

#ASKGARYVEE

HUSTLE, FOLLOWERS & FISH

VOCABULARY

acquaintance

all in

atrocious

banter

delirious

hang out

hedge

occurrence

thesis

your two cents

garyvenglish.com

Watch fragment of an episode from episode 35 of The Ask Gary Vee Show https://www.youtube.com/watch?v=fEfo6r5Vs_w

i) Watch the first part of the video 05:00-06:49. Decide if the statements are true or false.

- | | |
|--|-------|
| a) Gary's assistant smiled because he read a silly question. | T / F |
| b) Gary thinks that it was a very simple question. | T / F |
| c) According to Gary, hustle can be defined in many ways. | T / F |
| d) Hustling is like eating a burger on a diet. | T / F |
| e) Hustling means making the most of your time. | T / F |

DISCUSSION: How do you understand hustle? Do you hustle?

II) Watch the next part of the video 06:49-11:58. In this fragment Gary answers the question: What do you get from 10,000 Twitter followers?

1) Bridget Willard, the author of the question, says that everyone can be a guru. What does Gary think about it?

2) Why does Gary think that Bridget asked the wrong question?

- a) Because 10,000 followers is not enough to create any real value;
- b) Because you can get more money from selling 48 copies of your book than from 10,000 followers.
- c) Because it's more important to build a relationship with followers.
- d) Because she focused on the means instead of the aim.

3) Gary says that he is a reverse engineer. What does he mean by that?

4) Gary's long term goal is to buy The Jets football team. What are some of the short term decisions that he had to make to achieve this goal?

- a) give up some contracts;
- b) build a big company;
- c) not hire the best employees to save money;
- d) produce a lot of videos;

DISCUSSION: What 'skills' do you need to be a guru?

III) Watch the last part of the video 11:58-14:20. In this fragment Gary comments on a statement: It's better to be a big fish in a small pond. Does he agree with the statement?

DISCUSSION: Would you rather be a big fish in a small pond or a global player?