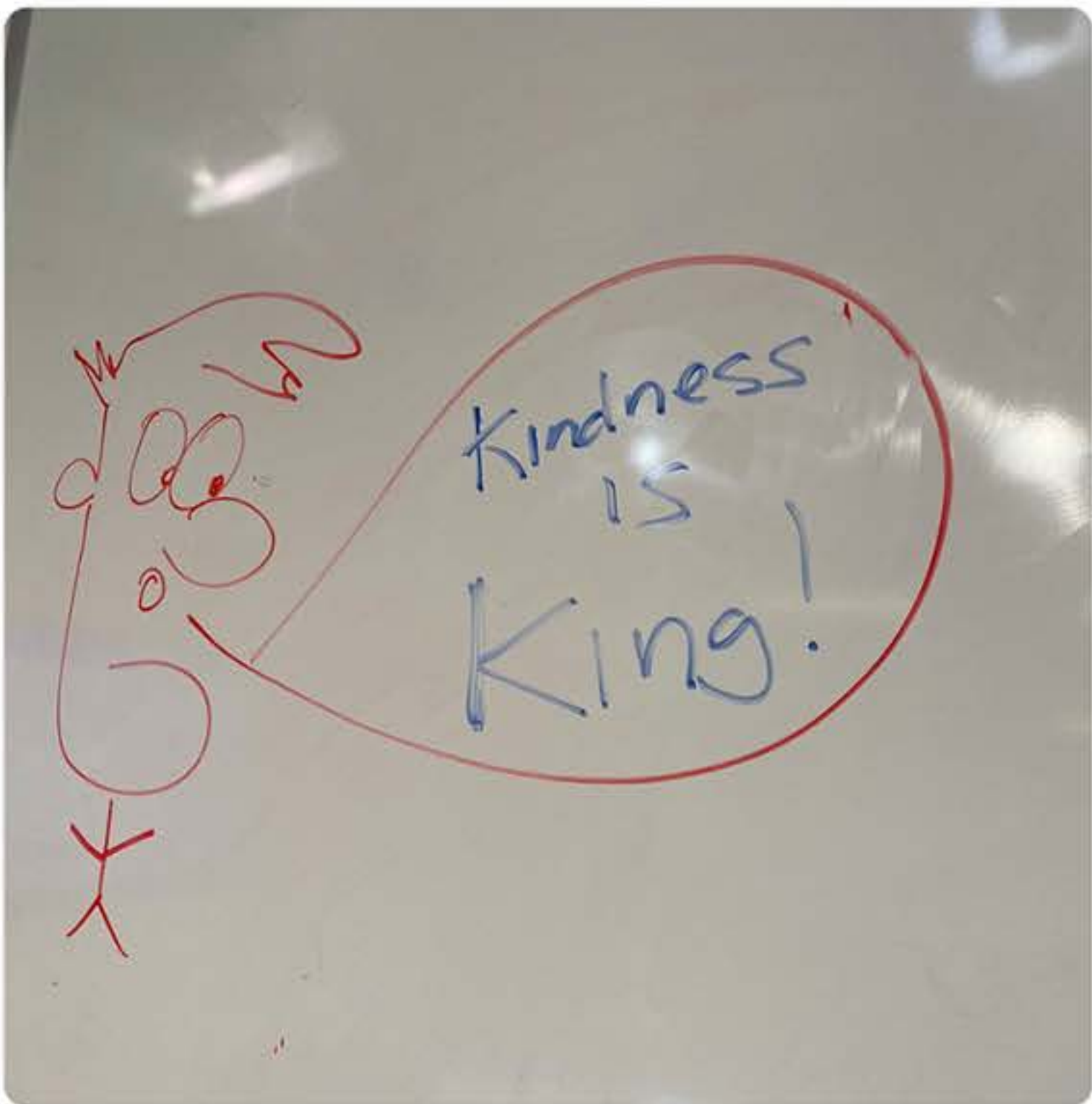
6:40 AM - 18 Oct 2019

152 Retweets 1,630 Likes         


**I CHANGED THE QUOTE
AND POSTED ANOTHER
TWEET**



 **Gary Vaynerchuk** ✓
@garyvee [Follow](#)

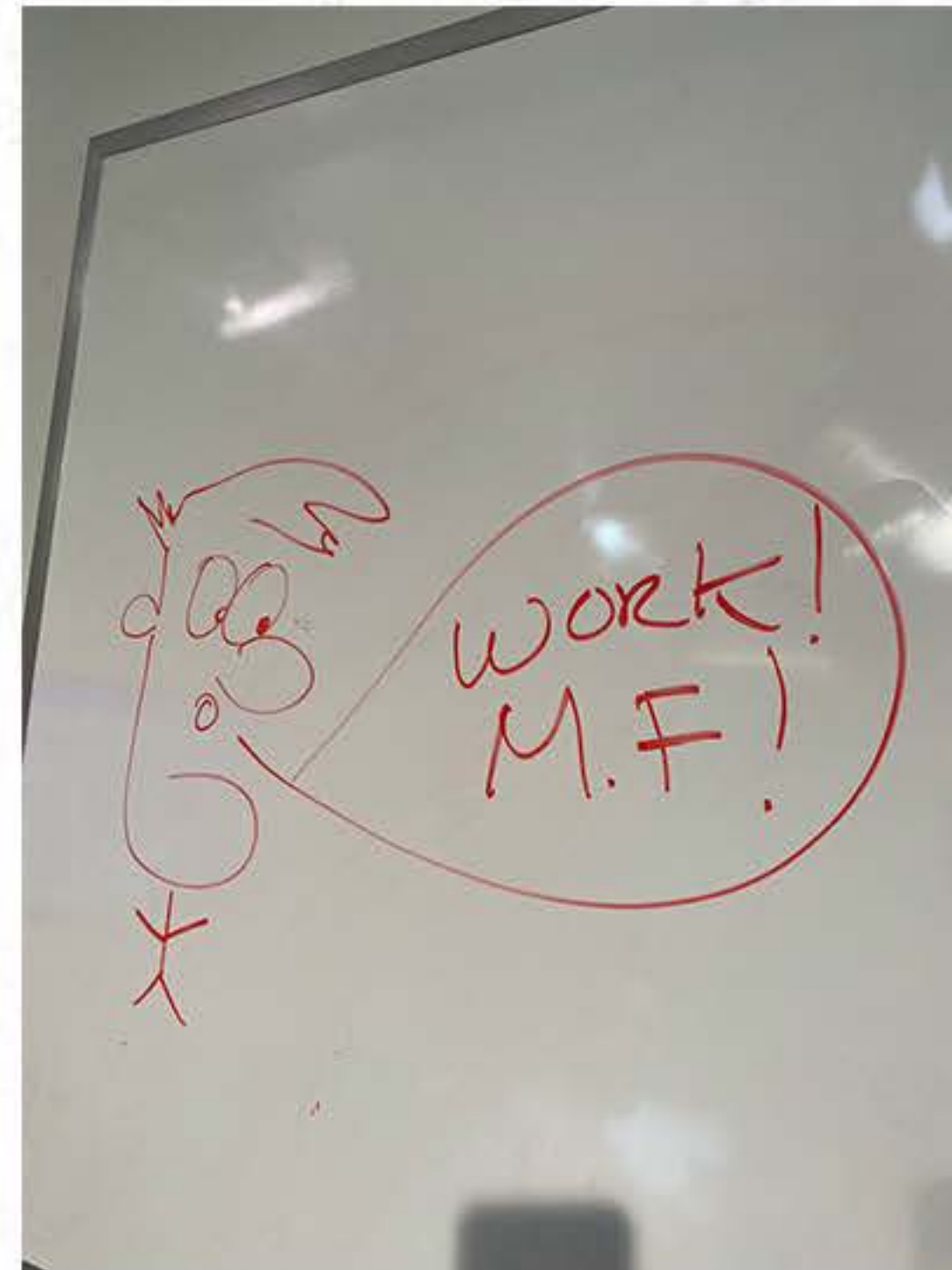


6:41 AM - 18 Oct 2019

68 Retweets 619 Likes 

30 68 619

**THEN I TOOK A PICTURE AND POSTED
IT ON MY INSTAGRAM STORIES,
POSTED A SHORT SELFIE VIDEO
ON SNAPCHAT, AND DID A
QUICK INSTAGRAM LIVE!**



**THAT'S 5 PIECES OF CONTENT
FROM A 17-SECOND DRAWING**

OKAY BACK TO THE DECK!

**TIME IT TAKES TO MAKE:
VARIES, 17 SECONDS TO 2+ HOURS**

IN TOTAL WE HAVE: 23 Pieces of Content

≡ RUNNING TALLY ≡

#9 VIDEO SLIDESHOWS

**YOU CAN COMBINE YOUR PICTURES,
SCREENSHOTTED IMAGES,
CARTOONS, QUOTES,
OR ANYTHING ELSE YOU CREATED
EARLIER INTO A QUICK VIDEO
SLIDESHOW AROUND A THEME**

THIS!



Gary Vaynerchuk ✓

September 12 at 3:15 PM · 🌐

The way you build culture is through your actions - not words! Wish more CEOs understood this:

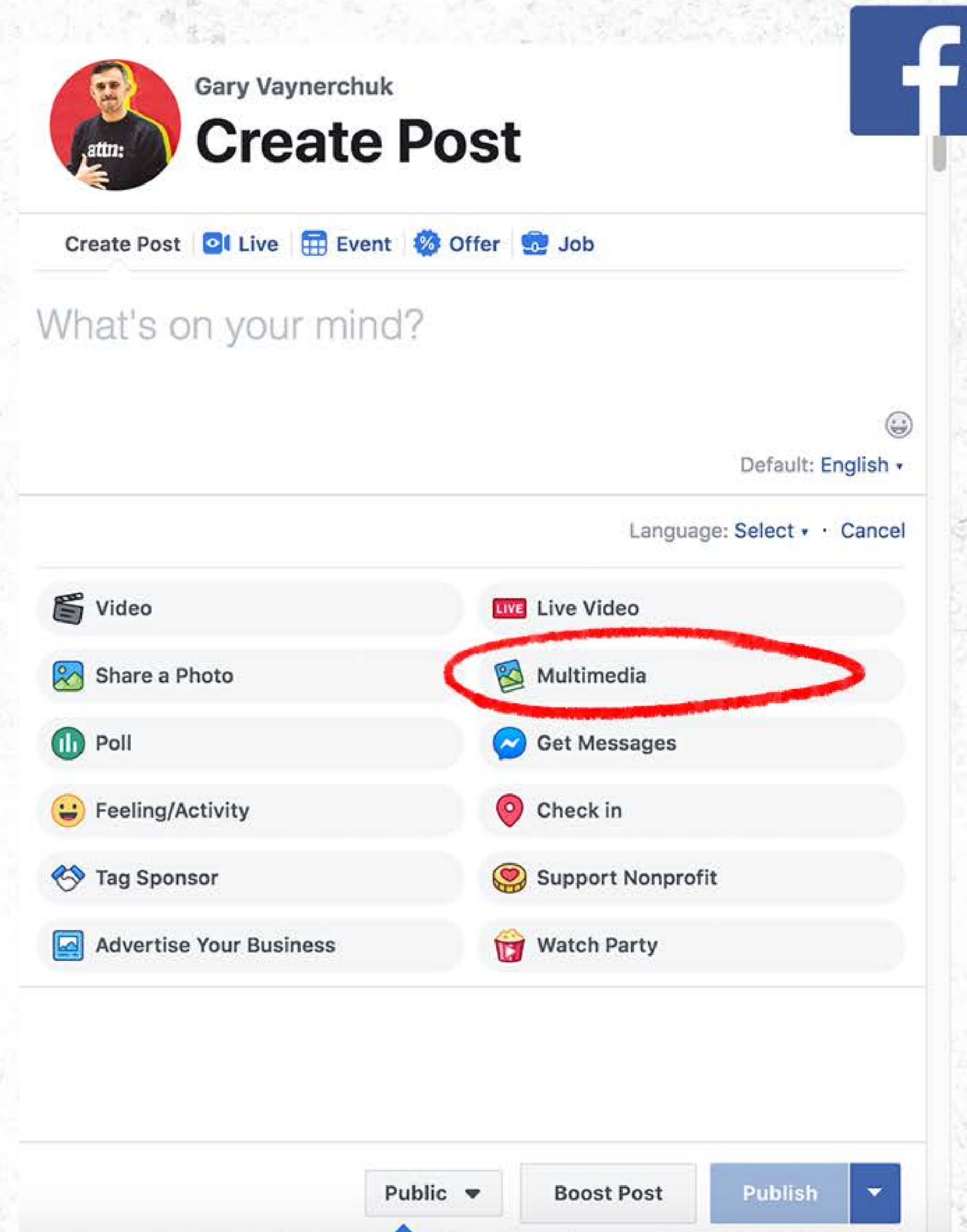
👍❤️😂 1.1K

163 Comments 228 Shares

➦ Share

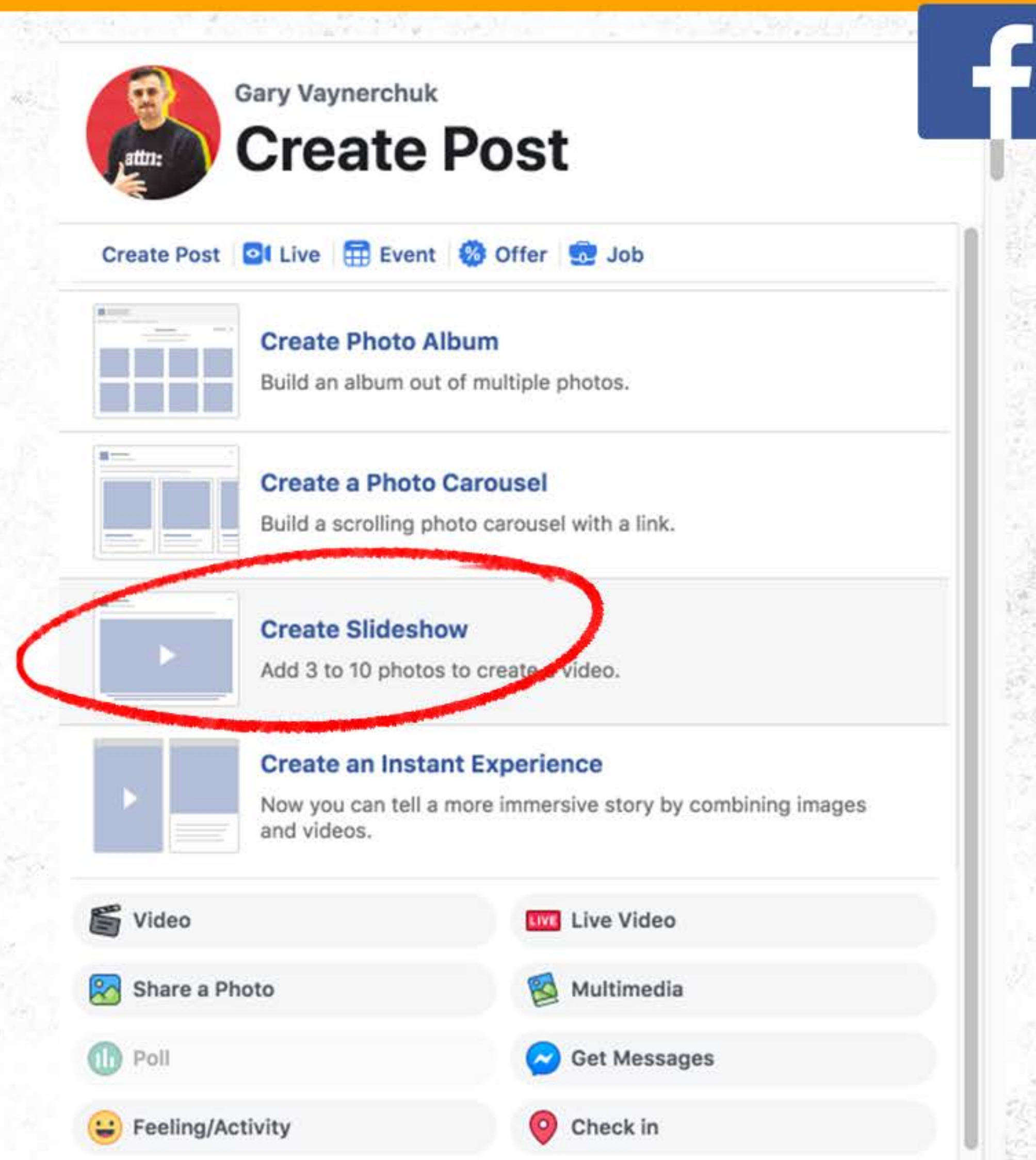


STEP 1: NAVIGATE TO THE BACKEND OF YOUR FACEBOOK PAGE AND HIT THE “MULTIMEDIA” OPTION



The screenshot shows the Facebook 'Create Post' interface for Gary Vaynerchuk. At the top right, there is a blue Facebook logo. Below it, the user's profile picture and name 'Gary Vaynerchuk' are visible, followed by the text 'Create Post'. A navigation bar contains options: 'Create Post', 'Live', 'Event', 'Offer', and 'Job'. The main text area says 'What's on your mind?' with a language dropdown set to 'Default: English'. Below this is another dropdown for 'Language: Select' with a 'Cancel' button. A grid of post type options is shown, with 'Multimedia' circled in red. The options include: Video, Live Video, Share a Photo, Multimedia, Poll, Get Messages, Feeling/Activity, Check in, Tag Sponsor, Support Nonprofit, Advertise Your Business, and Watch Party. At the bottom, there are buttons for 'Public', 'Boost Post', and 'Publish'.

STEP 2: THEN, CLICK SLIDESHOW:



The image shows a screenshot of the Facebook 'Create Post' interface for the user Gary Vaynerchuk. The interface includes a profile picture, the name 'Gary Vaynerchuk', and the title 'Create Post'. Below the title are navigation options: 'Create Post', 'Live', 'Event', 'Offer', and 'Job'. The main content area lists several post types: 'Create Photo Album', 'Create a Photo Carousel', 'Create Slideshow', and 'Create an Instant Experience'. The 'Create Slideshow' option is highlighted with a red oval. Below this list are buttons for 'Video', 'Live Video', 'Share a Photo', 'Multimedia', 'Poll', 'Get Messages', 'Feeling/Activity', and 'Check in'. A blue Facebook 'f' logo is visible in the top right corner of the interface.

Gary Vaynerchuk
Create Post

Create Post Live Event Offer Job

Create Photo Album
Build an album out of multiple photos.

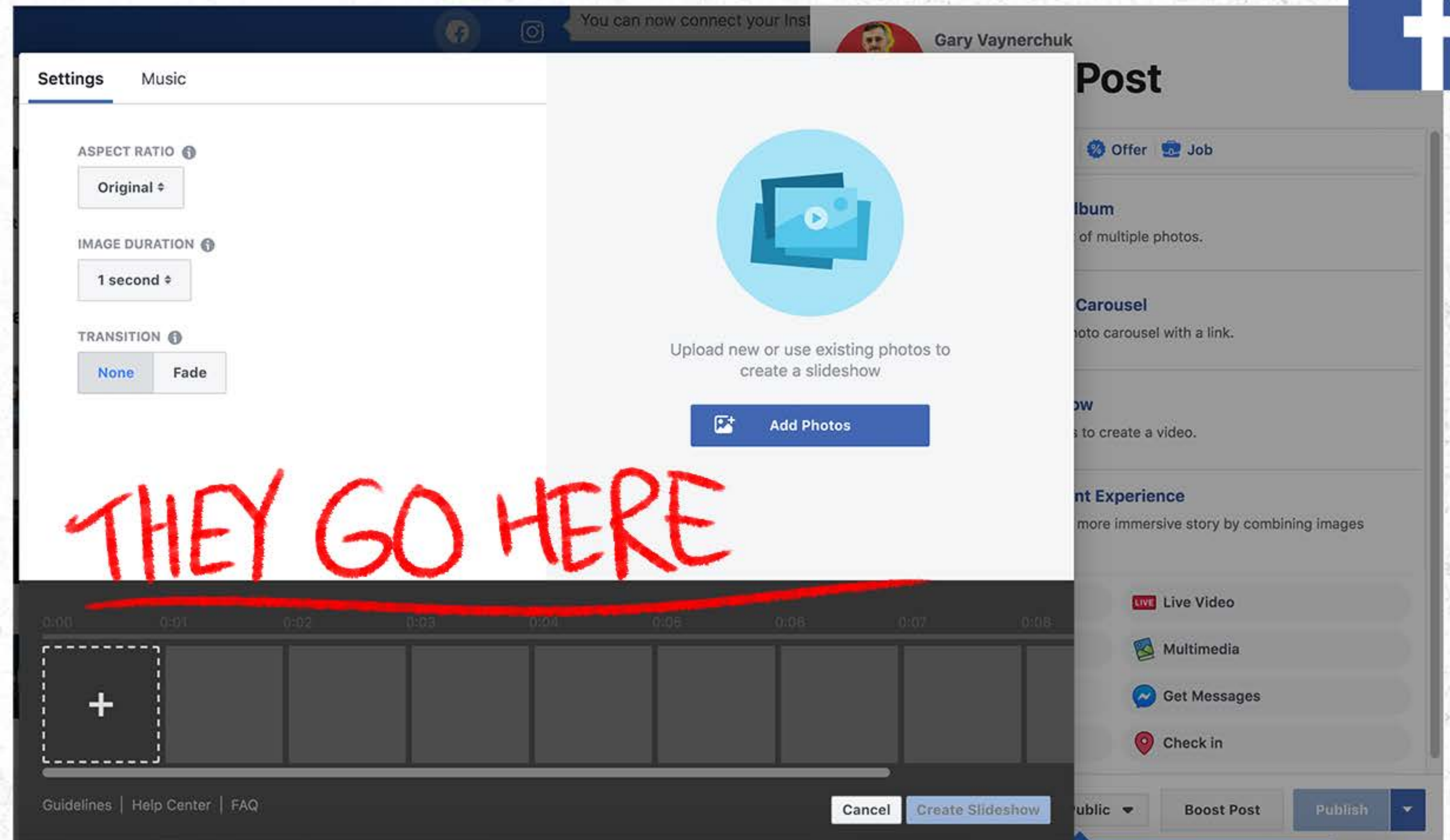
Create a Photo Carousel
Build a scrolling photo carousel with a link.

Create Slideshow
Add 3 to 10 photos to create a video.

Create an Instant Experience
Now you can tell a more immersive story by combining images and videos.

Video Live Video
Share a Photo Multimedia
Poll Get Messages
Feeling/Activity Check in

STEP 3: ADD 3-10 IMAGES:



The screenshot shows the Facebook video creation interface. On the left, the 'Settings' tab is active, showing options for 'ASPECT RATIO' (Original), 'IMAGE DURATION' (1 second), and 'TRANSITION' (None, Fade). The main area features a large blue circular icon with a play button and the text 'Upload new or use existing photos to create a slideshow'. Below this is a blue 'Add Photos' button. At the bottom, a timeline shows a sequence of image slots, with the first slot highlighted by a dashed white border and a red plus sign. A red handwritten note 'THEY GO HERE' is written across the timeline area. The background shows a blurred Facebook post creation screen with a profile picture of Gary Vaynerchuk and a blue Facebook logo in the top right corner.

Settings Music

ASPECT RATIO ⓘ
Original ▾

IMAGE DURATION ⓘ
1 second ▾

TRANSITION ⓘ
None Fade

Upload new or use existing photos to create a slideshow

Add Photos

THEY GO HERE

0:00 0:01 0:02 0:03 0:04 0:05 0:06 0:07 0:08

Guidelines | Help Center | FAQ

Cancel Create Slideshow

Public ▾ Boost Post Publish ▾

I TOOK 4 CARTOON IMAGES AND COMBINED THEM INTO A SLIDESHOW TO CREATE A “COMIC STRIP”

SLIDE 1 + SLIDE 2 + SLIDE 3 + SLIDE 4 = VIDEO COMIC STRIP



**ONCE I POSTED IT
ON FACEBOOK, WE
DOWNLOADED THE SLIDESHOW
AS A VIDEO TO POST ON
OTHER PLATFORMS
IN THE FUTURE.**



**PERFORMANCE:
110K+ VIEWS
ON FACEBOOK**

Gary Vaynerchuk · Follow
The way you build culture is through your actions - not words! Wish more CEOs understood...

IF YOU NEED SUPPORT OR ANYTHING, COME TALK TO ME! MY DOOR IS ALWAYS OPEN

Z Z Z

Like Comment Share 1.1K · 163 Comments

**PERFORMANCE:
46K+ VIEWS ON LINKEDIN**



Gary Vaynerchuk 
Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Au...
3d • 

You build **#culture** by backing up your words with actions!

Turn your sound on, watch, and tag a boss who gets it 📌

IN THIS COMPANY, WHAT WE REALLY VALUE IS CULTURE!
PEOPLE OVER PROFITS!

PEOPLE > PROFITS

SNORE
SNURE

0:05 / 0:30

1,234 • 166 Comments • 46,057 Views

The image shows a LinkedIn post by Gary Vaynerchuk. At the top right is the LinkedIn logo. The post text says "You build #culture by backing up your words with actions!" and "Turn your sound on, watch, and tag a boss who gets it 📌". Below is a video player showing a cartoon. A boss character is pointing to a whiteboard that says "PEOPLE > PROFITS" with a smiley face under "PEOPLE" and a stack of money under "PROFITS". A speech bubble above him says "IN THIS COMPANY, WHAT WE REALLY VALUE IS CULTURE! PEOPLE OVER PROFITS!". In the foreground, several employees are shown, with one in the bottom right snoring and another saying "SNURE". The video player has a progress bar at 0:05 / 0:30 and a volume icon. Below the video, it shows 1,234 likes, 166 comments, and 46,057 views.

PLATFORMS YOU COULD USE IT FOR:

INSTAGRAM, LINKEDIN, FACEBOOK, TWITTER



THAT'S 4 Pieces of content

TIME IT TAKES TO MAKE:

63 SECONDS TO COMPILE EVERYTHING

IN TOTAL WE HAVE:

27 Pieces of Content

≡ RUNNING TALLY ≡

#10 PICTURES

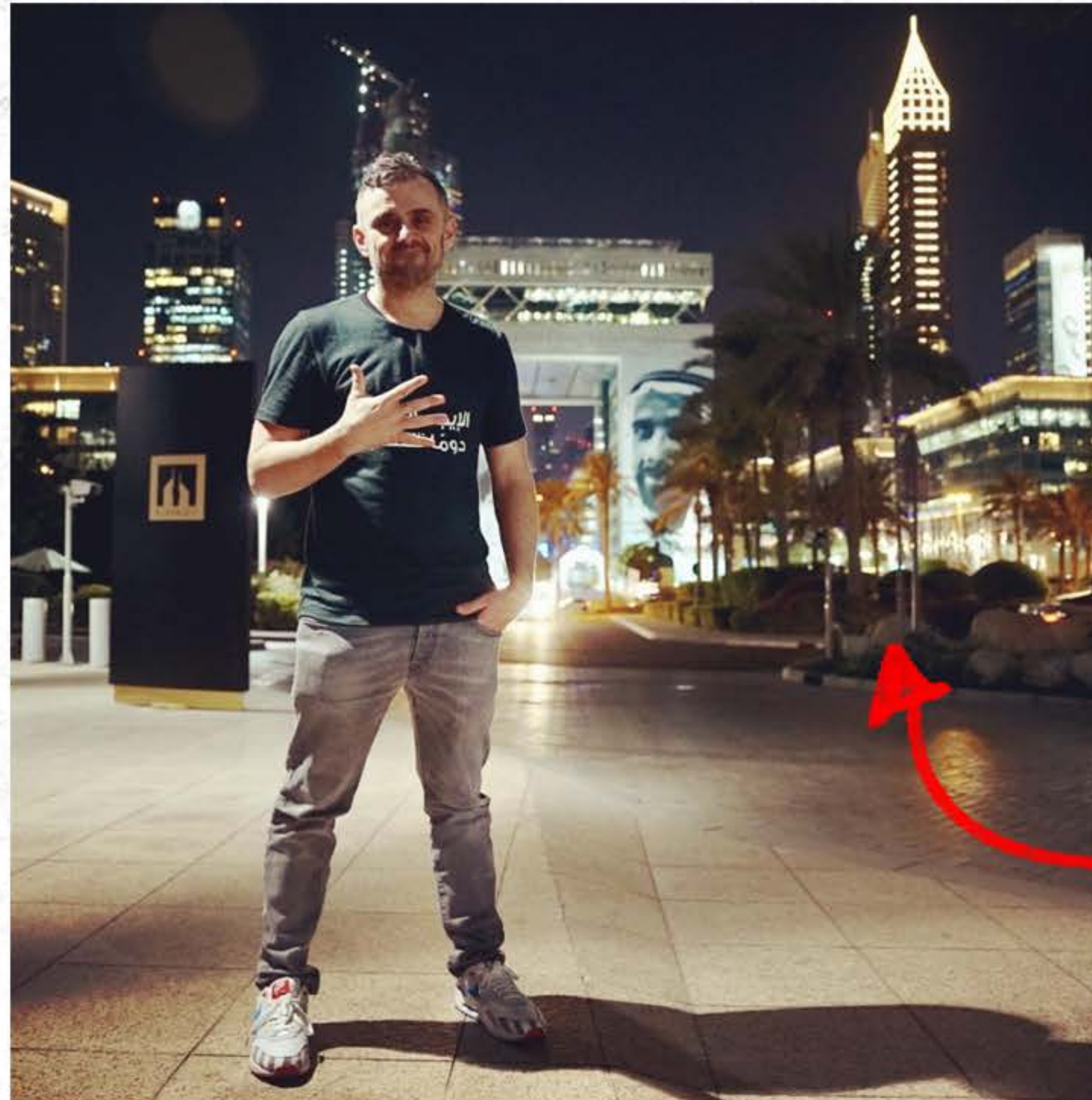
**I COULDN'T BE A BIGGER
ADVOCATE OF PUTTING OUT
CONTENT ABOUT YOURSELF,
YOUR HOBBIES, AND INTERESTS**



**IT CAN SEPARATE YOU FROM
OTHER PEOPLE IN YOUR
SPACE AND SHARE YOUR
UNIQUENESS, NO ONE
IS YOU AND THAT'S
YOUR BIGGEST POWER!**



THEY COULD BE PLACES YOU VISIT...



Dubai

FUNNY MOMENTS OR INSIDE JOKES WITH YOUR FOLLOWERS...




GET IT?


OLDER PICTURES...

- 2001 -



OR PICTURES WITH PARTNERS / CUSTOMERS / CLIENTS WITH LONG, THOROUGH COPY TO GIVE CONTEXT...



 garyvee • Follow

than 31k followers, obviously I don't want to lose this bet. Vayner nation I need you.

In all honesty this will be a tremendous follow as ryan actually promised me to get more serious with his content on insta and the journey of @one37pm is about to be insane.

PS; Ryan and I are about to launch a service at @gallerymediagroup that will strategize and create podcasts for people, Blow up his DM if you're ready for your own podcast and have \$50k for a yearly budget for it. ♥ you @ryanharwood27


9w

♡ 💬 ↗ 📌

31,436 likes

JULY 16

Log in to like or comment.



**PERFORMANCE:
125K+ LIKES ON INSTAGRAM,
1.4MM+ VIEWS ON LINKEDIN**



PLATFORMS YOU COULD USE IT FOR:

INSTAGRAM, LINKEDIN, FACEBOOK, TWITTER



THAT'S 4 Pieces of content

**THIS IS THE PLACE, AND THE CATEGORY
OF CONTENT WHERE MOST PEOPLE
GET CAUGHT...**



**THEY BECOME SUPER MUNDANE
AND POST THE SAME KIND OF
PICTURES, BECAUSE THEY ARE
FEEDING THE ALGORITHM...**



**AND PUTTING OUT PHOTOS THAT
THEY KNOW WILL WORK, THUS
EVENTUALLY MAKING ALL THEIR
PHOTOS LOOK THE SAME...**



**I WOULD RATHER HAVE
UNDERPERFORMING PHOTOS AND
MIX IT UP BECAUSE IT GIVES
ME THE POTENTIAL TO FIND THE
NEXT PILLAR OF PICTURES THAT
EXPAND MY AUDIENCE...**



**STOP FEARING THE
ALGORITHM!**



**TIME IT TAKES TO MAKE:
VARIES, 1-2 MINUTES**

IN TOTAL WE HAVE:

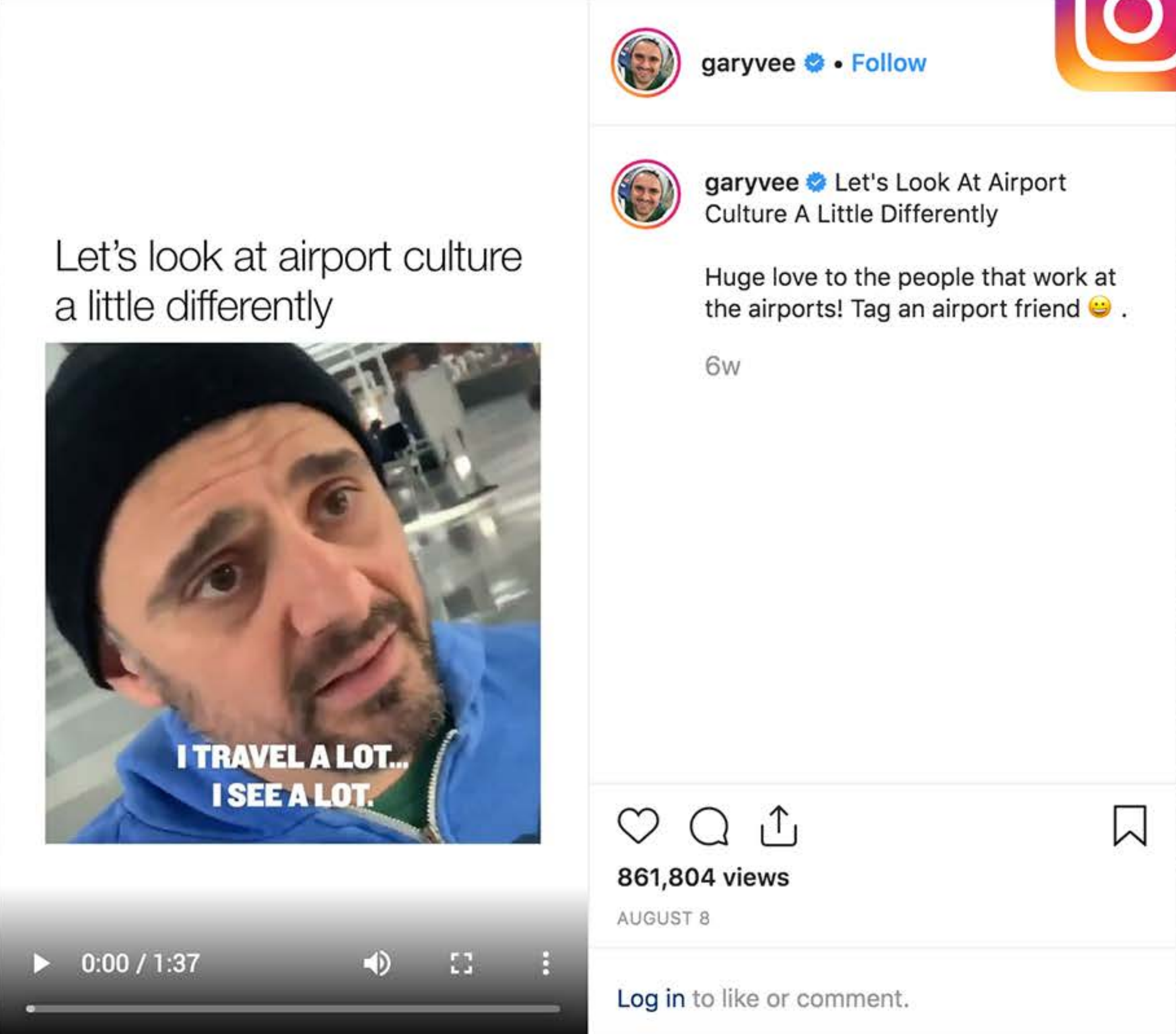
31 Pieces of Content

≡ RUNNING TALLY ≡

#11 VIDEO

MICRO-CONTENT

YOU CAN LAYER ON TITLES AND CAPTIONS TO YOUR VIDEOS TO MAKE IT EASIER FOR PEOPLE TO CONSUME (AND GET WIDER REACH)



The image shows a screenshot of an Instagram post from the user 'garyvee'. The post features a video thumbnail of Gary Vaynerchuk wearing a blue hoodie and a black beanie, with the text 'I TRAVEL A LOT... I SEE A LOT.' overlaid. The post's caption reads: 'Let's look at airport culture a little differently. Huge love to the people that work at the airports! Tag an airport friend 😊'. The post has 861,804 views and was posted on August 8. The interface includes the Instagram logo, the user's profile picture and name, and icons for liking, commenting, sharing, and bookmarking. A video player at the bottom shows the video is at 0:00 / 1:37.

garyvee • Follow

Let's look at airport culture a little differently

Huge love to the people that work at the airports! Tag an airport friend 😊

6w

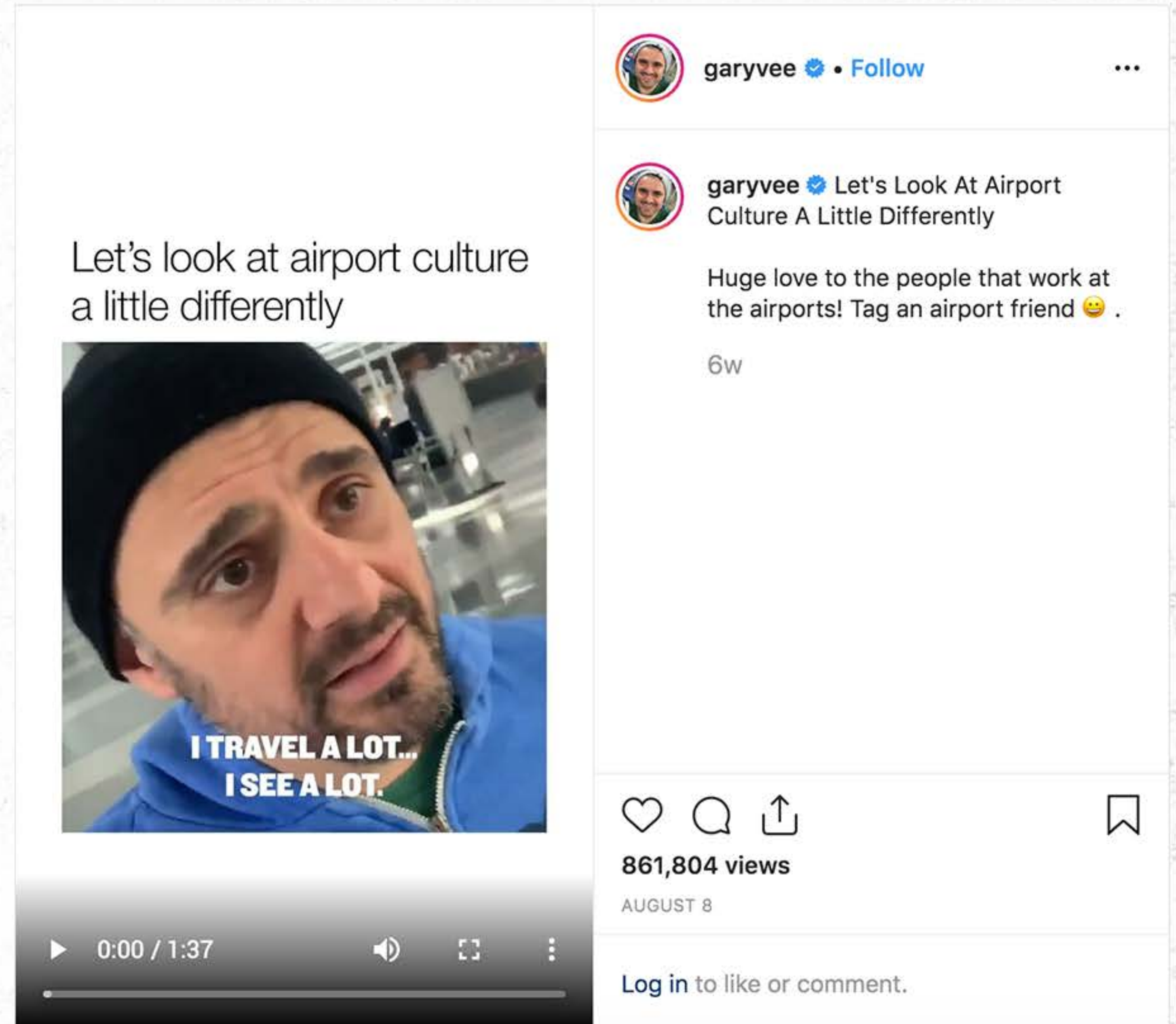
861,804 views

AUGUST 8

Log in to like or comment.

THE PROFILES THAT MAKE THE MOST CONSUMER CENTRIC CONTENT WIN!

WIN!



The screenshot shows an Instagram post from the verified account 'garyvee'. The post features a video thumbnail of Gary Vee in a blue hoodie and black beanie, with the text 'I TRAVEL A LOT... I SEE A LOT.' overlaid. The caption reads: 'Let's look at airport culture a little differently'. Below the caption is a message: 'Huge love to the people that work at the airports! Tag an airport friend 😊'. The post was made 6 weeks ago and has 861,804 views. The date 'AUGUST 8' is visible. At the bottom, there is a prompt to 'Log in to like or comment.' and a video player interface showing '0:00 / 1:37'.

garyvee • Follow

garyvee Let's Look At Airport Culture A Little Differently

Huge love to the people that work at the airports! Tag an airport friend 😊 .

6w

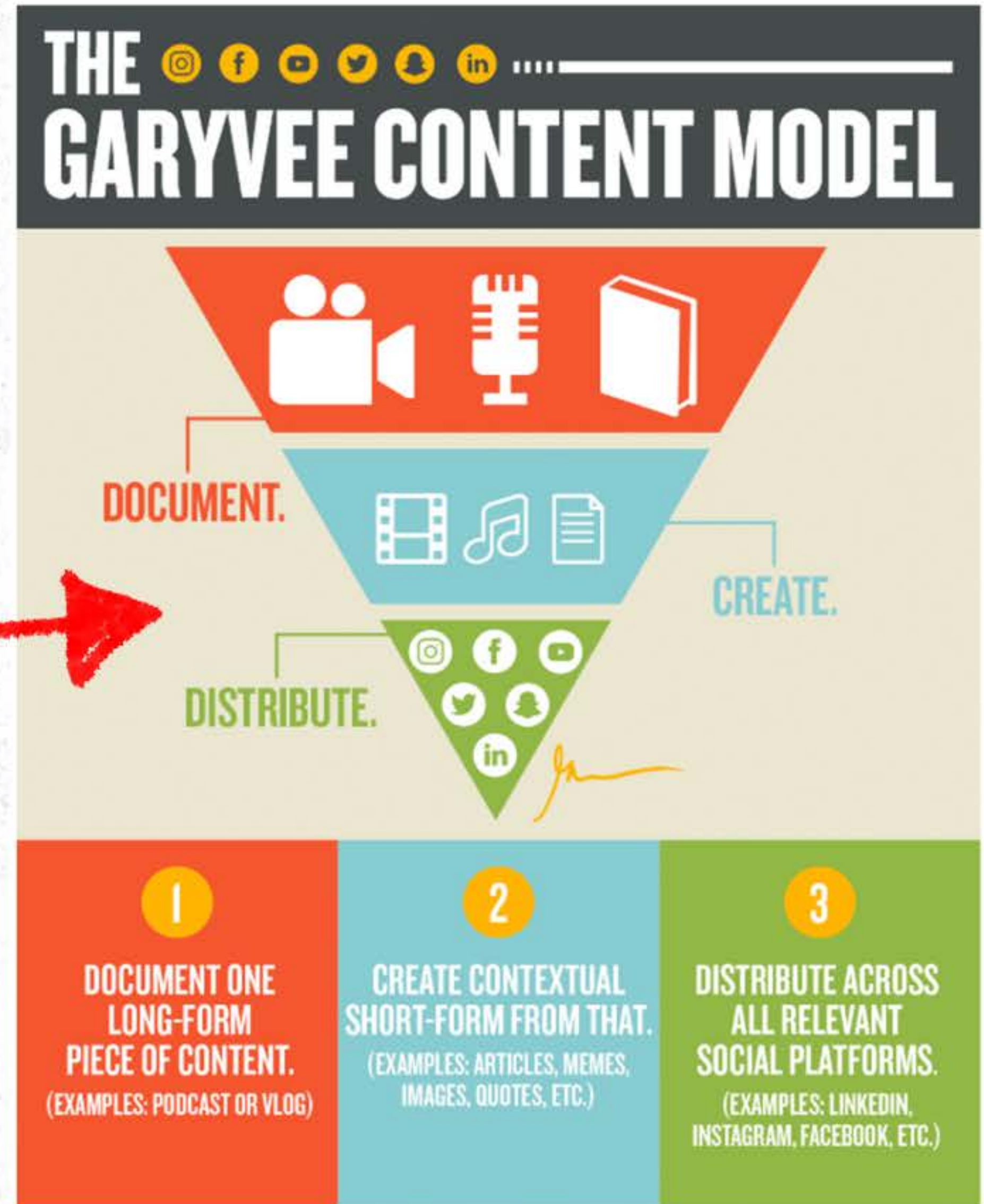
861,804 views

AUGUST 8

Log in to like or comment.

**YOUR VIDEOS COULD JUST BE RECORDED
WITH YOUR PHONE'S CAMERA**

**OR YOU CAN CREATE MICRO-CONTENT
FROM LONG FORM VIDEOS AND
LIVE STREAMS**



FOR EXAMPLE THESE INSTAGRAM CLIPS...



How to get your
DREAM Internship



▶ 0:00 / 3:18

it's ok to **FUCK UP**



▶ 0:00 / 1:14

Not sure why
you're doing it?



▶ 0:00 / 5:08

WERE TAKEN FROM THIS HOUR LONG KEYNOTE



Business Strategies You Need to Start Doing the Last 127 Days of 2019 | Melbourne 2019 Keynote

FOR FAST AND EASY VIDEO EDITING USE KAPWING, BITEABLE, OR PROMO.COM



When someone asks why the fuck do I curse so much



When someone tells me to calm it down



Let's look at airport culture a little differently



0:00 / 1:37

AND ZUBTITLE OR REV.COM FOR CAPTIONS

AND YOUTUBE! (P.S. IT'S FREE)



When someone asks why the fuck do I curse so much



When someone tells me to calm it down



Let's look at airport culture a little differently



0:00 / 1:37

PERFORMANCE:

860K+ VIEWS ON INSTAGRAM,

145K+ VIEWS ON LINKEDIN



Let's look at airport culture
a little differently



PLATFORMS YOU COULD USE IT FOR:

INSTAGRAM, LINKEDIN, FACEBOOK, TWITTER



THAT'S 4 Pieces of content

**TIME IT TAKES TO MAKE:
VARIES, AROUND 27 MINUTES**

IN TOTAL WE HAVE: 35 Pieces of Content

≡ RUNNING TALLY ≡

#12 TEXT POSTS

TEXT POSTS ARE ESSENTIALLY STANDALONE STATUS UPDATES WITH NO ADDED IMAGES OR VIDEOS



Gary Vaynerchuk 

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author

19h •  Anyone

It's not enough to not "point fingers" - you need to boost your teammates up who are struggling and show them solutions with care and kindness!

[#Culture](#) [#hr](#)

   3,161 • 167 Comments

**TEXT POSTS CAN BE SHORT QUOTES
OR STATEMENTS YOU FEEL STRONGLY ABOUT
(LIKE A TWEET) OR THEY CAN BE LONGER
FORM, DEPENDING ON THE PLATFORM**



Gary Vaynerchuk  @garyvee · 5h

Blaming — --> easy

Accountability — — --> hard

Most good things are hard

 98

 1.9K

 5.7K



FOR EXAMPLE, I POSTED THE SAME LONG FORM QUOTE ON LINKEDIN AND TWITTER



Gary Vaynerchuk

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author
19h • Anyone

It's not enough to not "point fingers" - you need to boost your teammates up who are struggling and show them solutions with care and kindness!

[#Culture](#) [#hr](#)

3,171 • 167 Comments



Gary Vaynerchuk

@garyvee

[Follow](#)



It's not enough to not "point fingers" you need to boost your teammates up that are struggling and show them solutions with care and kindness

[#companyCulture](#)

1:04 PM - 22 Oct 2019 from [California, USA](#)

264 Retweets 995 Likes



BUT NOTICE THE CONTEXTUAL DIFFERENCES!



Gary Vaynerchuk

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author

19h • Anyone

It's not enough to not "point fingers" - you need to boost your teammates up who are struggling and show them solutions with care and kindness!

[#Culture](#) [#hr](#)

3,171 • 167 Comments



Gary Vaynerchuk

@garyvee

[Follow](#)



It's not enough to not "point fingers" you need to boost your teammates up that are struggling and show them solutions with care and kindness

[#companyCulture](#)

1:04 PM - 22 Oct 2019 from California, USA

264 Retweets 995 Likes



I ADDED A DIFFERENT HASHTAG ON LINKEDIN. BASED ON HOW MANY PEOPLE WERE FOLLOWING THE HASHTAG ON THE PLATFORM



#culture

4,492,391 followers

Follow



#hr

281,067 followers

Follow



ON THIS TEXT POST, NOTICE HOW THE COPY IS TAILORED TO PARENTS (SINCE FACEBOOK HAS AN OLDER DEMOGRAPHIC)



Gary Vaynerchuk ✓

Like Page



As parents, we need to be more careful and aware of what we deem as "distractions" for our kids - those "distractions" that they are drawn to (like music or video games or art) may actually be their strength and passion that they should be leaning into.

292,162

People Reached

11,742

Engagements

Boost Post

2.7K

219 Comments 401 Shares

**ALSO, AN EASY WAY TO MAKE YOUR COPY MORE CONTEXTUAL
IS BY SHOUTING OUT THE PLATFORM
ITSELF IN THE COPY, LIKE I DID HERE**

 Gary Vaynerchuk ✓

What's up Facebook!

While I was in Australia I sat down with Australian Media company [Mumbrella](#) to talk VaynerMedia, my content machine, and why I travel so much. Enjoyed this one - let it play on your commute today 🚗

<https://podcasts.apple.com/.../what-ive-learned-.../id928159684...>

Listen on Stitcher here:

<https://www.stitcher.com/po.../the-askgaryvee-show/e/63288059...>

141,191
People Reached

2,030
Engagements

[Boost Post](#)

 217

14 Comments 7 Shares

**PERFORMANCE:
995 LIKES AND
264 RETWEETS ON TWITTER
135K+ VIEWS ON LINKEDIN**



Gary Vaynerchuk ✓
@garyvee

Follow



It's not enough to not "point fingers" you need to boost your teammates up that are struggling and show them solutions with care and kindness

[#companyCulture](#)

1:04 PM - 22 Oct 2019 from California, USA

264 Retweets 995 Likes



Gary Vaynerchuk

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author
20h • Anyone

It's not enough to not "point fingers" - you need to boost your teammates up who are struggling and show them solutions with care and kindness!

[#Culture](#) [#hr](#)

3,215 • 168 Comments

YOU CAN ALSO MAKE YOUR COPY CONTEXTUAL BY REFERENCING THE DATE YOU'RE POSTING ON, THE LOCATION YOU'RE TARGETING, AND MORE!



PLATFORMS YOU COULD USE IT FOR:

LINKEDIN, FACEBOOK, TWITTER



THAT'S 3 Pieces of content

**TIME IT TAKES TO MAKE:
1-5 MINUTES**



*** DON'T OVER THINK IT,
YOU COULD ALWAYS WRITE
SOMETHING ELSE AN HOUR LATER
OR THE NEXT DAY IF YOUR POST
DOESN'T DO WELL**



IN TOTAL WE HAVE: 30 Pieces of Content

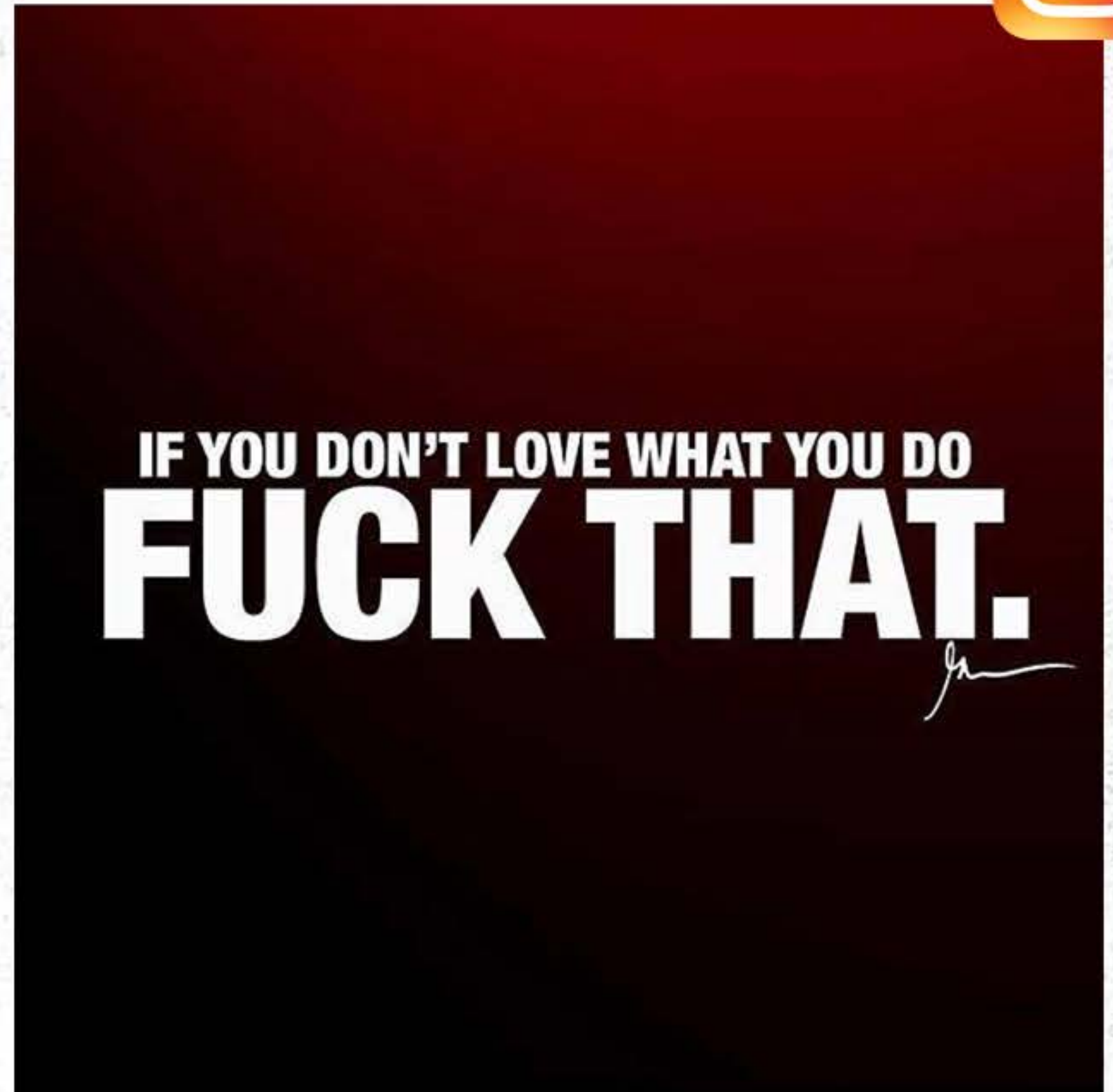
≡ RUNNING TALLY ≡

#13 QUOTE GRAPHICS

**IF YOU HAVE DESIGN SKILLS
OR A DESIGNER YOU'RE
WORKING WITH, YOU CAN
CREATE DESIGNED VERSIONS
OF QUOTES YOU'RE
PASSIONATE ABOUT**



garyvee



Liked by others

and 159,086

garyvee You have more control than you think 🤔

**YOU COULD LAYER IT
OVER A PICTURE OF
YOURSELF FOR BRANDING**

**IT'S SIMPLE,
BE A GOOD PERSON
AND GOOD THINGS HAPPEN.**



garyvee • Follow

2d Reply



atefeh_nafaspour @amandanavai
هزاران خوب یکیش توپی

2d Reply



fhariyaa @nikitapriya_26 Kindest person I know ❤️

2d 1 like Reply

[View replies \(1\)](#)



budageologia @danihvix

18h Reply



meganalexiss_ @henry_l_b

18h Reply



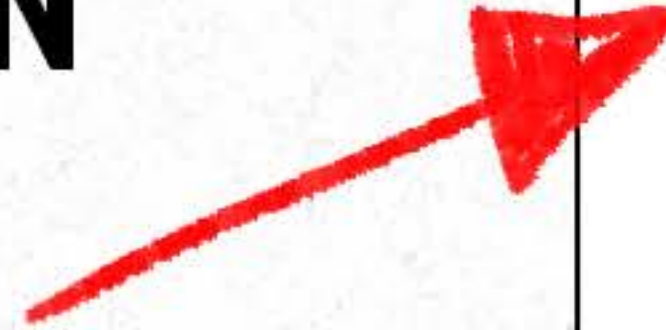
156,795 likes

SEPTEMBER 27

[Log in to like or comment.](#)



OR YOU COULD KEEP IT EVEN MORE SIMPLE, WITH TEXT ON A WHITE BACKGROUND WITH YOUR LOGO.



garyvee

I'M UNBELIEVABLY OKAY WITH **NOT ACHIEVING MY GOALS.**

I'M NOT OKAY WITH **NOT TRYING.**



Liked by others

and 112,800

garyvee Effort matters. Don't say "No" to yourself. I'm fascinated at people's ability to talk themselves out of things

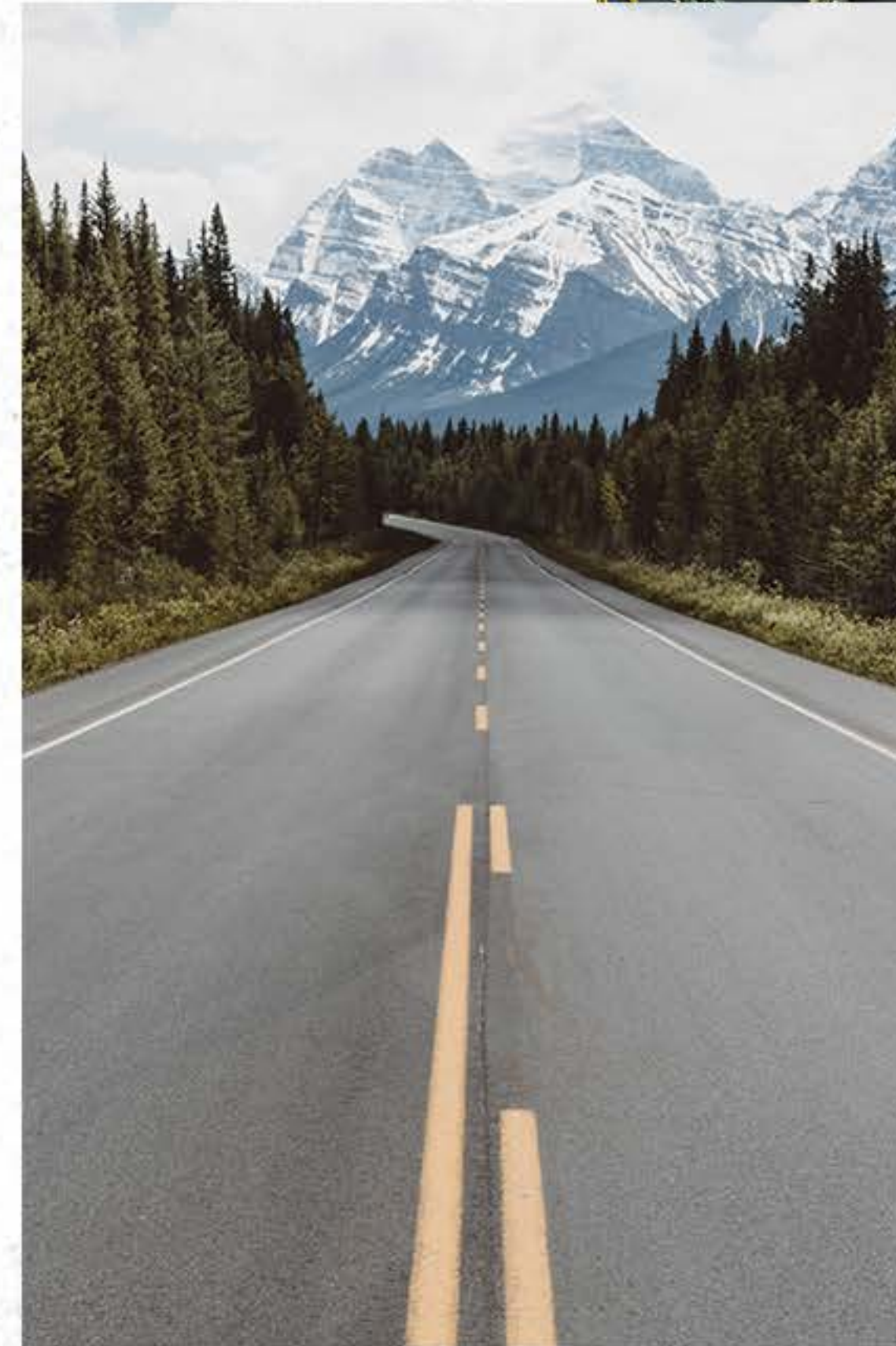
Special Hack



**THERE ARE
A TON OF FREE STOCK SITES
THAT YOU CAN USE IF YOU
DON'T HAVE YOUR OWN
PICTURES, UNSPLASH,
FREEPIK, ETC.***

[HTTP://FREEPIK.COM](http://freepiik.com)

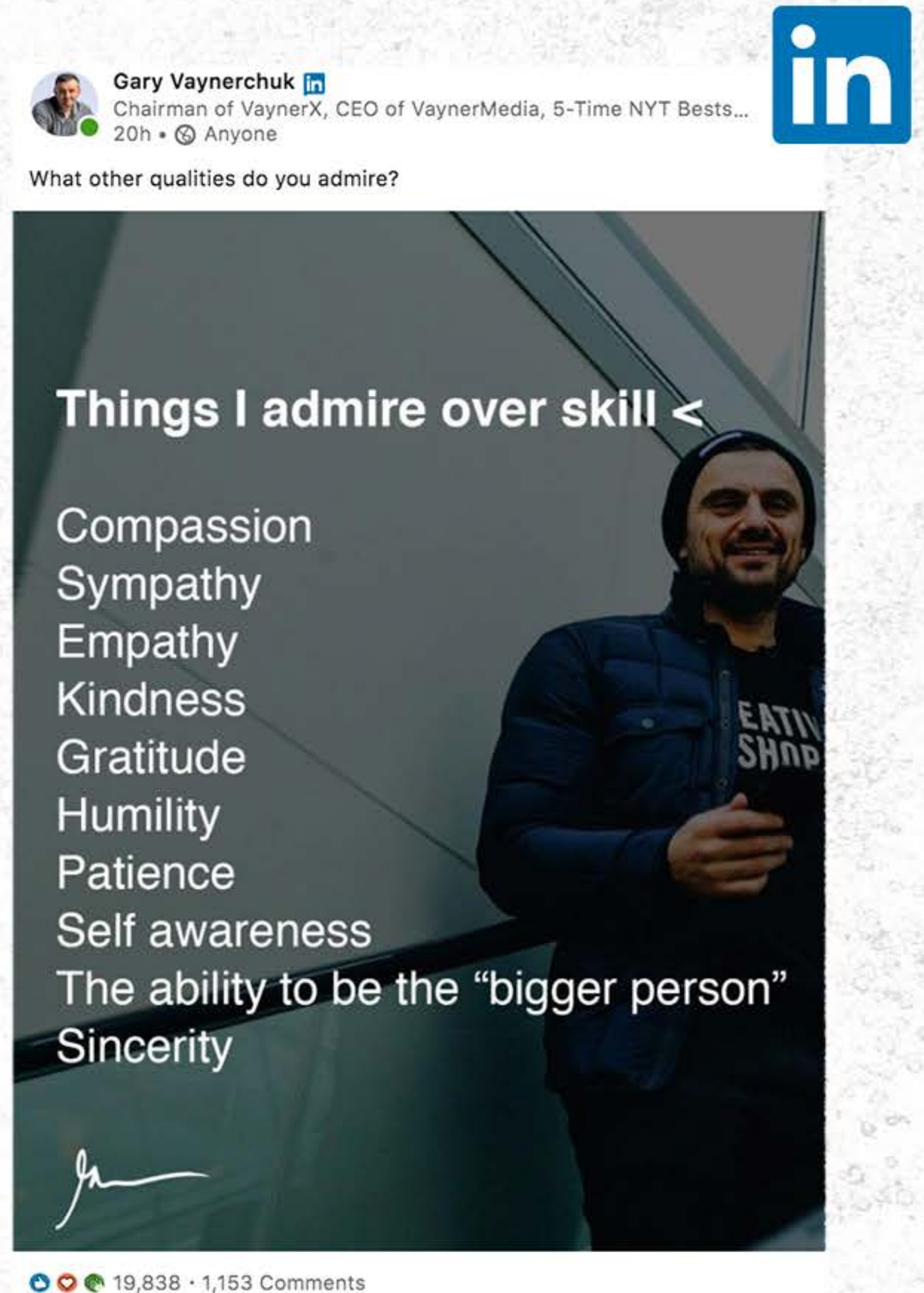
[HTTP://UNSPLASH.COM](http://unsplash.com)





PERFORMANCE:
156K+ LIKES ON INSTAGRAM,
315K+ VIEWS ON FACEBOOK



**PERFORMANCE: 700K+ VIEWS
ON LINKEDIN**




A screenshot of a LinkedIn post by Gary Vaynerchuk. The post features a quote graphic with a list of qualities he admires over skill. The background of the graphic is a dark image of Gary Vaynerchuk wearing a blue puffer jacket and a black hoodie with 'EATIN SHOP' written on it. The quote is written in white text on a dark background.




Gary Vaynerchuk 
Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bests...
20h •  Anyone

What other qualities do you admire?

Things I admire over skill <

- Compassion
- Sympathy
- Empathy
- Kindness
- Gratitude
- Humility
- Patience
- Self awareness
- The ability to be the “bigger person”
- Sincerity



   19,838 · 1,153 Comments

PLATFORMS YOU COULD USE IT FOR:

INSTAGRAM, LINKEDIN, FACEBOOK, TWITTER



THAT'S 4 Pieces of content

**TIME IT TAKES TO MAKE:
VARIES, AROUND 8-47 MINUTES**



**THIS IS SUBJECTIVE, BUT REMEMBER
SPEED > OVERTHINKING**



IN TOTAL WE HAVE: 42 Pieces of Content

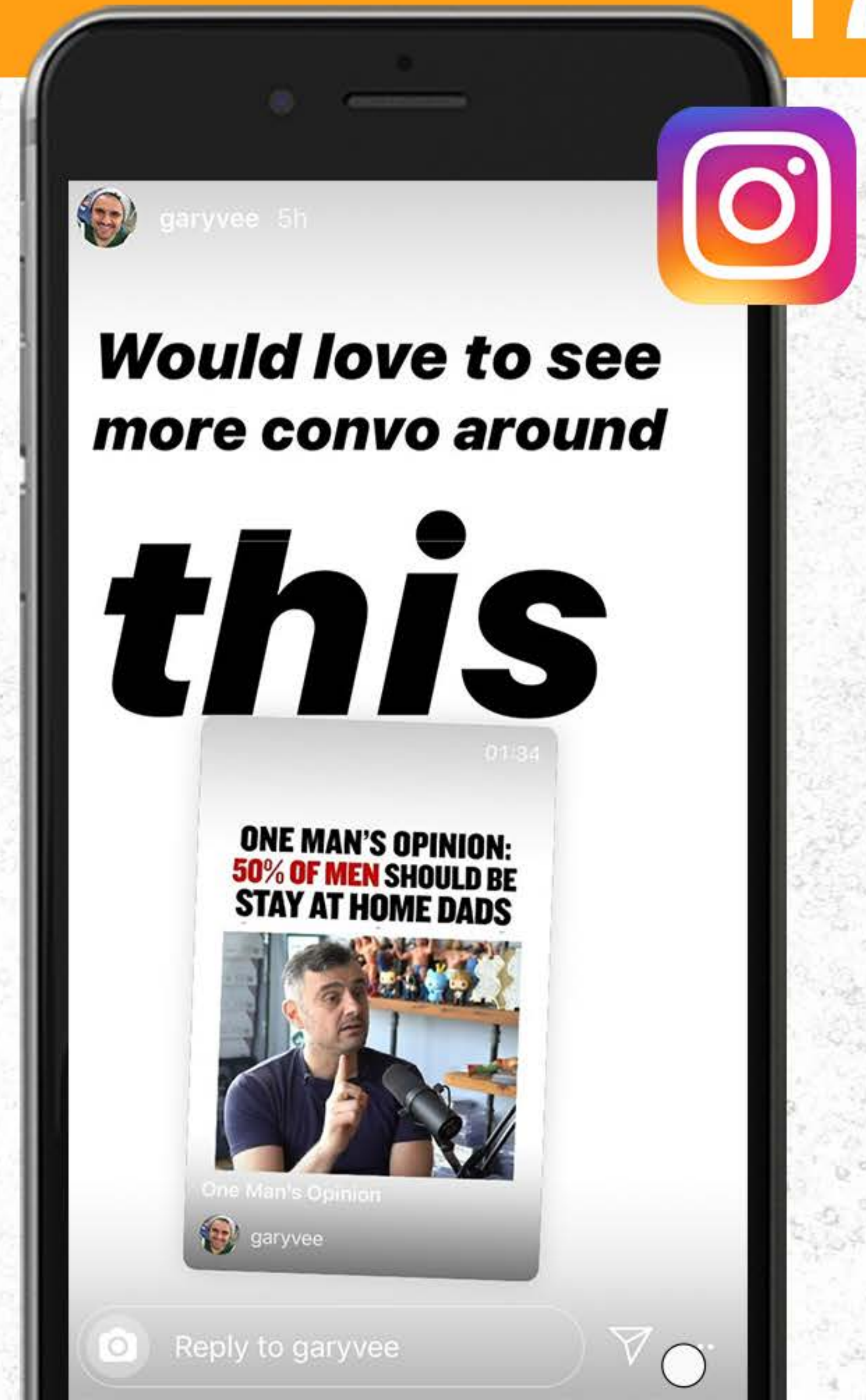
≡ RUNNING TALLY ≡

#14 STORIES

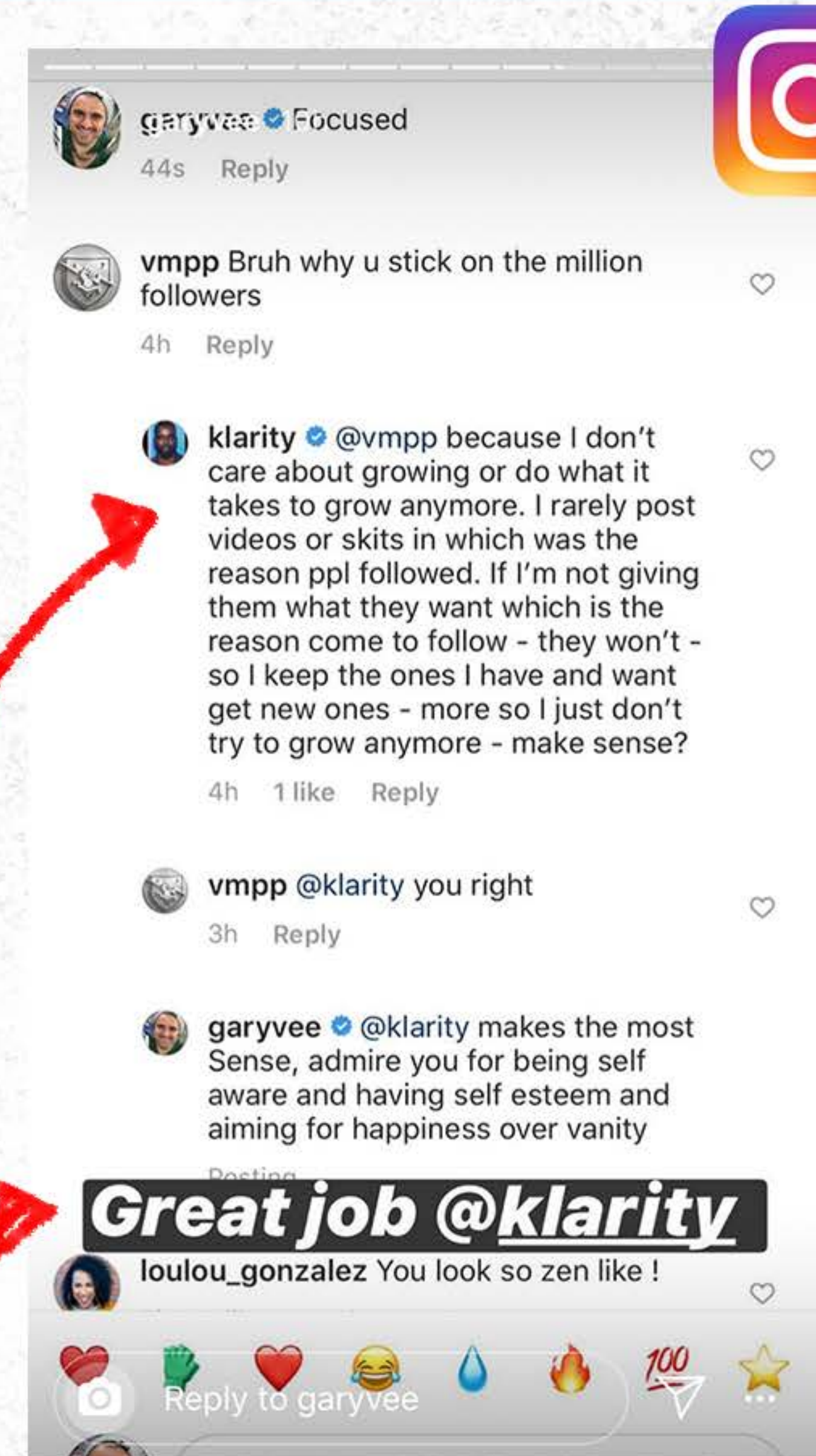
INSTAGRAM STORIES ARE A GREAT,
FAST WAY TO PRODUCE CONTENT
EVERY DAY.



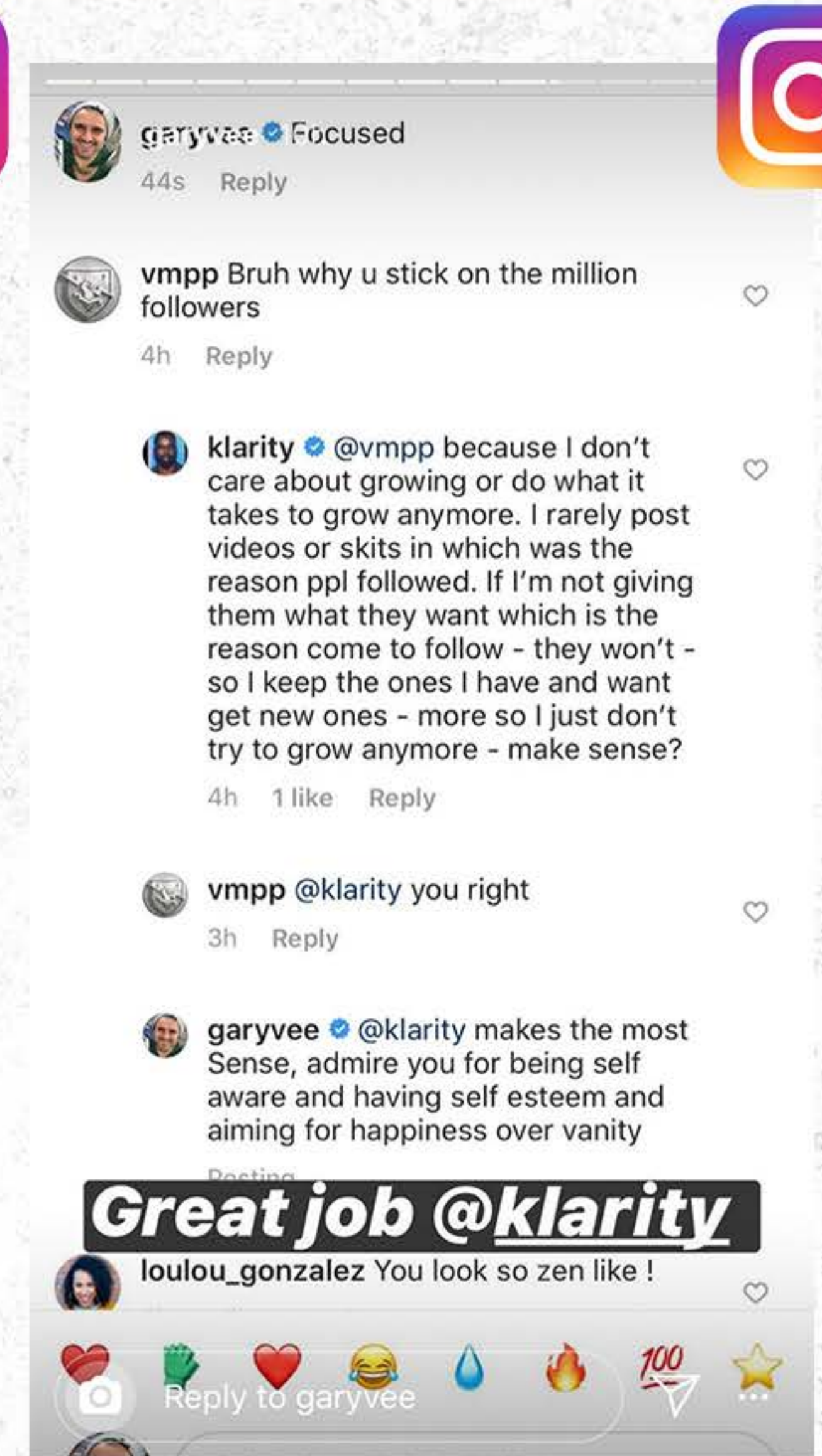
YOU COULD PROMOTE YOUR INSTAGRAM
POSTS IN YOUR STORIES WITH
ADDITIONAL COPY AND CONTEXT



OR REPURPOSE 1 ON 1 INTERACTIONS
THAT YOU HAVE WITH YOUR AUDIENCE
THAT MAY ADD VALUE TO OTHERS.



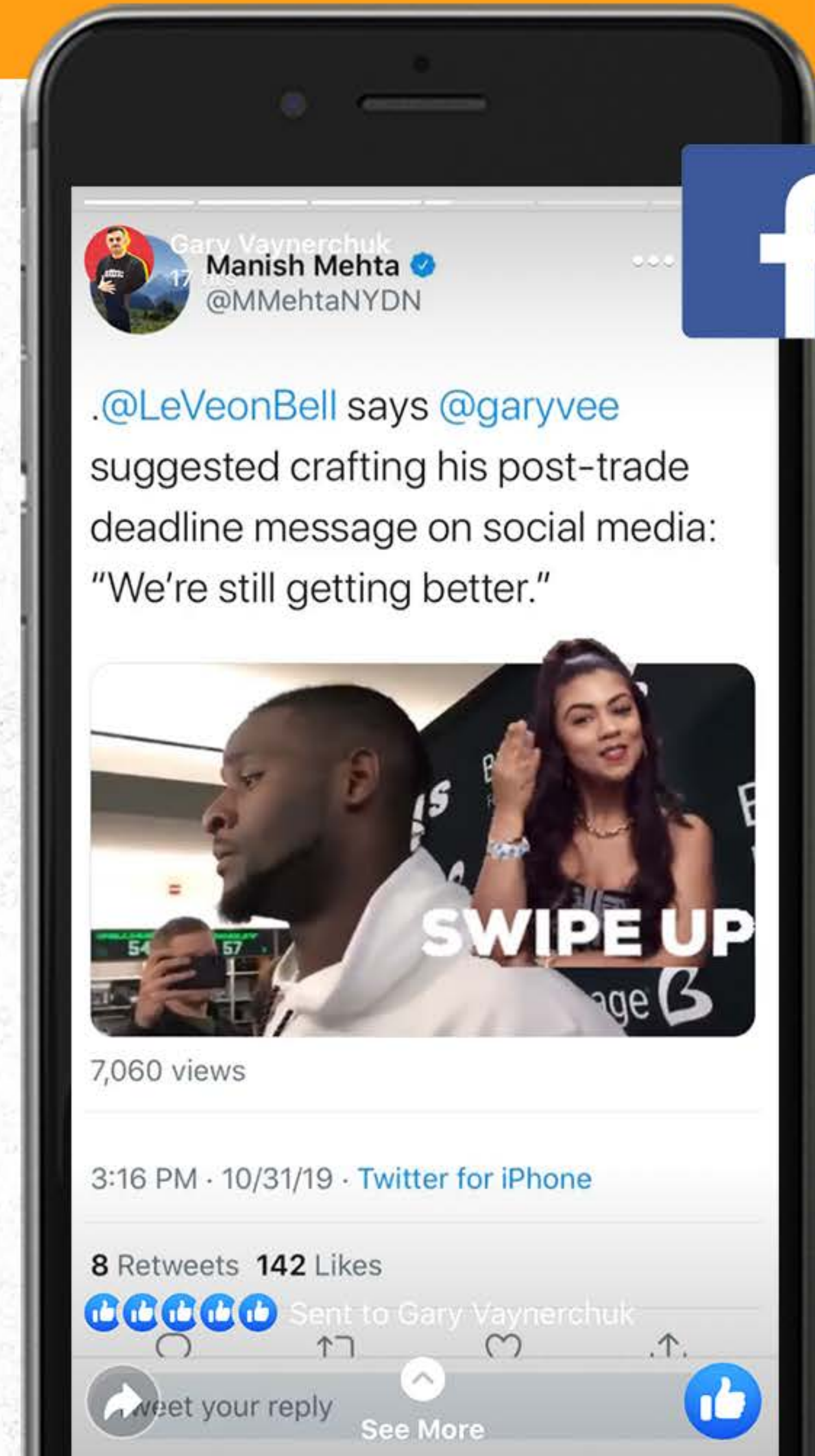
YOU COULD SCREENSHOT YOUR INSTAGRAM INTERACTIONS, TWEETS, AND MORE.



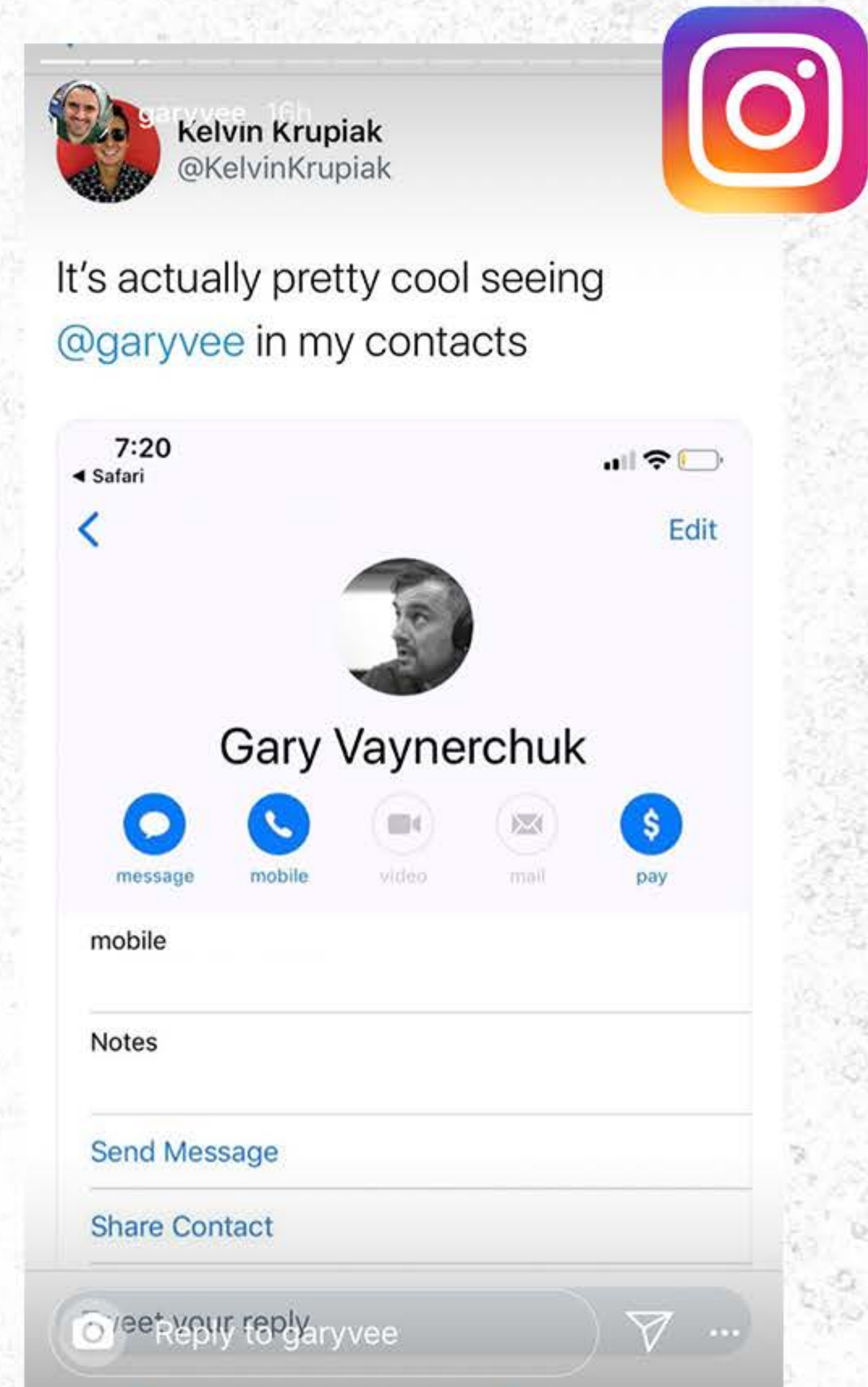
**PERFORMANCE:
60K+ VIEWS ON INSTAGRAM**



PERFORMANCE:
16K+ VIEWS ON FACEBOOK STORIES



PERFORMANCE: 123K+ VIEWS ON INSTAGRAM STORIES



PLATFORMS YOU COULD USE IT FOR:

INSTAGRAM, SNAPCHAT, FACEBOOK STORIES



THAT'S 3 Pieces of content

**TIME IT TAKES TO MAKE:
22 SECONDS OR LESS**

IN TOTAL WE HAVE:

45 Pieces of Content

≡ RUNNING TALLY ≡

#15 COMMUNITY CENTRIC POSTS

IF YOU HAVE A FOLLOWING
ALREADY, YOU COULD CONNECT THEM
WITH EACH OTHER THROUGH
A “COMMUNITY CENTRIC” POST.

INTRODUCE YOURSELF TO THE COMMUNITY

(WHO ARE YOU AND WHAT CAN WE DO FOR YOU?)



ENTREPRENEUR = 

STUDENT/INTERN = 

CREATIVE = 

PARENT = 

FIGURING MYSELF OUT = 



A COMMUNITY CENTRIC POST IS AN IMAGE OR A TEXT POST THAT INVITES PEOPLE TO JUMP IN THE COMMENTS, BY ASKING THEM A QUESTION WHICH GETS THEM TO INTRODUCE THEMSELVES, AND INTERACT WITH EACH OTHER.

INTRODUCE YOURSELF TO THE COMMUNITY

(WHO ARE YOU AND WHAT CAN WE DO FOR YOU?)



ENTREPRENEUR = 

STUDENT/INTERN = 

CREATIVE = 

PARENT = 

FIGURING MYSELF OUT = 



**POSTS LIKE THIS CAN GENERATE DEEP
ENGAGEMENT (THROUGH A LARGE
AMOUNT OF COMMENTS) AND
ADD A TON OF VALUE**



Gary Vaynerchuk

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author

9mo • Edited • Anyone

I would love for you all to jump in the comments, introduce yourselves, and share what you're looking to accomplish or what you need help with!

After you do that, make sure to look through the other comments to see if there's someone you could help in any way (even if it's just a conversation) ... and reach out to them.

Hope this post will help a few of you create new relationships and business / career opportunities :)

6,803 7,119 Comments

Reactions



PERFORMANCE: 410K+ REACH ON FACEBOOK, 1 MILLION+ VIEWS ON LINKEDIN



Gary Vaynerchuk

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author
9mo • Edited • Anyone



I would love for you all to jump in the comments, introduce yourselves, and share what you're looking to accomplish or what you need help with!

After you do that, make sure to look through the other comments to see if there's someone you could help in any way (even if it's just a conversation) ... and reach out to them.

Hope this post will help a few of you create new relationships and business / career opportunities :)

6,803 • 7,119 Comments


Reactions



INTRODUCE YOURSELF TO THE COMMUNITY

(WHO ARE YOU AND WHAT CAN WE DO FOR YOU?)



- ENTREPRENEUR** =
 - STUDENT/INTERN** =
 - CREATIVE** =
 - PARENT** =
 - FIGURING MYSELF OUT** =
- 

PLATFORMS YOU COULD USE IT FOR:

INSTAGRAM, LINKEDIN, FACEBOOK



THAT'S 3 Pieces of content

**TIME IT TAKES TO MAKE:
VARIES, UNDER 5 MINUTES**

IN TOTAL WE HAVE:

48 Pieces of Content

≡ RUNNING TALLY ≡

#16 COMMENTARIES

**IN ADDITION TO CREATING
YOUR OWN CONTENT, YOU COULD
LAYER YOUR OWN QUOTES
OR POINTS OF VIEWS OVER
TRENDING CONTENT**

*** YOU CAN FIND TRENDING/VIRAL TOPICS
ON TWITTER, LINKEDIN, OR REDDIT**

THIS



Gary Vaynerchuk ✓

@garyvee

Learn to love adversity instead
of fearing it



garyvee ✓ • Follow



sweetpicklequilts That is
hilarious!!!

6d Reply



sam_fawahl @eskerod.official 🙌

6d Reply



sam_fawahl @eskerod.official 🙌

6d Reply



reeny1611 @siri_rang If salaat was
to have kids

4d Reply

— View replies (1)



730,741 views

SEPTEMBER 20

Log in to like or comment.

**FOR EXAMPLE, I TOOK THIS
VIRAL VIDEO OF PEOPLE JUMPING
INTO A POOL...**



Gary Vaynerchuk ✓
@garyvee

Instagram organic reach is dropping



**AND LAYERED ON INSTAGRAM'S LOGO
ABOVE THE DIVERS TO MAKE IT
RELEVANT TO MY MESSAGE
THAT INSTAGRAM'S ORGANIC
REACH IS GOING DOWN**



Gary Vaynerchuk ✓
@garyvee

Instagram organic reach is dropping





Gary Vaynerchuk ✓
@garyvee

Instagram organic reach is dropping



AND ADDED THIS QUOTE OVER IT.



**IN THIS CLIP, I ADDED MY FACE
OVER SOMEONE WALKING ALONGSIDE
A LION, AND LABELED THE LION
AS "FEAR"**



Gary Vaynerchuk ✓
@garyvee

controlling fear matters



**AND I GAVE CREDIT TO
THE ORIGINAL CLIP IN THE COPY**



Gary Vaynerchuk 
@garyvee

controlling fear matters

Fear

garyvee  Something I think a lot about is containing fear, controlling fear, the elimination of fear for my community, friends, employees and in general, even in public at times, fear fucking sucks and I hate it and always try to control it carefully!
-
Tag someone you admire who always takes some fear out of the system!
clip via @kodyantle

wepedph @garyvee HOW CAN I
SEI I MORE REAST FI ECTRIC

568,593 views
7 DAYS AGO

Log in to like or comment.

**YOU CAN USE VIDEO SOFTWARE
TO LAYER LOGOS OR MAKE
EDITS TO THE VIDEO...**

Gary Vaynerchuk ✓
@garyvee

controlling fear matters

garyvee ✓ • Follow

garyvee ✓ Something I think a lot about is containing fear, controlling fear, the elimination of fear for my community, friends, employees and in general, even in public at times, fear fucking sucks and I hate it and always try to control it carefully!

-
Tag someone you admire who always takes some fear out of the system!

-
clip via @kodyantle

1w

wepedph @garyvee HOW CAN I SEE I MORE REAST ELECTRIC

568,593 views
7 DAYS AGO

Log in to like or comment.

**OR JUST LEAVE IT AS IS AND ADD
YOUR TEXT OVER IT.**



Gary Vaynerchuk ✓
@garyvee

controlling fear matters

Fear

garyvee ✓ • Follow

garyvee ✓ Something I think a lot about is containing fear, controlling fear, the elimination of fear for my community, friends, employees and in general, even in public at times, fear fucking sucks and I hate it and always try to control it carefully!

-
Tag someone you admire who always takes some fear out of the system!

-
clip via @kodyantle

1w

wepedph @garyvee HOW CAN I SEE MORE REAST ELECTRIC

568,593 views
7 DAYS AGO

Log in to like or comment.



**THINK ABOUT IT-
THIS DOESN'T JUST APPLY TO
VIRAL VIDEOS OR MEMES!**

**YOU CAN ALSO USE THIS TACTIC
TO LAYER YOUR THOUGHTS OVER
NEWS IN YOUR INDUSTRY**

The screenshot shows the Twitter homepage. At the top, there's a search bar and navigation tabs for 'Trending', 'News', 'Sports', 'Fun', and 'Ent'. The 'United States trends' section lists three trending topics: '#DisneyPlus' (promoted by Disney+), '#ElectionDay' (trending with #ElectionDay2019, #iVoted, #Election2019), and '#WeWinForMonstaX7' (358K Tweets). A third trending topic, '#TuesdayThoughts' (94.8K Tweets), is partially visible. On the right, a sidebar titled 'Today's news and views' lists several articles with their respective reader counts and time posted.

United States trends

- #DisneyPlus
Start streaming in 1 week
Promoted by Disney+
- 1 · Trending
#ElectionDay
Trending with: #ElectionDay2019, #iVoted, #Election2019
Politics
It's Election Day all across the United States
- 2 · Trending
#WeWinForMonstaX7
358K Tweets
- 3 · Trending
#TuesdayThoughts
94.8K Tweets

Today's news and views

- A pay raise you can bank on
5h ago • 7,052 readers
- Another exec leaves McDonald's
2h ago • 162,674 readers
- The best MBA programs in the US
9h ago • 40,251 readers
- Apple pledges \$2.5B to housing
10h ago • 12,573 readers
- Veterans face job hunt battle
5h ago • 7,186 readers

Show more

PERFORMANCE:
410K+ REACH ON FACEBOOK,
980K+ VIEWS ON INSTAGRAM,
580K+ VIEWS ON LINKEDIN

Controlling Fear Matters
Something I think a lot about is containing fear, controlling fear, the elimination of fea... See More

controlling fear matters
Fear

I'll support you forever.

when you have it figured out.
I AM SMART

LinkedIn, little man has this figured out! #Mindset and #perspective takes practice and reinforcement. Whoever did this for this kid is a hero, my mom did it for me and I spend everyday with Team GaryVee doing it for ...see more

PLATFORMS YOU COULD USE IT FOR:

INSTAGRAM, LINKEDIN, FACEBOOK



THAT'S 3 Pieces of content

**TIME IT TAKES TO MAKE:
VARIES, 33 MINUTES**

TRY IT

IN TOTAL WE HAVE: 51 Pieces of Content

≡ RUNNING TALLY ≡

#17 PODCASTS

Listen
to it!
↘

**PODCASTING IS POWERFUL
BECAUSE YOU CAN REPURPOSE IT
INTO MULTIPLE DIFFERENT
TYPES OF CONTENT**



**FIRST, YOU'VE GOT THE PODCAST
ITSELF, WHICH IS ONE PIECE OF
CONTENT.**

The screenshot shows the Apple Podcasts app interface for the podcast 'The GaryVee Audio Experience' by Gary Vaynerchuk. The interface is in a dark theme. At the top, there's a search bar with the text 'the garyvee audio experien'. Below the search bar, there are navigation tabs for 'Podcasts', 'Library', 'Unplayed', and 'Store'. The main content area features a large red banner with a collage of people's faces and social media icons. On the left side of the banner is a smaller image of Gary Vaynerchuk with the text 'THE GARYVEE AUDIO EXPERIENCE' and 'attn:'. Below the banner is a 'Subscribe' button. To the right of the banner, there are tabs for 'Details', 'Ratings and Reviews', and 'Related'. Below these tabs is a section titled 'From the Provider' with a welcome message. At the bottom, there is a table of podcast episodes with columns for NAME, TIME, RELEASED, DESCRIPTION, POPULARITY, and PRICE.

Podcasts > Business > Entrepreneurship > Gary Vaynerchuk

The GaryVee Audio Experience

Gary Vaynerchuk

Details Ratings and Reviews Related

Subscribe

★★★★★ (12,507)
Audio
Entrepreneurship
© Copyright Gary Vaynerchuk 2017

PARENTAL ADVISORY EXPLICIT CONTENT

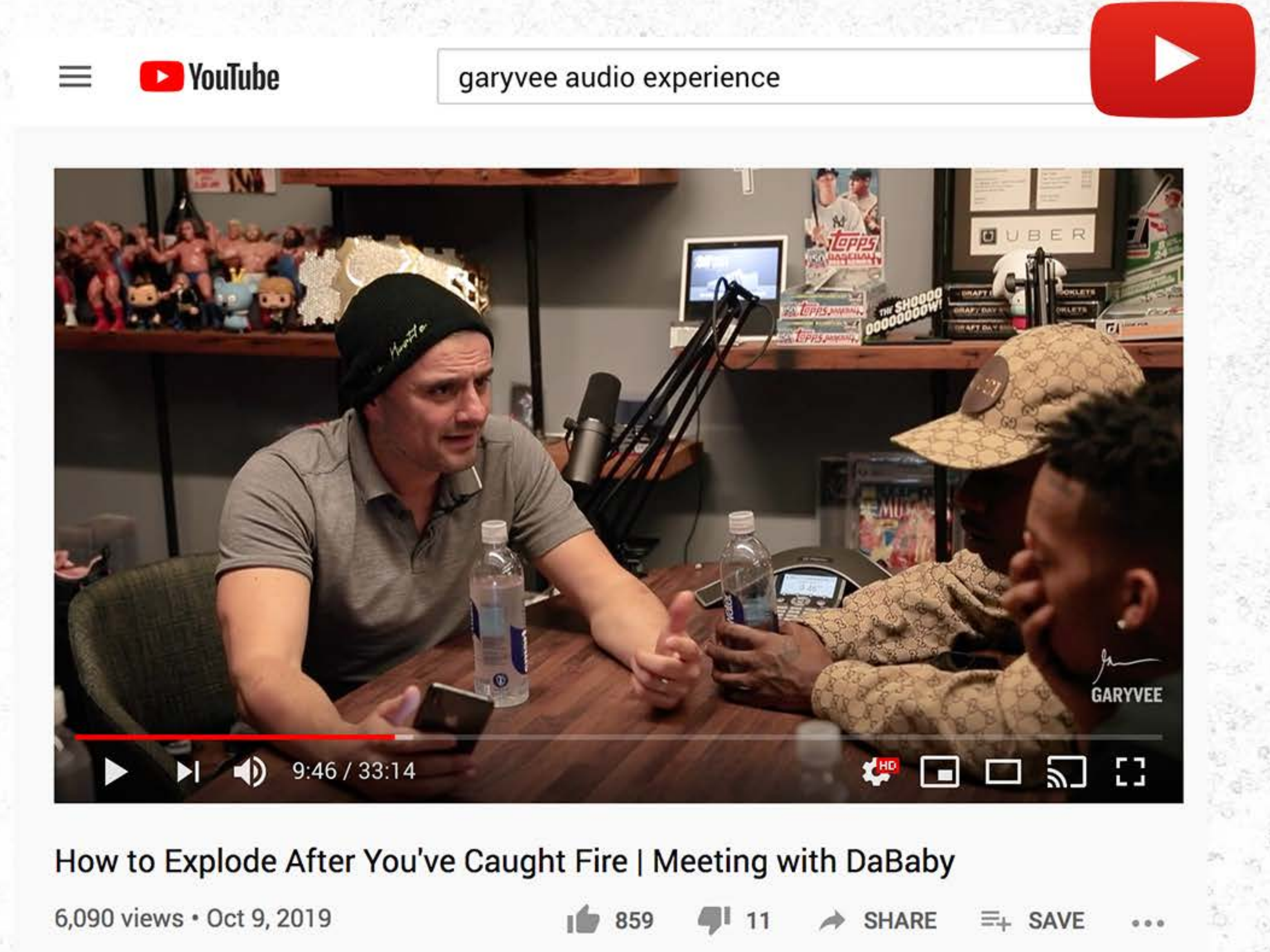
LINKS
Website
Report a Concern

From the Provider

Welcome to The Garyvee Audio Experience, hosted by entrepreneur, CEO, investor, vlogger, and public speaker Gary Vaynerchuk. On this podcast you'll find a mix of my #AskGaryVee show episodes, keynote speeches on marketing and business, segments from my DAILYVEE video series, interviews and fireside chats I've given, as well as new and current thoughts I record originally for this audio experience!

	NAME	TIME	RELEASED	DESCRIPTION	POPULARITY	PRICE
1	This is a Reputation Game ...	27 min	Oct 9, 2019	Podcast Liste...	i	Get
2	How Practical Optimism wi...	35 min	Oct 8, 2019	Podcast famil...	i	Get
3	Reframing Your Success ...	34 min	Oct 7, 2019	Hey Podcast li...	i	Get
4	Karma is My Currency wit...	9 min	Oct 6, 2019	Hey Podcast ...	i	Get
5	Finding your Flow State S...	33 min	Oct 5, 2019	Hey Podcast li...	i	Get
6	Digital is the Gateway to R...	11 min	Oct 4, 2019	Podcast Liste...	i	Get
7	Why I'm All In On Texting, ...	12 min	Oct 3, 2019	Podcast Com...	i	Get

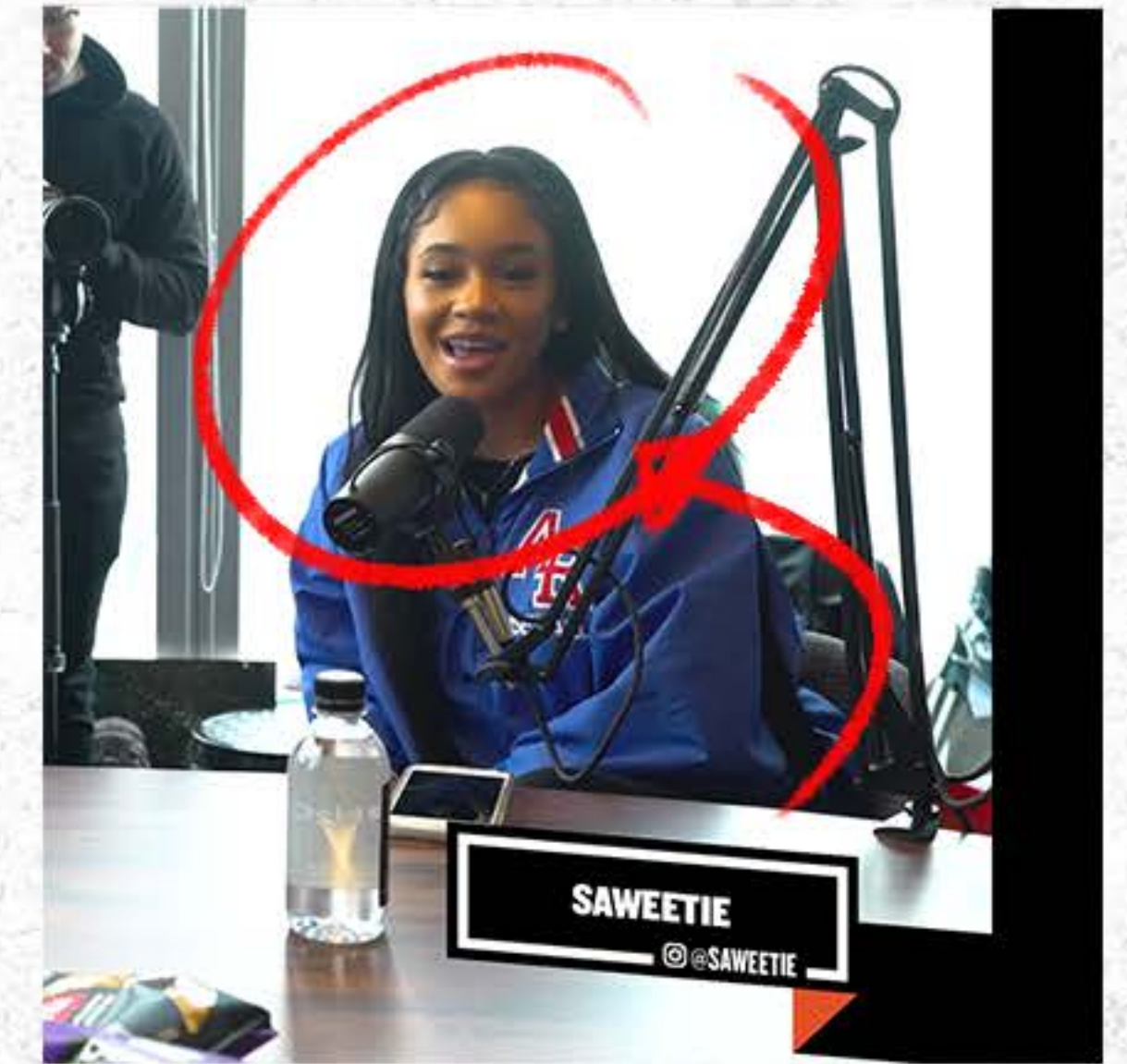
**YOU COULD ALSO FILM THE
PODCAST WHILE YOU'RE
RECORDING IT, WHICH WOULD
GIVE YOU VIDEO CONTENT**



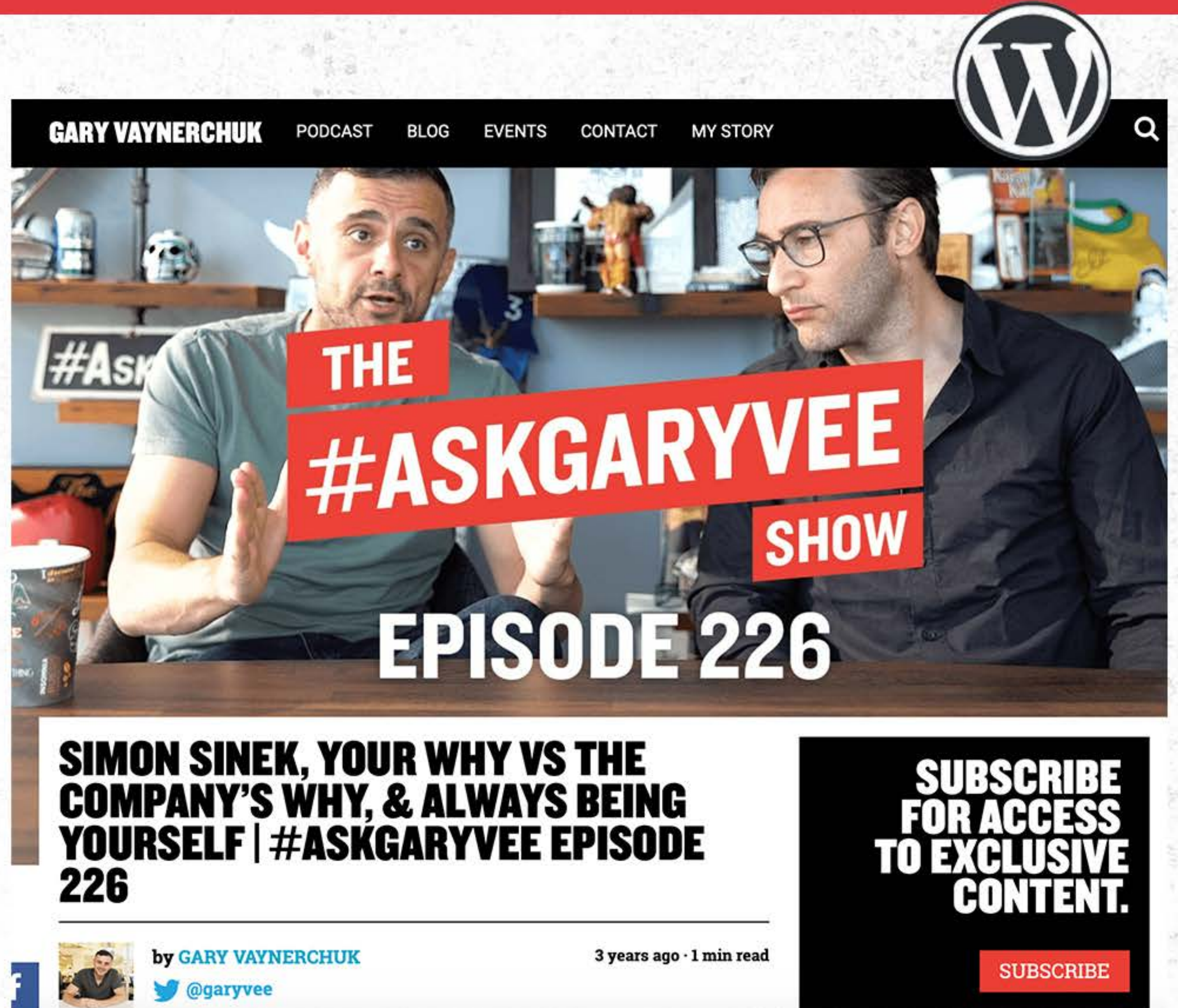
The image shows a YouTube video player interface. At the top left is the YouTube logo. A search bar contains the text "garyvee audio experience". To the right is a red play button icon. The video frame shows two men sitting at a wooden table in a studio. The man on the left is wearing a grey polo shirt and a black beanie with a gold crown on top. The man on the right is wearing a patterned jacket and a tan baseball cap. They are both looking at each other and talking. There are water bottles on the table. In the background, there are shelves with various items, including figurines and a sign that says "UBER". A "GARYVEE" logo is visible in the bottom right corner of the video frame. Below the video frame is a red progress bar and playback controls. The video title is "How to Explode After You've Caught Fire | Meeting with DaBaby". Below the title, it says "6,090 views • Oct 9, 2019". At the bottom right, there are icons for likes (859), comments (11), share, save, and a menu icon.

Guests →

**YOUR GUEST IS ANOTHER ARBITRAGE
(IF YOU HAVE ONE). THEY COULD
PROMOTE THE CONTENT ON THEIR
OWN CHANNELS AND BRING YOU
MORE AWARENESS.**



**IF YOU HAVE THE OPTION, YOU
COULD ALSO GET YOUR PODCAST
TRANSCRIBED BY A WRITER AND
TURNED INTO A BLOG POST.**



The screenshot shows a WordPress blog post layout. At the top right is the WordPress logo. The navigation menu includes 'GARY VAYNERCHUK', 'PODCAST', 'BLOG', 'EVENTS', 'CONTACT', and 'MY STORY'. The main image features Gary Vaynerchuk and Simon Sinek at a table, with a red banner overlay reading 'THE #ASKGARYVEE SHOW'. Below the image, the title reads 'SIMON SINEK, YOUR WHY VS THE COMPANY'S WHY, & ALWAYS BEING YOURSELF | #ASKGARYVEE EPISODE 226'. The author is listed as 'by GARY VAYNERCHUK' with a small profile picture and the Twitter handle '@garyvee'. The post is dated '3 years ago · 1 min read'. A red 'SUBSCRIBE' button is located in the bottom right corner of the post area.

GARY VAYNERCHUK PODCAST BLOG EVENTS CONTACT MY STORY

THE #ASKGARYVEE SHOW

EPISODE 226

SIMON SINEK, YOUR WHY VS THE COMPANY'S WHY, & ALWAYS BEING YOURSELF | #ASKGARYVEE EPISODE 226

by **GARY VAYNERCHUK**
@garyvee

3 years ago · 1 min read

SUBSCRIBE FOR ACCESS TO EXCLUSIVE CONTENT.

SUBSCRIBE

**A SIMPLE WAY TO RECORD A
PODCAST IS AN APP CALLED
ANCHOR.**

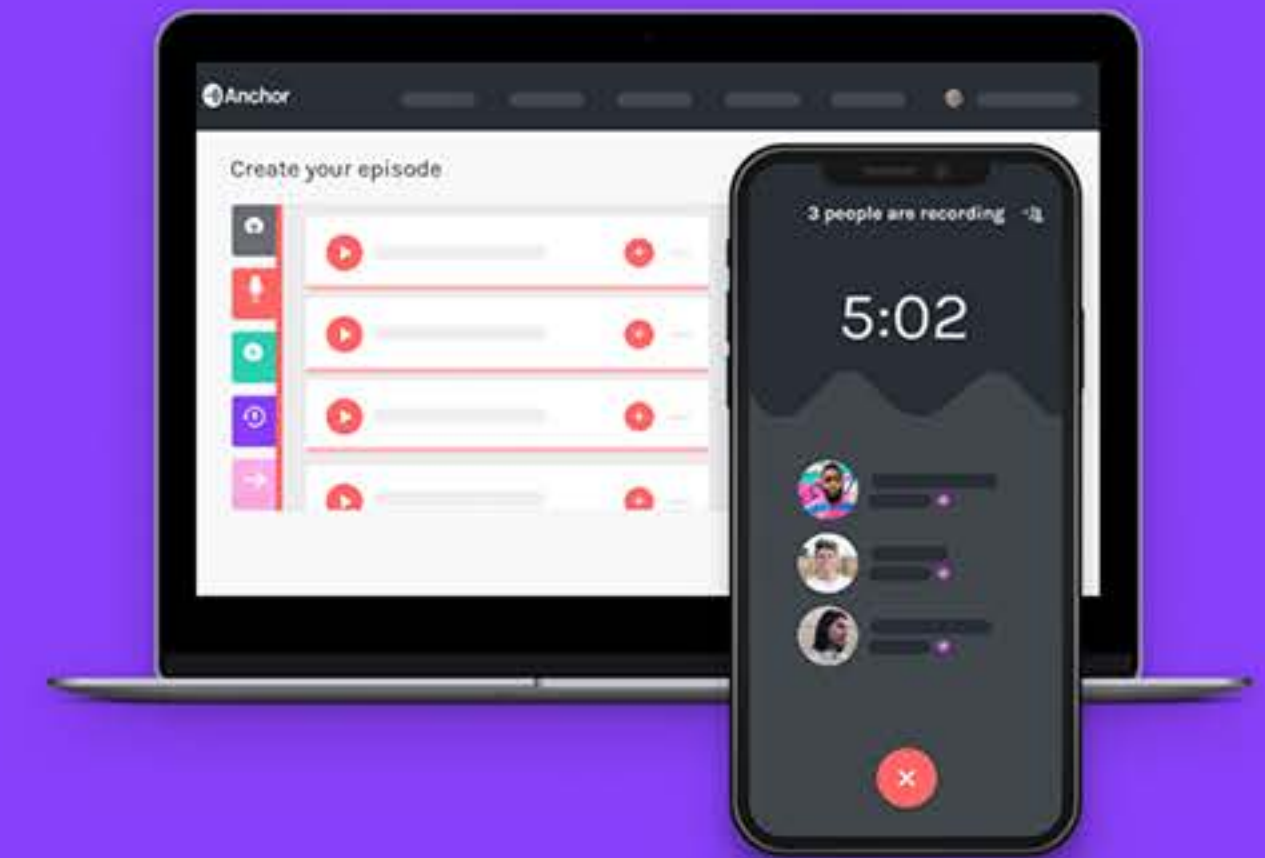
The easiest way to
make a podcast.

Everything you need, 100% free.

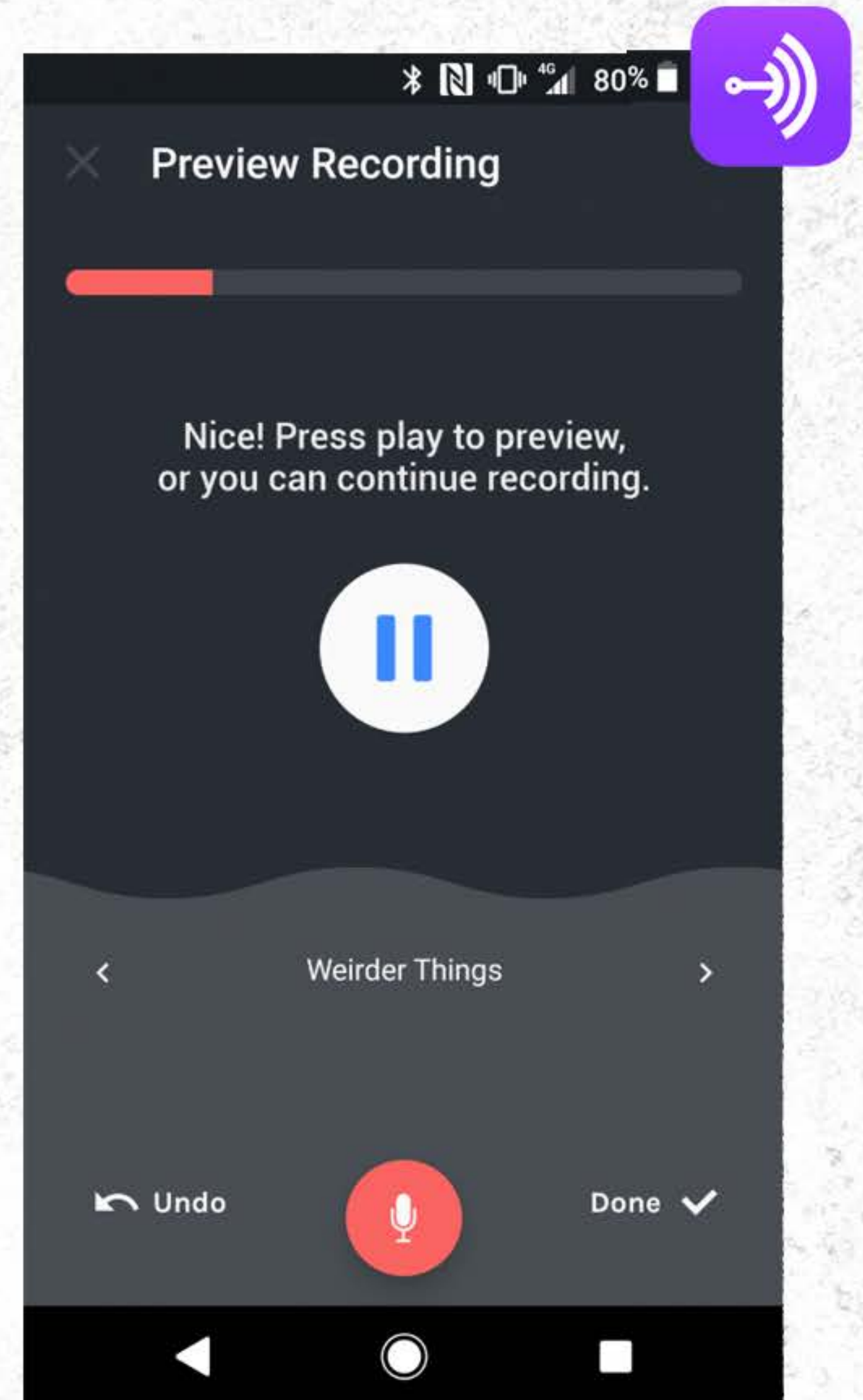
Make your podcast

App Store

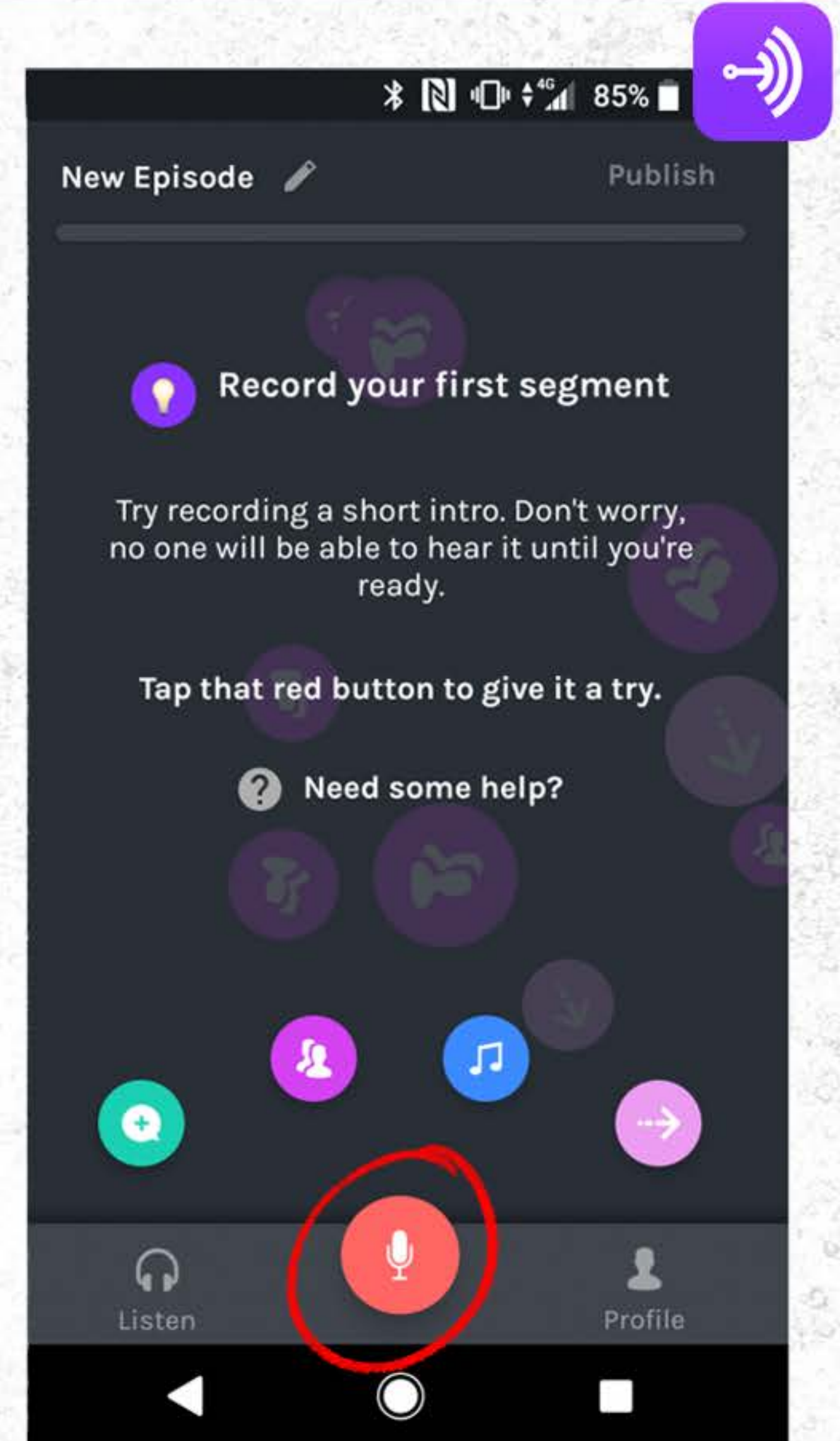
Google Play



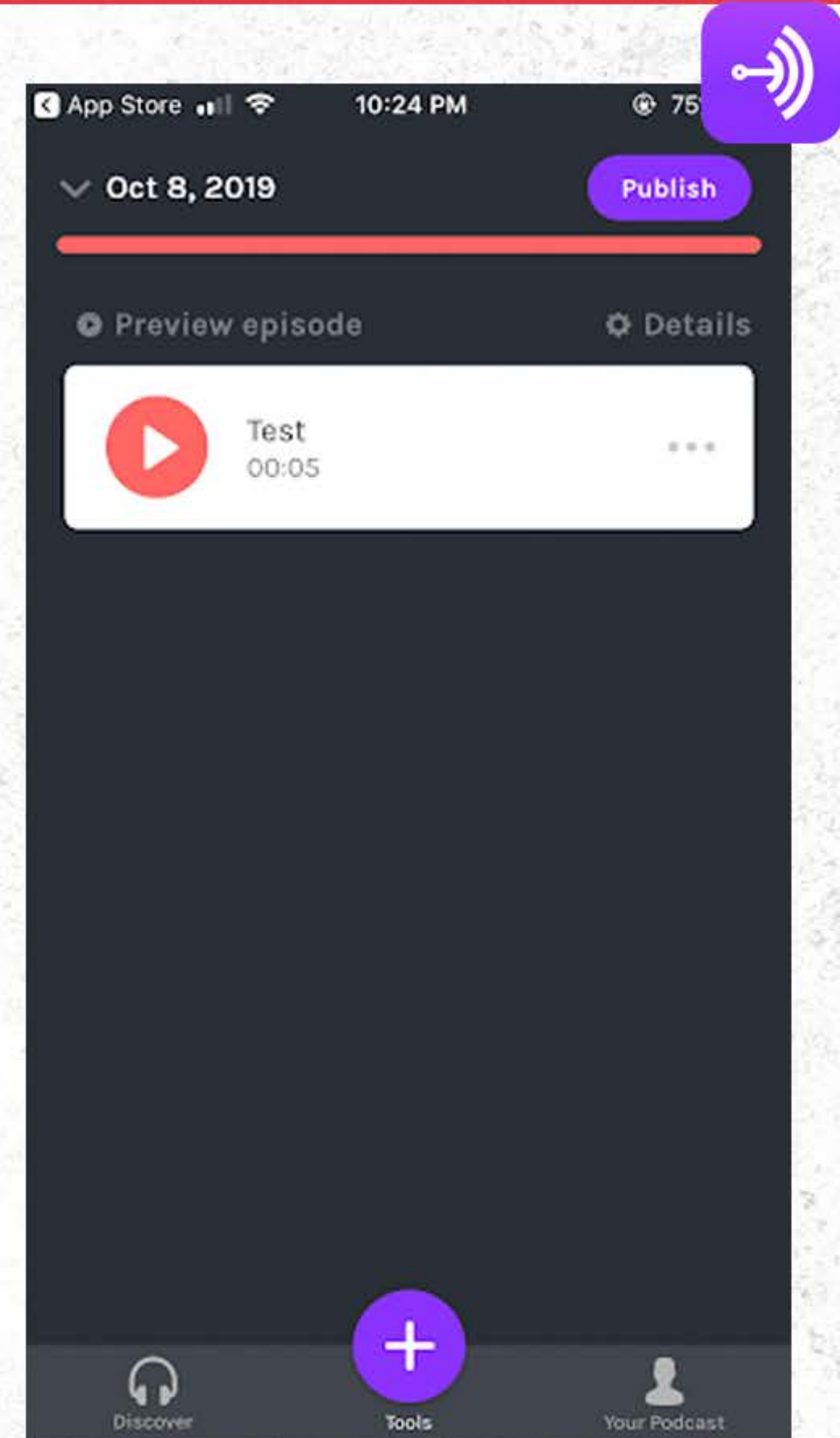
IT ALLOWS YOU TO RECORD AND
PUBLISH PODCASTS STRAIGHT FROM
YOUR PHONE,



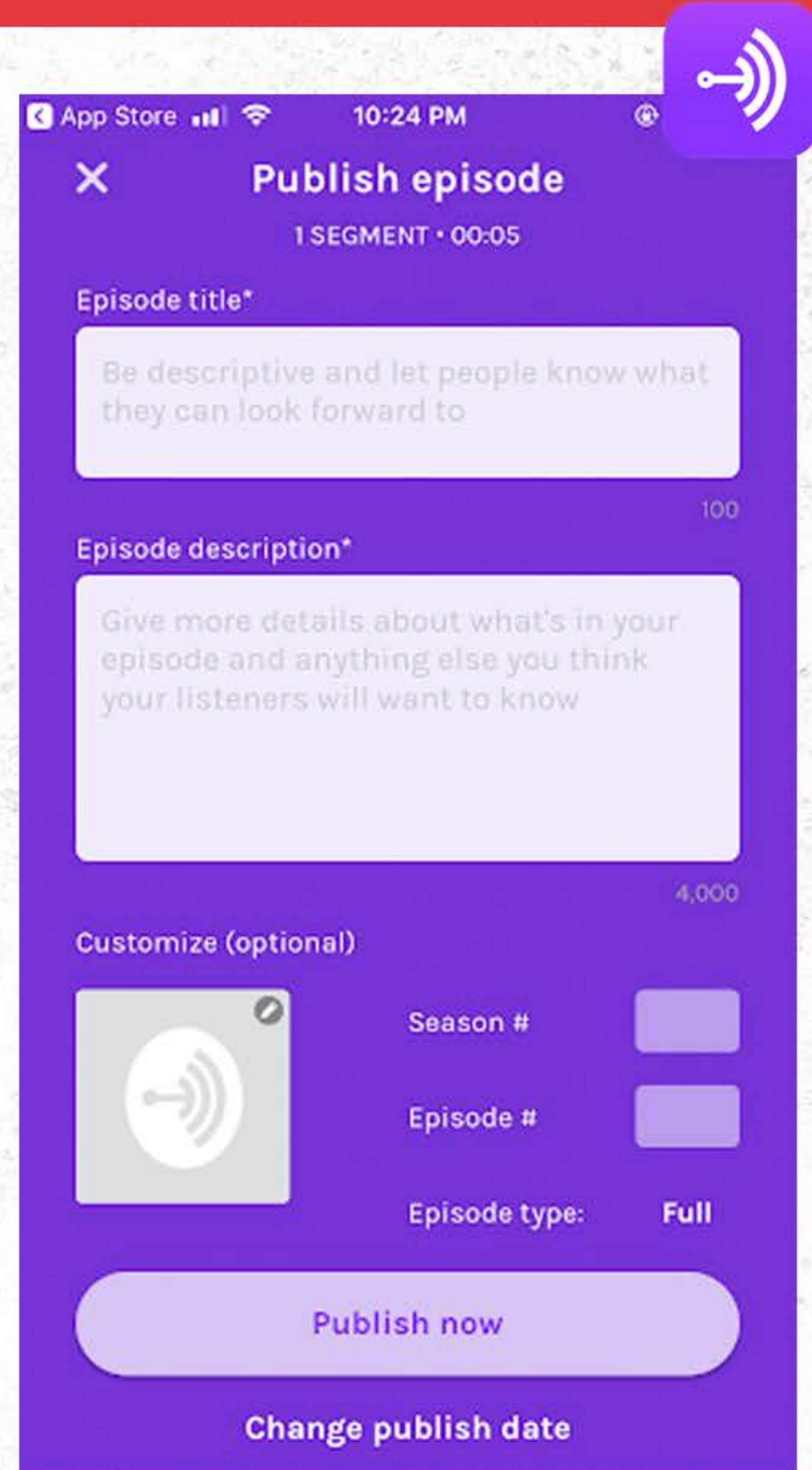
**JUST NAVIGATE TO THE “RECORD”
SCREEN AND TAP THE BUTTON
IT’LL START RECORDING
AUTOMATICALLY**



**ONCE YOU'VE GOT YOUR RECORDING,
YOU CAN ADD YOUR TITLE,
DESCRIPTION, DETAILS, AND HIT
"PUBLISH"**



**YOU CAN PUBLISH ON ALL MAJOR
PODCASTING CHANNELS DIRECTLY
THROUGH THE APP!**




App Store 10:24 PM

Publish episode
1 SEGMENT • 00:05

Episode title*
Be descriptive and let people know what they can look forward to
100

Episode description*
Give more details about what's in your episode and anything else you think your listeners will want to know
4,000

Customize (optional)

 Season #
Episode #
Episode type: **Full**

Publish now

[Change publish date](#)

**PERFORMANCE: 131K+ VIEWS ON
YOUTUBE VERSION,
201,093 LISTENS ON
APPLE PODCASTS**

Apple Podcasts Preview



Watch This Before You Make Another Decision | A Gary Vaynerchuk Original

The GaryVee Audio Experience

Entrepreneurship

[Listen on Apple Podcasts](#)

6 min

PLAY

Today's podcast is from an epic short film I dropped on my YouTube channel yesterday - it's been getting some crazy reactions, hope you guys enjoy the podcast version. Hit me up on Twitter @GaryVee and let me know if it helped you with whatever decision you're trying to make!



#entrepreneur #AskGaryVee
1 Hour of Business Strategy with 7 Entrepreneurs

131,116 views • Jul 10, 2019

2.6K


Which would you choose?

PERFORMANCE: 12K+ VIEWS ON LINKEDIN (BLOG POST BASED ON THIS PODCAST EPISODE)



GARY VAYNERCHUK PODCAST BLOG EVENTS CONTACT MY STORY

HOW TO SELL TO SMALL BUSINESSES



HOW TO SELL TO SMALL BUSINESSES

by **GARYVEE** 3 months ago · 4 min read
@garyvee


I really think that my opinions and suggestions on selling to small businesses can add value to many of you because I lived that life – I operated and navigated within a small business environment for much of my 20s.

Here are a few things to keep in mind when you're selling to SMBs:

SUBSCRIBE FOR ACCESS TO EXCLUSIVE CONTENT.

SUBSCRIBE

MUST READ



Gary Vaynerchuk posted this

NEW BLOG ARTICLE!

HOW TO SELL TO SMALL BUSINESSES



How to Sell to Small Businesses

Gary Vaynerchuk on LinkedIn
July 24, 2019

PLATFORMS YOU COULD USE IT FOR:

APPLE PODCASTS, STITCHER, SOUNDCLLOUD,



YOUTUBE, LINKEDIN, YOUR WEBSITE



THAT'S 6 Pieces of content

**TIME IT TAKES TO MAKE:
VARIES, UNDER 1 HOUR
AND 7 MINUTES**

Get recording!

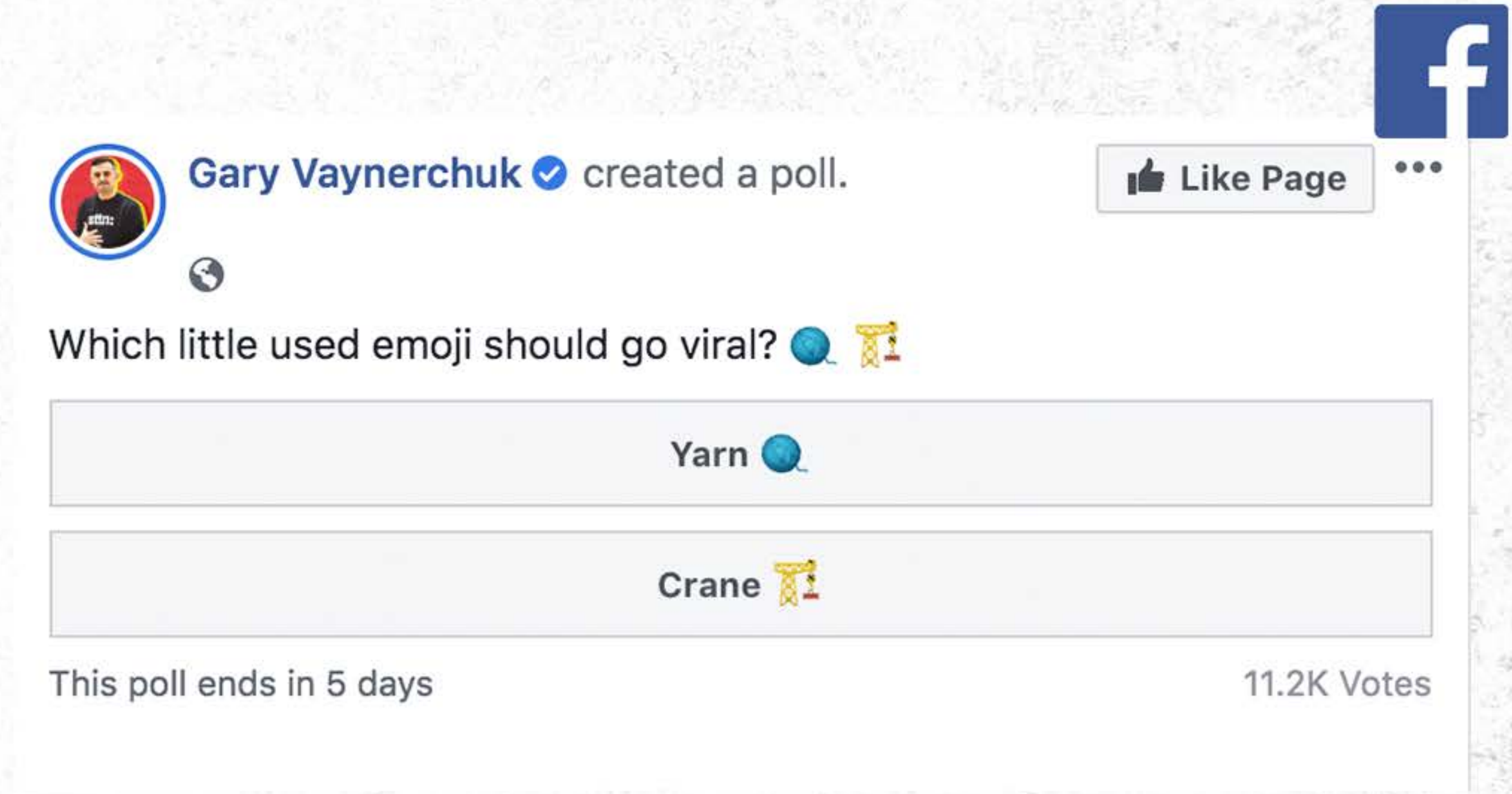
IN TOTAL WE HAVE:

51 Pieces of Content





≡ RUNNING TALLY ≡



#18 POLLS


YOU CAN CREATE POLLS ON FACEBOOK AND ASK PEOPLE TO CHOOSE BETWEEN TWO DIFFERENT OPTIONS




A screenshot of a Facebook post from Gary Vaynerchuk. The post features a poll asking "Which little used emoji should go viral?". The poll has two options: "Yarn" with a blue ball emoji and "Crane" with a yellow crane emoji. The poll has received 11.2K votes and will end in 5 days. The post also includes a "Like Page" button and a menu icon.

 Gary Vaynerchuk  created a poll.  

Which little used emoji should go viral?  

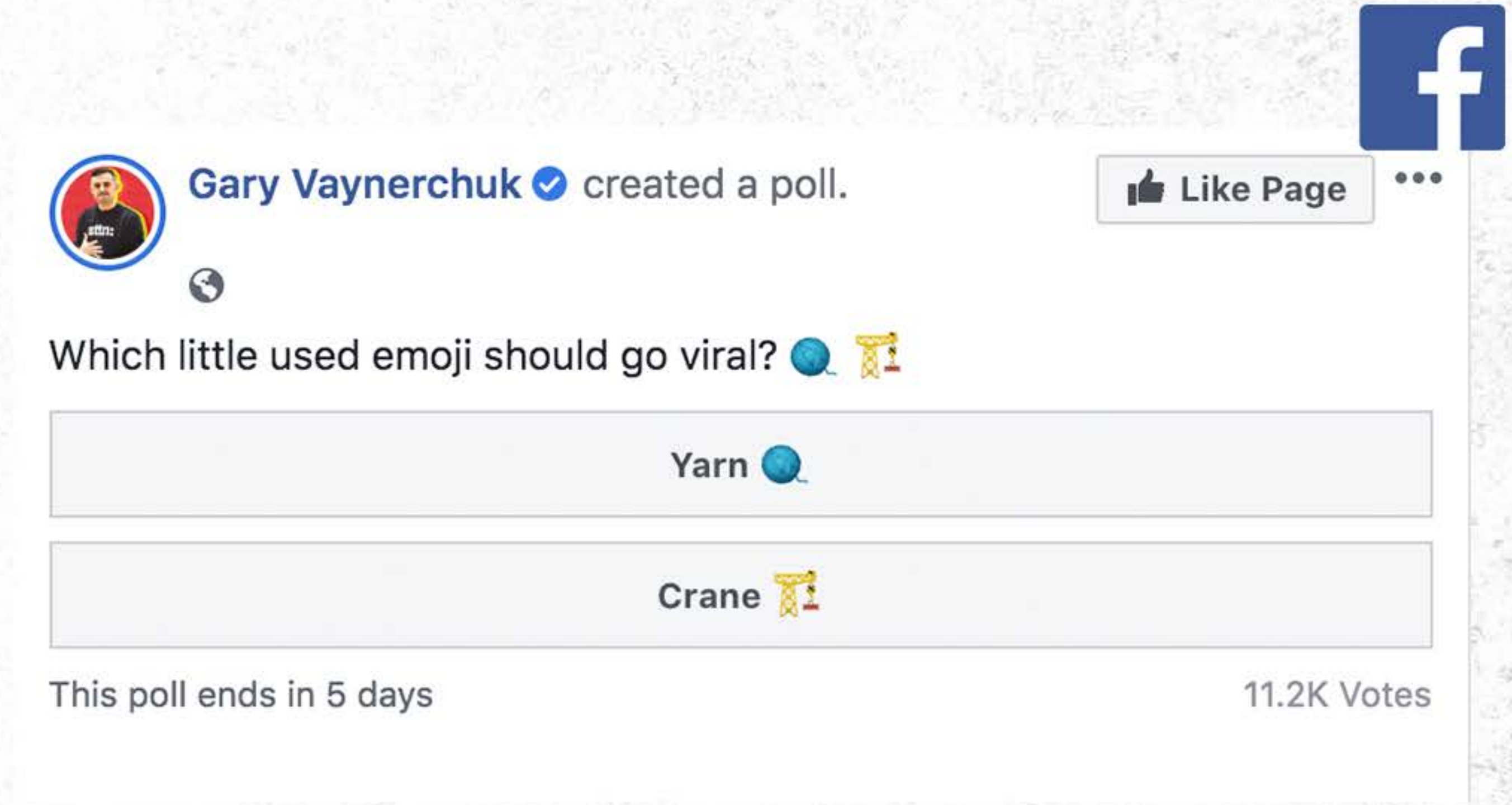
Yarn 

Crane 

This poll ends in 5 days 11.2K Votes

**IT COULD HELP YOU GET MORE
INSIGHTS FROM THE MARKET
AND DO RESEARCH**

IMPORTANT



A screenshot of a Facebook poll created by Gary Vaynerchuk. The poll asks "Which little used emoji should go viral?" and offers two options: "Yarn" with a blue ball emoji and "Crane" with a yellow crane emoji. The poll has 11.2K votes and ends in 5 days. The interface includes a profile picture, a "Like Page" button, and a globe icon for public visibility.

Gary Vaynerchuk created a poll.

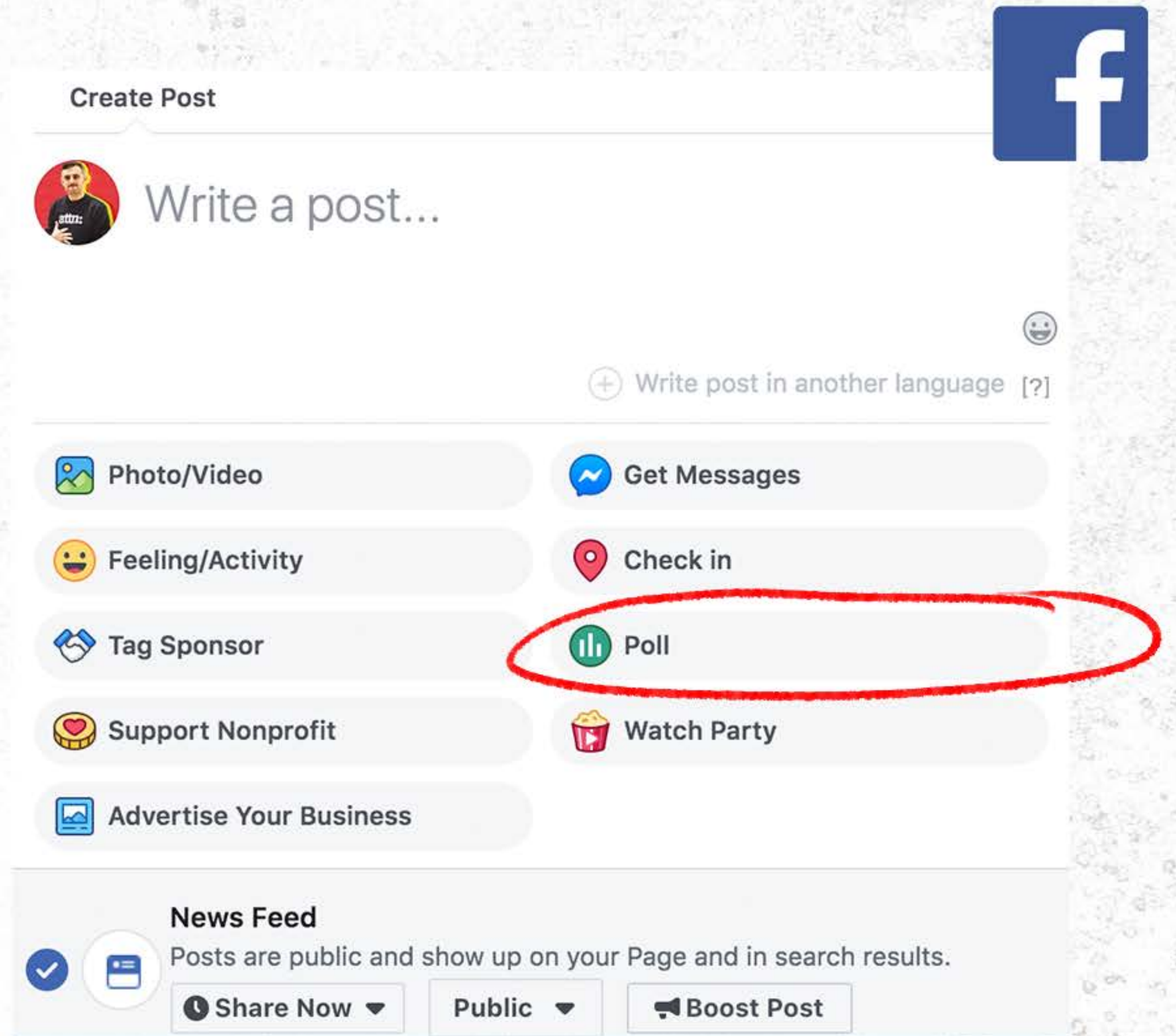
Which little used emoji should go viral? 🟦 🏗️

Yarn 🟦

Crane 🏗️


This poll ends in 5 days 11.2K Votes

WHEN YOU'RE CREATING A POST ON YOUR FACEBOOK PAGE, HIT "POLLS" AS AN OPTION.







The screenshot shows the Facebook 'Create Post' interface. At the top right is the Facebook logo. Below it, the text 'Create Post' is visible. A profile picture placeholder and the text 'Write a post...' are shown. Below the text input area, there are several options for post types: Photo/Video, Feeling/Activity, Tag Sponsor, Support Nonprofit, Advertise Your Business, Get Messages, Check in, Poll, and Watch Party. The 'Poll' option is circled in red. At the bottom, there is a 'News Feed' section with a checkmark icon, a calendar icon, and the text 'Posts are public and show up on your Page and in search results.' Below this, there are three buttons: 'Share Now', 'Public', and 'Boost Post'.



**JUST ADD COPY, ADD A COUPLE
OF OPTIONS TO CHOOSE
BETWEEN, AND CHOOSE HOW LONG
YOU WANT THE POLL TO STAY UP**




Create Post

 Ask something... 

Option 1  

Option 2  

 1 week ▼ Remove Poll

ONCE YOU'RE DONE, HIT PUBLISH!

Gary Vaynerchuk
Create Post

Create Post Live Event Offer Job

Which little used emoji should go viral? 🔍

🚧

Yarn 🧶

Crane 🚧 | 17

🕒 1 week ▼ Remove Poll

Video LIVE Live Video

Share a Photo Multimedia

Poll Get Messages

Feeling/Activity Check in

Tag Sponsor Support Nonprofit

Advertise Your Business Watch Party

Public ▼ Boost Post **Publish** ▼

YOU CAN ALSO CREATE POLLS ON TWITTER...



 **Gary Vaynerchuk**  @garyvee · Jul 26

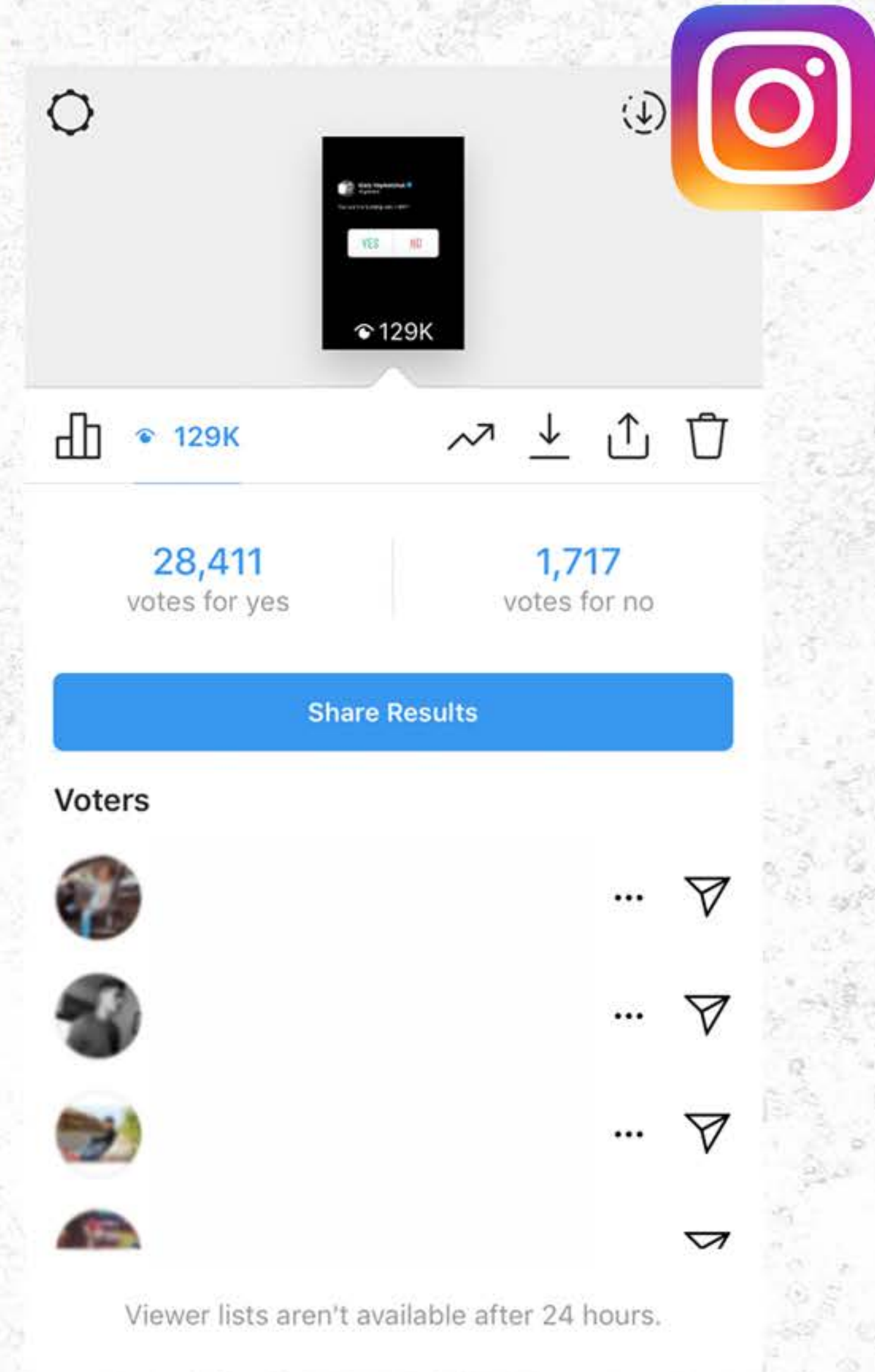
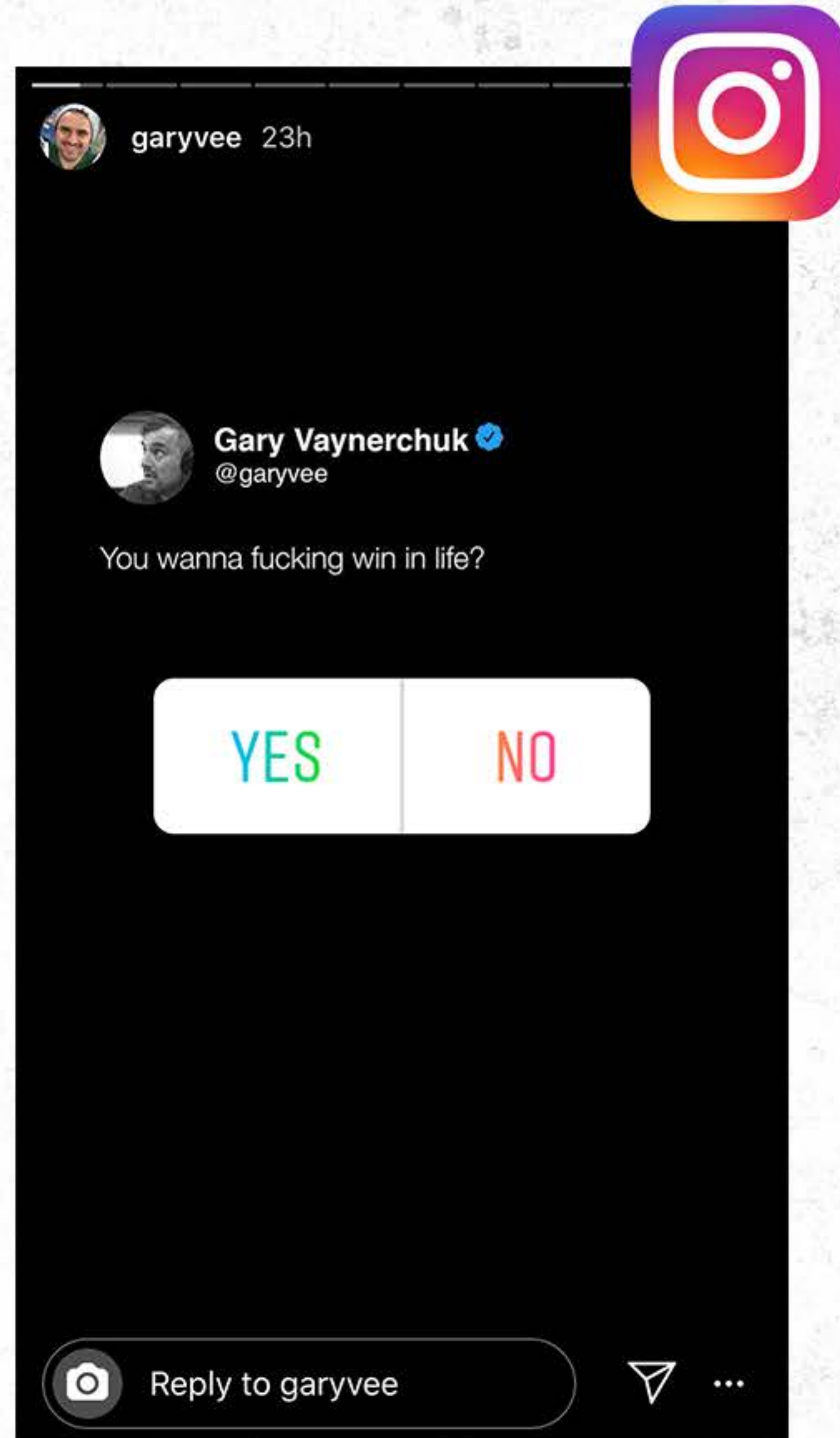
Which is the best title?

- 35%** The Game, Not Trophies
- 21%** IDGAF If I Buy The Jets
- 15%** Trying to Buy the Jets >
- 29%** The process not a trophy

4,285 votes • Final results

 119  31  194

AND INSTAGRAM STORIES!



PERFORMANCE:
75K+ REACH ON FACEBOOK
4.2K+ VOTES ON TWITTER



 **Gary Vaynerchuk**  @garyvee · Jul 26

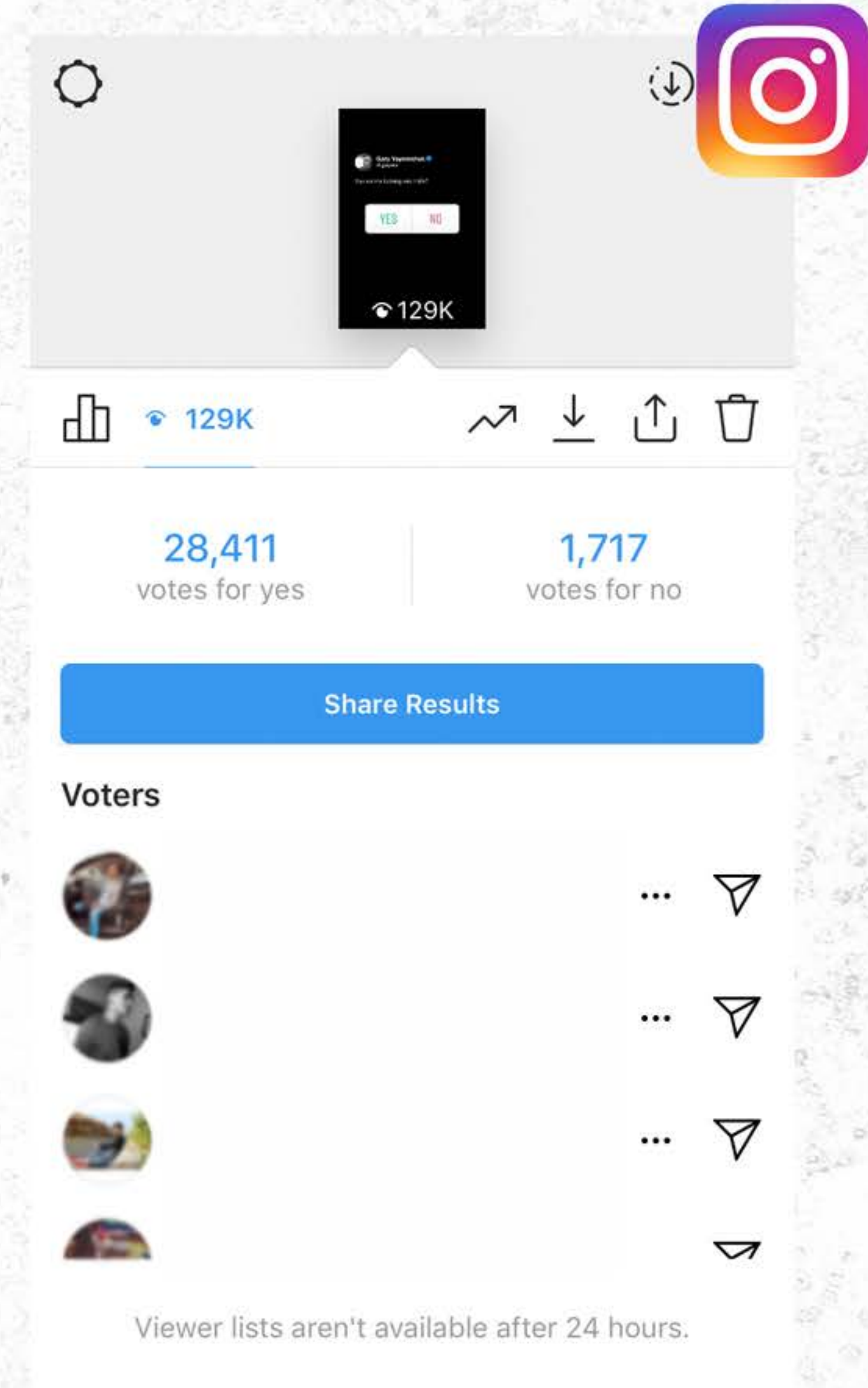
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- 15%** Trying to Buy the Jets >
- 29%** The process not a trophy

4,285 votes • Final results

 119  31  194

PERFORMANCE: 129K REACH AND 30K+ VOTES ON INSTAGRAM



PLATFORMS YOU COULD USE IT FOR:

INSTAGRAM STORIES, FACEBOOK, TWITTER



THAT'S 3 Pieces of content

**TIME IT TAKES TO MAKE:
42 SECONDS**



IN TOTAL WE HAVE: 60 Pieces of Content

≡ RUNNING TALLY ≡

#19 TIKTOK CLIPS

**SINCE TIKTOK IS STILL EARLY, IT OFFERS
A LOT OF ATTENTION AND ENGAGEMENT
FOR CONTENT CREATORS RIGHT NOW
AT THE TIME OF WRITING THIS
(OCTOBER 2019)**



Gary Vaynerchuk
@garyvee



Shane ❤️ #garyvee
#wholesomemoments #happines
#motivation #nyc #alwaysshustlin
🎵 original sound- garyvee

15.4k likes · 106 comments

Liz Creations
Words can't explain how much
love and respect I have for
Gary. Thank you for always
being so kind and changing
people's lives ❤️❤️

1d

WhosLaie
I love this man and the
background music 🙌💙👏

1d

Antonio IV
3300th Like! ❤️

1d

dollface1elaya
love this guy hes always posit
i don't even understand how



IF YOU MAKE CONTENT CONTEXTUAL TO THE PLATFORM, IT CAN GIVE YOU THE OPPORTUNITY TO GO FROM STARTING OUT WITH NO AUDIENCE TO ACTUALLY HAVING ONE.



Gary Vaynerchuk
@garyvee



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**FOR EXAMPLE I TOOK THIS
INSTAGRAM GRAPHIC...**



👋 **STOP** scrolling.

🚀 **What do you want to accomplish?**

🧠 **Think...**

🙋 **Why are you not doing it?**

🏃 **Get off of *Instagram*.**

AND TURNED IT INTO A TIKTOK CLIP BY ADDING SOME DESIGN ELEMENTS AND CHANGING THE COPY

Text Me! 212-931-5731


🖐️ Stop scrolling.

🚀 What do you wanna accomplish?

🧠 Really think about it

👤 It's Saturday.
Why aren't you doing it?

🏃 Stop watching. Start doing.



Gary Vaynerchuk
@garyvee

See ya! 🙌 #garyvee
#motivation #fyp #foryou

🎵 Mount Everest- Labrinth

11.9k likes · 164 comments

Hector sanchez
My goal is to get a basketball scholarship and I'm working really hard 🙌 to get one your my inspiration Gary
3w

user609508
And YOU are doing WHAT that's so exciting on a weekend? 🤔🤔🤔🤔🤔🤔🤔
3w

jangaladesigns
1000th like! dude i already feel like im crushing it today. i document i art journey on tiltok and push through other platforms! ⚡⚡

🐦 📘 </>

**I TOOK THIS QUOTE I LAYERED OVER
A VIRAL VIDEO CLIP...**



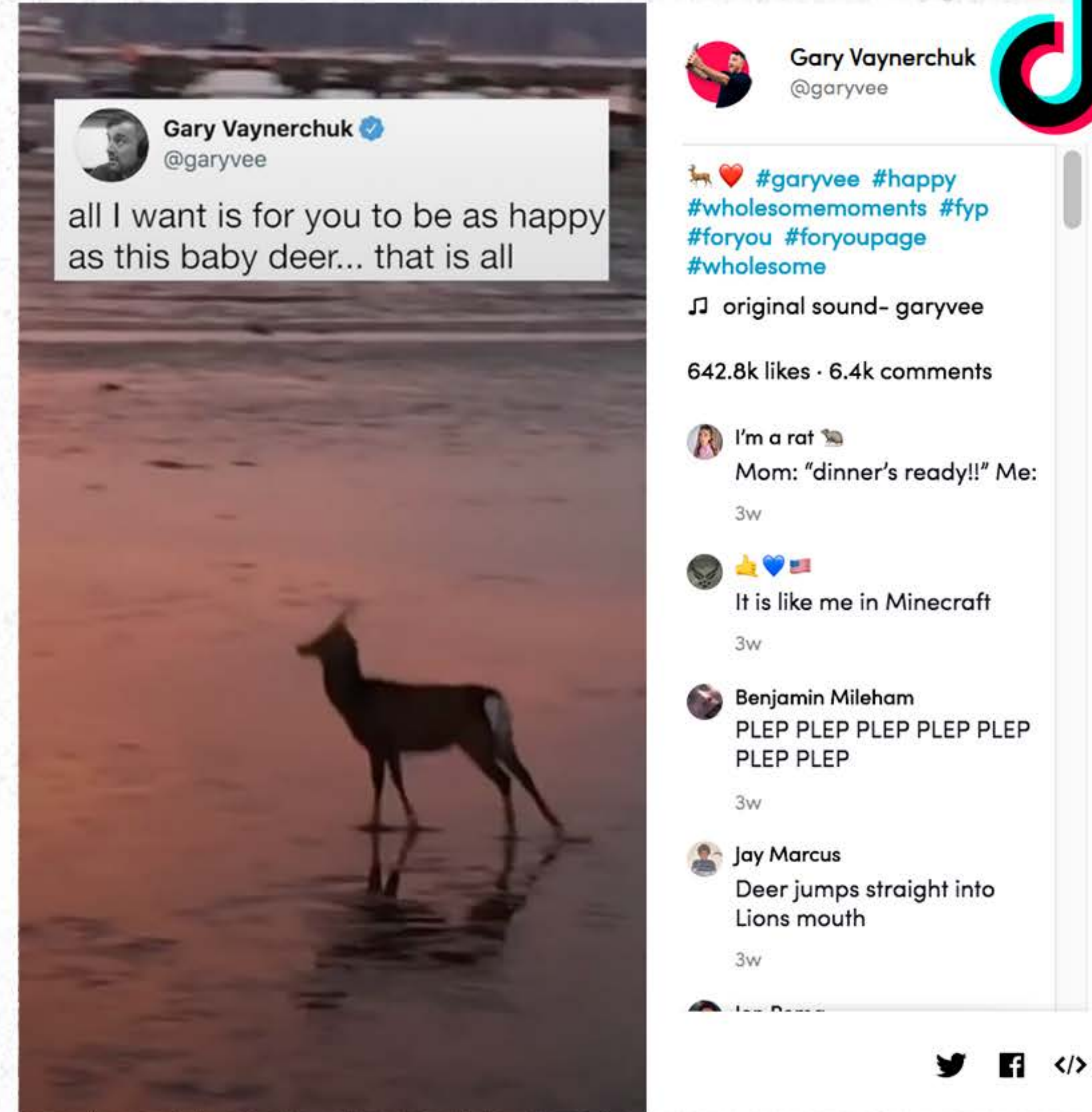
Gary Vaynerchuk ✓

@garyvee


all I want is for you to be as happy
as this baby deer... that is all



**AND TURNED IT INTO A TIKTOK
CLIP BY CHANGING THE SIZING,
FORMATTING, AND DESIGN ELEMENTS.**



CONTEXT MATTERS!



Gary Vaynerchuk @garyvee

all I want is for you to be as happy as this baby deer... that is all

Gary Vaynerchuk @garyvee

🐇❤️ #garyvee #happy #wholesomemoments #fyp #foryou #foryoupage #wholesome

🎵 original sound- garyvee

642.8k likes · 6.4k comments

I'm a rat 🐭
Mom: "dinner's ready!!" Me:
3w

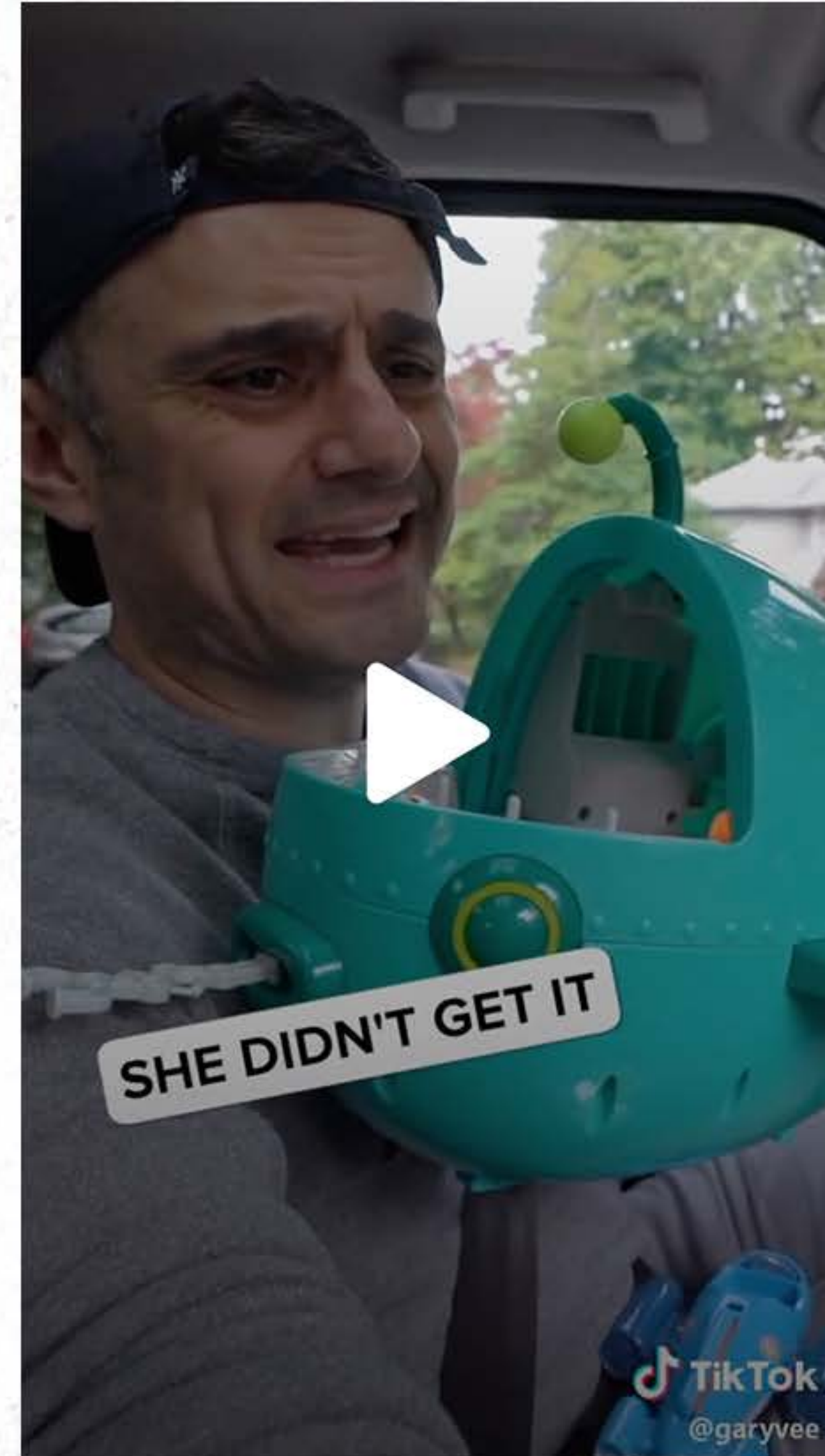
It is like me in Minecraft
3w

Benjamin Mileham
PLEP PLEP PLEP PLEP PLEP
PLEP PLEP
3w

Jay Marcus
Deer jumps straight into
Lions mouth
3w

🐦 📘 </>

**IN A WORLD THAT'S SO SERIOUS
RIGHT NOW, TIKTOK IS A PLACE
FOR MORE LIGHTWEIGHT
AND FUN VIDEOS.**



Gary Vaynerchuk
@garyvee



When people ask for a price at a garage sale I just want to warn them ... they aint getting it 🚫 #garyvee #garagesale #fyp #fliplife #funny

🎵 They didnt get it- garyvee

89.4k likes · 228 comments



RuslanKD
This is amazing 😂😂😂 good seeing you at a3c
2w



VandenheuvelStudios
"She didn't get it" 😂😂🔥🔥
2w



angelgigglen
I didn't get it. 😂😂😂😂
2w



Vantastic Odyssey
taking advantage of those in need,.... mint
2w



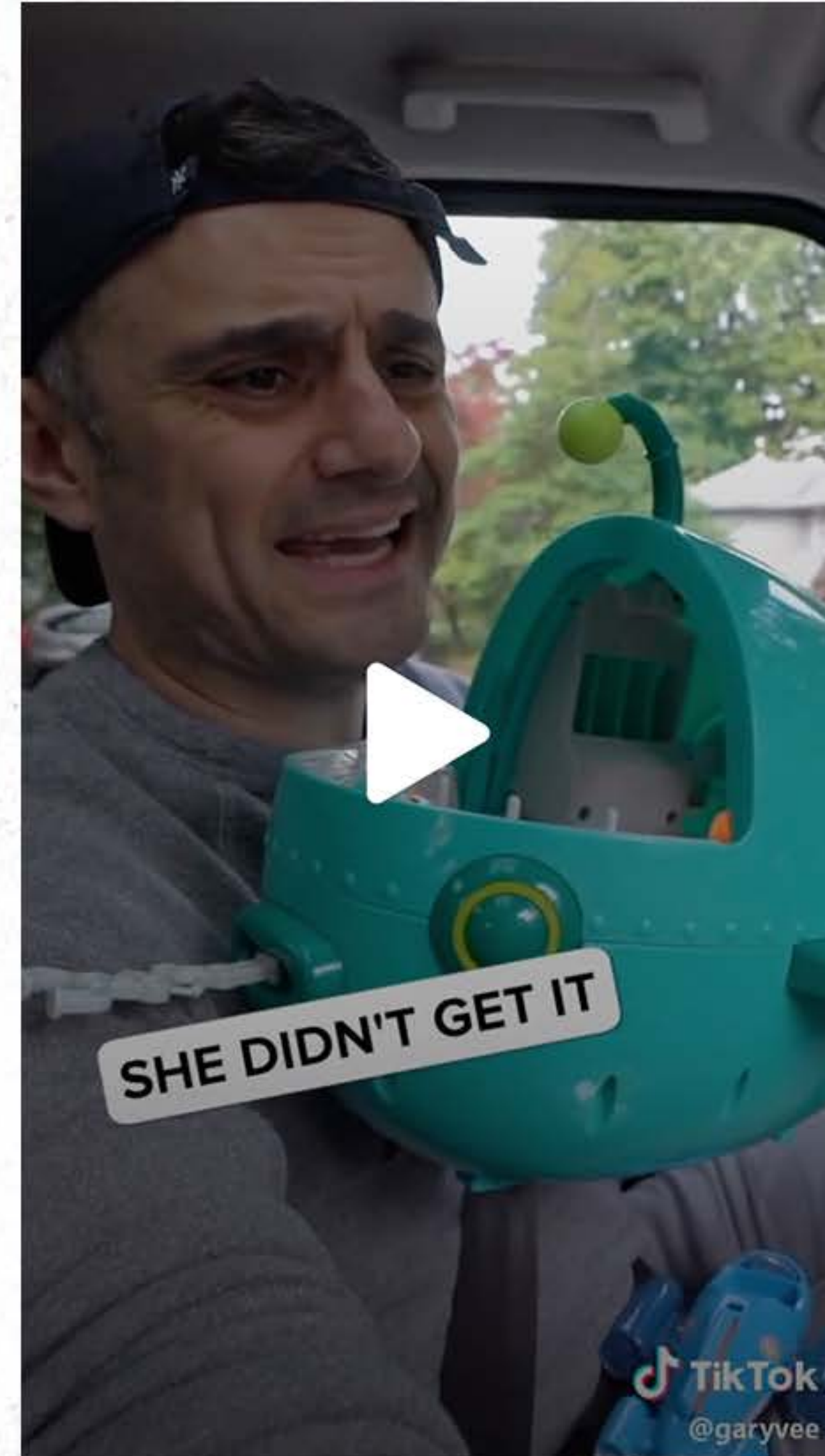
FOR EXAMPLE, THIS IS A CLIP FROM MY TRASH TALK SERIES THAT MADE PEOPLE LAUGH

*CLICK HERE TO SEE WHAT IT LOOKS LIKE

[HTTPS://GARYVEE.COM/TRASHTALKTIKTOK](https://garyvee.com/trashtalktiktok)



*GO HERE TO SEE WHAT IT LOOKS LIKE



When people ask for a price at a garage sale I just want to warn them ... they aint getting it 🇺🇸 #garyvee #garagesale #fyp #fliplife #funny

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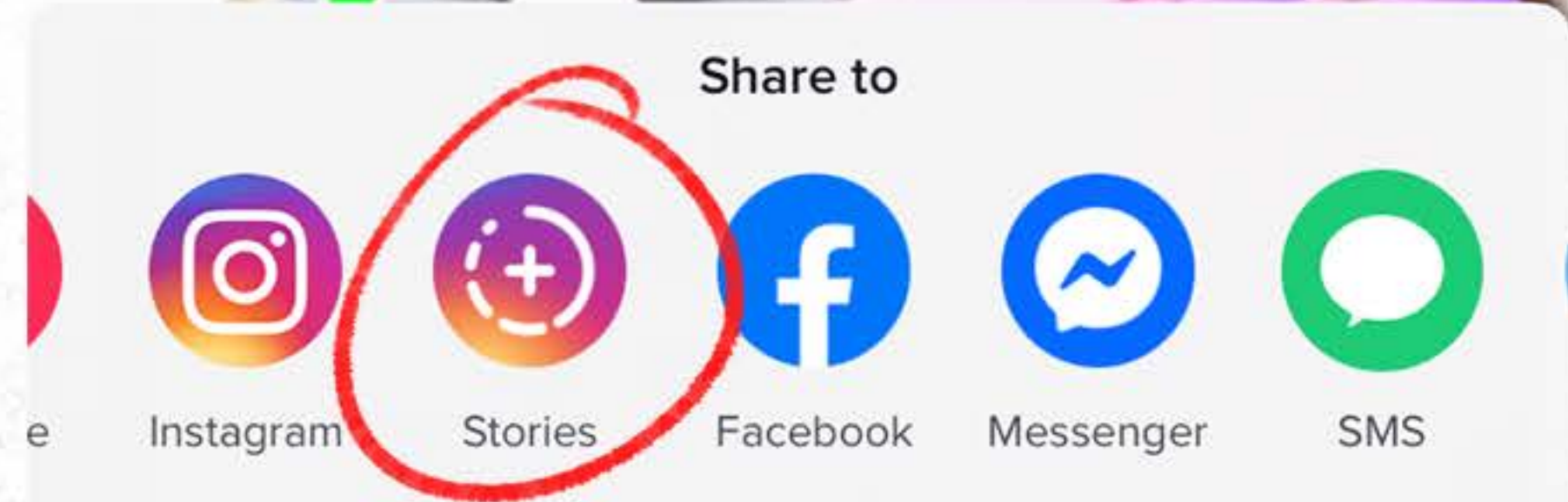
2w

Vantastic Odyssey
taking advantage of those in need,.... mint

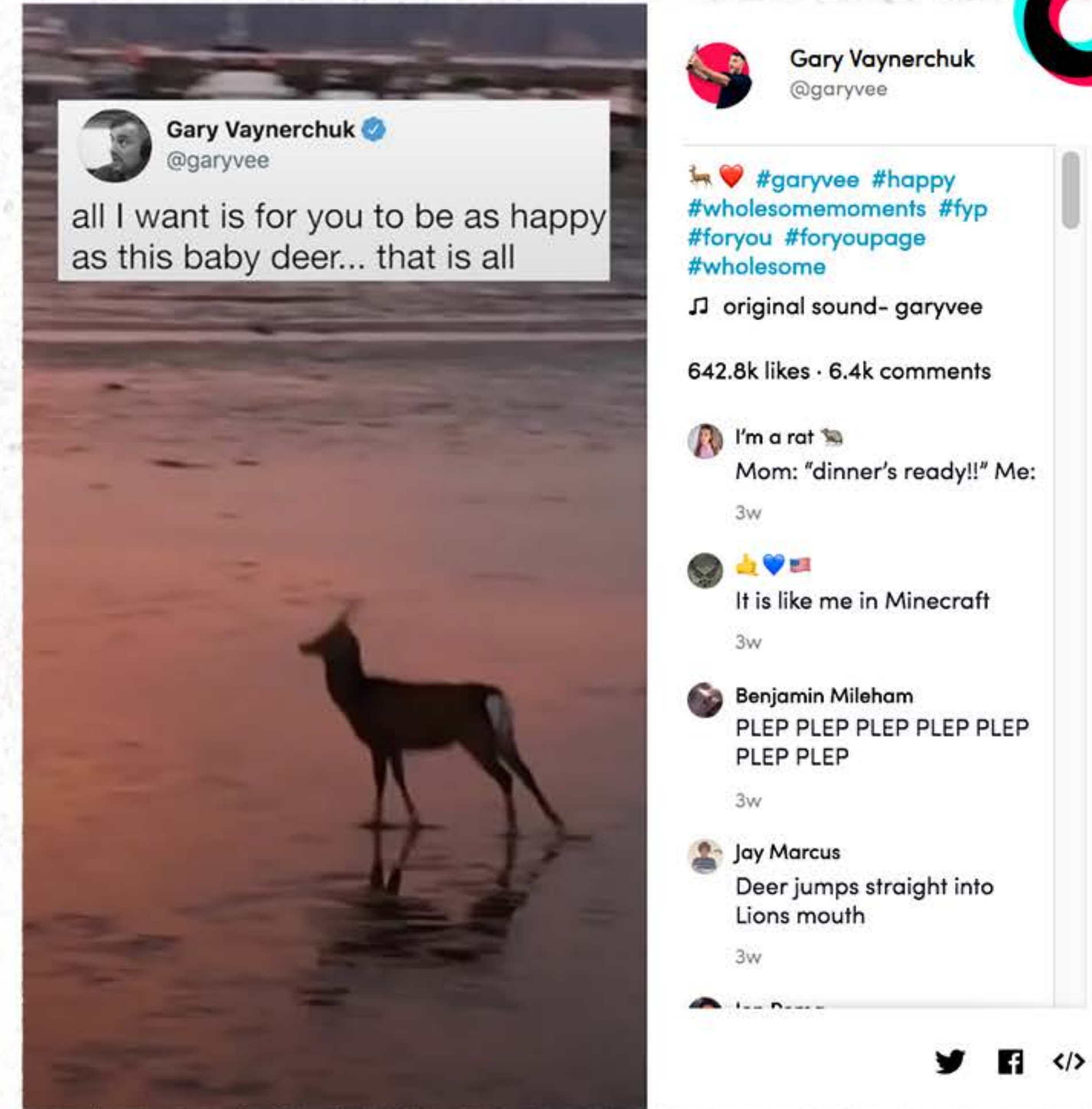
2w



**TIKTOK ALSO MAKES IT EASY
TO SHARE YOUR VIDEOS ON
OTHER PLATFORMS...**



**PERFORMANCE: 642K+ LIKES
AND 6.4K COMMENTS ON TIKTOK**



PLATFORMS YOU COULD USE IT FOR:

INSTAGRAM STORIES, FACEBOOK STORIES, SNAPCHAT, TIKTOK



THAT'S 4 Pieces of content

TIME IT TAKES TO MAKE:

52 MINUTES

TRY IT!

IN TOTAL WE HAVE:

64 Pieces of Content

≡ RUNNING TALLY ≡

**NOW YOU SEE HOW SIMPLE IT IS TO GET TO
60+ PIECES OF CONTENT...**

YOU COULD DO IT IN DIFFERENT WAYS...

- 15 TWEETS
- 10 LINKEDIN TEXT POSTS (REPURPOSED FROM YOUR TWEETS)
- 7 INSTAGRAM POSTS (IMAGE VERSIONS OF YOUR TWEETS)
- 15 INSTAGRAM STORIES (SCREENSHOTTING YOUR TWITTER / INSTAGRAM INTERACTIONS)
- 15 FACEBOOK STORIES (AUTOMATICALLY CROSS-POSTED FROM YOUR INSTAGRAM STORIES)
- 1 TIKTOK VIDEO
- 1 INSTAGRAM VIDEO (REPURPOSED FROM YOUR TIKTOK VIDEO)

↑ equals 64 pieces of content

OR IF YOU'RE MORE ARTISTIC WITH DESIGN SKILLS.. ²⁵⁶

- 5 CARTOONS
- 5 MEMES
- 4 PICTURES
- 10 TWEETS
- 10 QUOTE GRAPHICS (TAKEN FROM YOUR TWEETS)
- 7 TEXT POSTS (TAKEN FROM YOUR TWEETS)
- 10 INSTAGRAM STORIES (SCREENSHOTTING TWEETS, MEMES, AND CARTOONS)
- 10 FACEBOOK STORIES (AUTOMATICALLY CROSS-POSTED FROM YOUR INSTAGRAM STORIES)
- 3 VIDEO SLIDE SHOWS (COMPILED FROM YOUR QUOTE GRAPHICS)

↑ equals 64 pieces of content

OR IF YOU LIKE TO WRITE...

- 1 BLOG POST
- 1 LINKEDIN ARTICLE (TAKEN FROM YOUR BLOG POST)
- 15 TWEETS (QUOTES FROM YOUR BLOG POST)
- 14 TEXT POSTS (QUOTES FROM YOUR BLOG POST)
- 2 INSTAGRAM POSTS (NOTES APP SCREENSHOTS)
- 1 COMMENTARY
- 15 INSTAGRAM STORIES (SHARING YOUR IG POSTS AND TWEETS)
- 15 FACEBOOK STORIES (AUTOMATICALLY CROSS-POSTED FROM INSTAGRAM)

↑ equals 64 Pieces of content

OR IF YOU'RE GOOD ON AUDIO...

- 1 PODCAST X3 (POSTED ON APPLE, STITCHER, AND SOUNDLOUD)
- 1 LIVE STREAM X3 (POSTED ON YOUTUBE, FACEBOOK, INSTAGRAM)
- 1 BLOG POST (TRANSCRIBED FROM YOUR PODCAST)
- 3 POLLS (INSTAGRAM, FACEBOOK, AND TWITTER POLLS TO GATHER INSIGHTS)
- 15 TWEETS (TAKEN FROM YOUR BLOG POST)
- 15 INSTAGRAM STORIES
- 15 FACEBOOK STORIES
- 4 QUOTE GRAPHICS (FROM YOUR TWEETS)
- 2 TIKTOK POSTS
- 3 PICTURES (FROM YOUR PODCAST LIVE STREAM)

↑ equals 64 Pieces of content

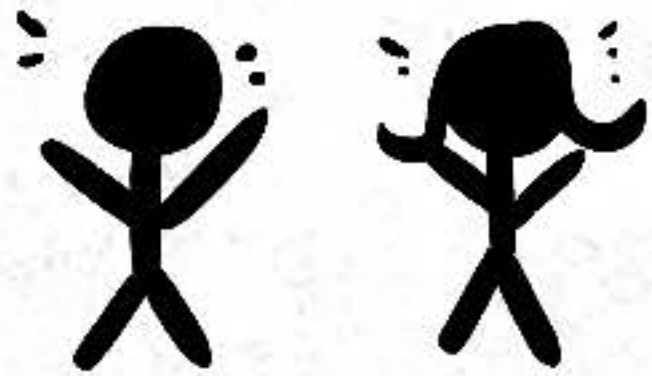
OR IF YOU LIKE EDITING VIDEOS...

- 1 LIVE STREAM X3 (POSTED ON YOUTUBE, FACEBOOK, AND INSTAGRAM)
- 1 BLOG POST (TRANSCRIBED FROM YOUR LIVE STREAM)
- 1 LINKEDIN ARTICLE (TAKEN FROM YOUR BLOG POST)
- 2 MICRO-VIDEOS (TAKEN FROM YOUR LIVE STREAM)
- 15 INSTAGRAM STORIES
- 15 SNAPCHAT STORIES (TAKEN FROM YOUR INSTAGRAM STORIES)
- 15 FACEBOOK STORIES (TAKEN FROM YOUR INSTAGRAM STORIES)
- 4 QUOTE GRAPHICS (FROM YOUR TWEETS)
- 6 PICTURES (FROM YOUR LIVE STREAM)
- 2 TIKTOK POSTS

↑ equals 64 Pieces of content

**AND THAT'S NOT ALL. THERE ARE SO MANY
OTHER WAYS TO MAKE CONTENT AND
DISTRIBUTE IT**

**“BUT GARY, SHOULDN'T I FOCUS ON MAKING
QUALITY CONTENT INSTEAD OF MORE
QUANTITY?”**



**TO ME, THE ANSWER
IS ALWAYS BOTH...**



**BUT SO MANY OF YOU ARE NOT POSTING
BECAUSE OF YOUR OWN SUBJECTIVE
OPINION ABOUT YOUR CONTENT, NOT WHAT
YOUR AUDIENCE ACTUALLY CARES ABOUT!**



SO EVEN THOUGH I BELIEVE CREATIVE QUALITY IS THE VARIABLE OF SUCCESS, IT'S THE QUANTITY OF EXECUTION THAT GIVES YOU THE OPPORTUNITY TO FIGURE OUT WHAT "QUALITY" REALLY IS



**NOW STOP DEBATING,
AND GO MAKE!**

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GO OUT AND MAKE! 

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IF YOU WANT MORE LEARNINGS, TACTICS AND INSIGHTS...

1. SUBSCRIBE TO MY PODCAST
[HTTPS://LINKTR.EE/GARYVEE](https://linktr.ee/garyvee)



2. TEXT ME @ +1 (212) 931-5731



community™

3. FOLLOW ME ON...

