

Gary himself introduces this book as “new lessons and inspiration drawn from the experiences of dozens of influencers and entrepreneurs who rejected the predictable corporate path in favor of pursuing their dreams by building thriving businesses and extraordinary personal brands.”

I don't disagree with this at all. However, as someone who Gary would consider undeniably *not* an entrepreneur, an outsiders view of this book is much more that of a cult/cliq leader than that of a book of wisdom and truth.

This reads often as simple peddling and self indulgence of someone who has worked his ass off for years and now can sow the seeds of that work with a posse that has resulted from said work. The Vaynerchuk fans are more like obsessing disciples and their anecdotes and scenarios read in this book follow through like cookie cutter templates for all entrepreneurs.

In the end, this book gives very little to anyone who is not a complete technology ignoramus. The template for success as articulated by Gary and his disciples is simple:

1. Identify something you love and how it applies to the internet.
2. Refine your craft while making relationships in the field/industry.
3. Work more than anyone else.
4. Are you rich yet?
 1. (No) Go to Step 2
 2. (Yes) Go to Step 1
5. Write a book or start a podcast.

Don't get me wrong, I have a lot of respect for Gary, and his podcast and youtube videos are media I quote frequently to friends/family, but this book is a frankly a waste of time.

The principle of “work your ass off” isn't exclusive to that of an entrepreneur, nor is the feeling of success or fulfillment. The only disadvantage the 9-5 worker has is a theoretical income cap based on your salary et-al. But based on bonus, equity, and how quickly you “climb the ladder” that can be as good or better depending on your yard-stick.

I found this book to be exceedingly repetitive and self indulgent, and the “examples” from his fans and co-contributors to be vanilla and equally repetitive.

If you're not familiar with Instagram, Twitter, Youtube, or the various other social networks, then you can probably get some useful information out of how people can make money off those various platforms. Similarly, if you've never understood how personal relationships can benefit you professionally, there are some examples here of how that pays off. If however, you've ever heard the saying “it's not what you know it's who you know” before, and/or you have even a slightly above average work ethic, I suspect you'll agree with my assessment here.

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