

## Social Media Hangout with Gary Vaynerchuk and Mari Smith

Watch the replay on YouTube!

<https://www.youtube.com/watch?v=pCFmukdrqda>



The image shows a promotional graphic for a social media hangout. On the left is a portrait of Mari Smith, a blonde woman with a friendly smile. In the center is the book cover for 'Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy, Social World' by Gary Vaynerchuk. The cover features the author's name, 'BESTSELLING AUTHOR', and 'PRESENTS' with a starburst. The title is in large, bold, red letters, with a pair of red boxing gloves below it. At the bottom of the cover are social media icons for Twitter, Facebook, Instagram, LinkedIn, and YouTube. On the right is a portrait of Gary Vaynerchuk, a man with dark hair and a slight smile. Below the portraits is a dark blue banner with white text that reads 'Social Media Hangout with Gary Vaynerchuk and Mari Smith!' and a yellow text button that says 'Click to watch the INSTANT REPLAY!'.

Order Gary's new book here: <http://bit.ly/JJJRH>

[Jab, Jab, Jab, Right Hook: How To Tell Your Story In A Noisy World](http://bit.ly/JJJRH)

For bulk orders and special packages, see: <http://garyvaynerchuk.com/jjrh/>

### *Hangout Transcript*

**Mari:** We are live, my friends. Greetings and welcome! This is Mari Smith coming to you live from sunny San Diego, and I am thrilled and honored to be here with my awesome friend, none other than Mr. Gary Vaynerchuk. Gary in the house!

**Gary:** Hey Mari, how are you?

**Mari:** I am outstanding. I'm awesome, and you're in New York City right now, yes?

**Gary:** I am. I'm in New York City at VaynerMedia and really enjoying the brisk fall weather in New York City.

**Mari:** That's awesome. I've been really looking forward to this Hangout, and I know my peeps have too. We're broadcasting through some really cool technology today where we get to do a live Google Hangout on air, which means that this is open to the public and we are streaming through my Google+ account and YouTube and my Facebook page, as well as Gary's Facebook page. This app is called 22 Social and it's a lot of fun. We love to do broadcasts and interact and engage with our peeps.

Gary, we're just going to free flow and jam and go with the flow here. I know you love to do Q&A. I'm just going to give you the floor for a little bit if you want to basically tell people a little bit about what's going on and why we're doing this Hangout.

**Gary:** Sure. Basically what's going on is I've got a new book coming out which I'm excited about. Mari, thank you so much for allowing me to jam with you. I've got VaynerMedia which has all these peeps. I'll try to show some out there, tons of peeps out there, 300 employees all working on the same problem/solution.

Mari, as you know, we've watched each other's careers evolve over the last five years. The world's noisier now, right? There's more content. There's more stuff being put out. There's more platforms, and what I have a lot of heart for and what I'm really trying to figure out is how do we story tell at the end of the day what the value proposition of our work is. What is the value proposition of our stories, our content, and how do we basically get out there and sell our stuff while providing value to the end users?

To me, that is the game. How do we provide value to the end user through these platforms? What is a perfect Facebook post? What is a perfect Pinterest post? What is a perfect tweet? To me, everybody looks at social networks as distribution, right? "Let me send out a link and it'll drive them to

this.” What I’m thinking is we have to put out content in those places to drive actual results.

I’m trying to figure out the science of storytelling in a social network world, and that’s what the new book’s about and that’s what VaynerMedia does for a living. How do you actually bring value? The title, *Jab, Jab, Jab, Right Hook* means give, give, give, and then ask, and how do we execute that in channels?

**Mari:** Beautiful, I love that. Actually I think you had told your audience a little bit ago and asked them about possibly changing the title to *Give, Give, Give, Ask*. Obviously the *Jab, Jab, Jab, Right Hook* won.

**Gary:** Here’s a funny thing, Mari. It didn’t win. More people wanted me to name it *Give, Give, Give, Ask*, but in a great way – I think the creator of the Jaguar, I don’t know his name but I’ve heard this said a lot, which is, “If I’d listened to my audience or my customers I would have made a faster Toyota.”

**Mari:** It was Ford.

**Gary:** No, no, that’s different. There’s two versions of this. Henry Ford has got the faster horses, right? Jaguar did a similar quote. I guess at the end of the day I felt enough in my heart that *Jab, Jab, Jab, Right Hook* spoke more to what I was trying to say that I was willing to take the chance to make a title that was a little more misunderstood, but it was worth it for me because I felt the upside of really painting a picture that I had passion for, I think it matters. You have to believe in yourself. You have to have conviction, and I had conviction for this title.

**Mari:** I love it. That speaks volumes about you. We’re absolutely on the same page. I’m just really, really passionate and always have been about what I call relationship marketing. You’re the epitome of that when you wrote your book, *The Thank You Economy*. You just have such an exuberant personality. People know that as busy as you are – I didn’t know you had 300 employees, by the way, that’s insane – and as crazy busy as you are and as big as your company is growing, you’re still extremely

approachable, extremely available, extremely personable, and you're just a very beloved personality and brand.

So for example, let's say somebody's kind of starting out, either a small business owner or an individual, how can they kind of emulate some of the things you do naturally?

**Gary:** I think the thing I do pretty well that I would recommend to most people is not try to be somebody you're not. Listen, I think I can be bigger, Mari. I actually think that if I toned down my cursing on stage, if I did some more tactical quantifiable let's call it growth-hacking maneuvers, smarter thinking – like, for example, the platform that you're on is incredible. I know you're a big fan. I believe in these guys. I think the guys behind it are showing me a lot of hustle. That's a clear maneuver that can build my scalability.

There's a lot of things I ironically do wrong and don't take advantage of, but what I'm really good at is being all-in on me, and one of the things that I'm really good at, and I think you know this, is I'm quite human. For all the opportunities I have, I am trying to answer everybody, I am trying to answer email, I am trying to engage with people. You know this first-hand. If you ping me I'm there for you. I'm paying attention to what's important to other people, their charities, their emotions.

I think the biggest thing I've done right is I've been me. I've been me at every moment and I've respected the platforms, meaning I understood you gave a lot of strategy thought to how YouTube works or Google+ Hangouts or Facebook or Twitter. Respecting the room you're in and always being yourself really works.

It's kind of like just because I might not believe in higher education doesn't mean I go to Harvard and make fun of everybody and disrespect the establishment. You've got to have tact and respect for your surroundings while articulating your point.

I really respect the difference between Facebook and Pinterest and the psychology of why somebody's on it. Mari, I think a lot of people don't give enough thought to what somebody's thinking when they're on Pinterest

versus what they're thinking on Facebook. Then they end up just using the same picture, and they don't work the same ways. That's what I'm trying to solve for.

**Mari:** A really good point, Gary. I like to draw a distinction between, for example, when people come to Google they're in search mode. They have a problem. This has happened for years and years and years, before Facebook even came on the scene. They have a problem and they're going to Google to do a search to find the solution to that problem, so they're in search mode.

When people are on Facebook they're in social mode. It's a different mode. It's really interesting to me when we see companies talking about why their ads might not be working so well on Facebook, but there's a way to do it. I love the sub-title of your book. It's *How to Tell Your Story in a Noisy Social World*.

If businesses or brands of any size are coming and parachuting into the ecosystem of social, and they're doing so in a way that's in your face, "Buy my stuff!" it's so jarring when we're flipping through our news feed that people are more likely to hide that or even report it as spam.

What are some tips that you have found to work for you and your brand and your clients to do exactly what your sub-title says, to tell that story in this noisy social world?

**Gary:** Mari, did the book get to you in the mail yet?

**Mari:** Not yet, nope. It could be in my mailbox.

**Gary:** Cool. I sent it a couple days ago. You'll get it any day. Mari, my book is so different. It's wider. It's a coffee table book. It's pretty. It's very visual. It's got 86 case studies and it explains why Holiday Inn is doing a terrible job here because all they're doing is re-tweeting what people are saying about them, and that's just bragging, right?

To answer your question, I did it. I wrote a book that has 86 case studies. This isn't *Thank You Economy* and *Crush It* where I spit from the top of my

mouth with my philosophy. This is a how-to, and the only way to teach people how to do this is to show them the content that worked and didn't work.

You're 100% right about your statement. That's why I wanted to be with you today. You get it. You're exactly right, it's the psychology. I've taken that not just to Facebook, though. It's why we put all these logos here. It's not just Facebook. It's Twitter and Facebook and Google+ and Instagram and LinkedIn and Tumblr and Pinterest and Vine and Snapchat, and it's going to keep going.

What I've found is I test a lot, but I always live jab, jab, jab. The first pieces of content, Mari, that I'm always giving out is always stuff that brings people value. If you follow me on Facebook I'm putting out my Keynotes and I'm answering peoples questions on Twitter and I'm doing all the best things that I think work, and then I tweet out "Buy my book," very clear and concise right hooks.

That's what's worked for me and the 80 brands we work with, which is when you're throwing a jab you throw it with all your heart. You're not saying, "Happy Tuesday or Throwback Thursday" and then linking to your product page, because that's mixing. You're doing Throwback Thursday to be cool and you can jab, but you're putting your product there so they think you're throwing a right hook. No, you do a Throwback Thursday, you throw a picture up of you in 8<sup>th</sup> grade and it's just an authentic piece of content to build context with. Then on Friday you come with, "Order my book" and it's clear and it's obvious. I think people respect the authenticity of either the clear and concise jab or the clear and concise right hook.

**Mari:** I love that. There are certain sports that I know something about, Gary. I do not know a lot about boxing at all, so with the title it's like "Jab, Jab, Jab, Right Hook?"

**Gary:** That's great, Mari, and I get it. A jab sets up a right hook. It doesn't knock you out. When you're boxing, I'm going to box with you right now, I'm throwing this because you may move, and you may move right into that, got it? So the job is not looking to knock somebody out, but it's looking to move your head into a direction that opens you up for a bigger punch.



What a lot of people don't know about boxing is it's known as the sweet science. Most intellects compare boxing as similar to chess.

**Mari:** Interesting. There's strategy in moves, obviously.

**Gary:** Which is why I wanted to use this for social media. Most people look at social media as silly posts, as pictures that don't mean anything, but what you know, what I know, and what the people that are deep in this know is if you really understand how to work it, you can actually bring tremendous value to the end user. It takes little things like what time do you post? How many letters are in your post? What kind of picture?

There's a really good one I'm going to share with you, Mari. When I did Facebook I audited a bunch of brands. One of the brands that I audited was Instagram. Instagram on Facebook. What's really cool is what is Instagram – which is owned by Facebook – what are they doing on Facebook? What I found interesting was when I dug deep, Instagram themselves are not doing that great of a job, because look at this. This post, look at that book they wrote. Who's going to read that in a stream? So even the company that's owned by Facebook is not necessarily marketing on Facebook properly, which speaks to the shocking lack of education of micro-content production for social networks.

That's the biggest passion point I have because here's why, Mari. People are spending their lives on social networks. We're living in a stream economy. This is not a phone, but I'm going to use it a make-pretend phone. People are living like this. You have 1/100 second of grabbing their attention. That's what I'm trying to figure out.

**Mari:** Brilliant. That really makes a lot of sense. I'm known for my Facebook expertise, and on my Facebook page I write mini blog posts. I write long posts, but like you just said I mix it up. Not knowing your terminology, I'm doing the jab, jab, jab. I'll mix it up with short posts, a few personal, a few off-topic.

For example, probably in the last month or so one of my most popular posts on my Facebook page was a Friday night. I'd been out partying with

some friends and it was 1:00 in the morning and I put on my Facebook Page, “Hey, it’s 1:11 am. I just got back from painting the town red. What time is it in your part of the world?” Gary, it was unbelievable. Hundreds of people all over the world, some it was daytime, afternoon, some were up all night, and it was just a fun playful post.

What that does is it increases the reach in the news feed, so then strategically I came in a couple days later or the next day with what you call the right hook and invite people to join a free webinar that I’m doing.

**Gary:** Another jab. The first one was a light jab. The second one was a stronger jab. This is a jab for both of us. We’re just providing as much value as we can to everybody listening. I hope that everybody takes a ton of value out of this. For me, my hope is that they buy the book or get to know me. The hope for you is I promoted this and now you’ve got new fans looking at you, and we’re doing the right thing.

There’s nothing with doing business the right way, and that’s what *Jab, Jab, Jab, Right Hook* is about. Do it the right way and you now have permission to ask for the business. You’re absolutely right. To me that “What time is it?” is the perfect jab. It’s a perfect jab.

**Mari:** You’re right, and I love that permission. We sometimes call it permission-based marketing, back in the day with email and people opting in, but I love that you just used that word because I think that permission-based marketing has shifted with the social. Like I’ll give you permission to tell me about your business if you’re adding value in my stream. If you’re going to keep blasting my stream with spam, then no thanks.

**Gary:** Right now Kevin Browning tweeted “Learning something” and linked to my tweet about this stream. The fact that Kevin now has value, the fact that I just followed Kevin, he and I have a different relationship now. I brought him value, I contextually followed him, now we’ve got a relationship. Two years or 19 years from now we may be able to do business together, or never, but that’s okay too.

Mari, one of the things that I have a lot of heart for is that I want everybody to hear once and for all so there’s no confusion. I believe in jab, jab, jab,



right hook. Some people have said, “Wait a minute, Gary, this feels a little weird. So you’re saying everything you do has a business result?” Within the confines of business, yes, I’m here to do business, but I want everybody to know, and I think you do this well as well, which is why I wanted to jam with you, from all the places where I could be doing this – I think you have a similar tact that I have, which is lack of expectation.

Paying forward is great. You recognize that it leads to opportunity business-wise, but you don’t necessarily have to have something, right? I’m doing this hour and it’s a lot of my time. I don’t necessarily need this to sell 5,000 books. If it sells 100, if it sells 4, God bless. I think one thing people need to understand about the jab, jab, jab, right hook mentality and the pay forward mentality and provide value and then ask properly is people are going to let you down.

There are going to be people who you provide enormous value to who don’t buy your book, who don’t buy your service or go to your class or your conference or buy your wine or buy your coffee, but the far biggest percentage will, and it’s nice to get. I like the way we market. I like giving out free information. I like the fact that a bunch of people right now are getting this, and that’s what I want to do.

**Mari:** I love it. I’m glad you just mentioned Twitter, and let’s give a shout-out to the hash tag. Folks, for you tuning in anywhere, you’re welcome to use a hash tag, which is an acronym for Gary’s book. It’s simply #jjrh.

I love what you just said, Gary, about this person who just tweeted you and you’ve now got this contextual relationship and you might end up doing business years from now. I’m casting my mind back to I want to say maybe three years ago now. You and I were sharing the stage at an event in Norway, and we were there with Chris Brogan. I was just looking at the photo the other day.



You said from stage something that just so warmed my heart. We had been sharing this journey, this path for many, many years, really since 2007, and you said to me, “You know, Mari and I have spent what, Mari? All of like 5 minutes, maybe 10 minutes in person, but I would do anything for her.”

I just have never forgotten that because I feel exactly the same way insofar as what we call social equity, this give, give, give, ask. You build up this connection with people who are like-minded and have similar values. You used the magic word of not having attachment so that you’re giving without this agenda, you’re just giving for the love of it. You never know where that’s going to come back from so it’s a beautiful thing, definitely, so thanks for that.

**Gary:** You’re welcome, Mari, and I mean it. I think that we were jabbing each other in the midst of the nights many years on these platforms, and it built a lot of equity. It still freaks me out how warm I feel towards you with the shocking lack of time that we’ve spent together in the same place. It is a very special thing, which speaks to human relationships, which speaks to psychology.

Let me say this, Mari. Just so everybody doesn't get confused, I am not in the technology business. I'm in the psychology business. I make my living on understanding the psychology of how people buy and do what they do. I'm not classically trained in psychology, it's just my intuitive gift. That is what I think about.

You know how I speak. I did that improv. I didn't know I was going to say that in Norway. It's what I felt on stage and that's why I said it. It's how I feel right now. I can feel that this is a good stream. This is a good live event compared to others. I can just feel it. I feel good about providing the value that people are getting. I want them to learn the tactics. I want them to understand that you've got to put out good content.

By the way, Mari, let's break it down. Good content could be funny. Everybody wants to be funny and snarky on Twitter. They think that's what works, but the other thing that works is having empathy or self-awareness. I actually hate when my books come out because I'm in self-promotion mode. I love the other two years in-between when I'm in full 100% job mode.

Let's call it what it is, Mari. You pay attention to this space. I went fairly quiet up until the last couple of months for the last year or two because I've been building from 20 to 300 people. I like those times when I'm not asking. I prefer not asking anybody for anything because I prefer the leverage of giving first.

**Mari:** Yes, beautiful. It's so true and it just speaks about who you are. By the way, happy belated birthday to you. I just saw somebody tweeting on the hash tag there, somebody saying this is a hangover. It's not Hangout, it's a hangover. [laughing] Funny.

I pulled a couple questions in. Guys and gals, by all means, this is a real jam session. Gary and I don't have a real set format. We don't have a whole bunch of specific topics we're going to talk about, but the goal here is #1 to add value to everybody, and #2 to answer your questions. So with that, feel free to tweet them. The hash tag is #jjrh, short for *Jab, Jab, Jab, Right Hook*. For those of you tuning in on Facebook, you see you can leave comments below.

I will just give a plug for your book, Gary. As we're watching through Facebook on your page or my page, there's a lovely green button there just above the comments. You guys can go to Amazon and pre-order the book. I'm going to periodically give a plug for your book because it's always easier to have someone else plug your book.

**Gary:** That's the funny part, Mari. I'll say it right here. I'm thrilled to plug my book, but you're bringing up a great point and I want people to learn on this call. You're being an amazing hostess and it's very polite of you to do that. That's the part that I'm trying to educate the market on. I find the best people actually struggle to ask for the business, but the 3% that I think actually get social media right now are actually in the jab, jab, jab, jab mode.

Look, I could have called *The Thank You Economy, Jab, Jab, Jab, Jab, Jab*. I kind of wrote this book for the few percent of people that are doing all this great work and don't know how to ask for the business, what I would call romantic artists who I think are doing all this great stuff, but I hope they read this book and realize, "Wait a minute. I've been doing such a good job, I'm entitled. I've built the equity to actually say, 'Hey, please check out my book.'"

Listen, here's what I know. Whoever spends \$20 on this, no joke, is going to get a hell of a lot more than \$20 in return in their business, much like *Crush It* and *Thank You Economy* where I get 50 emails a week because I've changed people's businesses. This is probably my best piece of work because it's so darned tangible. The examples make it real. So Mari, I'm thrilled to say, "Buy four copies of *Jab, Jab, Jab, Right Hook* and give one to the three people you give a crap about the most, because you'll change their game."

**Mari:** Hey, it's perfect timing for the holidays. I wouldn't quite say it would make a stocking stuffer; it's a little bit big to get in a stocking, but get a giant stocking and fill it with Gary's books.

I want to ask you some questions, Gary. We have Bill Frank from Twitter. He's @wafj. He says, "What is the importance of good manners in the pay it forward economy? How is it best to ask?"

**Gary:** How is best to ask after you've given. I think that's what he's asking, right? Is that how you take it?

**Mari:** Yup. We call it the pay it forward economy.

**Gary:** To me I think it's completely predicated on what you're bringing in terms of value. Let me explain. If you make a great cup of coffee you could probably jab once and go in for the right hook because your product is so great, whereas if your product is middle of the run or not differentiated enough or you're brand new, you've got to jab more up front.

Believe it or not, the quality of what you're selling actually to me maps exactly against how many jabs one has to throw before they can ask for a right hook. In its heyday when the Apple iPhone came out, it was a better phone than everything else times 1,000. They could have probably just thrown right hooks every day, whereas now they've probably got to throw more jabs because they've got competition from Samsung and others, so I actually think it comes down to the quality of your product.

To me the answer to that question is the proper etiquette is being self-aware enough to know the right time to throw a right hook. To me it's just having a very good formula of giving value 10 times before you ask, 15 times before you ask, 3 times before you ask.

I've spent all of 2012 jabbing, so it allows me to throw more right hooks in 2013. It just changes depending on what you're trying to achieve.

**Mari:** Yeah. Thank you so much for that, Gary. I totally agree. Back to your point earlier about not having expectation, it's just really about showing up and giving and giving and being strategic. Actually, one more point I want to make on there. I remember several years ago kind of what I would call a hard-core Internet marketer was studying my tweet stream. We were in a mastermind together and he said, "Mari, I think I've figured out your

formula.” I can’t remember the exact number but he’s like, “So you’re like 47% personal and 53% business” – I don’t remember, like I say.

I just looked at him and started laughing and I was like, “Where the heck did you get those numbers? What kind of formula are you using?” He said, “What are you?” I said, “Guess what” – and this kind of might surprise a few people. I said, “I’m 100% business.”

What I mean by that is it’s strategic, it’s relational, it’s giving focus, but I’m mindful of what I’m putting out there. I always ask myself before I hit that Post or Update or Tweet or text button, “What is my deepest intent?” I don’t ever want to make it about me. I want to quiet the ego and I want to make it about giving and elevating people and making the world a better place, like you talk about – giving, giving, giving. So it’s strategic, always giving, but not going, “Okay, I’ve sent 5 tweets now. Now where’s the one coming back to me?”

**Gary:** I think people are grossly under-estimating how good human beings are. I just don’t understand how people don’t understand it. When I say giving, it’s a million different things. Like I’m living my life and I see through Twitter that it’s your birthday and you’re doing a live stream and I land on the page. Listen, this is the height of my busyness, a couple months ago. When was this? Three or four months ago, your birthday, Mari?

**Mari:** That’s right, it was August.

**Gary:** Luckily, serendipitously I had a cancelled call. I have 11 minutes. I mean my life is scheduled from 7:00 am till 1:00 in the morning, but I saw it, I jump on, I capture what you’re doing here, I see the emotion, I have a good feel so I can see how authentic this means to you, and I jump and do something nice and I donate to this thing you cared about. That’s one way to do it.

Another way to do it is randomly. I give you a wink once every six months saying, “How are you doing?” It’s nice that people are thinking of you. It doesn’t have to be tangible. You don’t have to donate to somebody’s charity. You don’t have to give them a free cup of coffee.



Guys, let me just say this. If you listen to anything I saw in this live stream, caring really matters. Time is the only asset now. It's the only thing people value because there's none of it. If you take time to care about your customers, it matters. If every one of you now pick up the phone and call your customers, whatever that means in your world, B2B, B2C, and just said, "How are you doing?" and nothing else, a pure and clean jab, as clean of a jab as it gets, boy does that work.

**Mari:** You know, it's funny. I think ever since we've gotten so crazy connected and attached to the online technology, the phone is kind of a dying art but you get this voice-to-voice human connection. You want to blow your customers away? Pick the phone up.

Hey Gary, just a couple of things. Shout-out to Destiny Changer at @destinychangerz. He says, "Excited. Just ordered 6 copies for my team of *Jab, Jab, Jab, Right Hook*." Thanks for that, Destiny.

**Gary:** Can I just say one thing about that, because I want to make sure Destiny gets the right deal. On [www.GaryVaynerchuk.com/jjrh](http://www.GaryVaynerchuk.com/jjrh) we do extended deals. Please make sure that Destiny goes to that page and emails the 5-book deal where I did 20 more case studies, and I want to make sure I send him those case studies. A lot of people don't know about this page, and since they bought 6 books I want to make sure they get that.

**Mari:** Yeah, of course. That URL again?

**Gary:** It's [www.GaryVaynerchuk.com/jjrh](http://www.GaryVaynerchuk.com/jjrh). I don't know if there's a way to put it up on the screen. I've got the link copied.

**Mari:** We'll put it in the chat and make sure we tweet it out. That's beautiful. Thank you so much for these gifts for the bulk orders.

Andy Jones from @envisionmedia\_ says, "Gary, I'm doing way too much jabbing and not too many right hooks." It's not really a question as much as an observation from Andy.

**Gary:** You know what's funny, Mari? I already replied to that tweet and said, "Good luck, Andy," and I smiled. I wrote this book for Andy. I'm

clicking her Facebook now and she's in Melbourne, Australia. Andy, I get it. Listen, if I could take what Andy knows, she clearly gets it, and I could implant that into great salespeople who just want to sell and I could match them, that becomes me. That's what I am. I'm both. I'm both Salesman Johnny and Charity Charlie. It's a mix, Mari. It's a mix of giving and asking, giving and asking.

Listen, I'm a businessman. You know my story – lemonade stands, baseball cards. I've been a salesman my whole life. Somewhere in the early 2000's I'm like, "Wait a minute, this internet thing is bringing us closer together." This is the whole thank you economy. I'm so thankful that we get to be great human beings while we're salespeople in today's world, but the one thing we haven't spent enough time on – and I don't want to get into thank you economy stuff – I really, really want to make sure people understand what I'm talking about.

When we get into this stuff, like what happens on Tumblr for Amazon right here, there's a science, Mari. There's a science of what time do you post. Mari, let me ask you one thing. Do you analytically give thought to what time you post on Facebook?

**Mari:** Now you're putting me on the spot. Do I analytically give thought to what time? I would say maybe about 20% of the time.

**Gary:** You know what? That's great. By the way, me too when I'm throwing right hooks. Sometimes it just feels right and I want to say something, but sometimes if I want people on the east coast to tune in to my webcast the next morning, I'm not going to post it at midnight when I'm working because that's just not a smart move. There's a posting here by Kit Kat. It was a Super Bowl post. The 49'ers were in the Super Bowl. They posted at 6:00 in the morning Eastern time. For everybody in San Francisco it's 3:00 in the morning. It's just not smart.

Mari, the other thing is Twitter. Right now on Twitter there's Trending Topics. Now, I may want to talk about selling my book right now, but there's a hash tag that's trending called #coupon. If I can figure out how to work that into my creative, I'm going to get 600% more engagement. Now, am I 100% analytical? Absolutely not, but not to go through the crossroads of

smart strategy and analytics and creative and authenticity is a huge mistake. It's the crossroads of the two, Mari.

**Mari:** Say that last part again.

**Gary:** The crossroads is respecting analytics, but not just doing it analytically, not becoming a robot. It's respecting the authenticity and the creative, but not just never giving thought to what time and how many letters. Listen, VaynerMedia has got it down to understand which primary colors should be in a picture to get more engagement.

**Mari:** Yeah, okay, got it and we're definitely on the same page. Speaking of which, I saw a study go by recently that pictures on Instagram with blue get the most comments and favorites, which is interesting because you know I love blue.

**Gary:** We're living through such a special time where we are so lucky. Let me take a step back. Can you believe what you and I are doing right now? Let's take a real step back. It's 3:34 in the afternoon for me, 12:34 in the afternoon for you. You're in San Diego, I'm in New York. This picture is coming through perfectly clear. The incredible people you're working with created a distribution model for it. We have hundreds of people sitting here watching us.

Do you know what this would have cost to do 20 years ago? First of all, it would have been impossible. We would have had to go to some weird room with a green screen. I mean we're living through amazing times where if we don't take full advantage of it we're going to have regrets. I don't care about the next 10 years. I care about everybody's last 10 years, when everybody's getting retrospective, when everybody's thinking back.

If I can help people become better business people or better NGOs and charities or better teachers – I don't care what it is – but storytelling matters and understanding the platforms where people are to tell stories. I don't want people to look back on this amazing time and regret that they didn't take their at-bat and go for it and understand how great the time was.

**Mari:** I know, I 100% agree with you. I know you're cloning yourself there and partly watching the tweets. I'm going to read this one tweet out. You guys are probably watching it. Remember you can tweet on the hash tag #jjrh. I've got a whole bunch of questions pooled here to ask Gary, also on Facebook. I know many of you are tuning in on Facebook, so Facebook there as well as Google.

Shout-out to Dave Kibby @davekibby. He says, "I'm a novice here, and just by reflecting my take on your s-h-i-t hot thinking I'm getting my tweets favorited. Crazy." I love that, Dave. That's awesome.

**Gary:** Mari, there's a reason people like us and different brands are getting the recognition we're getting. The execution matters. I'll give an example. Another reason I wrote this book. Coming off *The Thank You Economy*, which was a really heavy book, it was a philosophy, I wanted people to have utility. Here's why. I know how to get a six-pack. I know how to get one, and I'm talking about this, right? In theory I know how I could get a six-pack. Now clearly I don't have one.

**Mari:** I do, but I'm not going to show it off. [laughing]

**Gary:** [laughing] But the reason you do is you're doing the right things to get there. You're eating the right way, you're exercising the right way. There's plenty of books, videos, and websites to show me how to get one, but I'm not putting in the work, thus I don't have one.

I wrote a book that will 100% show people how to win, period. Not because I haven't done it. We're doing it for 80 brands. It works, but 99% of the people, Mari, that are watching this right now or later on the recording will not actually do it because it takes a lot of time and effort. That's how I view this whole thing. Let me give my best at-bat to teach people every detail – not one of my Keynotes, but in detail – and hopefully they'll do it.

I actually know most won't, and that's disheartening but it's the reality of the situation. But I really hope that the 1% that are watching this that do it remember this – that it's used as an asset and that it brings them big success.

**Mari:** Right, beautiful. Let's dive into a few questions. I'm watching and I've got like 10 pairs of eyes right now. Not really, but fortunately I can control when you're on-camera and people can't see me looking at other things.

Shout-out to Nick Eggleton. "It's 8:30 GMT in the UK and this is the best thing on TV. Timing is everything." Thank you, Nick.

Sandra @onlineevents\_saz says, "What is the correct amount of posts/tweets per day to jab?" Okee dokee, got any ideas there, Gary? I've got my own thoughts on that.

**Gary:** There's no magic number, Mari. Sandra, listen to me. What I think you should worry about instead of how many is how do you become valuable. Let me explain. There's a lot of people on Twitter that aggregate news. You follow them because they're linking to stories from TechCrunch and TechMeme and AdAge and all this other stuff.

I'm not one of them. I'm not like a Guy Kawasaki or these other people where you can get the news from. If you're following me you're not getting that. What you're getting from me is original content from me, and if that's good enough that's good for you. And the other thing you're getting from me is obnoxious access. You ask me a question, I'm going to answer it.

There's a lot of ways to bring value. I bring value by listening. I bring value by creating new creatives. Other people bring value by curating. Other people bring value by curating the news. Some people curate by curating other personalities. There's a million ways to slice a cat. What you need to worry about, Sandra, is not how many but how do you actually bring value. Are you a good editor? Then you can distribute other links. Are you good at creating new content? Are you a good listener? There's a lot of ways to do it. That's what you should be focusing on.

**Mari:** You just crack me. There's a million ways to skin a cat, not slice a cat.

**Gary:** I know, I don't use all the right stuff.

**Mari:** Then you said something in there. You said, “The other thing you’re getting from me is obnoxious...” – and I was waiting for something else to go in there, but you said obnoxious access. The one thing you give people is just obnoxious. No, you’re not obnoxious.

**Gary:** When I say obnoxious I mean obnoxious access as a slang term of a lot. I hope that people value that because I’m spending hours and hours a day trying to help whatever they care about.

**Mari:** Totally. I 100% agree with you and I’m right there with you. That definitely makes sense.

Juhli Selby has a question from Facebook. She says, “Gary, are there any Snapchat case studies in the book, and what are some other up and coming social networks on your radar that we should look at?”

**Gary:** There’s two platforms on my radar. One is Wanelo. It stands for Want Need Love. It’s a mobile Pinterest play. I’m very fond of it. The other one is Medium. Mari, have you started looking at Medium.com?

**Mari:** Not yet.

**Gary:** You need to look at it. It’s a great place to write 3- to 4- minute articles.

**Mari:** Oh, I’ve seen it, yeah, it’s brilliant. People can add their little comments to the body of the thing?

**Gary:** You have to start writing for it. Mari, do me a favor. Don’t bullcrap me. Write a Medium this week.

**Mari:** It’s Friday. I’ll write it next week.

**Gary:** Mari, I want more hustle from you. [laughing]

**Mari:** Hustle! I’ll write a Medium this weekend. [laughing]



**Gary:** Great. Medium is very important, so that's two. As far as Snapchat, when I was writing the book, which was March/April/May there were less case studies. Stories hadn't been out yet. I've done some stuff. I'm a big fan of SnapChat because I think we're in the attention business, not the volume business, and people actually pay attention to those photos, but not yet, and it's also a very young demo right now. SnapChat is still mainly talking to the 13- to 22-year-olds so you have to have a very special brand to be focused on there from a business objective standpoint.

**Mari:** Yes, great. So one is Wanelo.com. It stands for Want Need Love. If people just Google Want Need Love it comes up first. Wow, that's pretty exciting, and I've seen Medium. I've actually been on Medium. You know what it was? Scott Monty wrote up this beautiful Medium about how he had shard about the birth of his baby daughter on Facebook, and it blew him away.

As long as Scott's been in social media, it's amazing where he's pretty private about his life, but I love that he just was so heartened and just so filled up with love from his community in the congratulations of his baby. Anyway, he wrote a Medium about it and I put my little comment on there. It was really awesome.

A question from Dave Ray on Twitter - @1daveray. He says, "What is the best use of video that you see from brands, be it Vine, Instagram, Snapchat?"

**Gary:** I've seen a ton. I don't know if you know this, Mari. I started a sister agency called Grape Story where we represent 20 of the top 50 Viners out there to do branded content. We've had some great success with GE, Trident Gum, and Aquafina Flavorsplash water, so really enjoying that. I think Vine's an incredible platform.

The answer to that question is there's tons of Red Bull and non-Vayner clients doing great stuff with video long form. Vice and Heineken did some great work together. Video's worth a million words, if a picture is worth 1,000, so there's a lot of ways to do it. The problem is, just like everything else, there's a lot of bad work too.

Mari, this is probably a statement that I want everybody to pay attention to, so I'm going to go for a dramatic pause and then I'll make it. Everybody – Mari, me, every business, Fico Coffee (just a random coffee shop, I have no affiliation), VaynerMedia, my book – every business and every person is a media company, and the quicker they realize that, the quicker they'll have success.

Once you decide you're a media company, video, the written word, audio, animated gifs – they all play, they all matter, and I really hope that people realize that. So the answer to that question is a lot of it, just 1% of it, but that's a lot of good videos. 99% of it's crap and that's the problem.

**Mari:** I think I saw a post not long ago that said something like 70% of the videos on Instagram that get the most shares and engagement are from brands. Partly I think it's because they're well-produced. In this day and age people are just really eager to see beautifully well-lit, well-produced videos.

By the way, I saw an app the other day that caught my attention. Have you seen the one that actually spins your phone around? It's called Cycloramic.

**Gary:** Yup, I've seen it.

**Mari:** Oh my god, I couldn't believe it with my own eyes.

**Gary:** Have you seen Frontback?

**Mari:** Yeah, I've seen Frontback. Pete Cashmore likes that one.

**Gary:** It's a great little thing. Listen, there's so many things. Oh, there's a new one I'm obsessed with that, very transparently, I'm going to try to invest in. I don't know if I'll pull it off. It's called Context. It's kind of like Snapchat meets GroupMe. Mari, you have to check it out. It's called Context. It's new, love it. I'm really enjoying that with my friends. It's like a new way of texting with pictures, very light weight, frictionless.

Listen, there's so many amazing entrepreneurs. There's so many gals and guys out there that are making these new amazing products that we'll all

take advantage of. There's going to be no shortage of great products. What there's a shortage of is content that comes from the heart with the intention of bringing value that respects the platform that you're in. There's a lot of people that have the right intentions. There's a lot of people that understand the platforms. The combination of the two is a rarity, which is why those people are succeeding so much.

**Mari:** I agree. It really is a fine art. Starting with caring, with a passion, care to a fault and be really, really committed to adding a ton of value. People get really obsessed with the quantity, with the numbers, more fans and more followers and how many posts a day, etc, but I think when you focus on the quality, the quantity comes.

**Gary:** Everybody's worried about awareness, right, Mari? Listen, Hitler had great awareness. It didn't mean that was good. BP had broad awareness for pouring oil into the Gulf of Mexico, not a good thing, right? So awareness is one thing. When are we going to start debating the depth?

**Mari:** So true, the depth. Here's a question from Emily. She's asked this a couple times on Twitter so let's make sure we get to her. "How will *Jab, Jab, Jab, Right Hook* help a travel and tourism blogger?"

**Gary:** Very easily. Emily, how are you? I saw you ask a bunch of times, too. Mari, great job jumping in on that because I was about to jump in and answer that anyway, so good work. Emily, this book is agenda-agnostic, meaning it's going to help everybody if they understand what they're trying to do.

For example, Emily, if your objective is to get more traffic on your blog so you can sell more sponsorships and ads and make money, what *Jab, Jab, Jab, Right Hook* is going to allow you to do is take every one of your blog posts and realize how to make 10 posts out of it on Twitter, on Facebook, on Google+, on Instagram, on Tumblr, on Pinterest, and on Vine. I would say let's keep LinkedIn and SnapChat out for you.

It's going to teach you hopefully what you need to do with that long article to break it down into micro-content and give it the best chance on those platforms, even if you have a small group of people to see it and share it, to

bring awareness and traffic to your site, ultimately involving building your awareness.

It is the tool to teach you how to story tell on the places where people are, that will ultimately drive traffic to your site, and then it's up to you to figure out how to monetize that. That's what it's going to do. It's going to help you create better content on these channels to drive awareness and business results for your blog.

**Mari:** Gary, it's interesting how you kind of took your pause and you were saying how we're all in the media business. I remember a couple years ago from a talk of yours that you said this is where we're going. This is where the hockey puck is, you're skating to it, that everybody is ultimately going to be in the content business.

An example you used was the dry cleaner. I was like, "What the heck content would a dry cleaner have?" but all kinds of things – case studies, stories, wardrobe advice, clothing care advice, you never know.

**Gary:** Here's an example. A pizza shop in San Diego that you go to, or a yogurt shop. You saw how I changed it. Let's call it a yogurt shop. Why can't they be the leading authority on the San Diego Padres? They can. They can start YogurtAndPadres.com, and if they put out the best content on the players – if they know what they're doing and they put out great content, they can.

That's what I'm thinking, trying to shift people's minds. I became the leading wine authority in America from New Jersey, Mari – not from Napa, not from Bordeaux – so anybody can do it, but it comes down to quality. That's what I believe.

**Mari:** It really does. Everybody's got to be thinking about content. I used to think that there were some companies that maybe social media wouldn't work for them, but you know what? This is it. Social works for everybody. You just have to have the right approach.

By the way, *Jab, Jab, Jab, Right Hook* is Gary's new book and you can follow along with the hash tag. It's #jjrh. I know many of you are tuning to

the Google Hangout on Google, or on Facebook. We're monitoring the comments below as well. Do pick up a copy of Gary's new book over on Amazon. You'll see the green button there. I'm just giving a little plug for it. I can't wait to get this in my hands. It looks like it's phenomenal with the color and the big format and the coffee table format. It looks beautiful, so order a bunch for your clients and for your friends.

Next is a question from Kendra Wright. She says, "Giving that social is amazing but potentially a rabbit hole, easy to get lost in, how do you stay focused and productive? Any rules or limitations you set with time that you spend on networks?"

**Gary:** Great question. I'm in constant audit mode, meaning I'm always auditing my results, like how I feel about them. Not results just on data, but sometimes on data. Am I getting more retweets or less retweets? Am I selling books from a Facebook status update? Am I not? And I'm doing that with my email marketing and my banner retargeting and my SEM and my conference speaking. I'm a living and breathing auditor of what I'm doing, but I'm also extremely patient. Just because maybe my engagement on Facebook is not doing as well every 30-40 days in a row, and then all the sudden it is doing great – I'm just not crippled by two or three bad days.

**Mari:** I totally agree with you. I'm just going to speak to this a little bit for Kendra and for everybody else. The thing is, as Gary talked about with auditing and monitoring, but also auditing and monitoring yourself and looking to see times when you feel like you've got this obsession. I know, Gary, you're big on obsessions, but not the point that it's unhealthy.

You've got to still have a life and spend time with your family and pursue hobbies. Yeah, you've got to do the hustle thing too. Maybe you guys have heard of Parkinson's Law, and that is that the task or project you're working will automatically expand to fill up the time that you allocate for it. That's why students cram overnight for an exam.

**Gary:** By the way, Parkinson's Law is something I live by heavily because with running an organization of 300 employees, I want to prove to them that you can do more. When I was building Wine Library, Mari, I thought I was

the hardest-working man in America. That dude's lazy compared to what I am now.

**Mari:** [laughing] I can imagine. It's all about focus. A big mentor of mine is Darren Hardy. A shout-out to Darren. He's the publisher of SUCCESS Magazine and he's just one of the most amazing individuals, a great, great leader. I attended his High Performance Summit a couple months ago and I learned so much about focus from him and carving out 90-minute blocks completely distraction-free, because it's those distractions that are giving us this ADD where we're constantly looking at all these bazillions of notifications and creating all these crazy neural pathways.

If you want to be productive, just create these focused times. Darren calls it airplane time. You ever been on an airplane where there's no wi-fi? There's no phones, no wi-fi, no internet, and you just get locked in and you get so productive. You can create that same kind of level of productivity for you at home.

Switching topics here, let's talk to Denyse. She's @denysehturner on Twitter. She says, "How often do you analyze when you post?"

**Gary:** Every brand that works with VaynerMedia, we're analyzing every single post. Me as a human being, being a little bit more human, I'm kind of serendipitous and I'm testing, but the answer is you could do it all the time. There's some really logical things.

It's also human behavior, right, Mari? 9:00 in the morning I think is a great time to post. Most people are like, "No, because people are getting to work," but I know that nobody really starts until like 9:17 and you can kind of sneak something in when they're actually paying attention, so there's a lot of ways to think.

By the way, it's not just what time. What about how many letters? What about capital letter or not? What about riding the hash tag that's trending on Twitter or not? What about understanding the slang of what's going on, like when was your first Throwback Thursday tweet? When was your first Follow Friday tweet? There's a lot to learn.



Pinterest – do you realize that infographics are doing better than other things? These are all things that need to be figured out along the way. It's not just one very obvious thing like time.

**Mari:** I totally agree. It always makes me laugh when people put these studies out that say, "Keep your Facebook posts to 160 characters, or between 3-6 is the ideal time, and only on a Wednesday and a Friday" or something like that. It's like hello? You've got to find your own sweet spot.

And I want to use this term loosely, but you have to in essence 'train' your fans what to expect from you. You can do that over time, but Gary, you're right, you can't just all the sudden switch from posting once a day to once an hour. You're going to freak your fans out.

**Gary:** Mari, on the flip side let me say something because I don't want anybody to get crippled. If you can bring value once an hour, knock yourself out. It comes down to value. There's no perfect science. Some days I'm inspired and I can post two videos and do a bunch of Q&A and I can just pump out content. Other days I can't. I think it's about being smart about when you talk because you actually have something to say. If that's every hour, great. If that's once a year, great. Bring it. Most importantly, understand the context.

Back to these logos, there they are. You might be better at Vine. You might be better at LinkedIn. You might be better at Google+. Find the places you're good at and then figure out how often, based on bringing value. You could talk 40 times a day. Everybody's getting lazy and just focusing on Facebook and Twitter. Learn to be great at Tumblr, or created animated gifs and put them in there. Learn to be great at Instagram. Take a beautiful picture of something and then write one little line. There's a lot of ways to be great.

**Mari:** You said it. I'm the kind of person who won't just throw up anything for the sake of having content. I give some thought to it. I have to think about how it's going to land with my peeps.

**Gary:** Mari, here's a great move that I think has separated me in the last year. I've gotten even better, and you know I do this. When I have nothing to say but I have an urge, I just tweet out, "What can I do for you?"

**Mari:** That's brilliant! [laughing]

**Gary:** It's killing it for me.

**Mari:** You have an urge, I love that. "If I've got nothing to say but I have an urge."

**Gary:** I think we all have that sometimes. As communicators you do get that urge sometimes.

**Mari:** Yeah, "I just want to connect with my peeps." Then wait a minute, your mind's kind of drawing a blank, you look at your Twitter hopper and you're like, "That was boring, or that's not very exciting right now," but I love that, just go for the give. Brilliant.

How we doing on time? I've got a couple more questions here for you.

**Gary:** I can do one more. I've got a hard stop at 4.

**Mari:** Okay guys, you've got three more minutes. Leslie Marsh @ctcruiseplanner says, "Gary, do you recommend a presence on several platforms or being really strong on one?"

**Gary:** I have a huge preference of being strong at what you can handle, but always testing what you can handle and trying to get to a place where you're really strong on all. But not everybody has the money and the time to do that –

I love your hair! Megan got a new haircut. Wave to everybody. It's great. See, even that. In a world with 300 employees, recognizing people – it's just being human.

I really believe in being good at something, but if you're not testing Vine and Snapchat and Tumblr and Instagram, then you're not learning about what's happening, and that's a huge mistake.

**Mari:** Yeah, beautiful. I love that.

**Gary:** So deep and wide, both.

**Mari:** Yeah, I like it. I've said for years that people should pick the two to three – I used to say two, but now I have to say two to three because one has to be Facebook. You can't not be on Facebook. But pick the two to three networks that you really love and enjoy, and ideally where a good portion of your target market is and where you can really get some traction. That's awesome.

**Gary:** Mari, let me just say one thing. You, for example, you need to be testing Medium and Wanelo and Snapchat and Vine because you have to taste it. You've got to go deep in two or three, but if you want to be a professional or if you want to be great, you have to be testing the other things just for the moment when they become big. I became great in the wine world because my knowledge wasn't just California and France. I was learning about Spain and Australia and New Zealand, and when they became big, there I was.

**Mari:** I 100% agree with you, I really do. You pick two to three that every day you'll have something going on there, your content and your engagement, but you need to have a presence on all the other networks. I love what you're talking about, testing. I'm really, really loving Instagram right now. I'm almost as excited about Instagram as I was about Facebook back in 2007.

**Gary:** I think Instagram's the most important social network in the world right now.

**Mari:** Totally agree, it's pretty exciting. Why don't you wrap us up with a good summary of your book, what kind of bonuses you're giving people for multiple orders, and how they can get it etc.

**Gary:** Thank you for that, Mari, and thank you everybody for listening for an hour. I know people's time is valuable and I think we did a good job, Mari. I think this was a good one. I do a lot of these, and I think we brought some value.

I'm really looking to sell books. I'm excited. I think the biggest thing I'm doing is [www.GaryVaynerchuk.com/jjrh](http://www.GaryVaynerchuk.com/jjrh), or you can go to [www.GaryVaynerchuk.com](http://www.GaryVaynerchuk.com) and there's a link to the book. There I'm giving away 5- and 30- and 60-book packages that I think are massively valuable. There it is for the people on this that have an organization, have employees.

I strategically released this book in late November because I do think this is an incredible gift to a lot of people running small businesses and trying to build their careers, so that's probably the best place to go. Or if you're just looking for one, I'm very thankful for that as well and you can go to Amazon and find that very easily.

**Mari:** Nice. If you're watching this on Facebook you've got the green button below. This app is called 22Social. You can try it out. At the very, very bottom there's a link down there to get your own and it streams Google Hangouts through Facebook pages, and then they can be syndicated through all other pages.

Awesome! Gary, I just loved this. You are an amazing human being. Thank you for everything you do. It was a joy and a pleasure to host you. I just hope you sell a bazillion books. We'll see you real soon. Enjoy the rest of the day, my friend.

**Gary:** Thank you so much. I wish everybody well. Happy healthy holidays. Take care. Thanks Mari!

**Mari:** Ciao. Bye everybody.

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