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

Your focus on hating yesterday is killing your opportunity to love tomorrow 😍

4:51 AM - 20 Aug 2019

1,501 Retweets 4,721 Likes

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

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
YOU CAN TURN THIS

Your focus on hating yesterday is killing your opportunity to love tomorrow 💖

Gary Vaynerchuk @garyvee

Your focus on hating yesterday is killing your opportunity to love tomorrow 💖

Gary Vaynerchuk @garyvee

Regardless of what shit happened this last week, use this weekend to let it go, dwelling about what's already happened is a huge... more
FIRST, TAKE A SCREENSHOT OF YOUR TWEET...
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:

SHORT COPY
MORE “CASUAL” CONTENT

VS INSTAGRAM:

LONGER COPY
PROVIDE MORE CONTEXT
HERE’S HOW I THINK ABOUT POSTING A VIDEO ON LINKEDIN VS INSTAGRAM

LinkedIn and TikTok 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?

MORE PROFESSIONAL
ALL MY F-BOMBS ARE CENSORED

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
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?
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 an 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❤❤
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...
MEMES

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

THIS STUFF
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
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
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...
CAROUSELS AND SLIDE DECKS

OR AS A PDF (AKA “DOCUMENT”) ON LINKEDIN...

Click to upload

Write an article on LinkedIn

Gary Vaynerchuk
CAROUSELS AND SLIDE DECKS

THIS IS ANOTHER DECK WE MADE

PERFORMANCE: 176K+ VIEWS ON LINKEDIN
CAROUSELS AND SLIDE DECKS

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
CAROUSELS AND SLIDE DECKS

PLATFORMS YOU COULD POST THIS ON:

LINKEDIN, INSTAGRAM

THAT'S 2 Pieces of content
IN TOTAL WE HAVE: 60 Pieces of Content

= RUNNING TALLY =
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 at 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
I wish you a few things

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

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#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.
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
SMART PHONE CAMERA

You can do it!

If you feel comfortable on camera...
YOUR PHONE’S CAMERA IS THE EASIEST TOOL YOU COULD USE TO CREATE CONTENT.
STEP 1: HIT THE CAMERA BUTTON ON YOUR PHONE
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
#7 LIVE STREAMING
YOU CAN ALSO LIVE STREAM VIDEOS OR PODCAST INTERVIEWS WITH A GUEST, LIKE I DO WITH THE ASKGARYVEE SHOW
YOU CAN GO “LIVE” ON FACEBOOK, YOUTUBE, INSTAGRAM, TWITTER

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

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

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

Gary Vaynerchuk
@garyvee

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!

If you change your mind 100 days in, that’s a strength not a weakness.
PERFORMANCE:
500K+ VIEWS ON LINKEDIN,
400K+ VIEWS ON FACEBOOK
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

FIRST DAY OF COLLEGE  END OF SEMESTER

COLLEGE FOOD TRUCK

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

FIRST DAY OF COLLEGE  END OF SEMESTER

COLLEGE FOOD TRUCK
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.
I changed the quote and posted another tweet.
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, screenshots, images, cartoons, quotes, or anything else you created earlier into a quick video slideshow around a theme.
STEP 1: NAVIGATE TO THE BACKEND OF YOUR FACEBOOK PAGE AND HIT THE “MULTIMEDIA” OPTION
STEP 2: THEN, CLICK SLIDESHOW:
VIDEO SLIDESHOWS

STEP 3: ADD 3-10 IMAGES:

They go here.
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
PERFORMANCE:
46K+ VIEWS ON LINKEDIN
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
#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...
FUNNY MOMENTS OR INSIDE JOKES WITH YOUR FOLLOWERS...
OLDER PICTURES...
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

31,436 likes
JULY 18

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 PROFILES THAT MAKE THE MOST CONSUMER CENTRIC CONTENT WIN!
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
- it's ok to FUCK UP NO MISTAKE IS A “BIG DEAL”
- Not sure why you’re doing it? then STOP!
WERE TAKEN FROM THIS HOUR LONG KEYNOTE
FOR FAST AND EASY VIDEO EDITING USE KAPWING, BITEABLE, OR PROMO.COM

When someone asks why the fuck do I curse so much

I TRAVEL A LOT, I SEE A LOT

PM JUST NOT DEVASTATED

When someone tells me to calm it down

I TELL THEM...
AND ZUBTITLE OR REV.COM FOR CAPTIONS
AND YOUTUBE! (P.S. IT’S FREE)

Let's look at airport culture a little differently

When someone asks why the fuck do I curse so much

When someone tells me to calm it down

I TRAVEL A LOT, I SEE A LOT

I'M JUST NOT DEVASTATED

I TELL THEM...
PERFORMANCE:
860K+ VIEWS ON INSTAGRAM,
145K+ VIEWS ON LINKEDIN
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
#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 • 任何人都能看到

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

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

Gary Vaynerchuk
@garyvee

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
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

Gary Vaynerchuk
@garyvee

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

134 Retweets 995 Likes
I added a different hashtag on LinkedIn, based on how many people were following the hashtag on the platform.
ON THIS TEXT POST, NOTICE HOW THE COPY IS TAILORED TO PARENTS (SINCE FACEBOOK HAS AN OLDER DEMOGRAPHIC)

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

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.

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-i’ve-learned-.../id928159684...
Listen on Stitcher here:
https://www.stitcher.com/.../the-askgaryvee-show/e/63288059...

141,191 People Reached
2,030 Engagements
217
14 Comments 7 Shares
PERFORMANCE:
995 LIKES AND
264 RETWEETS ON TWITTER
135K+ VIEWS ON LINKEDIN

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!

#companyCulture
1:04 PM · 22 Oct 2019 from California, USA
264 Retweets 995 Likes

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
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: 38 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
YOU COULD LAYER IT OVER A PICTURE OF YOURSELF FOR BRANDING

IT'S SIMPLE, BE A GOOD PERSON AND GOOD THINGS HAPPEN.
OR YOU COULD KEEP IT EVEN MORE SIMPLE, WITH TEXT ON A WHITE BACKGROUND WITH YOUR LOGO.

I’M UNBELIEVABLY OKAY WITH NOT ACHIEVING MY GOALS.

I’M NOT OKAY WITH NOT TRYING.

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://unsplash.com
PERFORMANCE:
156K+ LIKES ON INSTAGRAM,
315K+ VIEWS ON FACEBOOK
PERFORMANCE: 700K+ VIEWS ON LINKEDIN

Things I admire over skill:
- Compassion
- Sympathy
- Empathy
- Kindness
- Gratitude
- Humility
- Patience
- Self awareness
- The ability to be the "bigger person"
- Sincerity
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
#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
#15 COMMUNITY CENTRIC POSTS
COMMUNITY CENTRIC POST

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.
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

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 :)

Reactions
COMMUNITY CENTRIC POST

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 ;)

6,603 • 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 = 🤔

J
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
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.
For example, I took this viral video of people jumping into a pool...
AND LAYERED ON INSTAGRAM’S LOGO ABOVE THE DIVERS TO MAKE IT RELEVANT TO MY MESSAGE THAT INSTAGRAM’S ORGANIC REACH IS GOING DOWN
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”
AND I GAVE CREDIT TO THE ORIGINAL CLIP IN THE COPY
YOU CAN USE VIDEO SOFTWARE TO LAYER LOGOS OR MAKE EDITS TO THE VIDEO...
controlling fear matters

OR JUST LEAVE IT AS IS AND ADD YOUR TEXT OVER IT.
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
PERFORMANCE:
410K+ REACH ON FACEBOOK,
980K+ VIEWS ON INSTAGRAM,
580K+ VIEWS ON LINKEDIN
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
#17 PODCASTS
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.
YOU COULD ALSO FILM THE PODCAST WHILE YOU’RE RECORDING IT, WHICH WOULD GIVE YOU VIDEO CONTENT.
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.
A SIMPLE WAY TO RECORD A PODCAST IS AN APP CALLED ANCHOR.
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!
PERFORMANCE: 131K+ VIEWS ON YOUTUBE VERSION, 201,093 LISTENS ON APPLE PODCASTS
PERFORMANCE:
12K+ VIEWS ON LINKEDIN
(BLOG POST BASED ON THIS PODCAST EPISODE)

How to Sell to Small Businesses
Gary Vaynerchuk on LinkedIn
July 24, 2019
PLATFORMS YOU COULD USE IT FOR:
APPLE PODCASTS, STITCHER, SOUNDCLOUD,
YOUTUBE, LINKEDIN, YOUR WEBSITE
THAT'S 6 PIECES OF CONTENT
TIME IT TAKES TO MAKE:
VARIABLES, UNDER 1 HOUR
AND 7 MINUTES

Get recording!
IN TOTAL WE HAVE: 57 Pieces of Content
#18 POLLS
YOU CAN CREATE POLLS ON FACEBOOK AND ASK PEOPLE TO CHOOSE BETWEEN TWO DIFFERENT OPTIONS.
IT COULD HELP YOU GET MORE INSIGHTS FROM THE MARKET AND DO RESEARCH

IMPORTANT

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.
Just add copy, add a couple of options to choose between, and choose how long you want the poll to stay up.
ONCE YOU’RE DONE, HIT 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
AND INSTAGRAM STORIES!
Performance:
75K+ Reach on Facebook
4.2K+ Votes 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
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)
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.
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
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!
IN A WORLD THAT’S SO SERIOUS RIGHT NOW, TIKTOK IS A PLACE FOR MORE LIGHTWEIGHT AND FUN VIDEOS.
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

*GO HERE TO SEE WHAT IT LOOKS LIKE
TIKTOK ALSO MAKES IT EASY TO SHARE YOUR VIDEOS ON OTHER PLATFORMS...
TIKTOK CLIPS

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
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..

- 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 SoundCloud)
- 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 (TRANSCRIPTION 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

That 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!
<table>
<thead>
<tr>
<th>Category</th>
<th>Slide(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TWEETS</td>
<td>13</td>
</tr>
<tr>
<td>- How to make it</td>
<td>14</td>
</tr>
<tr>
<td>- Examples</td>
<td>16</td>
</tr>
<tr>
<td>NOTES APP</td>
<td>65</td>
</tr>
<tr>
<td>- How to make it</td>
<td>67-70</td>
</tr>
<tr>
<td>- Examples</td>
<td>66</td>
</tr>
<tr>
<td>VIDEO SLIDE SHOWS</td>
<td>114</td>
</tr>
<tr>
<td>- How to make it</td>
<td>116-120</td>
</tr>
<tr>
<td>- Examples</td>
<td>121-122</td>
</tr>
<tr>
<td>IG POST</td>
<td>20</td>
</tr>
<tr>
<td>- How to make it</td>
<td>21-23</td>
</tr>
<tr>
<td>- Examples</td>
<td>24</td>
</tr>
<tr>
<td>PHONE CAMERA</td>
<td>76</td>
</tr>
<tr>
<td>- How to make it</td>
<td>79-81</td>
</tr>
<tr>
<td>- Examples</td>
<td>82</td>
</tr>
<tr>
<td>PICTURES</td>
<td>126</td>
</tr>
<tr>
<td>- How to make it</td>
<td>127-132</td>
</tr>
<tr>
<td>- Examples</td>
<td>133</td>
</tr>
<tr>
<td>MEMES</td>
<td>41</td>
</tr>
<tr>
<td>- How to make it</td>
<td>44-46</td>
</tr>
<tr>
<td>- Examples</td>
<td>47</td>
</tr>
<tr>
<td>LIVE STREAMING</td>
<td>86</td>
</tr>
<tr>
<td>- How to make it</td>
<td>91-93</td>
</tr>
<tr>
<td>- Examples</td>
<td>94</td>
</tr>
<tr>
<td>VIDEO MICRO CONTENT</td>
<td>142</td>
</tr>
<tr>
<td>- How to make it</td>
<td>143-149</td>
</tr>
<tr>
<td>- Examples</td>
<td>150</td>
</tr>
<tr>
<td>CAROUSELS/DECKS</td>
<td>55</td>
</tr>
<tr>
<td>- How to make it</td>
<td>58-69</td>
</tr>
<tr>
<td>- Examples</td>
<td>60-61</td>
</tr>
<tr>
<td>CARTOONS</td>
<td>98</td>
</tr>
<tr>
<td>- How to make it</td>
<td>100-101</td>
</tr>
<tr>
<td>- Examples</td>
<td>102,104</td>
</tr>
<tr>
<td>TEXT POSTS</td>
<td>154</td>
</tr>
<tr>
<td>- How to make it</td>
<td>155-161</td>
</tr>
<tr>
<td>- Examples</td>
<td>162</td>
</tr>
</tbody>
</table>
INDEX

QUOTE GRAPHICS.....SLIDE 167
  -HOW TO MAKE IT.....SLIDE 168-171
  -EXAMPLES...............SLIDE 172-173

STORIES..........SLIDE 177
  -HOW TO MAKE IT.....SLIDE 178-181
  -EXAMPLES...............SLIDE 182-184

COMMUNITY POSTS.....SLIDE 188
  -HOW TO MAKE IT.....SLIDE 189-191
  -EXAMPLES...............SLIDE 192

COMMENTARIES.......SLIDE 196
  -HOW TO MAKE IT.....SLIDE 197-205
  -EXAMPLES...............SLIDE 206

PODCASTS.........SLIDE 210
  -HOW TO MAKE IT.....SLIDE 211-220
  -EXAMPLES...............SLIDE 221-222

POLLS..............SLIDE 226
  -HOW TO MAKE IT.....SLIDE 227-233
  -EXAMPLES...............SLIDE 234-235

TIK TOK............SLIDE 239
  -HOW TO MAKE IT.....SLIDE 240-249
  -EXAMPLES...............SLIDE 250

GO OUT AND MAKE!
CONTENT CREATION TOOLS

PREVIEW - 47
(FOR MAC USERS)

MICROSOFT PAINT - 47
(WINDOWS USERS)

NOTESAPP - 67

UPAD3 - 67

PAPER - 67

EVERNOTE - 67

NOTESPLUS - 67

NOTABILITY - 67

WHINK - 67

OUTLINE - 67

NOTESHELF - 67

GOODNOTES - 67

ONENOTE - 67

PENPAPER - 101

KAPWING - 148

BITEABLE - 148

PROMO - 148

ZUBTITLE - 149

REV - 149

UNsplash - 171

FREEPIK - 171

ANCHOR - 216
IF YOU WANT MORE LEARNINGS, TACTICS AND INSIGHTS...

1. SUBSCRIBE TO MY PODCAST
   HTTPS://LINKTR.EE/GARYVEE

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

3. FOLLOW ME ON...
   📸📱📖✨