

How to Tell Your Story in 2014

(The right way.)



Gary Vaynerchuk

**I wake up every morning upset about
one core thing:**





**It's 2014 and 99% of people
still market like it's 2004.**

That's it.



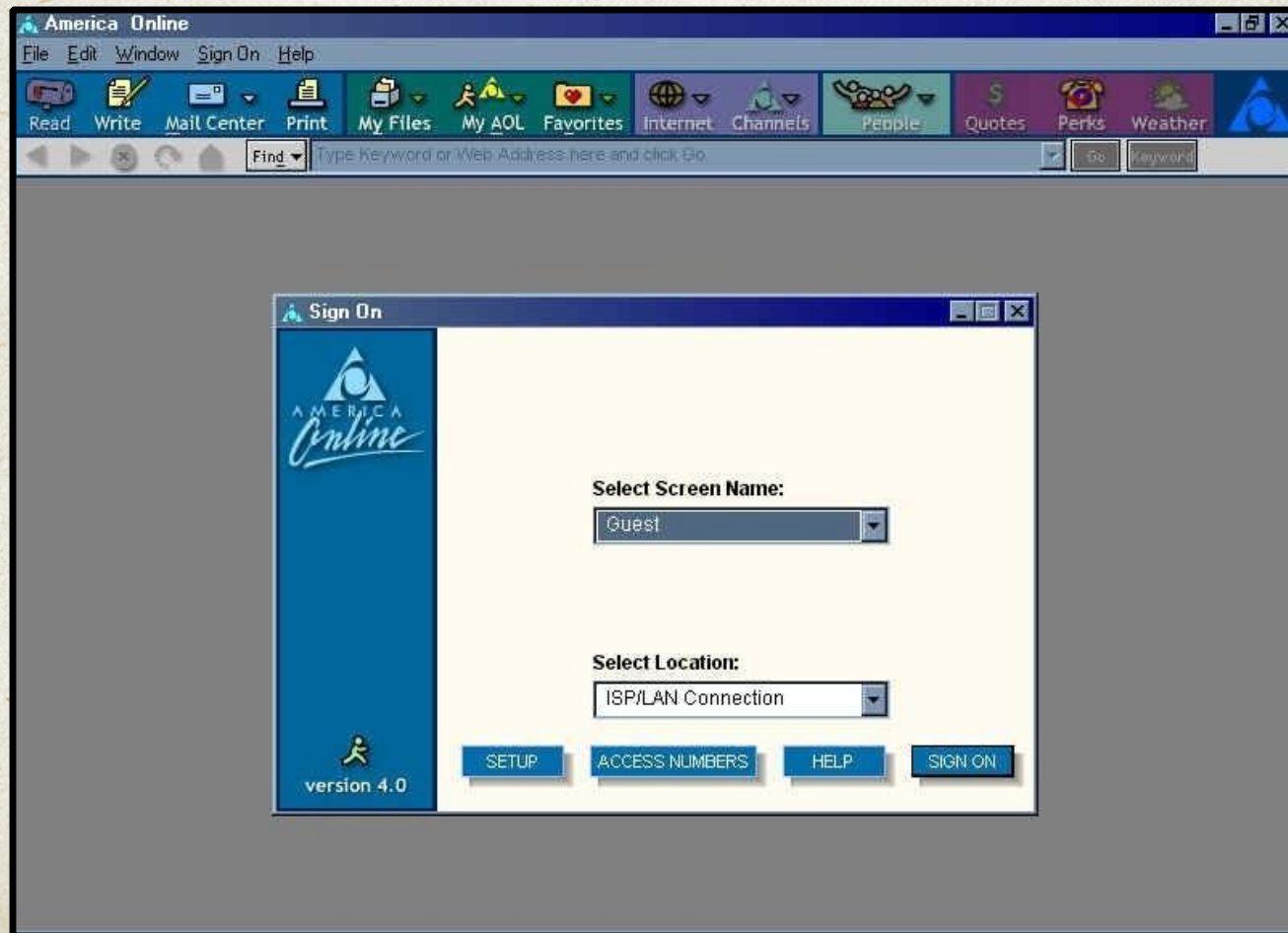
**The reason I was able to
be so successful at
The Wine Library wasn't
my charisma...**



It wasn't my good looks.

(ok, maybe a little)

It was based on the fact that I understood where the consumer was in 1996...



And more importantly...

... Where they were *going* to be in 1998



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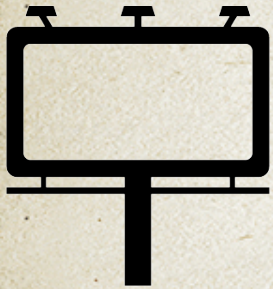
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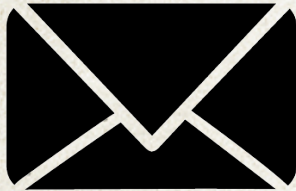


**I'm passionate about the ways we get
stuck as marketers:**

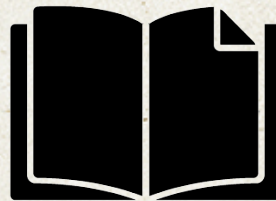
Marketers spend millions on:



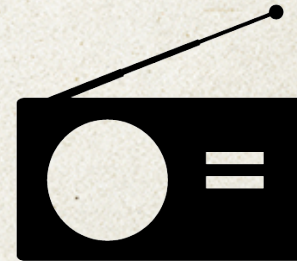
Billboards



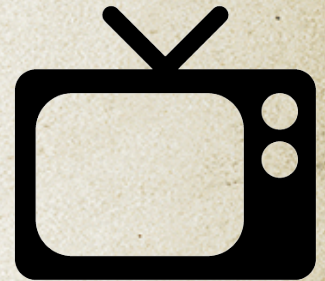
Direct mail



Print



Radio



TV

WHY?



Many of these are collapsing in terms of getting the attention of the user.

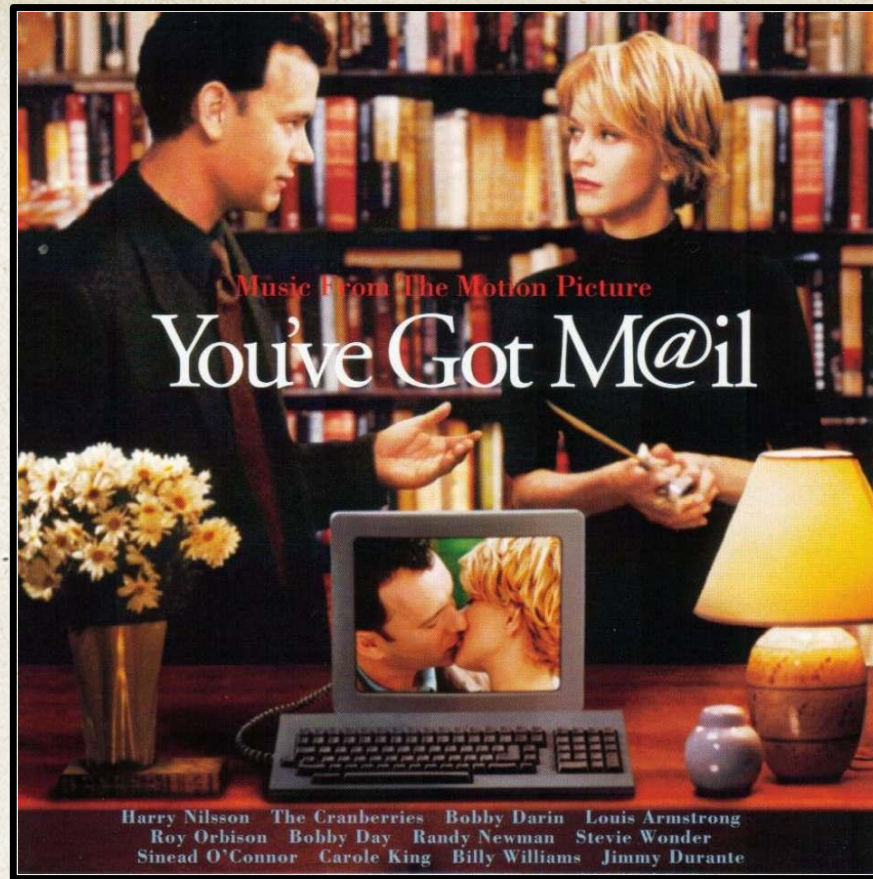
If you can name the last time you...



**A. Didn't fast-forward through
a commercial**



**B. Stopped to look at
outdoor media**




**C. Were excited to open
an email**

**Then email me at
gary@vaynermedia.com
and tell me about it.**

(Because I bet you can't)

And even if you can,



**you don't seriously believe that
billboards are worth as much now as
they were pre-cellphones, right?**

+You Search Images Maps Play YouTube News Gmail Drive Calendar More +



Welcome to your new inbox

Mail is organized by category and shown in tabs
Read messages of the same type all at once

Gmail +

COMPOSE

Inbox (4,668)

Starred

Important

Sent Mail

Drafts

Personal

Travel

More +



Primary



Social **50+ new**
Facebook



Promotions **50+ new**
Winding Road, Steve Lindhorst, The A...



Gmail Team

Welcome to the new Gmail inbox - Hi Steve Meet the new inbox Inbox tabs put you back in control with



Google Engage

Plan for back-to-school season with our trends report - Use seasonal product recommendations to inform your



Commission Junction

Weekly Commission Junction Pay Per Call Update - July 14, 2013 - Pay Per Call Hello Steve Lindhorst



adwords-noreply

AdWords Report Request - Black Swan Campaign Report 30 Day - Dear AdWords Advertiser, The AdWords



Google Engage

Prep for the back-to-school season with Google Engage - Get your clients set up for back-to-school s



adwords-noreply

AdWords Report Request - Black Swan Campaign Report 30 Day - Dear AdWords Advertiser, The AdWords



FixYa.com

See Whatweek rated your solution on FixYa - FixYa Jul 09, 2013 Sue Whatweek rated your solution on

Okay, got it!

[Learn more...](#)

Select the tabs you want
or disable them all

Same is true for Email

(which was Wine Library's foundation, I might add)

**If you're reading this, and you work
in email marketing...**

**I want you to email me and tell me the
last time you had a click-thru rate
of over 28%***

(gary@vaynermedia)

(because I bet you can't)

***if you have a list of over 100k**



The value proposition just isn't the same as it used to be.

**And it's because of (sorry to say)
people like me**





**There was a day when you were super
excited to buy \$40 of sushi for
\$20 on Groupon.**

**But these days you mark all that
shit as**

before it even hits your inbox





because you've been getting blasted
at scale for the last three years.

What's the fix



**What do you do when the ROI in 2013 for
TV, Billboards, and Email sucks in
comparison to 2004, 1994, or 1984???**



Here is what it comes down to:



Every single marketer out there is a
STORYTELLER

Gary Vaynerchuk

It is our job to tell our **value proposition**



(what our story is)





to customers along the path of purchase.

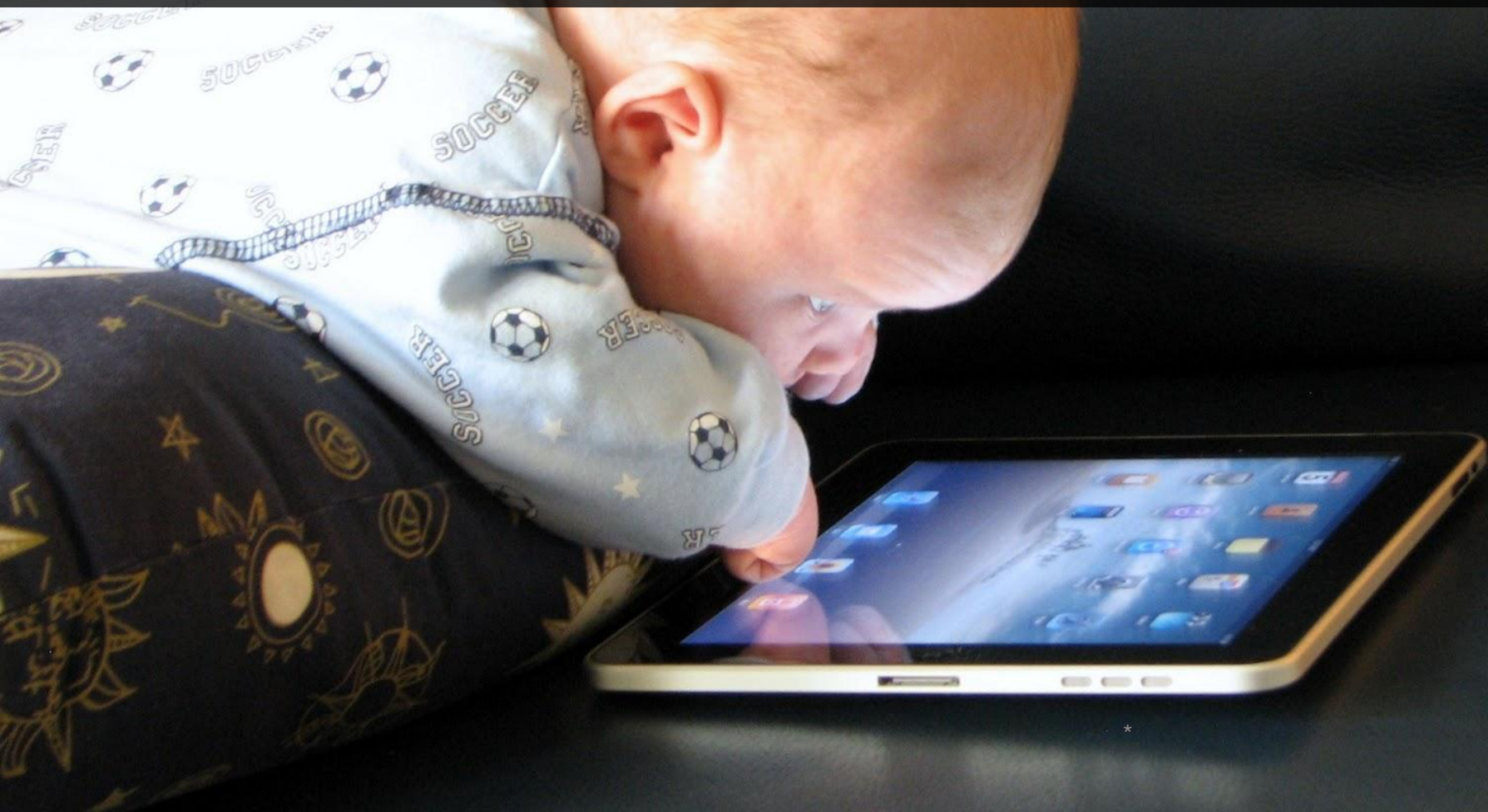
Period.

And to be a good storyteller,

A photograph of three young men standing in a forest, all looking down at their smartphones. The man on the left wears a yellow beanie and a blue jacket. The man in the middle has curly hair and wears a green jacket. The man on the right wears a grey beanie with a moose design, glasses, and a grey hoodie. A semi-transparent black banner with white text is overlaid across the middle of the image.

first you need the ATTENTION of the customer to even get that chance.

**And their attention is shifting, my friends,
and it is shifting FAST.**





**Our society is experiencing ADD at scale,
which means**






**TIME and ATTENTION
are commodities...**

A collection of various-sized, faceted diamonds is scattered across a deep blue, textured background. A semi-transparent black horizontal band is positioned across the middle of the image, containing white text. The diamonds are in sharp focus, showing their intricate facets and light reflections. The text is centered within the black band.


**They are by far the most valuable
resources in the game.**

A large warehouse with multiple conveyor belts filled with cardboard boxes. The boxes are stacked high on the belts, which are moving through the facility. The scene is brightly lit with overhead industrial lights. In the foreground, a worker is visible on the left, handling a box. The background shows more conveyor belts and boxes stretching into the distance.

**Most marketers treat social media as a
“distribution channel,”**



**as just another way to blast you with
the same shit.**

A close-up photograph of a person's hand holding a white smartphone. The phone's screen displays a social media interface with a blue header, a profile picture, and a list of posts. The background is a blurred indoor setting. A semi-transparent black banner is overlaid across the middle of the image, containing white text.

They are missing the fact that social networks are the first platforms ever that are actually a *two-way* conversation.

**Just look at Twitter and how it is the
cocktail party of the internet.**

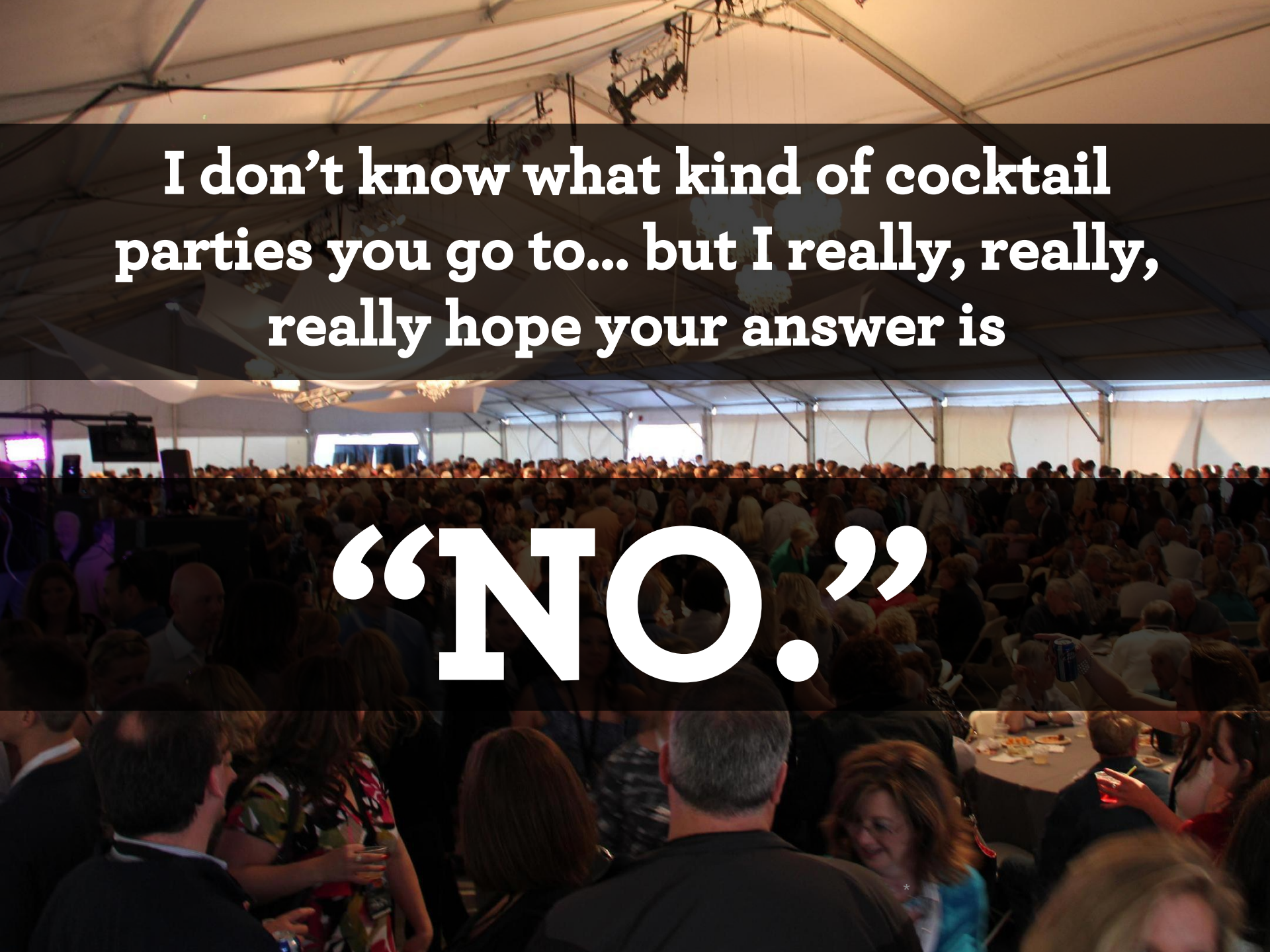


A close-up photograph of a group of people at a social gathering. In the foreground, a man on the left in a dark suit and light tie holds a glass of white wine. Next to him, a woman in a black dress holds a martini glass with a green drink. To her right, another person holds a glass of white wine. The background shows another man looking on. The background wall has a brown and gold damask pattern. A semi-transparent dark banner with white text is overlaid across the middle of the image.

**Now what makes you a good
cocktail party guest?**

**Is it talking about yourself for
95% of the time?**



A large crowd of people is gathered inside a tent, likely at a party or event. The tent's interior is visible, with its white fabric walls and metal support poles. The lighting is warm and somewhat dim, typical of an indoor event space. The crowd is dense, filling the lower two-thirds of the frame. In the background, there are some stage lights and equipment hanging from the tent's ceiling. The overall atmosphere appears to be a busy, social gathering.

I don't know what kind of cocktail parties you go to... but I really, really, really hope your answer is

“NO.”



**Look at my
Twitter account,
@GaryVee.
Literally 90% of
my tweets are
engaging with
other users.**



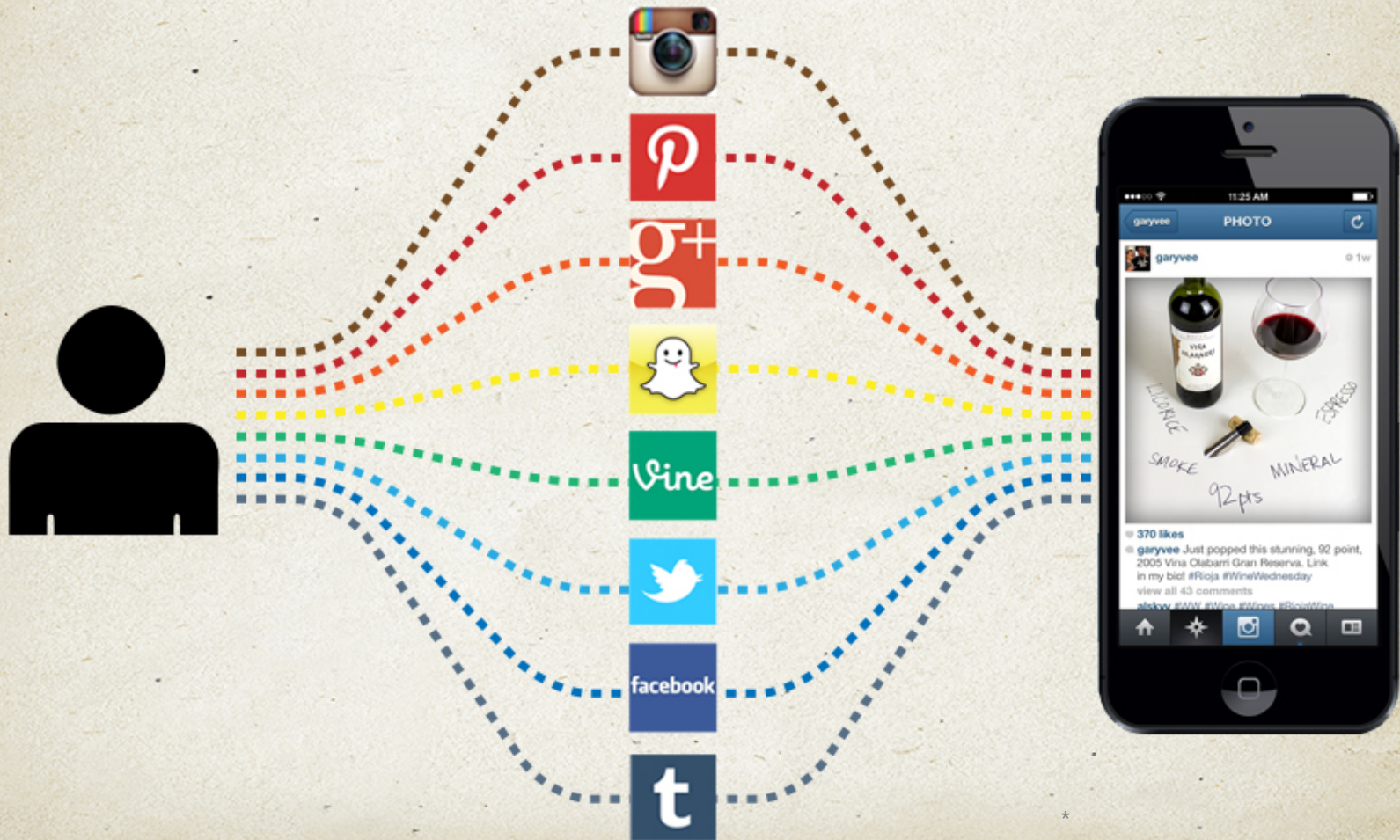
That's how you bring value.



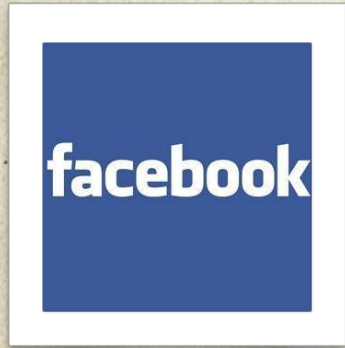
The trick here...

**the way to
truly succeed and
provide value...**

is to learn to natively
storytell on each platform.



Respect the psychology of what makes a **Facebook** user



different from a **Pinterest** user



*

and more different still from
an **Instagram** user.





Can you understand WHY people find value in platforms?




Because I promise you, those who don't learn how to tell their stories on today's platforms are the ones who will go out of business.

BlackBerry



And much smarter, richer, more well-supported people than you have been put out of business for that very reason

A still from the TV show 'The Normal Heart' featuring Matt Jones and Ed Bradley. They are sitting on a mustard-colored corduroy sofa in a living room with 1970s-style patterned wallpaper. Matt Jones is on the left, wearing a grey suit and a striped tie, looking towards Ed Bradley. Ed Bradley is on the right, wearing a dark blue pinstripe suit and a patterned tie, looking back at Matt. A coffee table in the foreground has papers and a small decorative plate. A lamp with a patterned base is visible on the right side of the frame.

**Because they refuse to play like
the year that it is, 2014**

**It goes on and on, and I could make an
entire book...**

CONE PALACE: Yum

I need to thank Cone Palace for giving me a chance to offer an in-depth commentary at what spot-on micro content strategy looks like. Cone Palace is an institution in Kokomo, Indiana. I can't speak about the food from experience, but if its owners pay as much attention to the quality and taste of their food as they do to their Facebook marketing strategy, it's no doubt a good reason why they've stayed in business since 1966.

Cone Palace earned about two thousand fans as soon as they launched their Facebook page by promoting a big event and offering a 10 percent discount. But though people joined to become part of the community, they probably stayed because of the good content. Their standards are high and exacting. Before posting anything, they ask themselves, "If I saw this picture, would I share it?" If the answer is no, they don't post. That's an example many marketers should follow. Don't expect your consumers' expectations and standards to be any lower than your own.

Their posts aren't complicated, and they only put out two kinds—photographs of their food, and text posts announcing specials and new menu items, or that use local events (including people's birthdays), the weather, and holidays to provide context for



Cone Palace
Such a classic. Everyone loves a Banana Split 🍌
Like · Comment · Share · June 19

5 Day Forecast · Updated: Apr 25, 2016, 8:10am EDT 🌤️🌧️☀️

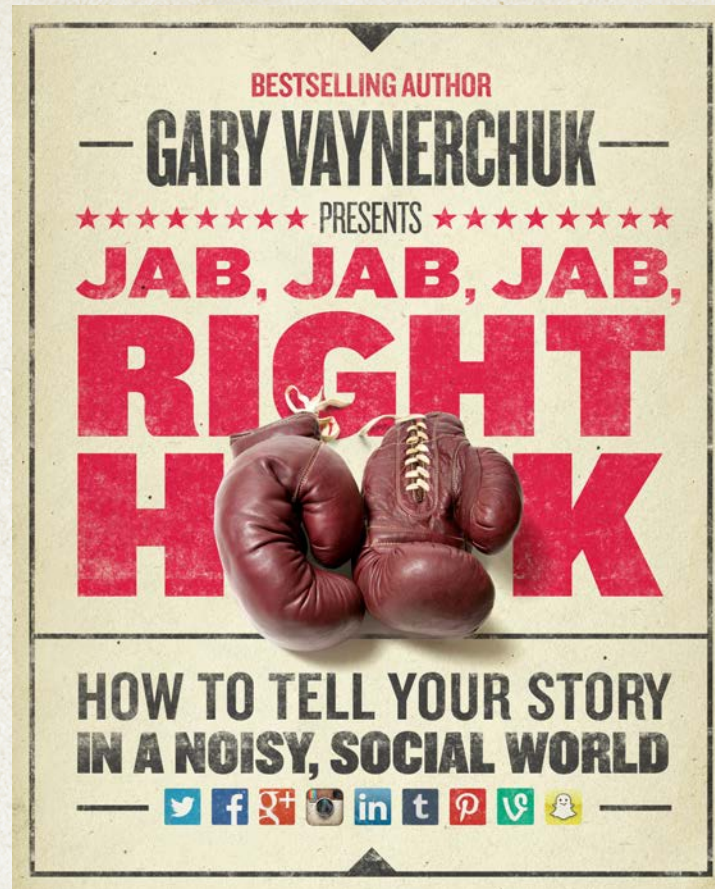
Day	Icon	Temp	Chance of Rain	Wind	Details
Today Apr 25	☁️	54° 35°	20%	WSW at 17 mph	Details
Fri Apr 26	☀️	62° 44°	0%	S at 11 mph	Details
Sat Apr 27	☁️	65° 49°	10%	SE at 6 mph	Details
Sun Apr 28	☁️	65° 50°	10%	SSE at 8 mph	Details
Mon Apr 29	☁️	71° 54°	10%	S at 8 mph	Details

Cone Palace
Have you seen the weather forecast for the next 5 days? We are so excited!!
Like · Comment · Share · April 25

...giving you tactical advice for how to create the best micro-content...

(oh wait... I did)

MY NEW BOOK IS HERE



Jab Jab Jab Right Hook
available now on [Amazon](https://www.amazon.com)!