



**DON'T PUT YOUR HEAD IN THE SAND
WHEN A WAVE COMES. GO FIND YOUR
SURFBOARD AND RIDE THAT WAVE.**

Key insights from Gary Vaynerchuk's strategy for dominating the next era of marketing.



Your business relies on Google. That's a problem.

90%

when asked
if Google Search is a dominant
force in their business.

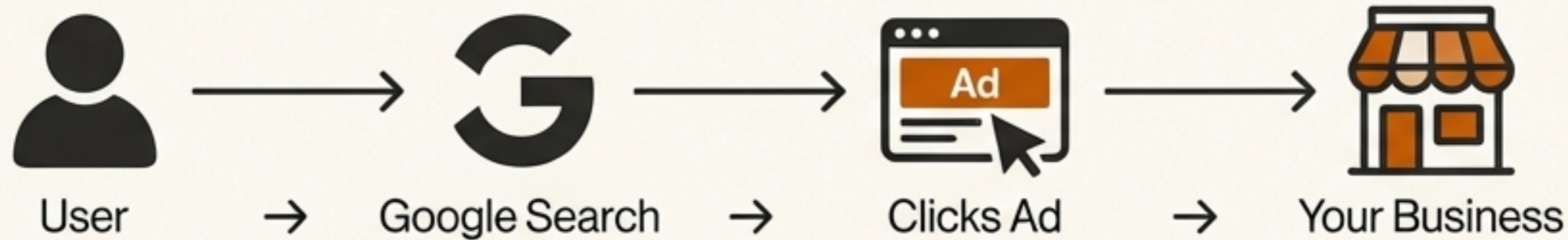


Google Search is a dominant force in their
business and in 48, 50, 66 months that behavior will be gone... Wake up.

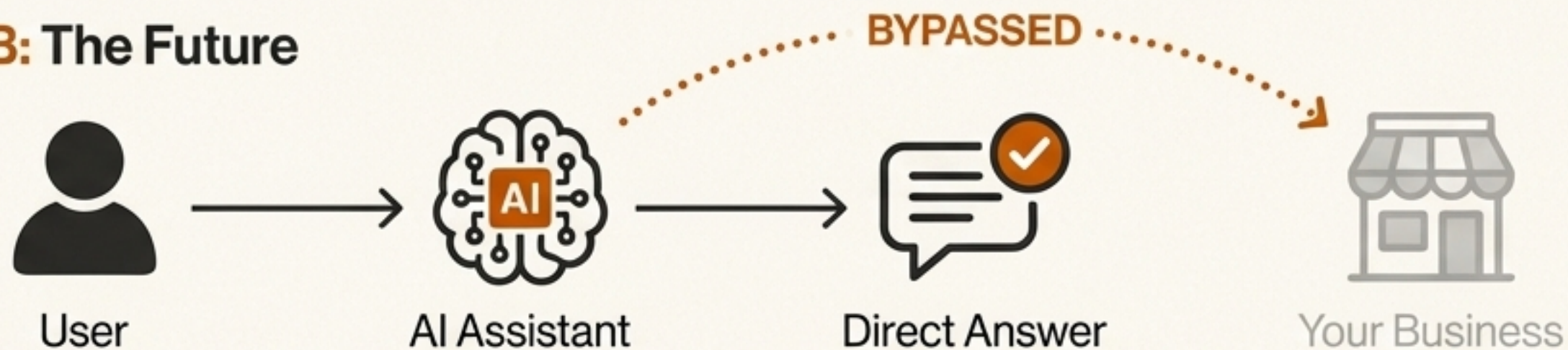
It's very hard to click a Google ad when you don't go to Google in the first place.

The Shift from Search Engine to Answer Engine

A: The Past



B: The Future



“Everyone’s going to AI... ChatGPT just wiped out this entire room. Everybody who just stood up just told me that the Yellow Pages is their life.”

PROOF: A significant number of ‘40, 50, 60 year olds’ in the room are already using ChatGPT instead of Google.

The old social media model is broken.

The Follower Graph

The Old Way:

Amass as many followers as possible.

The Problem:

Only a small percentage would see your posts.

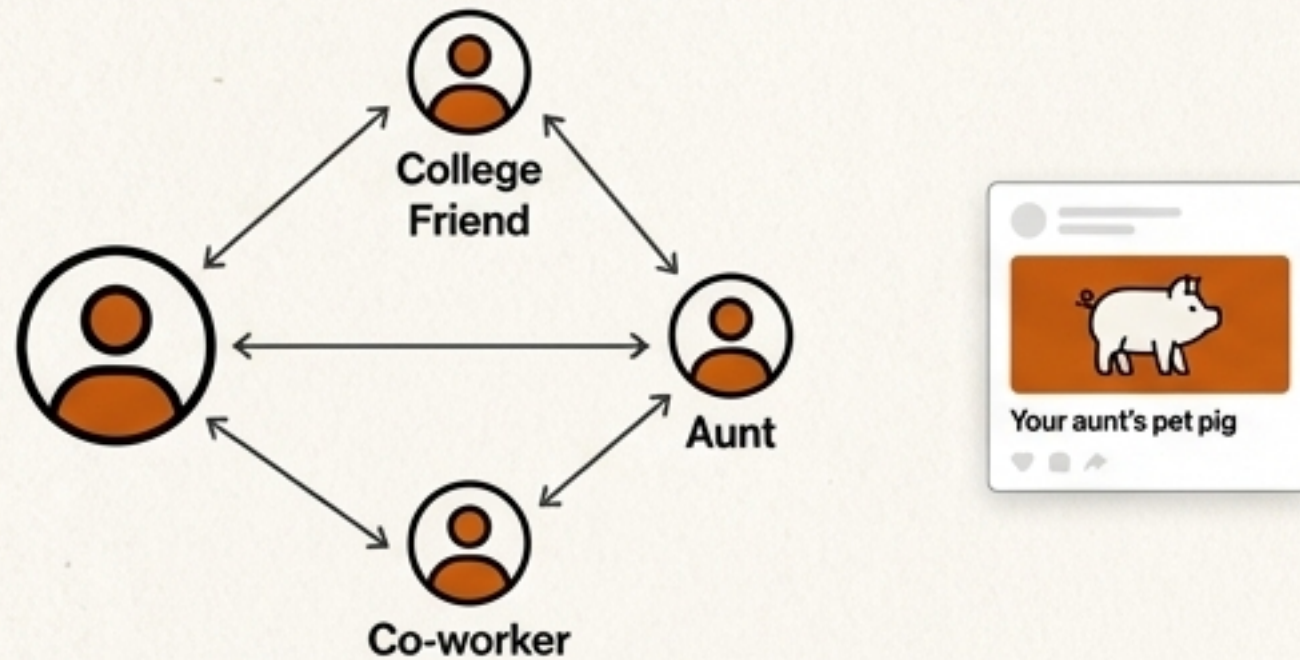


The Local Disadvantage

“Getting 100,000 followers and you’re in Dayton, Ohio and only 17 are in Dayton, Ohio... I don’t give a shit.”

Welcome to the Age of the Interest Graph

Social Graph (Facebook '07)



Your feed was based on *who you were friends with*.

Interest Graph (TikTok '21)



Your feed is based on *what you're interested in*. This is stickier and more powerful.

"I've loved the New York Jets since 1982. That is a much deeper longer relationship for me than most of the friends... that have funneled through."

You don't need a million followers. You need one good video.

The Opportunity

The 'Interest Graph' means the algorithm's AI finds the audience *for you*.

Quality of content now matters more than the size of your following.



“80 to 90% of this room raised their hand when they said they ‘do’ social media. Three humans raised their hand when they said it was the driver. The reason is... they are good at it. That is the opportunity.”

The New School Playbook: A Simple Organic-to-Paid Flywheel



"I am asking you desperately to produce one to two videos and pictures a day, brand new ones every day."

Step 1: Feed the Algorithm by Providing Real Value

You're not there for the sale, you're there for the reputation.



Teach, Don't Sell

Title videos "A Video So You Don't Have to Hire Me." Show people how to fix the "dumbest shit of all time" (a switch, a wire). This builds trust.



Review Your Community

Did work for a local pizza shop?
Post a video reviewing their pizza.
Engage with the local fabric of your service area.



Share Your Interests

Post about your passion, whether it's golf, fishing, or Dancing with the Stars. Your bio and a "P.S." in the copy can link back to your business. This humanizes your brand.

Mini Case Study: Wine Library TV

"I realized I'm not going to be a merchant, I'm going to be a publication. He reviewed a wine he had 100 cases of and said it was like "cat peeing on your rug." This built unwavering trust and became the foundation of his brand."

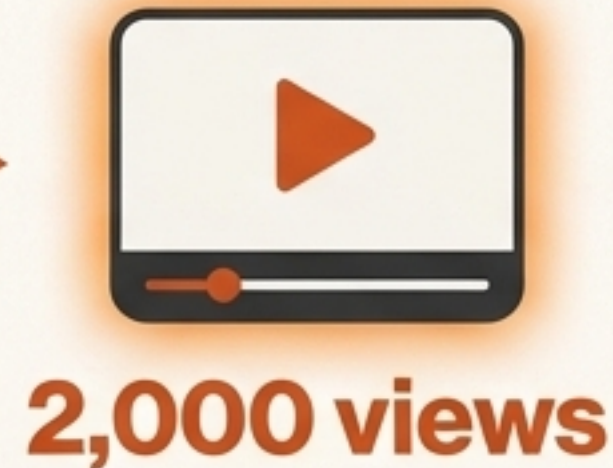
Step 2: Use Organic Results as Your Advertising Compass

1. POST



You post content consistently.
Most of it gets low engagement.

2. VALIDATE



After a month, one video outperforms the others. This isn't viral, but it's a clear signal. The algorithm's AI has told you:
"This creative is good."

3. AMPLIFY

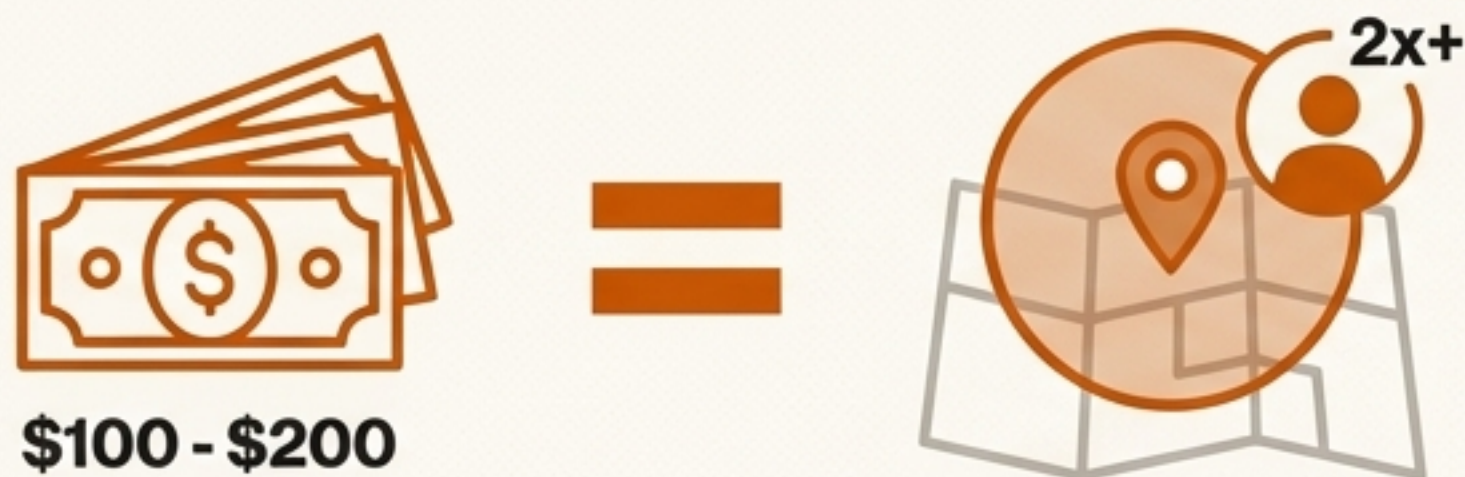


Take *that specific video* and run it as a paid ad targeting a 10-mile radius around your office.

The Insight: "What you were doing in modern social media now is you're posting for creative validation... This has taken out all the risk of advertising."

How to Dominate a 10-Mile Radius for a Few Hundred Dollars.

The Math of Local Ads



A 10-mile radius on Facebook is small... It only costs you \$100 or \$200 in advertising for almost everyone that's on Facebook in that area to see you more than once.

Case Study: Chatham, NJ

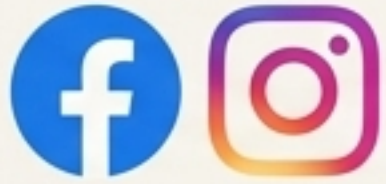
Action: Created a private label wine named "Chatham" for a specific town.

Strategy: Spent \$1,000 running Facebook ads targeted only to the town's 10,000 residents.

Result: "Almost every resident saw it three or four times. All the chat and message boards... were lighting up." This is the power of Reach & Frequency.

If I bought your business tomorrow... where I really want you to run the ads is **Facebook**.

The Platforms That Matter Most for Your Business



Facebook & Instagram

The workhorses for local ads and broad demographic reach.



TikTok

The engine of the Interest Graph; where you discover what resonates.



YouTube Shorts

A “monster.” YouTube is the **world’s #2 search engine**. A “how-to” video named correctly (“**how to replace a valve**”) **can bring you business 9 months from now**.



LinkedIn

A “great demo” of busy, affluent professionals who value their time and are willing to pay for services.



“I need you to post every day because we don’t know the day that somebody’s going to be in market.”

Don't want to post on social? There is another way.

“If you decided... to not do social media marketing... there's something else you can do.”

“The premise. **The Thank You Economy** you can grow your business by, stick with me here now, being kind.”



The OG Playbook: Scale the Unscalable

Core Tactic:

Go back to doing business the way our great-grandparents did.
Thank the people who *already* gave you money.

The Jay Cutler Jersey Story



The Order

A man in Chicago buys a dinky ~\$100 case of wine.



The Research

The team finds him on Twitter and sees he's obsessed with Bears QB Jay Cutler.



The Gesture

They buy a \$400 signed Jay Cutler jersey and send it to him, free of charge.



The Payoff

A month later, a \$6,000 order comes from his friend in Texas who heard the story.

Actionable Ideas

- **Digital Neighbor:** Search your town on Instagram and leave kind comments on residents' photos.
- **The Personal Gift:** Call every past customer. Better yet, remember they like the Kansas City Chiefs and send them a \$50 piece of team gear. The unexpected gesture drives loyalty and word-of-mouth.

The worst place to be is in the middle.

NEW SCHOOL

Organic content + Paid local ads



OG THANK YOU ECONOMY

Radical, personalized kindness



“You have two choices... The choice you don’t have is to keep doing what you’re doing... Do not be in the middle, it is the worst place. Go OG OG Thank You Economy, or go new school new school social media.”

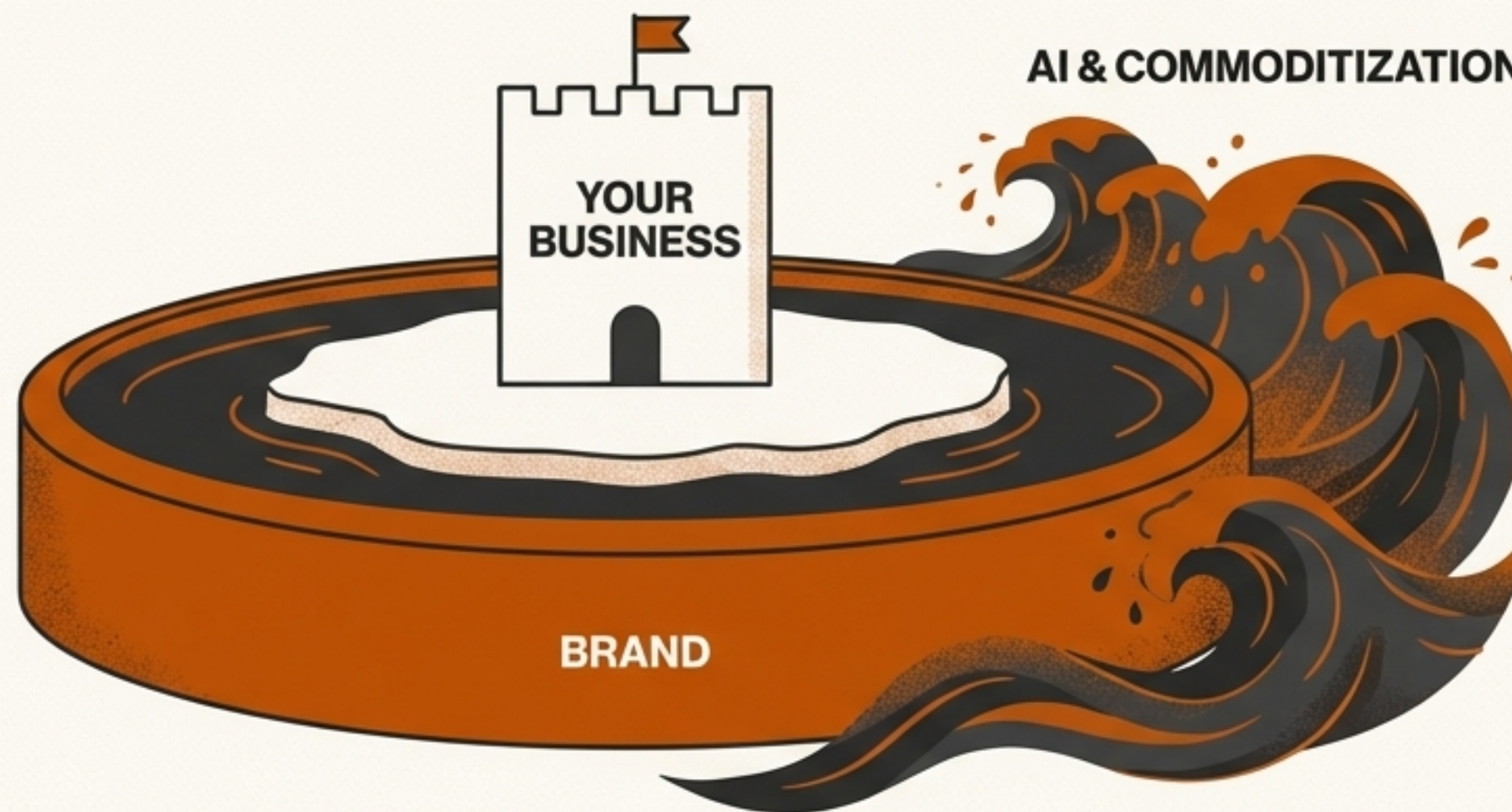
In the Age of AI, Your Brand is Your Only Moat.

The Final Argument:

Technology doesn't care about you. Bookstores got it first. Taxi companies got it next. When a customer says, "Alexa, I need to fix the air conditioning," AI will send them wherever it wants.

The Solution:

You win if the customer says, "Alexa, I need **Peter Holland** to fix my air conditioning." This only happens if they know who the hell you are. Both the New School and OG playbooks are simply paths to building that brand.



If you do not attack social in these next five years, you will pay the consequences. Mark my words.