

Gary Vaynerchuk on the secret of his success

Interviewer: Monty Metzger

Date: 17 December 2008

Source: YouTube <http://youtu.be/SRY5MSUMEuE>

MM: Hello everybody, I'm here with Gary Vaynerchuk...

GV: *Is it on?*

MM: It's on! It's on.

GV: *Where's the red button?*

MM: It's right here.

GV: *Oh that's... That is amazing! Tremendous. Alright. Go ahead. Yes. How are you?*

MM: So, what are you doing here?

GV: *I just gave a talk. At LeWeb. And Louis reached out to me, wanted to bring a little thunder to the crowd. And, eh, talked about authenticity, community, branding, in 2008- and 9, is so different then it was in 2006 and 7, the world is changing and there is a lot of opportunity out there if you know how to leverage the tools and your community and eh... that's kind of the tone of where I went with this.*

MM: So, I have a question for you.

GV: Please

MM: What is your, like, most success factor, during your appearances with your show? Is there something that you care about most?

GV: *I mean, from a personal standpoint it's the care of actually having so many people care about what you do. But if you are looking at it from a financial standpoint, you know, I've been offered over 50 television deals already, in the US, and probably sign one next year – which will be lucrative, signed a heavy six figure book deal, get paid a lot of money to speak and consult, have helped a lot of brands, have helped amazing companies like Disney on projects; very flattering. So. I love building brands, repositioning brands, whether is was the brand of my dad's liquor store that I got involved with, whether is was my personal brand through the show, eh, the satisfaction of talking something... you know, I would love to get involved with MySpace or Yahoo! I don't wanna get involved with Facebook, or Apple, they're doing great. There fine. I wanna resurrect. Or build from zero. Get involved with someone who has zero equity, those are things I get excited about, so those things have been the great accomplishments. Helping brands, eh, navigate through, eh, the siege of a totally changing social media landscape.*

MM: So what do you recommend, if somebody has a great idea, and a passion like you in wine, what do you recommend to such a person?

GV: *That they have it in some other subject matter, besides wine? Because if it's in wine, you better not challenge me, I'm a warrior! Eh... to do it! To fundamentally have a business model, and recognise that there is no substitution for caring for your audience, your customer, your clients.*

MM: OK. So how many views do you have?

GV: *About 80.000 a day, 25.000 Twitter followers, you know, the GaryVaynerchuk.com keynotes get watched in the hundreds of thousands of times, so I've got a nice little audience, of eh, of eh, fans and people that care about what I do, and I take enormous pride in that.*

MM: OK, great.

GV: *Very humbling.*

MM: Great talking to you, and...

GV: *Thank you so much.*

MM: Enjoy the evening.

GV: (the only phrase I can't make out is Gary's final remark... If anyone knows, drop me a line at michiel [at] gmail [dot] com)

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