



THE ART OF
HUSTLING
SELL OR SURRENDER

DJ SBU





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Brought to you by Leadership 2020



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'True leadership demands complete subjugation of self: absolute honesty, integrity and uprightness of character; courage and fearlessness and above all, a consuming love for one's people.'

'We want to build a new Africa ... Let me plead with you, lovers of my Africa, to carry with you into the world the vision of a new Africa, an Africa reborn, an Africa rejuvenated, an Africa re-created, young AFRICA.'

ROBERT MANGALISO SOBUKWE

(1924 – 1978)

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FOREWORD

by **FARAI GUNDAN**



The promise of Africa can be better understood by studying the life and work of Sbusiso Arthur Leope. He epitomises the potential of the continent and the power of its demographic dividend, particularly the youth of Africa and the audacity of faith they have for the continent. An economic revolutionary in his own right, Sbusiso stands at the forefront of the transformation that is sweeping across the region. As a celebrated public figure and serial entrepreneur, Sbusiso embodies the principle that the opportunity of a lifetime must be seized in the lifetime of the opportunity. His life and work lie at the intersection of the imminent collective rise of the continent and the individual fortitude, grit and heart of making that rise a reality.

To be sure, Africa stands at the brink of greatness as we have never witnessed before; opportunities abound in technology, education, extractive industries – whether it's mining or oil and gas – agro-business from farming to value addition through the Fast Moving Consumer Goods (FMCGs) sector, construction in real estate to infrastructure, science and medical innovation. According to the World Bank, Africa has six of the world's ten fastest growing economies with Ghana (8.3 per cent growth rate) and Ethiopia (8.2 per cent growth rate) leading the pack. With a population of 1.2 billion people and a burgeoning middle class (300 million), Africa has a massive consumer base, a marketplace that rivals China. The continent is also very resource rich and has approximately 600 million hectares of uncultivated arable land, almost 60 per cent of the global total. All of which have produced billionaires of the likes of Aliko Dangote (Nigeria), Strive Masiyiwa (Zimbabwe), Patrice Motsepe (South Africa), Mo Dewji (Tanzania), Folorunso Alakija (Nigeria), Daphne Mashile-Nkosi (South Africa).

There is a new generation of remarkable young disruptors, change agents and exceptional innovators, who are taking cues from their African billionaire predecessors and are innovating around the continent's challenges in fresh and exciting ways. It is the firm grit, unrelenting passion and laser focus of

entrepreneurs like Sbusiso who are ushering in transformation in their respective industries and national economies and, at the same time, helping Africa to harness and capitalise on its demographic dividend. From the success of his media career in music, radio and television to his business ventures, through TS Records, Vandal clothing line, and now Leadership 2020, MoFaya Beverages and Loko Flame, Sbusiso is challenging the traditional business model and changing the way business is done on the continent. Using social media to showcase his entrepreneurial prowess, Sbusiso has penetrated deep into the hearts of the masses of South Africa in advancing his brands.

From the dusty township of Tembisa (a large ghetto north of Kempton Park in Gauteng, South Africa), crowded commuter terminals of downtown Johannesburg, traffic-heavy freeways of Sandton, commercial flights to the United States of America, to the auditoriums of American Ivy League institutions and everywhere in between, Sbusiso has consistently evangelised his empowerment message for products made by Africans for Africans and for the rest of the world. Armed with a black, gold and red can of his energy beverage drink MoFaya and his signature raspy gruff voice he has become a household name. Sbusiso's meteoric rise from the ghettos of Johannesburg to signing multimillion rand business deals, and being known personally by the president (of South Africa), has enabled an entire generation of marginalised youth, men and women to believe that they too can rise from despair and destitution. His relentless drive and unbridled passion for African excellence, has made him the definitive youth leader and entrepreneur of his generation.

We are often mesmerised by the glamorous lives and over-hyped stories of our modern day heroes and heroines. We see the trappings of their fortunes: their private jet-setting lives, vacations on yachts on the French Riviera or luxury-branded lifestyles. It becomes easy to cast aside how they even got to where they are. Sbusiso is no exception to this as most people in southern Africa see only the superstar status of his life. With that in mind, I will step back to reflect on my personal encounter and journey with him. We have a shared history that adds perspective to the man who is unfolding before the nation.

Sbusiso and I first met on a humid summer day in New York City at a restaurant in the meatpacking district of Manhattan. The night before, he had played at a packed lounge in Manhattan, his first DJ engagement in the

United States. Our introduction then was brief because he was in the middle of his set. The crowd was completely enthralled with his signature genre of house music and awestruck by him as a South African celebrity and popular DJ. His passion for his craft was palpable, and with each track the crowd of fans went into a heightened frenzy. Not surprising – because after all his record label was responsible for hit songs such as *Remember When It Rained*, *Bumpa*, *Sekele*, and *Lengoma*.

The following day, I recall sitting next to him as we munched hors d'oeuvres while waiting for our main course. A large party made up primarily of friends and members of his team that had travelled with him from South Africa joined the lunch meet-up. I was interviewing him as we dined alfresco against the backdrop of the meatpacking district's cobblestone streets with the swanky hotels, in vogue restaurants, high-end fashion designer stores, swarming with New Yorkers and tourists, and the contemporary High Line elevated park on the horizon. True to form, Sbusiso was the life of the lunch, providing humorous and effervescent commentaries of his initial take on the Big Apple. The magnitude of the trip was not lost on me or even him, a boy from Tembisa, a large ghetto just outside Johannesburg, who had peddled toys, clothes, calculators and anything he could get his hands on, on the streets of Hillbrow and Yeoville (two urban residential neighbourhoods in Johannesburg), ultimately rising through the ranks of radio from YFM, to Metro FM and television, capturing the hearts of families across southern Africa with his music, signature voice and unrivalled work ethic. And here he was DJing and sightseeing in the capital of entertainment, shopping in the epicentre of fashion, and transacting in the financial hub of the world. In the age of Facebook, that trip to New York City was a testament to the youth of South Africa who followed his social media account that anything was possible in spite of the legacies of apartheid.

Our connection in New York City yielded big results and was the start of a lifelong friendship and partnership. I struck a deal with Sbusiso to develop an entertainment segment for his popular afternoon drive radio show, *Sound Revival* on Metro FM, the national broadcaster with massive reach across South Africa. Those were heady times for me and for Sbusiso; I was quietly pursuing a career in corporate America and freelancing in media during the weekends. Sbusiso, on the other hand, had launched his Vandal lifestyle T-shirt line and kept dropping hit song after hit song through his eponymous

record label, TS Records, which he co-owned with his business partner, Thembinkosi 'TK' Nciza. His popularity in South Africa was soaring; he was winning music, radio, and television awards, garnering accolades as a youth leader and rising entrepreneur. Magazine covers revelling in him as a maverick DJ, artist and businessman hit news-stands frequently; TS Records was a giant in the South African kwaito music scene, with hit songs by Mzekezeke, DJ Sbu and the record label also managed artists like the late ProKid and Brown Dash and Afro-pop sensations Zahara, Nhlanhla Nciza, and Lungelo.

Despite his immense popularity, I marvelled at how grounded Sbusiso remained and how he carried with him the spirit of *Ubuntu*; a characteristic that distinguishes the people of Africa. The ability to manage his celebrity status with the grounding of *Ubuntu* endeared Sbusiso to me and to most people across South Africa. His saving grace has been his humility; I will always love and appreciate how, without fail, Sbusiso respectfully greets and introduces himself to fans, or to anyone he meets for that matter, 'Salibonani, hello, my name is Sbusiso Leope.' As if they do not already know who he is! I found out that he does this because he does not want to make assumptions that people know who he is and, most importantly, he does not want to take for granted the grace that is on his life. And graced he has been to have the level of influence he enjoys, particularly with the youth of the continent who look up to him for inspiration and for guidance. His social media followership and engagement is testament to the love, admiration and respect that exist between Sbusiso and his fans.

'Whoa ... @djsbulive! 3-Million cans a month? I am humbled and inspired by your drive and work ethic, your consistency is out of this world. We are looking. We are learning. Build us and may the Lord bless you with many years as you fulfil your purpose on this planet.' – @malete_senior

'Leading by example, my everyday inspiration, when I am down, your spirit always uplifts me to push harder and harder...' –
@kingcgp

'From just looking at you as a celebrity. Now I look at you as a mentor. Big up brother Sbu.' – @nyikoo_bright

As I frequented South Africa, I spent time with Sbusiso and came to know the man, son, father and businessman behind the popular and at times controversial celebrity brand, DJ Sbu. We traversed across southern Africa with his non-profit organisation, the Sbusiso Leope Education Foundation

(SLEF), speaking to the youth of the region and motivating them to push past the limitations of their environment. Sbusiso and I used our own humble upbringings to drive this point to the youth; a boy from Tembisa, South Africa and a girl from Bulawayo, Zimbabwe, using their education as tools for economic advancement. Our message always resonated with students and with the youth because, in our story, they found the courage to believe again and to see the possibilities in their impossible situations. In us they witnessed, 'the dream is free but the hustle is sold separately'. In other words, economic freedom and empowerment in our lifetime was our mandate and Sbusiso and I were willing and committed to fighting for it. Our long-term vision centred specifically on the role, empowerment and impact of Africa's youth and entrepreneurs in changing the narrative of the continent and delivering on its promise. Sbusiso and I believed wholeheartedly in the beauty of our dreams and in our ability to become the best examples of African excellence. So much so, that it was one of our many Leadership 2020 and SLEF trips to Swaziland that inspired my application to Harvard University.

Because we often travelled together, we broke bread together, prayed together, laughed and challenged each other, I saw first-hand how principled and disciplined Sbusiso was in his own personal life. He lived out what he dished out to people, to his fans and his followers; if he was telling them to get up at 4am to go after their dreams, that is because he was already up at that hour, going after his. If he talked about ownership, particularly black ownership, then after the very public firing from the national broadcaster, he co-founded Massiv Metro, his own radio platform and built it from the ground up. He was actually fired from the national broadcaster for promoting his own energy drink during their radio awards event. For Sbusiso, it was not enough for Africans just to have political freedom; black ownership and the economic empowerment of Africans were imperatives that he treated with a sense of urgency. This is because for the majority of South Africans, the political freedom and subsequent independence that came in 1994 has yet to materialise economically in their everyday lives.

Our frequent talks, which lasted deep into the night, were always insightful and instructive; Sbusiso often reminds me of one of his abiding principles, 'your network determines your net worth'. Thus, the mettle of our friendship was tested during the protracted media onslaught he endured after his subsequent firing and the infamous *Forbes Africa* faux cover. As a US-based

Forbes.com contributor, I had written an article 'Made in Africa; Beverages From Africa And Produced In Africa', where I highlighted beverage companies from Africa, which included Wilson Lemonade of Nigeria, Mo Cola of Tanzania and MoFaya energy drink from South Africa. What started out as a showcasing of African excellence ended up as a media frenzy over a mock *Forbes Africa* cover of Sbusiso holding a MoFaya energy drink can captioned with the title of my Forbes.com article. The nation – rather the region – was abuzz over the fake cover and *Forbes Africa* threatened to sue Sbusiso over this. But being the marketing maverick that he was, Sbusiso offered an apology, and an explanation; a fan had created the cover, and Sbusiso managed to turn the situation around to his favour. He inked a deal for his own show on CNBC Africa, the television arm of the same company that owned *Forbes Africa*! Remember the national broadcaster that had fired him unceremoniously and publicly humiliated him? They have now invited him back to their boardrooms to negotiate the terms of re-engagement with him and the brands that he owns.

A serial entrepreneur with a daily schedule that starts at 4am, Sbusiso keeps a very tight circle of people around him, primarily his business partners and his mentors. It takes maturity, focused attention and bold ambition to run and scale his businesses. From Leadership 2020, Massiv Metro, MoFaya and Loko Flame Beverages to Hustlers Academy, Sbusiso had to dig deep within himself in order to manifest his dreams. With his MoFaya and Hustlers Academy start-ups, Sbusiso has been able to build a business model that empowers unemployed youth and university graduates who are not able to secure employment post-graduation; the unemployment rate in South Africa stands at a staggering 27 per cent with no signs of abating. In the absence of any off take agreements with major retailers for MoFaya when they initially launched the brand, Sbusiso had to be innovative in how he pushed his products to the masses. Partnering with unemployed youth and university graduates to be re-sellers of his product was a game changing strategy in proving his business model and market for his product. The brilliance of this strategy is that Sbusiso uses all his social media platforms to show the art of selling, using his own products. Aside from the entertainment factor, Sbusiso has used his social media as instructive platforms in equipping his followers with the necessary tools to succeed. And Sbusiso is beast mode in the art of selling and is one of the best in the world.

What I know for sure is Sbusiso's unwavering faith in God, his unbridled love for his daughter, devotion to his mother, honour for his late father and respect for those who work for him and with him. The litmus test of integrity is when the conduct of your private life matches that of your public life. Having seen this up close and personal with Sbusiso, what is in his life, is unequivocally what is already in his heart. He lives his values and practises his principles daily because as he reiterates to his followers, 'on the other side of consistency lies your success'. And the best evidence of this comes from his fans, where he has the most impact: 'Motivated by your hustle and the way you push yourself as a brand and your brands in general.' –

@jay_masanabo

In Sbusiso's rise, he is lifting an entire generation; taking with him the forgotten sons and daughters of Africa, who are marginalised and who often end up just as numbers of line items on the financial statements of multinational corporations. Seen through the single lens of just a consumer base, Sbusiso is challenging and inspiring unemployed university graduates, embittered street kids and disenchanted youth to rise above the curse of just being a consumer base and instead become what he terms, 'young African industrialists'. Because, after all, we are the ones we have been waiting for. And as you read this book, remember, it always seems impossible until it is done. Sbusiso is a testament to this.

PREFACE



Welcome to my third offering.

I can't believe I'm writing my third book. I am not a professional author, I'm just a DJ from the ghettos of South Africa. Whoever would have thought? Not me – never in my wildest dreams could I have imagined that I would write one book, let alone three. And as for the fact that they've become best-sellers – even more unbelievable! All I can say is that we serve a great God, all glory to Him.

I would like to thank you-all who purchased my last book, *Billionaire\$ Under Construction: The Mindset of an Entrepreneur*. This latest addition to my insights on success and entrepreneurship is titled *The Art of Hustling: Sell or Surrender*.

I was initially going to title this book *The Art of Fosting* but my business partner, Nicolas Regisford, had concerns. He wanted us to be as inclusive as possible. He believes my story is unique. He believes my story will end up in movies and history books one day, so we have to think with that in mind. I also had to go with *Hustling* over *Fosting* for the diversity of our growing international and multiracial audience.

First things first, let's look at the meaning of the word 'hustling' as defined by different sources.

www.freedictionary.com says:

1. The act or an instance of jostling or shoving.
2. Energetic activity; drive.
3. *Slang* – An illicit or unethical way of doing business or obtaining money; a fraud or deceit:

www.dictionary.com says:

To obtain, by aggressive or illicit means: *He could always hustle a buck or two from some sucker to sell in or work (an area), especially by high-pressure tactics.*

www.urbandictionary.com says:

Doing whatever you gotta do to get that paper; having the ambition and drive to do everything and anything to make money.

Wikipedia says:

'To move quickly and with purpose'; it most commonly refers to: Hustle (verb), to work hard (lawfully or unlawfully) ...

My use of the word has nothing to do with anything negative, unlawful, illegal or scamming. Never in any way, shape or form am I promoting the negative connotation of the word 'hustling'. I guess hip-hop and kwaito music gave a new meaning to the word and that's where my narrative comes from: the positive.

Working very hard, aggressively, to make money or to achieve any goal you might have. Not taking 'no' for an answer type of attitude, in a legal way of course, but it might mean bending the rules at times to make things happen (and obviously knowing the consequences that may come with the bending of rules). You must always be aware and take calculated risks when thinking of bending the rules or challenging the status quo.

That's why there is a science to hustling. It's an art that needs thinking on your feet, being street-smart or having very good social skills coupled with a good command of your preferred language to communicate with potential clients or customers. For the sake of this book, that is my meaning and/or definition of the word.

I will not only share words to inspire the youth on street corners, university campuses, offices and ghettos across the world; I will also teach you the crucial steps to selling your way to success – much the same as I teach my students. This book is for all entrepreneurs out there, going through the harsh realities and joys of entrepreneurship in Africa.

I am where I am in my life because of the art of hustling. It's nothing I learned from any classroom or school, they don't teach it at school. In simple terms, you could say I'm streetwise. My outlook has been moulded by the life I lived during the last 15 years of apartheid South Africa, and the first 24 years of a democratic South Africa.

To give you a potted version of my life, I grew up in Tembisa, Ekurhuleni, 20 kilometres east of Johannesburg in Gauteng, South Africa. I spent most of my teenage years in a boarding school in Tshwane, Pretoria. I played tennis, I became good at it, I won tournaments and this introduced me to travelling at a young age.

I would later move to Hillbrow, one of Johannesburg's toughest suburbs. I moved around a lot, going wherever my career took me as I hustled my way on the streets of Joburg. I stayed first in Berea then Yeoville, Lyndhurst, Northriding, Dainfern and, finally, Eagle Canyon; a golf estate in Johannesburg's northern suburbs.

I have met many people throughout my journey as a young hustler and DJ at parties, bashes, festivals and in clubs across the country. I've gone from being a student at Witwatersrand Technikon (now known as the University of Johannesburg), to becoming a well-known young South African living my dream on television screens, different radio stations and many entertainment platforms across the African continent. My life has been a journey of ups and downs. I'm grateful to have followed the meaning of my name, Sbusiso (translating as 'blessing' in English), and I like to believe I live my purpose.

If there's one thing I know how to do well, it's how to sell. That's why I will never, ever go hungry in my life. I have sold everything from loose draw cigarettes to airtime, toys, clothes, music, artists, books, drinks, ideas ... and many other things.

I learned how to sell in my teens, while working at my folks' little community spaza shop. The skills I picked up there helped me sell sweets and chocolates to the kids at school during our lunch breaks. Then I went on to sell cellphones on campus. When I was 17 I joined a sales and marketing company called WWI. They formalised my skills, teaching me a programme that used five steps to make a sale, and eight steps to success. That system played a big role in making my career a success, and still does today.

AN INTRODUCTION TO THE LAW OF ATTRACTION



I have had an amazing year since the release of my last book. I have been travelling the world on speaking engagements, DJing, holidaying and chasing business in countries like France, Britain, Spain, the United States, Tanzania, Mozambique, Botswana and Nigeria. I have learned a lot and met some amazing people along the way. I went on a retreat in Ibiza, Spain, and I met some incredible human beings there who I would like to consider lifetime friends from now on. I learned about meditation, energy healing, the seven chakras and more. When I went to the retreat, I was suffering from a very bad pain in my lower back, a condition I'd had for weeks, and which had persisted in spite of multiple sessions with a chiropractor. Millana Snow, the founder of Wellness Official (www.wellnessofficial.co), performed some reiki energy healing on me, and it worked. Within two weeks, I was healing and on a journey to start discovering more about meditation and how our vibrations of energy work. I have been doing a lot of reading on this subject.

In isiZulu, we say *Ukuhamba ukubona*; translated, this means we learn a lot by travelling and meeting people. I appreciate everybody who has been a positive influence in my life over the past years. They have all helped me to grow. I'm wiser than I was when I wrote my previous book. I'm a little smarter, and I have more wisdom to share with my young audience.

I believe that, as humans, we must grow every year. You must always look back to your previous birthday and ask yourself: 'How have I grown in the last year?' I definitely have grown in many ways. I have now been the host of the DJ Sbu Breakfast on Massiv Metro for a year and half, working independently of South Africa's big, established media houses. I am consistently pursuing, with baby steps, my vision to build our own media empire, which I would like to see become one of the biggest in Africa one day.

Streaming devices for our Massiv Metro radio platform, found on www.massivmetro.com, have now been fitted in over 1 000 taxis in

Johannesburg and we now boast over a million listeners on our Massiv Metro platform. We have now been in the market for a year and a half and we are growing daily, thanks to our wonderful team on and off-air and our loyal audience. I have learned a lot from this radio start-up, and I have enjoyed every bit of it. It's a blessing when your work is your first love (mine is radio), and to be paid a good salary to do it. But it's quite another thing doing it on your own start-up platform that runs up high expenses every month. It's not child's play. It's a fully fledged start-up business with a fully fledged production team, including news, sports, sales, marketing and client liaison teams. It's a project bigger than us. But we have taken on the challenge. This is an example of how the Law of Attraction has worked in my life. Since I started radio in the early 2000s, I always said that one day I would do a radio show at a radio station that I owned. The dream has manifested, and is a direct result of my being fired from my previous radio job at Metro FM.

The Massiv Metro radio project is not ours. It belongs to the people. It has no choice but to succeed. It represents the aspirations of many of our youth in South Africa. I recognise, though, that although we are carrying the responsibility of their expectations, I don't have to be too hard on myself. This is my purpose-driven journey, and I'm enjoying it. And I'm kicking ass along the way.

Over the past year, I have also launched a brand new entrepreneurship academy in partnership with the 3Sixty Financial Services Group and Leadership 2020. It's called the Hustlers Academy (www.hustlersacademy.co.za) and through it we intend to develop the minds and the abilities of thousands of young hustlers in South Africa, changing their lives in the process. The 3Sixty Group is a well-established financial services company with a disruptive strategy that offers clients more benefits for their money. The partnership represents a meeting of the minds and the hearts for the development of opportunities for young South Africans.

The Hustlers Academy operates as an independent, privately funded economic empowerment project spearheaded by a team of professionals to address the overwhelming lack of jobs available to new graduates entering the workforce. We train and educate young hustlers either to be entrepreneurs or corporate hustlers. Our training programme and academy curriculum will produce the best sales force southern Africa has seen, and develop the minds of hustlers to understand how the world works and how to

stand out. In partnership with the 3Sixty Group, we will develop entrepreneurs who start businesses and employ teams of hustlers within an 18-month period. The Hustlers Academy takes in hustlers from across South Africa, providing a practical and theoretical intervention in the lives of those who are skilled and restless.

The Hustlers Academy plays a game-changing role, evolving the way corporates are structured in terms of providing a ceiling for earnings. Our approach to empowerment is based on sustainability for the hustlers who make it through the academy. We develop people mentally, as well as financially, and make a serious change in their socio-economic position. I know I have the potential to influence a generation, and I show this on a daily basis with my determination to succeed. This programme allows me to pour my determination and passion into economic empowerment.

Since its launch in April 2018, the Hustlers Academy has completed a pilot project for a group of 200 Johannesburg-based hustlers.

The launch of the Hustlers Academy means that, on average, we have now launched a successful start-up company every two years since 2010: Leadership 2020, MoFaya Beverage Company, Massiv Metro, Loko Flame and the Hustlers Academy. Without exception, each one grows in value and support every year. Remember, I'm just a kid from the dusty streets of Tembisa. Little did I know entrepreneurship would be my life, something I did not go to school for, and I'm excelling at it. This means anybody can!

The books I write are based on my experience in launching these companies, and are intended as a blueprint of information that may help the youth coming after us on this unpredictable journey called life.

I hope you will enjoy my latest work. I want my life to be a reflection of how it is possible to become anything you want to become. I think that one of the reasons I have been able to achieve all I have is because I read and listen to a lot of inspirational speakers and successful people. Listening to this kind of positive, uplifting content in the form of audiobooks and videos has shaped the way I think, so that I am always able to see the good in any situation.

I guess I have also been doing a good job of putting the Law of Attraction into practice over the years. Reading the books *The Secret* (by Rhonda Byrne) and *Think and Grow Rich* (by Napoleon Hill) changed my life by helping me to understand this concept. I would like to begin this book by simplifying and

sharing the Law of Attraction as I see it, especially since my younger audience may not be familiar with this concept. This information will change your life. I repeat: *The Law of Attraction, and understanding the power of your mind, will definitely change your life.*

Here is some of what I learned from these books, and from the gentlemen called Justin Perry and Earl Nightingale, which have been life changing ...

The key to success and the key to failure: we become what we think about. A man/woman is what he/she thinks about all day long. If you wish to be rich; you will become rich. If you wish to be good; you will become good. Simply put, if you think in negative terms, you will get negative results. If you think in positive terms you will achieve positive results. You become what you want.

Because we become what we invest our energy thinking about, the person who has no goal never makes anything of himself or herself. It's like planting seeds in fertile land: the land will return whatever the farmer plants, regardless of what kind of seeds he sowed. Our minds are exactly the same.

On a quantum level, you literally attract the things you think about most of the time: the situations, people, circumstances and events that match your dominant feelings, thoughts and words. Your thoughts are a form of dynamic energy that draws to you exactly what you think. Since our subconscious mind forms our habits, we usually have the same thoughts over and over again. This is why we get the same reality over and over again. If we are to consciously get different results or choose a better reality, we must reprogramme our subconscious thoughts.

Right now, you might be wondering: if that's true, and I think a lot about making money, how come I'm not rich? Here's why: we take our minds, and the wonders they can achieve, for granted. Familiarity breeds contempt. Your mind can do any job you assign it. But, generally speaking, we use our brains for little jobs instead of big important ones. Universities have proved that most of us are operating at about 10 per cent or less of our abilities.

So decide now; what is it that you want? Do you want to be an outstanding actress, a better worker, a degreed graduate? Do you want to go places in your work, your company, your community? Do you want to be rich? All you have to do is plant that seed in your mind, now. Care for it. Work steadily towards it. And it will manifest. There's no way that it cannot. It's a law of nature, just like the law of gravity.

Think about your goal. See yourself living that goal. Visualise it daily while working hard towards it. In township language we would usually say 'Fake it till you make it'. Assume the role. Assume you are already that which you would like to become. For example, in my case I keep saying I am going to become a billionaire. In my mind I believe I am one already. I behave like one. I think like one. I am no longer impressed by material success but I am changing the world, one life at a time. I love helping people, living a purposeful life, having a global outlook, being passionate about my continent, building generational wealth, thinking about 50 to 100 years in advance, etc. Well, knowing about billionaires at least comes from some of the few I have been blessed to have known personally and the rest that I study from a distance. I model myself around them and how they do things.

Every man/woman is the sum total of their own thoughts. He is where he is, because that's exactly where he really wants to be, whether or not he admits it. In our future each of us must live off the fruits of our thoughts. Because what you think of today, tomorrow, next week, next month, next year, will mould your life and determine your future.

You're guided by your mind. You must control your thinking. As you believe, so shall it be done unto you.

What we believe is based on our perceptions. And what we perceive depends on what we look for. And what we look for depends on what we think. Luck is created on the belief that good things must happen. It's an expectation. Expect to be lucky and you will be. It's as simple as that.

You've actually experienced this phenomenon before, multiple times – but in reverse. One of the most valuable things I have come to realise is that most of the things I learned growing up were totally unnecessary. In order to reach the level of success, self-confidence or prosperity that you want, you have to brainwash yourself. Yes, brainwash yourself. Because, even if you don't you are still being brainwashed.

By whom, you ask? Simple: the world we live in is always trying to brainwash you, always trying to penetrate your subconscious mind. If you do not take control of your subconscious mind, someone else will do it for you: the media, ad agencies, political parties, religions, brands. Every year, billions are spent on marketing; adverts that try to penetrate your subconscious mind to brainwash you. Companies know as soon as they become a part of your paradigm they will have some level of influence over your decision making.

After years of research, psychologists have finally found out how the mind works and how it can be penetrated at will. That's why controlling the masses is not hard at all. They say whoever controls the media, controls the mind. Hollywood has been brainwashing the world for years. In this book, I'm going to teach you how to reprogramme your mind for the purpose of creating a desired effect or outcome in your life using my own simple methods that work for me.

I will also teach you how to pitch, sell anything and close deals. No other person in the world has as bright a future as a good salesperson. Selling is the world's highest paid profession – if it's done right, if you're good at it and know where you're going. Most of the world's richest people are very good at selling. They sold their ideas and made millions; in some cases, billions.

If the information in this book is applied correctly, there's nothing you will not be able to do. You will start to think differently, and you will be able to sell anything; close any deal, no matter how big or small. But in order for it to work, you have to be diligent in practising the Law of Attraction and taking control over your mind power. You have to be persistent and cultivate willpower. Practise over and over again. Experts say it takes at least 21 days to reprogramme your subconscious mind. For those of you who have been following my career, you know how persistent I have always been with my dreams; how resilient I am. Learn from my focus, resilience, work ethic and consistency.

Let's start with this simple method of reprogramming your mind. Once you have control over someone's mind, you control what they create in reality. In order for you to successfully reprogramme your mind and brainwash yourself, you have to understand the subconscious mind. Your subconscious mind is extremely powerful, yet it is also very vulnerable. Here are some facts you need to know about your subconscious mind:

1. Your subconscious mind is always on and recording everything you are hearing and saying. It even picks up what you are not consciously aware of. That's how subliminal messages work. In fact, even if you fall asleep with the TV or radio on, it hears everything being said. It never stops listening and recording. It is a giant tape recorder. It records all your life's memories and experiences. It stores all events as mental movies and images in the mind.
2. Your subconscious mind does not hear the words 'no' or 'not'. For example, if you say 'I will not drink alcohol any more', the image that appears in your

mind is alcohol. That's why you will continue to think about, and crave, alcohol. Admit it: as you read this, you just saw an image of your favourite alcoholic drink in your mind, right?

3. Your subconscious mind cannot comprehend the future. It only knows NOW. The 'present' is the only tense that exists. That's why, when we have goals, we should see them as already accomplished. Our affirmations should always be in the present tense. And always begin your affirmations with 'I am ...'
4. Your subconscious mind controls approximately 95 per cent of your life. That means that 95 per cent of the things you thought and said today, you also thought and said yesterday. Consequently, the conscious mind is only in control 5 per cent of the time. The subconscious mind forms our habits, which is important because we are creatures of habit.
5. Your subconscious mind cannot tell the difference between your imagination and an actual event. That's why you feel scared when you watch a scary movie. Your conscious mind might know that it's not real, but your subconscious mind cannot tell the difference. That's why you must always act like, behave and assume that you are already what you would like to become.
6. Repetition creates new beliefs in the subconscious mind. Say or think anything long enough and you will eventually start to believe it, even if it's completely false at the time. That's why some people become pathological liars. They lie so much that they eventually begin to believe their own lies.

Given the wonder of your subconscious mind, it can't be a surprise that companies, brands and ideologies are competing for it. Now you understand why and how they want to gain your favour by brainwashing you. This is why we need to brainwash ourselves so that we are trained to have a positive mindset. How do we do it?

1. Write down exactly what you want, in full detail. It can be anything from a job, a lifestyle, a particular car, wife, husband, family, position, house or body type. Be very specific when you imagine your goal. For example, if it's a car, write down the make, model, year, colour, interior and exterior, etc. Make sure that every detail is crystal clear.
2. Visualise yourself having, attaining or living whatever it is you want as if it's already a reality. Make movies in your mind, starring the object of your

desire. Remember that the subconscious mind cannot tell the difference between a visualisation and an actual event, so it will believe that you are, in fact, living your dream.

3. Stop watching and reading content that contradicts your new beliefs. Since the subconscious mind is always easily influenced, you need to make sure it is always exposed to the right kind of influences. Give your time, attention and energy to things that complement your ideal lifestyle or desired object. Go on a news fast for at least a month, and watch how your vibrations start to rise once you remove the influence of negative information.
4. Create a short, positive affirmation that implies that you already have your desired lifestyle or material object. For example, if you want to be successful, create an affirmation such as 'I am successful'. If you want to be financially stable, start your affirmation with 'I am prosperous'. If you want to be a good parent, you can say, 'I am a good mother/father', or if you want to be closer to God, say 'I love God'. Always start your affirmations in the present tense, such as 'I have' or 'I am', remembering that the subconscious mind always operates or recognises the present tense. When formulating your affirmation, watch out for arrogance – you don't want to perpetuate that kind of energy.
5. Create an alarm on your phone that will remind you to repeat your chosen affirmation at certain times throughout the day. For this exercise, I would like you to choose only one affirmation. Set a five-minute timer on your phone, and say your affirmation every day over and over again during this time. While you're doing it, tap into the power of your desire by asking yourself why you have chosen this affirmation. Be prepared: your mind will start to fill with images related to your affirmation. Let them come and experience the feelings they bring with them while continuing to say the affirmations daily. I know it might seem stupid at first, but trust me: this is a sure way to brainwash all your new ideas into your subconscious mind. Do this for at least 21 days; ideally for a month. You can also make an MP3 or recording of your affirmation and listen to it on a low volume from your phone as you fall asleep, or first thing when you wake up in the morning. Put it on repeat. Your subconscious mind is always listening, and it's even more vulnerable in a dream-like state. That's why you will eventually begin to adopt everything you hear in your affirmation as your real-life belief system.

6. Use positive language all the time. Begin to talk about what you want as if it's already a fact. For example, imagine you're having a conversation with a friend about your finances. Talk as if you are already as successful as you want to be. Use your imagination as a child would. Pretend. Act 'as if'. Remember, your reality follows your imagination. That's why Albert Einstein once said: 'Imagination is more important than knowledge.'

7. REPEAT! REPEAT! REPEAT! It takes a minimum of 21 days, usually around a month, to brainwash yourself and reprogramme your subconscious mind. I learned this from the book *The Secret*, and almost every successful person I have interviewed has reaffirmed it. They all say that they attained their success by following a similar philosophy.

Remember that your success is linked to your ability to sell. We sell every day: we sell ourselves, sell ideas, sell education in schools, sell our children on the advantages of living the good and honest life. But to be successful in selling our way to the good life, we must be willing to pay the price and put in the work. You need to realise that your limitations are self-imposed. You need to see that the opportunities potentially in store for you are enormous beyond belief.

Use all your courage to force yourself to surround any challenge with the power of the positive. To set a definite and clearly defined goal for yourself. To rise above narrow-minded pettiness and prejudice. Let your marvellous mind think about your goal from all possible angles. Let your imagination speculate freely on many different possible solutions. Refuse to believe that there are any circumstances strong enough to defeat you as you strive to accomplish your purpose. Act promptly and decisively when your quest is clear. And remain aware of the fact that you are, at this moment, standing in the middle of your own acres of diamonds. Save at least 10 per cent of every rand/dollar/pound you earn. Remember, no matter what your present job, it has enormous possibilities if you're willing to pay the price.

Stop thinking about your fears. Each time a fearful or negative thought comes into your consciousness, replace it with a positive picture of your goal. Of course, there will be times when you will feel like giving up; after all, negative thinking is easier and requires less energy than positive thinking. That's why the percentage of successful people is small. You must begin now to work for a place in that group like I am doing. The moment you decide on a goal to work towards, you immediately become a successful person. You are in that

rare and successful category of people who know where they're going. For example, I always refer to my MoFaya drink as 'The African Coca-Cola'. Because that's how I see our MoFaya Beverage Company. That's where we are going with the brand. I do not see it just as an energy drink. When and how are we going to make that dream happen? I do not know. I just know that it will happen. It is called faith – believing in something that is not yet there.

So, don't concern yourself too much with how you are going to achieve your goal. Leave that completely to a power greater than yourself. All you have to do is know where you're going.

The answers will come to you of their own accord and at the right time. Remember these words from the Bible: *Ask, it shall be given. Seek and you shall find. Knock, and it shall be opened unto you. For everyone that asketh, receiveth.* All you need is a purpose and faith. Devote yourself to giving completely to your profession without expecting anything in return. You will be amazed at the difference this brings to your life. No matter what it is that you do, do it to the best of your ability.

Remember that your success will always be measured by the quality and quantity of the service you give, and money is the yardstick for measuring this service. No man can become rich himself unless he enriches others. It's a law of nature: for every action, there's an equal and opposite reaction. Once this law is fully understood, any thinking person can tell his own fortune. If he wants more, he must be of greater service to those from whom he receives his return.

This is the price you must pay for what you want to achieve. If you believe you can enrich yourself by deluding others, you will only end up deluding yourself. It may take some time, but just as surely as you breathe, you will get back what you put out. Don't ever make the mistake of thinking you can change this. It's impossible. The prisons and the streets are full of people who thought they could cheat the system – and look how they ended up. We may manoeuvre or avoid the laws of man for a while, but there are greater laws that cannot be broken.

Live your life in accordance with these laws, and success will be inevitable for you.

DEFINING THE HUSTLE



Everyone has their own definition of what it means to be a hustler. For some, the word has negative connotations; it's associated with being a little aggressive, or maybe even shady.

Not in my world. Maybe it's because hip-hop removed that stigma for me, or maybe it's because of my own experiences but, to me, a hustler is someone who gets things done. Someone who makes sure that not a single one of their people goes to bed hungry.

Because they're diligent, hustlers turn negatives into positives. They're resilient, they believe in themselves, and they're never downbeat. Nor are the people they choose to hang out with. They find solutions rather than excuses, and they are constantly on the lookout for The Next Big Thing. They never stop seeking growth. They're creative in their thinking, unpredictable and disruptive. They do the undoable, and they cannot be ignored. They are the movers and shakers who make things happen.

You may think that what defines a hustler is pretty similar to what defines an entrepreneur. And while that's certainly true, there's a subtle difference: you can't be a hustler if you don't have a heart.

That's why I love the concept of social entrepreneurship which, again, bears more than a passing resemblance to hustling. Social entrepreneurs could probably achieve far more than they do (from a financial perspective, at least) if they had chosen to focus solely on themselves and turn a blind eye to the challenges facing our continent. But they don't. They put their families and their communities above self.

I encourage the people who follow me to understand that when you establish a business, you don't do so just so that you can make a living. Your business isn't just for you. It's for your family; your entire community. I was once asked if it's possible to start a business and keep your family out of it. My answer? No – you can't. And I repeat: it's not just your family that must be supported by

your business, but your entire community. Because we're African, we have to do everything we can to help others.

That's why I always say that whatever your goal in establishing a business, you cannot be driven by profits alone. Rather, you need to have the sincere desire to empower people. Once you do this, the profits will come. As investment genius Warren Buffett once said, the companies that put empowerment before profit are the ones that last for generations. I've structured all my businesses with this in mind.

The older I get, the more I come to understand that there really is no 'I' in team. That's why everything I do is for my community. All entrepreneurs have the responsibility to empower their communities. We cannot rely solely on the government to do this.

Nor is this the job of just the private sector, although it would be wonderful to see Corporate South Africa change its mindset, so that it, too, became more concerned with the well-being of communities. In fact, when we established the Hustlers Academy, one of our intentions was to encourage corporates to change the way they approach their objectives. We would like to see them promote hustling in their own environments, so that every employee becomes a corporate hustler – someone who has a job, but who sees the organisation as their own company, rather than doing the job just to earn a pay cheque. I understand that often when people have this negative attitude, it's because they feel that their employers don't care for them. We need to change this too: companies need to look after their people. They need to find a way to reward their most hard-working people, because when people are well incentivised, their loyalty cannot be questioned. That's why some of the most successful CEOs are the ones who take the best care of their employees. After all, what is a company without its people?

In spite of our insights, the Hustlers Academy is not aligned to the private sector. You could almost say that we support the other extreme: we want to shift the country's mindset so that instead of focusing on jobs, jobs, jobs, we get everyone to start thinking hustle, hustle, hustle. An entrepreneurial mindset. There needs to be no ceiling as to how much employees can earn in a corporate environment. We want to change the narrative, so that people embrace the concept of entrepreneurship, and become entrepreneurs. We have to: we have already seen that the emphasis on creating jobs isn't working. Youth unemployment in South Africa is at an all-time high.

To make this happen, we need the young people who have grown up as hustlers to set an example, so that hustling is seen as cool. They need to live the ethos.

We have to understand the position that God has put us in. We all have greatness in us. There's a leadership vacuum on our continent and entrepreneurs like you and me must – like it or not – step up to be the new leaders. We have to lead from the front, always keeping our people in mind. Africa is the youngest continent. Maybe it is time for young leaders.

I know that the South African public sees me as one of our country's most promising youth leaders in entrepreneurship. I've grabbed that honour, and the responsibility that comes with it, with both hands. I've run with it, and I've helped to build a lot of other hustlers in the process. And I can't wait to build a new generation of young people who think with the mind of a hustler, rather than adopting an entitled 'employ me' mentality.

I'll say it again: not jobs, jobs, jobs, but hustle, hustle, hustle.

Finally, remember: hustle will always beat talent when talent doesn't hustle.

THE FIVE STEPS TO A SALE



So, you think making a sale is a simple transaction: your customer hands over money, and you hand over your service/product, right?

Wrong. Actually, it's more involved than that – if you want to be successful, that is. A person who is able to close one deal after another follows a process to closing a deal. Different business people do it differently. But what has always worked for me is a system I call 'The 5 Steps to a Sale'. I have used this all my life since I learned it at age 17 selling in the streets of Johannesburg. I was taught by a gentleman named Linda Zwane at a sales and merchandise company called WWI – Worldwide Wholesalers Industries. I have used it everywhere in closing deals, from music, radio, TV, endorsements and campaign deals. I have used it in boardrooms negotiating and closing deals with some of the most experienced business minds in South Africa. I have used it to turn my ideas into companies that are now worth millions of rands from nothing. All I can say is that I have learned a great deal about becoming an entrepreneur.

And it all started from selling in the streets with 'The 5 Steps to a Sale'. It is more like a sales pitch, starting with an Introduction (Step 1). Then go on to Presentation of your service/product (Step 2), give a Short Story about it (Step 3) before Closing (Step 4) and then giving a brief Rehash (Step 5).

1. Introduction
2. Presentation
3. Short Story
4. Close
5. Rehash

Let's break these down so you get a better idea of what they entail.

First, there's the introduction. This is literally where you walk up to your target/potential customer, tell them who you are and what you have to offer. Of course, it takes confidence to do this, and the more confident you are, the

greater the impression you'll make. That's why it's important to create eye contact from the moment you meet your potential client/customer, and greet them with a simple compliment, eye contact, a smile and a firm handshake. These steps show your customer that you respect them and put you on your way to building a relationship.

Remember to hold that eye contact while you're talking to the customer. This is crucial for building trust; it's linked to your conscience and integrity. Think about it: Remember when you were a kid and you lied to your parents? The fact that you couldn't look them in the eye was a giveaway that you weren't telling the truth. As adults, being unable to hold eye contact makes you look a bit untrustworthy, guilty or shifty. Looking someone in the eye also shows them that you take them seriously, and that's a feeling everyone wants. It's immediately going to make them more open to what you have to say.

The smile is also important. It shows warmth and helps to break the ice; plus, it shows a positive attitude, which is an attribute people are instantly drawn to. Smiling is a universal language – you can smile at anyone, anywhere, and they'll know you have good intentions. And it's impossible to feel angry at someone who's smiling at you. This makes your smile a great business tool. Try it – it's free!

As for the handshake: you might want to gauge the situation, and the person, before you go for it. Our world is becoming increasingly informal; added to this, there's more than one style of handshake out there (our three-stage African handshake is a case in point) so it might not always be necessary, especially if you're dealing with someone who's a bit younger. Personally, I feel that it goes a long way to establishing trust – but there are a couple of rules here. First, keep it palm-to-palm, not fingers only. And make it firm. There's nothing worse than a loose handshake. Physically, it feels sloppy and uncomfortable, but it also gives the feeling that the person you're dealing with is weak rather than dynamic. On the other hand, crushing someone's hand gives the impression that you're pushy and domineering, so you want to find a balance between these two extremes.

Then there's your image. I like to think of clothes as your second skin. It's very easy for people to write you off, or fail to take you seriously, if your appearance isn't up to scratch. When you're working in a professional environment, you have to look professional, so when it comes to appearance, you need to have your A-Game, always. Some people look at this as faking it

till you make it; I look at it as dressing for the position you want. If you look the part, people will respect you more – simple as that.

Having introduced yourself, you need to introduce your customer to whatever it is you're selling. It's time to present your service/product. This is your chance to explain what it is and how it will add value to your customer's life. Of course, how you tackle this depends on your product offering and who you're selling to: someone selling a R20 cooldrink at a robot will have a very different approach to someone who's trying to convince a room full of potential investors to purchase a stake in their brand/company.

That said, both of these audiences are very likely to have one thing in common: almost everyone who is approached by someone trying to sell them something is initially quite sceptical, rather than open to what they have to say. That's why it's so important to break the ice.

One of the quickest and easiest ways to do this is by giving your customer a compliment. It almost always convinces people to drop their guard a little, because people are open to anyone who makes them feel good about themselves. There is a but, though: it has to be sincere. Don't tell a mom with a baby who is obviously struggling from lack of sleep that she looks glamorous, for example, and don't tell someone that you love their outfit if you can see that they didn't take any care putting their clothes together. You'll just come across as dishonest and disingenuous, and the door that you were hoping to open will be shut firmly.

Now that you have your customer's attention, it's time to tell them everything they need to know about the product or service and how it will make a difference in their lives. This is where your short story comes in. See that word, *short*? It's vital, because people tend to lose interest if you take too long. It's a simple correlation: the longer you take to tell your customer about your product or service, the less interested they'll be, so move to your point quickly; ideally within a few minutes if it's an open pitch to a stranger. Put it this way: if you're selling a complex product or service in a boardroom, your target should know within half an hour whether or not they're in. If it's a cheap product (known as low involvement, because there isn't very much emotional investment in the purchase), it will take far less time. And if you're in an interview (which is, after all, just another form of selling), your potential employer should know whether or not you're hireable almost as soon as you sit down and open your mouth.

In fact, you should start your close as soon as you can see that you have their interest. I think of this as the ABC of Hustling: **Always Be Closing**. Commit them to a sale without giving them the option of saying no. For example, instead of asking 'So, would you like to buy one?' say 'How many will you take? Can I give you two, or would you prefer four?'

Of course, your customer will settle on whatever they can afford. But you should still take advantage of the moment to try to upsell them. Get them to commit to taking even more. To do this, make them feel as though they are getting a great deal, or that you are doing something special for them. This is the exact tactic banks use to get you to join them: they tell you that if you sign up with them, you'll receive a benefit like free bank charges for a couple of months – and once you're in, they'll try to sell you more products. Your cellphone company works according to the same principles. You're probably still with the same network you signed up with years ago, because they keep offering you deals that seem to give you more. Just like how Edgars and Truworths signed us up early in our student days by offering us upfront credit to purchase clothes we didn't need. We call this the rehash. It's basically trying to get your customer to commit that little bit extra by making them feel you are giving them great value. Car dealerships are very good at this.

In an ideal world, everything would go smoothly and your customer would willingly sign up for ten of everything you're selling. Realistically, though, you have to be prepared for them to push back – and when they do, you have to be ready with a convincing response. For instance, if they say that they're not interested in buying your product because they already have one, suggest that they buy one for a relative or friend. If they say that they don't have enough money, offer them a discount. If they flat out tell you that they don't want one, move quickly to highlight all the reasons why they actually need one. Think of it as asking for a girl's number. If she gives you reasons why she doesn't want to give it to you, you'll persist with your own reasons why she should, until she agrees. But, just as you need to stop if she's serious about not giving you her number, you also need to stop if you can see that you're really getting nowhere with the customer. If they really aren't interested in what you have to say, give up and move on before they become irritated and annoyed.

You can also play on the customer's fear of loss. Yup, FOMO comes creeping in here too, and you can use it to your advantage. If the customer tells you that they'll think about it, or that they're not one hundred per cent keen, you can

come back at them with something like 'All right ... but everyone wants one of these. They're selling really quickly. I'd hate for you to lose out ... In fact, I just can't let you walk away without taking one. You'll be the only person going without.' Street hustlers at taxi ranks, street corners or shopping malls use this trick a lot. They will say something like, 'I am just giving it to you for free, yes, I'm serious, take it. Just because you dressed smart or you look beautiful, it's your lucky day'. NOTHING IS FOR FREE, always remember that. It's just a trick to get them interested. Before you go for a close.

If you practise these tools regularly and perfect them, you will grow as a salesperson. I still use the same system every day; it doesn't change, no matter what it is you're selling. That's why some people end up calling me a guerrilla marketer. It is because they don't have a term to describe my attitude when I'm on any platform. Go back and watch or listen to any of my interviews. I am always looking for an opportunity to sell something. Because that is exactly what big operations do on every platform. It is always about the bottom line.

But there's one other thing you have to work on, and that's your attitude. You have to stay humble. No one likes working with people who are arrogant. Humility, on the other hand, can move you from the street corner to offices with a view. It can move mountains and open doors. It's hard to feel threatened by someone who is clearly humble. On the contrary, humility makes people open up. It makes them more willing to help you. And it's key to building relationships – important, because the more relationships you have, the wider your network will become. That, in turn, means that you have a chance to be exposed to more opportunities.

Humility is only one aspect of attitude, though. To succeed, you need to have a great attitude overall – whether you're selling books, energy drinks or company shares. This means you have to watch out for being too greedy. For instance, although upselling is an integral part of the sales process, don't be too ambitious when you're trying to encourage your customer to buy more. If you overdo it, you might well lose the entire sale. Do it well, though, and they're certain to buy from you again.

There are some other factors you need to consider when you start on your hustle. The first of these is the popularity of your product. Of course, when you hear the word 'popularity' you'll think that this is a positive attribute that works in your favour. And you'd be right – but only to a certain extent. The thing is that your product might be a fleeting favourite, and you'll have to

move quickly to take advantage. There are also cons that come with being in hot demand – yes, really. For instance, the more popular your product is, the more other salespeople will try to get in on the action. It's like the most 'popular' or 'hot' girl or guy in school or on campus, everybody wants them. In this scenario, you run the risk of seeing your territory becoming saturated. Before long, you'll be wasting your time, because everyone who wants what you have to sell will have bought one.

When this happens, it's time to change the area you're working in or, as we in the industry call it, your territory. Choosing the correct territory is one of the most crucial keys to your success, but it doesn't stop there. Once you've identified your territory, you also have to work it correctly.

So, how do you do this? First, as I've said, you have to select a zone that you feel has the right potential. Don't choose a place just because it looks affluent – there's no guarantee that people will buy what you're selling just because they have money. In fact, you might find that people are far more receptive to what you're selling in an area that, at first, looks altogether less promising. It all depends on your service or product, so make your selection with this in mind. The guys selling toys and sweets at the zoo are a great example of this: the items they're selling are sure to be a hit with the kids walking in and out, and because parents are either feeling indulgent or worn out, it's highly likely they'll give in when their children start whining to buy them something.

Other things to think about: how big is your territory? How will you work it? In other words, what's your plan for approaching your target? How many hours will you have to spend there? Are there any competitors in the area and, if so, how will they affect you? Don't immediately assume that it's a bad thing to have rivals in your territory. Their presence could, in fact, work in your favour: they might lure in more potential clients who know that your particular item is being sold in that spot. You might just benefit from the crowds they bring in.

Although I said earlier that if an item, service or product is very popular, a territory can become saturated very quickly, the opposite might also be true: if you've taken a bit of a break from the area, it might be worth making a return to see if the demand has returned – especially if interest in the product, service or item was particularly strong. Again, this is dictated by what it is you're selling. Demand for some services or products will never die. Think about cold drinks, for example: it doesn't matter how many bottles you sell, you'll probably come across someone else who's feeling thirsty. Now think

about a product like, say, razors. There's no reason for a customer to buy more than one, so unless there are lots of people needing a shave in one area, you're probably not going to be able to make multiple sales in a single territory.

Price point is another consideration; it's another factor that will determine where you should stake out your territory. For example, you'd be wasting your time selling luxury clothes in a squatter camp where, if there is any extra money, it's going to be spent on essentials.

Now, think about seasons or natural elements. These, too, have a bearing on your territory. You wouldn't choose to work an outdoor territory on a rainy day, because few people would brave the weather – and that means you'd have fewer opportunities to make a sale. On the other hand, if you're selling World Cup merchandise during the World Cup season, or selling water and cold drinks on a very hot day, you stand to make a killing. You'd be mad to stay away and not take advantage.

When choosing your area, it's always a good idea to look for a place that's well populated. Imagine this scenario: you've decided to work an industrial area where there are several big factories. If you manage to get inside and speak to the staff, you stand to make a lot of sales. But there's a big chance that the security guards will deny you entry – and, if they do, you'll have to make your way to the next office, hoping that access will be easier. You'll be wasting a lot of time in the process and, as I've said before, time is valuable. Every minute you spend not speaking to a target is a second you're not making sales, and a second you're not making money. Compare this to, say, making your way to the centre of town on the weekend. Sure, you'll be giving up your Sunday lie-in, but this is where you're most likely to encounter big crowds. And because they're all relaxed and feeling more receptive than during the weekday rush, you'll probably have great results.

I also like to hit virgin territories, areas that haven't yet been explored by any other salespeople. This situation is win/win all the way: because this is the first time that people in the area have been exposed to what you're selling, there's huge potential. Every single person you encounter might want, or need, your product. Even better, there's no competition. Plus, you'll attract attention simply because you're offering something new. You stand to make a lot of sales; what's more, you can probably return to the same spot several times before it becomes saturated. This was the selfish situation with our colonisers,

who 'discovered' and took Africa and her minerals for themselves. To this day they still benefit from our Azania.

Of course, because of the way technology has changed our world, a well-populated territory doesn't necessarily have to be a physical space. It can also be online. In fact, if you're selling, you ignore the online community at your own peril. You need to take your business offering to the sites where people hang out online. Your best bet is to make sure your product is visible on social media, especially Facebook, Twitter and Instagram. Most social media platforms allow you to advertise to a targeted market very cheaply, but you can also do your own promotion using nothing more than a carefully thought out hashtag and some good pictures or videos.

Another reason to go online: there's no way a business in today's competitive environment can survive without a digital presence – especially since the first thing most people do, when they hear about a new product, is turn to the Internet to find out more. You don't need to go all out: establishing yourself online can be as simple as setting up an Instagram account or a YouTube channel, all very easy to do. Ask Google if you need any help. That's just the beginning, though. If you really want to call yourself an entrepreneur, you need to be active on all of these, as well as Facebook, LinkedIn and Twitter. If you can, set up a website that gives potential customers a chance to learn more about your business, along with contact details (a phone number and email address) where they can get hold of you. After all, being accessible is vital, whether it's to answer a question about what you're selling or – hopefully – to take an order. If you really want to cover all your bases, create an app that links all these platforms.

Going online has another advantage, too: it allows you to sell passively, anywhere in the world. I know from my own experience that there is real value in taking to the streets, but there's no denying that it's hard work – so, if you can supplement your street sales with an online shop, it's worth making the effort.

The other reason this is so alluring is because the Internet enables you to reach customers far beyond your city – your country, too. And that means earning in global currency. For any entrepreneur, the goal is to keep on growing, and foreign currency gives you a springboard to do this very quickly. Remember that you don't necessarily need to have a tangible product to be an enormous online success: Uber doesn't own any inventory, and nor does

Airbnb. There's a great lesson to be learned from these brands: if you're creative, you can earn a global fortune. My own move to the online world is inspired by the need to grow, as well as the desire to earn foreign currency. I think that this need is even more pressing for social entrepreneurs, because you need to grow quickly in order to help a lot of people. Think of it this way: you're investing a lot of time and hard work into making your business a success – so why not be compensated for your effort in international currency, rather than rands?

Putting words into action

Now that you have the theory behind what goes into making a sale, I'm going to show you what it looks like in practice.

As you know, my own life has been built on the art of the hustle. If I didn't know how to sell, I wouldn't be where I am today.

That's why, to encourage and inspire you while you work on your own selling skills, the next part of this book is devoted to case studies and examples from my own life. Each chapter heading is one of my own quotes, which puts it into perspective.

I hope that you enjoy learning from them just as much as I enjoyed compiling them.

DON'T STOP BELIEVING, NO MATTER WHAT PEOPLE SAY

**(DON'T LET THEM TELL YOU THAT YOUR DREAM IS
IMPOSSIBLE)**



As a DJ and public speaker, I make a living off my voice. It was always my dream to enter this field – ever since I can remember I wanted to own my own radio station. But from the moment I tried to break into radio, people told me I would never make it. They told me that I should try for another career, because my voice was all wrong. They said my voice was too gravelly, that I sounded too aggressive.

In fact, people have been commenting on my voice since I was a kid. Other children used to make fun of me and, of course, it started to affect my self-esteem, until one day I asked my mother why I was born sounding this way. My mother's answer? She told me that my voice is unique; that the others were just jealous of me because their voices didn't sound like mine. She 'brainwashed' me into thinking that my voice was special, and because of that, she undid all the damage those kids did – so that the next time someone teased me, I could shrug it off and tell myself it was because I was unique.

When I started tertiary education at Witwatersrand Technikon (now known as the University of Johannesburg) people told me I'd be great on radio, because I had the voice and the personality, and I was always talking about music. My friends planted the seed, and I followed it up, getting a job first on local community radio station, Tembisa Info Radio (now known as Voice of Tembisa). To this day I thank Mr Kenny Mametja who was the first person to believe in me. He introduced me to Mr Ray Nkwe who was station manager at the time.

But, as much as I received compliments, I also received criticism. When I started shopping around my demos, hoping to get a spot on mainstream

radio, the feedback was the same as it had been when I was younger – the stations I applied to said I didn't have a voice for radio. The criticism wasn't constructive; it was just negative. In fact, the most unfavourable comments I received came from Metro FM – they told me that I should go looking for another job. That's ironic, because the station ended up employing me just a few years later – which proves my point.

Of course I began to question myself; I felt vulnerable, and at times I doubted myself. That's only natural, especially when you're young.

But then I remembered that I was already employed on two stations. That gave me the motivation I needed to keep going. I had already sent more than 30 demo tapes to different stations and had not received a single positive response, but that didn't stop me from entering a competition launched by YFM and Tropika to find new voices for the station. I gave it everything I had – even though the rules stated that you could only send one voice recording to enter the competition, I sent in more than 20 recordings every day for the month that the competition ran. I was nearly disqualified, but my perseverance paid off. I was shortlisted, and eventually made it onto the station as a runner-up in the talent search.

Three months later, I was given a graveyard slot on YFM (youth radio station in Johannesburg) by Mr Greg Maloka who believed in me. Then I worked my way up, acquiring all the skills I needed to be able to work as an on-air presenter, to research content, call guests, technical production; I was responsible for running the sound desk on outside broadcasts, show jingles, station ads, imaging, show promos, stings, drops, voice-overs, including standins – when other DJs were absent I would fill in for them. Standins paid. I was making extra money for standing-in. I missed going to Ibiza and the Miami Music Conference for a few years because I knew it was my opportunity to stand in for DJ Fresh's Breakfast Show. Fresh Breakfast standins paid the most. I knew Fresh, Vinny, DJ Christos, Oskido and Greg would be gone for two weeks and I would make good money while enjoying a prime audience. Remember, this was before I had started doing prime-time shows. My slot was on graveyard 02:00 – 06:00 am.

This was when I was still proving myself, trying to impress Greg, showing him how dedicated I was. You name it, I did it. One day Greg decided to give me my first prime slot – an afternoon drive show called Y Lens. I got *Friends Like These* through Gaenor Talent Agency, my agent at the time. Lisa Modisane

made this happen. She also helped jump-start my acting career as an extra on *Generations*, *Gaz'lam* and *Isidingo*. A gentleman named Lloyd from the SABC introduced me to Desiree Markgraaff and Angus Gibson from The Bomb Shelter. I auditioned for them and they gave me a role on *Yizo Yizo*. I stopped acting when I got a job at Urban Brew Studios to present a game show called *Friends Like These*.

When I was 21 I met TK Nciza while working at YFM and together we started TS Records (that is another book on its own).

That's how I ended up becoming DJ Sbu. But none of it could have happened if I had listened to the people who told me that radio simply wasn't for me. My full story has been told many times in South Africa, but if you don't know it buy my other two books *Leadership 2020: The Beginning* and *Billionaire\$ Under Construction: The Mindset of an Entrepreneur*.

SUCCESS ISN'T A STRAIGHT LINE



We live in the Internet generation. Thanks to the digital revolution, social media has become part of our daily lives – and through this, we get a window on the world.

Remember that Einstein quote I cited earlier, ‘Imagination is more important than knowledge’? I totally agree with it. Your imagination can take you anywhere, and everywhere. Add that to the exposure we get from social media, and we can become unstoppable.

There was no such thing as social media when I was growing up, but I was lucky to be granted exposure to an entirely different world thanks to my love of tennis. Playing tennis took me out of the township and showed me life beyond my borders in a way that most people – especially black kids – didn’t get to experience at the time.

Of course, the flipside of all this exposure is that it shows us a way of life that few people actually get to enjoy. The lifestyles we see on Facebook and Instagram are beyond the means of most of us – but still we aspire to live the same way as the people we follow. The pictures of celebrities going on exotic holidays and wearing the best brands places terrible pressure on young people – they want the same things, and they want to take short cuts to get them.

That’s why I think it’s important for celebrities or successful influencers to show the other side of success; the part that’s not just about fast cars. The reality is that there can be no fast cars without hard work. A record of a beautiful life can be inspiring, but it can also brainwash those around you into thinking it comes easily, without working for it.

I use my social media platforms to show my followers the importance of tenacity. It’s about informing, educating and inspiring. I’m open about my failures. I’ve spoken about my challenges. Although I encourage others to get to the same place where I am, I’m also honest about the fact that there is no such thing as microwaved success.

I encourage the young entrepreneurs who have joined the MoFaya movement to use their social media pages in the same way. I want them to show others their stories and their journeys. I think that's important, because when the people of my generation were growing up, we only saw the people who had already made it and learned about their success stories after they'd already overcome their struggle to get there. We never got to see what actually went on behind the scenes and how they fought to win that success.

Let's take my struggles with MoFaya, for example. In 2017, we signed a deal that saw the drink placed on the shelves of Pick n Pay, one of South Africa's largest retailers. But the people who just walk into a supermarket and pick a can off those shelves don't know that when we first approached the country's retailers in 2014, they weren't interested in carrying our product. We had to get creative with distributing the product, and that's how we came up with the idea of involving young people in need of employment to sell our drink on the streets. In doing this, we created our own distribution platform; we managed to grow the brand, and we provided a solution to youth unemployment – one of the greatest challenges facing South Africa. It was a triple win, but we wouldn't have achieved any of these things if the drink had been immediately accepted by retailers. In the end we reached our goal of being sold by retailers. We never changed our vision, even if the way we achieved it had to be altered slightly.

We're still facing challenges. For a long time we didn't have marketing budgets to create and flight television commercials, or roll out proper big marketing campaigns. Only now, in October 2018, has our first official MoFaya TV and radio commercial started flighting on SABC platforms, through a deal we closed with the public broadcaster. Before this we relied only on our model of building young street hustlers who became good brand ambassadors to get our message across. Instead of accepting defeat, we have leveraged the resources we could access.

Our story shows that you have to be flexible in the way you think about how you attain your success. It's about innovation and creativity and social media makes this possible.

The fact is that there will always be challenges, but you don't have to succumb to them. Use the resources you already have to make up for the ones you don't.

BELIEVE IN YOU, BELIEVE YOU CAN



In my previous book, *Billionaire\$ Under Construction*, I talk about how people buy into you and your 'why'.

If you believe in yourself, it's easier to convince others to do the same. And when someone believes in you, they'll respect your 'why' before they even look at your 'what'.

In my case, people buy into the 'why' of DJ Sbu. When someone purchases a can of MoFaya, part of what they're buying is my image. People bought into me before they bought into my radio station. They bought into me before they bought my drink. But they buy into me, because I have bought into myself. Just as you have to buy into yourself if you want other people to buy into you.

The thing is that when people have bought into you, they will buy anything, and everything, you sell them, as long as it makes sense.

Imagine you're at a job interview, for example. If you were on the other side of the desk, asking the questions, would you hire you? Why? Now ask yourself this: why do you want success? Why do you deserve this success more than anyone else? You have to find your own answers, because no one else can find your 'why' for you.

I found my 'why' when I was standing in a room with 15 other kids who had also been shortlisted in the talent contest hosted by YFM. At that point, I had to believe in Sbusiso Arthur Leope before I could become DJ Sbu. Put another way, I could only create DJ Sbu because I believed in Sbusiso. DJ Sbu was the music guy, and he gave birth to all my other brands: TS Records and all the artists represented on the label, including Zahara, Mzekezeke, Pro, Bricks, Ntando, Nhlanhla Nciza and Brown Dash (RIP); the Sbusiso Leope Education Foundation (SLEF); our radio station Massiv Metro; Leadership 2020 (a movement aiming at empowering South Africa's youth) and the Sunday Circle, a series of talks by industry leaders.

DJ Sbu could never have come about if Sbusiso Leope wasn't comfortable in his own skin, believing that he could achieve anything he wanted to.

You have to believe that you can. That's where everything starts. You have to know yourself. You have to be able to shut out all outside noise. You have to accept yourself the way you are; the way God made you.

Of course, this isn't a perfect world. We're all on a voyage of discovery and when you're young, especially, it can be hard to know yourself. Some of us mature only much later in our lives; some of us are still finding ourselves long after our friends have already settled down.

You can't let this deter you. You have to keep working on your journey; keep striving to find out who you are and distil what you stand for.

Realise that you will make mistakes. When things go wrong, don't be too hard on yourself. Remind yourself that we all go through difficult stages – and there's a reason for them. It's when we face down our challenges that we emerge as better, stronger people.

TAKE CHANCES IN LIFE



People have called me a 'chance taker' my whole life. Some people view this in a negative light – and, certainly, some of the chances I've taken haven't turned out for the best – but the reality is that life is all about taking chances. Think about it: even as a child, you were told not to put your fingers on a hot stove because you would burn yourself – but you did it anyway.

For me, taking chances is about making a leap of faith. You never know how something is going to turn out until you try it. Taking chances is the only thing that's stopping you from becoming a 65-year-old who talks in the language of 'would have, could have, should have'; 'when I was younger ...' or 'if only ...'. It's the only way you can make sure that, when you're older, you don't live as though you are stuck in the past.

It's a principle you should live by, not only in your professional life, but in your personal life too. For example, a few years ago, I was introduced to a very beautiful actress by the name of Terry Pheto who had won a major international award. Although I was attracted to her, I thought she was way out of my league. I took a chance, anyway, and I asked her out – she said yes. We ended up having one of the most amazing relationships of my life. Even though the relationship ended, we're still friends today – I still look up to her, and she continues to inspire me. And none of it would have happened if I hadn't taken a chance.

THE MOST POWERFUL TOOL YOU HAVE IS YOUR MIND



The enemy attacks your mind, because that's the best way to make you doubt yourself.

Where you're at, right now, and everything you know has come about through what you've been exposed to, whether from your parents, your community, your immediate environment, TV, books or magazines. All of these things have come together to create your mindset. They're significant, because everything starts in your mind.

Even though your mind is full of what it has seen, heard or taken in, you can brainwash it into believing certain principles – and you must. The easiest way to do this is by focusing on things that contribute to your growth and blocking out those that don't.

Let's rehash the Law of Attraction I spoke about at the beginning of this book. Start by looking at your end goal. What do you want to become? What life do you want to live? What does your dream house look like? What car do you want to drive? Who do you want to be married to? What is your dream job? Think about every minor detail, from the suburb you want to live in to the colour of your dream car – even what the new leather seats smell like – or the names you and your partner would give your kids. Everything must be absolutely clear in your mind.

Once you've answered these questions, take 30 minutes every day – perhaps before you go to sleep – to think about those answers. Visualise them. Concentrate on them so hard that they feel as if they are becoming real. Pretend that you have all these things, all your goals made real, in the present. The wonderful thing about this is that your subconscious cannot distinguish between the past and the future, so you'll be tricking it into thinking you are, indeed, living your dream life.

Do not forget your affirmations. They are a very useful part of this process. Using the present tense, frame a sentence that encapsulates your goal,

starting with the phrase ‘I am ...’ For example, if your goal is to grow your wealth, your affirmation could be ‘I am a multimillionaire’. If you want to do more business, you could tell yourself, ‘I am successful’. Again, your subconscious believes what you are telling it. Here is a list of some affirmations you can choose or get an idea from:

I am prosperous, I am flourishing, I am successful, I am God’s child, I am good looking, I am beautiful, I am a good-hearted person, I am a good person, I am an honest human being, I am healthy, I am a responsible member of society, I am a good parent, I am a good business person, I am an achiever, I am a go-getter, I am vigorous, I am abundant, I am lucrative, I am booming, I am blooming, I am affluent, I am wealthy, I am rich, I am opulent, I am substantial, I am well off, I am a prosperity magnet, I am walking abundance, I am a money magnet, I am a prosperity powerhouse, I am one with a vibration of money, I am one with a vibration of prosperity, I am one with a vibration of wealth, I am an opulent magnet, I am prosperous on all sides, I am a magnet for passive income, I am financially fortunate, I am forever prosperous, I am an extremely wealthy person.

You could also try vision boarding. This is a particularly effective technique, because you can’t achieve anything unless you have stated your goal in writing. Find pictures that reflect your ultimate lifestyle, and paste them to your vision board to provide even more incentive. Look at your vision board every morning and every night.

Don’t think about possible obstacles or how you’re going to get where you want to go. Just keep your goal at the forefront of your mind every day, and the universe will conspire to help you get what you want.

That said, you can’t sit back and wait for things to happen. The universe doesn’t reward laziness, so do whatever it is you’re doing right now to the very best of your ability. Don’t lose sight of your dream, but embrace what you’re doing right now – that’s the contribution you have to make to this process.

Don’t be disheartened if it feels like it’s taking too long, or as if life is very difficult. The universe will bring the right people into your life when the time is right.

I followed all these practices to realise my dream of owning my own radio station. I have always loved this medium and although, when I started out, it

was enough just to be given a job on air, my goals quickly grew: first, I wanted to host my own show; then my dream got even bigger, until I imagined owning a station. Today, the DJ Sbu Breakfast goes live at 5 to 9am every weekday morning on Massiv Metro – and guess who co-owns Massiv Metro today?

Wherever you are right now, whatever your job title right now – these things are the result of what you have chosen to focus on in the past. It all goes back to that Law of Attraction; the reality that you attract a certain life through your thoughts.

If you don't like what you see around you, change your language to become more positive. Get rid of sayings or thoughts that contradict your dream and vision. Remember the importance of speaking in affirmations and using positive language to invite the positive into your life.

The more I mature, the more I understand the power of attraction and the more I believe in the power of the imagination. That's why I refrain from saying anything negative – you won't hear me swear or criticise others negatively. I keep my negative opinions to myself, rather than voicing them. I also try by all means to not say words like 'spend' when referring to money, because words have power. I'd rather say that I have 'circulated' money, so that it comes back to me in abundance. Optimism draws more optimism – but the reverse is also true. It's all about how you frame your life.

DO WHAT OTHER PEOPLE WILL NOT, TO LIVE A LIFE THAT MANY CANNOT



MoFaya has been built by the people who stand in the road, approaching strangers in their cars and asking if they would like to buy a can. It's not an easy job. People can be very rude. With the sun beating down on you, it gets incredibly hot. Or it can be incredibly cold, or rainy. I know how difficult it can be, because I've stood on the N1 highway myself, shouting out 'MoFaya! MoFaya!' I've done the same on trains, aeroplanes and at taxi ranks selling and promoting my own drink myself.

Most business owners wouldn't do that. But then again, most business owners won't get to enjoy the type of success MoFaya is going to bring me one day.

I've done crazy things to promote the business, because I want it to do well more than I want anything else. You might remember how, in 2015, I stood up on stage at the Metro FM Awards, holding a can of my drink. It was a move that took guts and it got me fired – but it also made people take notice of MoFaya.

You might also have seen the video clip of me on an SAA plane, telling people all about MoFaya. I never planned to do that – I simply saw the chance and took it. A lot of people would think that I'm crazy to put myself out like that, but I'm not – I'm hungry.

I've always been hungry. Before I made it onto YFM, I used to hang out at the station, doing whatever I could to get noticed – I'd carry the DJs' vinyls, I'd wash their cars, I'd run to the shops to buy their snacks.

If you're also hungry, you'll do things you would never before have imagined doing. But just a word of warning: be smart about your hustle. Although I pushed myself forward at YFM non-stop, I did it in a way that was helpful. I never made a nuisance of myself. You need to be careful about this, because things aren't going to go your way if you irritate the very people you want to impress. Consider your timing, and make sure you always look presentable – people are far more likely to listen to you if you look the part. Be slick. Some of

the hustlers who have impressed me most are the young guys who have sent me videos of themselves selling my drink. It's a smart move, because they know that I've used the same channel and I can therefore relate to them.

Ultimately, it's about learning to silence that voice that says: 'But what will people say?' I call it ABS, the '**A**bantu **B**azothini **S**yndrome'. That voice makes us miss out on doing so many great things – so, when you hear it, you have to make it stop. The best way to do this is by taking action immediately, without taking time to think about the consequences. When you are in pursuit of a dream bigger than you, you have to do crazy things. I always tell the MoFaya street hustlers, do not ask for permission because they will not give it to you. Act and apologise later.

You need to realise that you have to do what you have to do to make your dream come true. And if you are ridiculed or called names in the process – well, your dream is bigger than all of that.

EMPOWERMENT FIRST, PROFITS FOLLOW



When you look at some of the people who have managed to have a positive impact on the world, you'll see that their motivation isn't financial. Rather, it's the desire to improve humanity and empower others.

Just look at people like Steve Jobs, Bill Gates and Mark Zuckerberg. Yes, these people are among the richest in the world, but none of them set out to become millionaires. I'm not saying that the thought never crossed their minds, but their more immediate thought was how to solve some of humanity's most pressing problems.

I'm inspired by people who think this way; by social entrepreneurs. I believe that if every business person were to adopt this ethos, the world would be a very different place. In the same way, I believe that all young businesspeople should spend some time in service to their country.

EVERY 'NO' MOVES YOU CLOSER TO 'YES'



Let's go back to my holiday job when I was 17 years old, learning the system while selling at WWI. The company specialised in direct marketing; a fancy term for door-to-door sales.

It was a tough gig, but this was where I learned some of the most important lessons in my life, especially about how to handle negatives. The company taught us that not everyone wants to buy from you. In fact, you'll probably get one sale from every 20 people you approach. But at the same time you have to invest the same amount of effort and spend the same amount of time on each person you speak to.

This insight helped me set up an effective rule of thumb when it came to planning my day and managing my time. It helped me to see that if I wanted to sell 20 units, I'd have to approach 400 people. That meant I had to deliver the same sales pitch 400 times in eight hours – and that, in turn, showed me how many people I should aim to speak to in one hour.

It might sound straightforward, but it really wasn't. As a salesperson, you have to be on top form no matter what the weather is doing, whether the sun is blazing or you're freezing. You have to approach strangers, and people in this situation can often be mean. They can be rude and insulting.

It's not pleasant, but it does build character. That's why I always say that this job taught me how to be strong. In fact, it prepared me for the challenges I would go on to face as I grew older and life started happening to me. My South African audience will know that I have faced some enormous challenges throughout my career, and I believe that it's my strength of character that helped me get through them.

You need to understand that not every door you knock on will open and, even if it does, it might not be the door for you. You can't be impatient. You have to

keep trying, and you have to remember that there are no short cuts to success. Every one of us is running a marathon, not a sprint.

Older people – those who have lived long enough to gain some experience and, with it, some wisdom – will tell you that every failure in life is a lesson. Before you dismiss their advice, you need to remember that they have made a lot of their own mistakes, and because of that they have a lot to teach us. They're living proof that true success takes time, and that failure happens in order to remind us to do better next time. Your failures will build you up.

All those 'no's' you keep hearing – they're not meant to make you give up on your dream. On the contrary, they're there to keep you going. Because every 'no' you hear, takes you closer to your 'yes'.

CHOOSE OWNERSHIP OVER SHORT-TERM SUCCESS



The career I chose is known to offer short-term success. Entertainment in all its forms, from sports to music, they all have a short lifespan. With the exception of a lucky few. Think about it: most sports stars are in their teens or early twenties. Most musicians are in their prime at the time between the release of their first and third albums.

Understanding this has had a massive impact on the way I conduct my career, pushing me to plan ahead. I am also reminded just how important it is to do this when I look at the life of the late, great Simon Nkabinde (RIP). You might remember him as Mahlathini, the front-man of the band Mahlathini and the Mahotella Queens. He was also my uncle, so his story hits close to home, and my parents always used it as an example of what can happen if you fail to prepare for the future. That's because although the band enjoyed massive success, Simon died absolutely penniless. He simply didn't think ahead or plan his legacy. Also the type of deals they signed back then were not empowering to the artist, to the extent that when I got into the music industry and I tried to get the rights to some of his music, I wasn't able to. All the rights to his intellectual property are still owned by other people.

Mahlathini's story taught me why it's so important to look after your intellectual property. As a musician, your intellectual property will outlive you. I still listen to my uncle's music, just as we still listen to the music of Brenda Fassie and Michael Jackson.

In fact, Michael Jackson is an excellent example of how your legacy can continue long after your own death if you plan well: his estate sold his music rights back to Sony Music for just under \$1 billion. Clearly, he made all the right decisions while he was alive, protecting his own intellectual property while investing in the music publishing rights of Elvis Presley and The Beatles. The media may have reported that he was broke during his later years, but in reality he was worth billions.

Now, compare Michael Jackson with Mahlathini. There are lots of similarities between them. Both were musical icons. One was African American, the other was African. But there's one key difference: one died wealthy, and the other died the opposite. And that's because of the decisions both men made when they were alive.

One of the reasons why I'm a big Jay-Z fan is because he's used his career to encourage people to build their own businesses and legacies. In fact, his most recent works, *4:44* and *Everything is Love*, both cover this subject musically. Both Beyoncé and Jay talk about ownership, family values, legacy and black excellence. I've taken a cue from Jay, because I think about my legacy non-stop. It's also the reason for the existence of my brands MoFaya, Massiv Metro, Hustlers Academy, Loko Flame Vodka, Siphisiso and SLEF. And it's the reason why TS Records owns the rights and masters to all our music recorded and released by our label. Because we paid for everything.

I believe that I have been making the right decisions while I'm here, so that my music and my brands will continue to exist long after I'm gone.

And I hope this sends a message to creatives and entrepreneurs alike: it's vital that you remain in control of your intellectual property. You might remember how, in 2016, Nkosana Makate allegedly won a R6.67 billion lawsuit (which is still going on) after he took Vodacom to court. As reported by the media, the case came about because Makate approached Vodacom after he invented the 'Please Call Me' service, and the company agreed to give it a trial run. It proved very successful – but Vodacom failed to deliver on much of what was promised. Makate could have accepted what had happened, but he understood why he needed to protect his intellectual property.

Ultimately, it's up to you: do you want to follow a quick course that gives you quick pay cheques, or do you want to invest in long-term ventures that will help you build your own empire, even if it takes many years?

I made my choice when I decided to establish my alcohol brand 'Loko Flame'. As you know, celebrities are often offered brand endorsements, and it's clearly because these brands recognise that stars have value. But here's the question: why allow a brand to make money off your value through a contract that will, ultimately, come to an end, when you could use that value yourself – and make money that goes into your own pocket, for a much longer time. I don't have a contract with the likes of CÎROC, true, but I have Loko Flame, my very own brand; something I am gradually building that will benefit my family

legacy and my community long after I'm gone. We plan to build schools, hospitals and recreation centres with our future profits from Loko Flame.

I guess the question is: would you rather shine now, or grind now and shine later?

This is my answer: think for the long term, because thinking for the short term doesn't help any of us grow.

CHOOSING TO BE AN ENTREPRENEUR MEANS

GETTING INTO AN UNCOMFORTABLE SPACE



Entrepreneurship is an unpredictable space. That's why you won't find any entrepreneurs who are weak and timid.

Being an entrepreneur means being self-reliant. An entrepreneur is someone who believes in himself, thinks differently, is self-driven and self-motivated. When you're an entrepreneur, you have to accept that you are all you have. When you fall, you have to pick yourself up – there's no one else you can turn to for help. What's more, if you have built your start-up into a business, you're not only looking after yourself – you have a team of staff looking to you, so you have to be strong. They're relying on you for answers, solutions, motivation, direction, guidance and leadership.

This, alone, takes you well out of your comfort zone. Now, think about how different your financial situation is to that of a salaried person. No one is going to be handing over a cheque at month's end; instead, you'll be the one handing out the cheques to everyone else – so you need to know where that money is coming from, and if you don't have it, you'll need to know how to find it. After all, people are looking to you for their livelihoods.

You can't lead people if you can't lead yourself. That's why being an entrepreneur starts with taking a long, hard look at yourself. You need to have discipline. You have to be willing to sacrifice – a lot. You have to accept that when everyone else is having fun, you'll be working. When everyone else is spending time with their family, you'll be investing every spare second of your time in building your dream. When it's payday for everyone else, you might be going without so that you can pay your team's salaries. When everyone is complaining, you have to be looking for solutions. When everyone else is

seeing the glass as half empty, you have to see it as half full. When everyone else is thinking within the box, you have to prove that the box doesn't exist.

This has been the theme of my entire career. I've been blessed, in that I am one of the most recognisable people in Africa, especially in southern Africa. My fame has attracted a lot of people who would like to work with me. But, as much as this has meant that I've enjoyed a lot of opportunities, I've also had to give up lots of opportunities – because I make a lot of noise about my brands, many potential partners feel that I am a risk. My departure from Metro FM after promoting MoFaya at the Metro FM Music Awards is a case in point. At one point in my life I was considered so controversial that no companies were willing to work with me. While my industry peers are enjoying the luxury life, I spend all my time building my businesses. I've been called names on social media; I've been the target of bullying and trolling.

And I put up with all of it. I've made the choice to do so, because I would rather build something than stay safe and enjoy my celebrity. I've chosen to do something worthwhile with that celebrity. I've used it to help kids in the townships through the Sbusiso Leope Education Foundation. I've spoken at more than 900 schools in the past 13 years – hours that I could have spent relishing my fame.

I'm not sorry that I made this choice. The sense of fulfilment is amazing. I believe that you can't expect to make money from people if you're not ready to give back to them. Obviously, you don't have to – but, for me, it's been a calling.

It all comes back to this: you can choose to receive a pay cheque and be comfortable. Or you can choose to move out of that comfort zone and live a life that's extraordinary.

HOW TO BECOME A GOOD INVESTOR



I am blessed to have met some of the world's most successful people throughout my entire career in entertainment. But it is when I started writing books, conducting seminars and attending business conferences that I started meeting billionaires and great business leaders. Having read *Rich Dad Poor Dad* by the great Robert Kiyosaki, and having shared stages with him speaking on the same platforms numerous times, I learned from him how to create wealth. In his book *Rich Dad's Cashflow Quadrant* Robert talks about the E = Employee, S = Self Employed, B = Big Business and the I = Investor.

Most of you fellow entrepreneurs will begin on the 'E' like I did, being employed by your own company where you do everything yourself. Then they grow to the 'S' which might take a few years to get to. The Self Employed (SMME/SME) entrepreneur is required by their business to always be there. Without your hands-on approach or presence your business will fail. For example, a doctor who runs their practice, a shop owner, salon owner or a motor mechanic *ekasi*.

Then after a few years of growing your business you can move it to the 'B' if you are really ambitious like I am. That's exactly where we are now with our MoFaya business. We are now corporatising as we are about to become a hundred million per annum business in 2020.

The ultimate position that you want to put yourself in is the 'I' = INVESTOR. That's when your money is working for you. That's how rich people keep getting richer. That's how they build WEALTH.

Mr Robert Kiyosaki says the reason the rich keep getting richer is because they understand how to pay less taxes, sometimes NO taxes at all, LEGALLY. They use the best accountants. They borrow money to invest in assets that put money back into their pockets. And they keep repeating the cycle by getting more and more assets and diversifying their portfolio into different industries.

Example:

My money is invested in MoFaya Beverage Company, Leadership 2020, Massiv Metro, Loko Flame Beverages, Hustlers Academy. These are all my assets that will forever put money back into my family's estate.

In the beginning I was throwing my money into expensive clothes, jewellery, shades, sports cars and the houses I was living in. Little did I know that was a wrong formula, a formula for financial disaster. A property you're living in is NOT an asset. Those were all my liabilities. I now buy property to rent it out and put money back into my pocket. I use the same money from my rented properties to purchase a vehicle, if I need to. The rented property has to afford the vehicle every month.

It's about UN-learning all the wild nonsense we have been taught and RE-learning how to make your money work for you while you're living your life doing whatever. For example, as I'm busy writing this chapter, someone somewhere is buying MoFaya, Loko Flame, listening to Massiv Metro or buying our policies from the Hustlers Academy.

If I had known this stuff earlier on in my life I would be very much further by now. But it is never too late for us to learn. I'm sharing this with you in the hope that I will inspire someone out there to start looking at their finances differently and start focusing on investing.

What makes a good investor is your ability to spot and analyse great companies. Your ability to raise finance. Warren Buffett made his first billion at age 56. He has the skill of spotting good companies to invest in. He spends five hours a day studying stock markets, trends, turnovers, etc. Your ability to raise finance is an essential skill that you need to be a good investor. If there is an opportunity and you can raise finance, you can have a bigger stake in the game. Your ability to read people and spot great talent is also another important skill you need to be a good investor. Because when you invest in a company it's the leader of that company who can take it to the next level. Spot great talented CEOs who can grow the companies. I am still working hard to get to this level myself. But I continue to learn.

TIME IS THE NEW CURRENCY



Every single one of us has 24 hours in a day. No more and no less. The people you look up to have the same 24 hours that you have – they just use their time wisely. And that's the difference between successful people and unsuccessful people.

We're all on a journey of learning, and the secret of time management is one of the things we have to master. It's worth striving for, because it is one of the entrepreneur's most essential tools. Let's look back at the example I used in a previous chapter: I mentioned that, since you need to approach 20 people to make one sale, you would need to approach 400 people in a day if you have set yourself a target of 20 sales. Now, imagine how much time you'll need to achieve this goal – time that you can't afford to be wasting on the Net or checking out your social media timelines.

If you're working for someone else, you need to think about this: if you spend time on something other than your job, you're actually stealing. You might not think so, but your boss is paying you to do a job – and doing anything else is theft. You don't own your time. Your boss does.

You can never get time back. If you don't achieve your goals on a particular day, you'll fall behind. Your targets will pile up. If you don't use your time in a productive manner, you're hustling backwards.

Failing to finish a project is one of the worst examples of time wasted. So many people start projects and give up on them a few months later, moving on to another project that gets them more excited – until they give up on that too. It's easy to move from one thing to another, but the problem with living this way is that before you know it, you're middle-aged and you have nothing to show for your life.

Because you can't manufacture time or get it back, I believe in working smart. This is the secret of some of the world's most successful people, and I've seen how powerful this approach can be with my own brand, MoFaya.

I've mentioned before that when we first launched MoFaya, none of South Africa's major retailers were willing to give it shelf space. So, instead of wasting time begging them to change their minds, we took the drink directly to people in the townships. We not only sold to them, we also taught them to sell. Yes, the people who sell MoFaya in the streets are helping me, but I am also helping them by teaching them how to sell – a lifelong skill – and giving them a chance to earn. The model has been replicated in several townships – as you're reading this, someone, somewhere, is selling or buying a can of MoFaya. In short, we're moving product and making target, even though MoFaya isn't yet in every single shop in the country. The longer we continue working like this, the more people we'll empower and the more cans we'll sell and the more we'll grow our brand – until we've created enough interest in the market to attract the attention of the right players and get onto more shelves. That's why we'll continue to use MoFaya's direct selling model. Another benefit of this approach is that the people who sell the brand become its ambassadors; they feel they own it. That's what sets MoFaya apart, and that's what makes me feel confident that I am building Africa's Coca-Cola.

MoFaya's success shows how you can win if you're creative about time management. I didn't wait for the middle man to agree to sell my product – a good decision, because who knows how much time I would have wasted waiting. My business might have closed down during that time.

Of course, time management is also about the basics. Remember that if you're on time for a meeting, you're late. Remember that, at some point in your life, you'll have to put in overtime: arrive early and leave late. Be strict with your time: make people understand how important your time is. For instance, if someone arrives late for a meeting, let them know that you can only allocate a certain number of minutes and because you started late, you'll have to leave early. This ensures that they'll respect your time – but, by the same token, you have to respect theirs.

Time is a universal language we all understand. Practise time management daily, because your days become years and your years accumulate to become a successful career. More than this, you will have used your time wisely.

DON'T WASTE TIME COMPLAINING; RATHER SPEND IT FINDING SOLUTIONS



It's human nature to complain. But successful people are solutions-driven – so, if you want to be successful, you have to change your mindset. Instead of being one of many who moan, be the leader. Be the person who is finding solutions. Choose to stand out.

The Internet makes it easier than ever to be a complainer, because it provides a platform for voicing your dissatisfaction. And, because we are all affected by information overload, we often feel that as soon as we've made our complaint, we have done our bit.

Don't fall into this trap. A positive outlook is one of the hallmarks of the entrepreneurial mindset. Instead of using the Internet as a forum for moaning, use it to find solutions and get things done.

I have always been someone who takes action. In 2016, real estate agent Penny Sparrow made South African newspaper headlines when she posted a racist comment on Facebook. Racist incidents often bring out the worst in people, because everyone wants to take the opportunity to retaliate. Things quickly escalate into a slanging match. The Penny Sparrow episode was no different – it wasn't long before people had started trading insults. I refused to fall into this trap, though. Instead of complaining, I took action with some leaders. I was part of the group of four people who opened a case against Penny Sparrow, and who pressed the matter until it was taken to court. Sparrow was eventually fined and forced to face up to the damage she had done to her country.

It would have been easy to join in the fray on social media and add to the number of complaints that were being recorded online. But think about this: millions of South Africans use social media daily, and only ten of us were moved to do something in real life. We were driven to find solutions.

As a reader of this book, you need to be aware that at some time, you will find yourself in a situation where it is easy to be like everyone else. Don't do it – you'll simply be adding to the problem. Rather go your own way and find your own solutions. It's the same story with our organisations, Leadership 2020, SLEF and the Hustlers Academy. I started these projects to help people instead of complaining like everybody else.

GET OUT OF YOUR COMFORT ZONE



As clichéd as it sounds, sometimes you need a wake-up call.

This is how I got mine. At one point in my life, I felt as though I had everything under control. I had just had a beautiful baby girl, I was in an incredible relationship, I was living in my dream house and driving my dream cars, and I had a comfortable job working at Metro FM. Then suddenly it all fell apart.

I knew that my attempt to promote MoFaya at the 2015 Metro FM Awards was a risk, but little did I know that I would be fired two weeks after the event. For the next six weeks, my face was on front pages of the Sunday papers as I became the target of negative publicity. I lost the radio job that I loved and was fired from *Friends Like These*, the TV show I had hosted for ten years. I lost my two homes, I lost my cars, and my relationship ended. Part of the solution was obviously to downgrade and raise money for my MoFaya project. I sold my properties and moved into a small apartment in downtown Johannesburg. My morale was at an all-time low.

This is a great example of how God sometimes forces us out of our comfort zones. Of course, you can't see it when you're going through something like this, but everything is part of a bigger picture and it all happens for a reason.

As I'm writing this book, it's exactly three years since I was fired from Metro FM. Now, when I look back, I can see how everything that happened had a purpose: I was being made to leave my comfort zone. Here I am: I have always dreamed of owning my radio station, but how could I have achieved this if I was still working at Metro FM? How would I have built MoFaya if I hadn't taken the risk of promoting it on stage as I did?

I know that most of us tend to do the same thing over and over again, without even noticing that years have passed. You wake up, you go to work, you party with your friends, you look forward to your salary at the end of the month and you go on holiday once a year with your bonus – and the whole cycle starts again. Before you know it, a decade has passed and your dream is still a dream. You're still singing your same song: 'I want to, I'm going to'.

You need to re-evaluate your life. Are you doing what you really want to do? You were put on this earth to do the one thing you can't stop thinking about; the thing that you would do even if you weren't paid to do it. If you're willing to use your spare time to build your passion, it will grow, even if it takes years. And when that dream starts bringing in as much money as your nine-to-five job, you'll be able to leave your job and start working full-time on the dream. It's what you were born to do. It's your purpose.

THE DREAM REQUIRES WORK



The dream won't make itself come true. To make it happen, you need the things people are always telling you about; the things you're telling yourself about right now: you need drive, ambition, determination, hunger, self-confidence and consistency.

Let's talk about consistency for a moment. The reason it's important is because you need to be working hard for long enough to make an impact on your dream. Some people work on a project for a while, then they drop it. But here's the truth: if something makes you happy, you'll continue to work at it even if you're not immediately successful – in fact, even if you're not successful for several years.

You won't give up because, instead of being driven by money as most people are, you're driven by purpose.

Even so, to get results, you have to invest in consistent hard work. You've seen me selling MoFaya in the streets. You've seen videos of me shouting about my brand on a plane. I've been accused of faking a *Forbes* cover so that I could sell more product. I've stood at taxi ranks, trying to get people to buy a can. I have been doing all of these things to support a project that started in 2012, and the first time it paid me a salary was in June 2018.

And the reason I have been able to do so is because, apart from having drive, ambition, determination, hunger and self-confidence, I have worked consistently at my dream. Now, it's slowly starting to pay off.

DON'T LET PEOPLE BOX YOU IN



For me, there is no such thing as 'the box'. It's only now that I have reached a certain point in my life that I have truly come to understand that you can do or be whatever you want to. You are so much more than people think you are or what YOU think you are.

Look at my life. People think of me as a DJ. I guess that's not surprising, since I'm known as DJ Sbu. But if you look at what I've become, DJing is just a small part of it. I got my first job at Telkom but, because I was in love with music, I did exactly what I have been preaching to you: I worked a nine-to-five job while investing in my dream, until my passion overtook my desire to earn a salary.

I had no way of knowing that quitting my job to work, unpaid, in the music industry for three years at YFM would turn out to be the right decision (and I am definitely not saying that it may be the right decision for you). But there's no doubt that it was: chasing my music dream didn't end with getting a job as a radio and club DJ. I saw that I was capable of so much more than I had ever thought. Being on radio provided the platform for me to open a record label; that led to my career as a television presenter, then speaker, author and entrepreneur. I've been able to do all of this, because I have never boxed myself in.

Admittedly, when I was younger I didn't think beyond DJing. But I found that when you invest your whole heart in following your passion, you'll be led to your purpose. And, as you follow your purpose, you'll use what tools you have at your disposal to make your dream come true. I've seen this philosophy in action: I used the charm I cultivated through my radio persona to persuade people I believed could add value in my life, who loved and believed in the same things I do. When you surround yourself with such people, you inspire one another – you want to do more, to grow more and experience as much as you can in whatever field you've chosen. For me, those people were Phat Joe, Rudeboy Paul, DJ Fresh, Khabzela, AK Mgaga and Adil – all of whom were YFM DJs at the same time I was working at the station. TK Nciza, my business

partner at TS Records, also fell into this category. Hanging around DJ Fresh and Khabzela inspired me to do good in my community: the idea of giving talks at township schools came about through my association with them. SLEF – which has educated hundreds of kids – grew out of those school talks. Those school talks, which I gave free of charge, also turned out to be the start of my professional speaking career: in 2017 and 2018, I received invitations to speak at Harvard Business School, Massachusetts Institute of Technology, University of Westminster and I might be speaking at Oxford in early 2019.

I've moved from Tembisa High School to Harvard Business School, and I can follow the path I travelled directly from my first job in radio. It was all made possible because I decided to follow my heart and my passion, and these led me to my purpose. I am living proof that if you follow your heart, you will never work a day in your life. That's why I believe it's important to understand that your purpose can lead you on a path that's different from the one you think you will follow throughout your life.

USE WHAT YOU HAVE TO GET WHAT YOU WANT



People tend to confuse wants and needs. Actually, the Bible tells us that we already have everything we need; it's all within us.

This means that you already have what it takes to become great. When I walked into that YFM studio after being shortlisted for the talent contest – a hungry kid wearing my dirty Converse All Stars, green Navarro sporty and Diesel jeans – I didn't know that I had it in me not only to become a DJ, but also an international speaker, an entrepreneur, a philanthropist, a good father, a role model for my community. I had it in me to become DJ Sbu.

It wasn't just that I didn't know I would become all these things; I didn't know that I could. I used to look at all my resources, and I'd tell myself that I could only start on my next project once something or other had happened, or make some other excuse. Actually, I already had everything I needed to do whatever had to be done – I just didn't realise it. I guess that's why God made it so hard for me to get into the music industry in the first place; so that after all those demos and trips to the studio, I would understand that I had the tenacity and never-say-die attitude to make it.

At the time, becoming part of YFM was the biggest achievement of my life. I've gone on to celebrate other accomplishments, but being surrounded by all those young, talented individuals helped me adopt a different way of thinking. I have always been strongly influenced by the calibre of the people around me – either to my detriment or my advantage – and this was no exception. In my case, the saying 'Show me your friends and I will show you your future' has definitely been true. Because everyone around me was doing so much, I saw that I could do more. Each of them – DJ Fresh, Khabzela, Rudeboy Paul and Phat Joe – worked at YFM while also DJing at clubs, releasing their own music and hosting their own television shows. Surrounded by people like this, was I going to be satisfied working only at YFM? Impossible.

I wasn't earning a salary. I was living a hand-to-mouth existence; I didn't know how I would pay the rent from one month to the next. I didn't come from a wealthy family, I didn't have a car, I didn't have funding or anyone I could turn to for money. I didn't have any of the things that are typically considered as 'necessary resources' or traditional support – but what I did have was inspiration from the people around me, my God-given talent and an ability to speak several languages, thanks to growing up in the township. I'm good with people, I know Joburg well, and I'm streetwise – and that's all I needed to take myself to the next level.

Here's what you need to know: whatever you admire in other people, is already present within you.

YOUR PAST IS NOT A REFLECTION OF YOUR POSSIBILITIES



I think that we all tend to dwell on things that have happened, good or bad. But one of the most important lessons you can learn in life is that you need to let go of your past. Just as you can't live in the shadow of your glory days, you can't hang on to negatives that make you scared to explore and risk and grow. 'Scared' is the key word here. Fear is a major obstacle for most people – but, as many motivational speakers will tell you, FEAR stands for **F**alse **E**vidence **A**ppearing as **R**eality. It's human nature to feel uncomfortable when we're in uncharted territory. We're afraid of change. We prefer the circumstances that are familiar to us. But if you want to explore those uncharted territories and tap into your potential, you have to move past your fear. And to do this, you need to stop focusing on the past. Instead, use that energy to visualise the life you want to live. Drive your life forward with a positive mental attitude. Think about everything that's possible.

If you've made mistakes, learn from them. Mistakes are a signal, warning you that you have to take a different approach next time. There's no such thing as failure, unless you give up. Think of it this way: if you failed, you now know what not to do when you try again.

I've already mentioned the power of a dream that is so all-consuming that you think about it non-stop, that you love so much that failure doesn't deter you. If your dream is big enough, it will lead you to your purpose. Of course, you still need to be able to pay the bills while you're working towards your dream. For example, during my school holidays as a teenage student at Wits Tech (University of Johannesburg) I used to work as a waiter at a Mexican restaurant called Tijuana 220 in Rosebank – but I turned that experience to my advantage. The reason selling is one of my strengths is because I was forced to sell during my earlier career. Working as a waiter certainly wasn't my passion. It was an obligation, and I had to do it. I bought my first sound system with money earned from tips at Tijuana 220.

What I'm saying is that even if you've had a bad experience while you're following your passion, you have to keep going. If you need to come up with Plan B so that you can continue to pay your bills, do it. Just don't give up on the dream. It's what you're meant to do. Your purpose will outlast any nine-to-five job you've had to take on just to get some money in the bank.

My passion is radio because it connects me with my love for people. I'm no longer working as a waiter – it was what I needed to do while I followed my dream. But I am still working on radio to this day. Keep pursuing your passion. It will outlive everything else – even a bad past – and it will eventually lead you to your purpose.

YOU ARE THE STAR OF YOUR SHOW



As I've already mentioned, most people love to complain. But you know the old saying: 'Every time you point a finger, three fingers point back at you'.

We blame our lack of success on so many things: we blame our parents, we blame apartheid, we blame our lack of resources, we blame our circumstances. We blame everyone and everything except ourselves.

But here's the reality: no one is going to open the door for you. No one is going to offer to mentor you. No one is going to present you with opportunities, pay your way, educate you. Unfortunately, this is not your mother's house where everyone loves you and wants to take care of you. This is the world, and life is tough. But so are you.

Stop expecting people to bring you things on a silver platter. You have to get up and get them yourself.

I'm proud to say that I wake up at 4am every day. I chase my dreams every day. I work out new ways to make my dreams come true, every day. Because I know that no one – not the government, not my bank, not my parents, not my mentors, none of my successful friends – is going to make life easy for me. I need to make it all happen for myself.

That's how I've got where I am. No one has babied me. When my friends were hanging around the township, chasing girls, I had to save all my money so that I could pay for transport into town to deliver demo tapes. When I finally got into radio, all my friends were already enjoying DJing at parties and gigs, but I wanted more. I decided to hustle a talent agency, and that's how I landed my first TV job on *Gumba Faya*. That led to appearances in ads and roles on series like *Yizo Yizo*, *Isidingo*, *Generations* and more.

But even with my new television career, I wasn't satisfied. So, while my friends got to enjoy relaxing with their families, I was looking for more ways to get involved – and that's how I came to give talks at schools. Even this wasn't enough for me. I was on radio, on TV, and on the way to establishing an international speaking career, but I knew that I still had more to offer. All of

this led to the creation of TS Records – and even that wasn't enough for me. I wanted to become an entrepreneur.

From the kid who walked into the YFM studios wearing those dirty Converse All Stars, the kid everyone laughed at because I used trains and taxis to get to town, I have become DJ Sbu. All that investment in myself paid off; it's made me who I am today. And it's happened because I realised that my mom wasn't going to help me, my friends weren't going to help me, the government wasn't going to help me. I – and I alone – was responsible for my future.

I'm just a guy from *ekasi* eTembisa. But if I could do it, so can you. I challenge you to do even better than I have.

DON'T WORRY ABOUT YOUR AGE



While some people think they're too young to get things done, others think they're too old; that their dreams have now slipped out of reach.

Whenever I tell my nieces and nephews how important it is to take advantage of their youth, they tell me '*Sidla ubusha bethu*' – but we're still eating (or enjoying) our youth. Maybe – but Mark Zuckerberg was also enjoying his youth when he changed the way people communicate by creating Facebook.

At the age of 17, I was already busy on campus. I was part of the entertainment committee, I organised events on campus, I was part of the recreation team, I worked at the campus radio station, I had a sales business going and I was working on my demos. I was 21 when I set up TS Records.

It was brave to start my career so young, but it also meant that I failed early and learned a lot at a young age. Now that I'm in my thirties, I can honestly say that my career has covered so much – but a lot of this was made possible because I got such an early start. I made my mistakes while I was still young, so that by the time I reached my thirties, I had matured. I've been able to devote this decade to writing books, launching my professional speaking career and establishing leadership initiatives. And I'm still young.

I failed forward, and I'm a better person for it. That's why I recommend starting early – for anyone. Just get involved in some way, whether that means joining your campus SRC or the university radio station. Start a small company around what you love. Even if you don't know what you are doing it's okay. It is part of learning. Fail forward. Do something – anything – that's aligned to your passion and that gives you a taste of responsibility. You might be lucky and get a headstart in your career. At the very least, you'll have some fun.

You're living in the very best of times. With social media, you literally hold the world in the palm of your hands. You can build a profile and develop skills at the touch of a button. What a time to be alive.

On the other hand, what if you feel that you're too old to take advantage of everything this era has to offer; that your life has passed you by? Not so. You've gained valuable experience. You have wisdom to share. You can still focus on what you want.

It's up to you: do you want to give up on yourself because of your age, whether you consider it too old or too young? Because, after all, age ain't nothing but a number.

DON'T BE AFRAID TO STAND OUT



I would have done things a lot differently when I was younger, if I had known then what I know now. A lot of the things that I was taught have turned out to be unnecessary, and I'm now trying to unlearn and relearn.

These things include negative comments, superstitions and swear words – basically, all the things I heard around me when I was growing up, and which became embedded in my mind, giving rise to negative beliefs.

But my unlearning goes beyond this. One of the biggest things I would change, if I could, is the notion that a formal education is the only avenue to follow if you want to become successful. However, if school is still seen as the best option, I would upgrade the school syllabus: I would insist on learning African history rather than European history. I would include more emphasis on financial literacy so that kids grow up with a real understanding of money; an understanding that will empower them. I would teach things like the Law of Attraction, so that people understand that they will attract whatever they focus on. And I would make sure that everyone has a digital education, because the Internet has become the norm and it is simply impossible to live without it.

How does all of this connect to making yourself stand out? Here's how: you can't know how to step out of the box if all you've been taught is how to live inside it.

My introduction to tennis at boarding school was a turning point in my life. I was a township kid whose natural peers were gangsters, but because I was exposed to something different, I was given a chance to change my life. Back then, tennis was considered a white sport, or a sport for girls. I was teased a lot, as anyone is when they allow themselves to be different – and in our culture, there was no room for different. I'm really glad I didn't quit tennis, though. It gave me a chance to meet new people, often from different backgrounds and cultures. Under apartheid, that was something that rarely happened.

In the township, resources were scarce. Even if you had talent, it was difficult to find a way to bring it out. But the tennis community was all about nurturing kids and helping them become the best they could be.

Playing tennis while everyone else played soccer also drew people to me because they were curious. They'd ask me questions about the sport, and I'd tell them stories about the places I had visited as part of the tournaments I played in. Tennis made me different, and because of that, it made me stand out.

If imagination is better than knowledge, then tennis really did change my life by sparking my imagination. By giving me a platform to travel, it allowed me to see different lifestyles – and that made me aspire to a better life.

I encourage parents to raise their children so that they are unafraid of being different. And you need to be unafraid too – if your child wants to be different, in any way whatsoever, let them. Playing tennis marked me as different, and that difference continued throughout my life: when my friends were seeking employment, I was determined to one day own my own business. I'm happy to lead a lifestyle that differs from the norm, because different is fun. Even in the music industry, I'm not your typical musician. I am the type who does so many other things outside of my music career. Though some people see me as a recording exec, DJ or producer, most people see me as a speaker, entrepreneur, author or philanthropist. I refuse to be boxed in.

This message doesn't apply only to young people. You should embrace difference as you grow older, too. Don't be afraid to stand out through your excellence. You don't need to be an entrepreneur to do this: show yourself to be a different breed of employee. Deliver performance that's out of the ordinary. Stick to deadlines. Think differently, because that will help you succeed.

Whenever everyone goes one way, I go the other. I want to encourage others to do the same. Stand out. Embrace greatness. Don't follow the pack.

By the same token, you have to reject mediocrity. We tend to get caught up in friendship traps. By this I mean that we want to do everything our friends are doing. If they're buying a new car, we want the same model (or better). If they're investing in a home, we also feel that it's time to move up. But life isn't about competing. It's about becoming the best version of yourself. Don't do

something just because it's popular. Don't do something just because everyone else is doing it. Do your own thing.

If you follow the pack, it's easy to accept mediocrity. That's essentially how society operates: we simply move along, going with the flow. We don't want to risk criticism by doing anything that's different.

I've been criticised my whole life. The first artist signed to TS Records, Mzekezeke, received a whole lot of criticism – and he turned out to be a massive success. MoFaya has been criticised – and the brand is now enjoying success. I could say the same thing about Massiv Metro, Leadership 2020 or Hustlers Academy.

You have to be prepared to face naysayers and hear their criticism. Then you have to block their negative comments and get back to focusing on being you.

CREATE. INNOVATE. DISRUPT.



We're blessed to be living in Africa. As the youngest continent, I believe that there is so much opportunity in Africa. Other continents, with their heritage and history, have used and reused ideas. Their markets are saturated, because they've been doing the same things for centuries.

The West may have called Africa the dark continent, but in fact Africa is gold – and I believe that all the other continents are about to recognise that. When they do, they'll be throwing gold at us. We're just not aware of the gold mine we're sitting on. There are so many industries here poised for growth, from IT to construction, health and human capital. There are still opportunities in mining. Our fashion designers and musicians are starting to hit the right notes. Our culture fascinates people – just look at how extensively it was referenced in the blockbuster, *Black Panther*. I would like to encourage every black person to watch a four-part documentary series called *Hidden Colors* by Tariq Nasheed. I recommend it for every African. It is available on YouTube. Trust me, it will change your paradigm. People the world over are listening to people like Black Coffee, Wizkid and Davido – and those are just a few of the artists innovating in the music space. Meanwhile, in another sector of the arts, actresses are doing an incredible job internationally. From Terry Pheto, Natasha Thahane, Nondumiso Tembe, Thuso Mbedu to Nandi Madida who wowed audiences when she showcased her first fashion collection at New York Fashion Week in 2018.

And it's not only in the arts that Africans are grabbing attention. Harvard graduate Siyabulela Xuza (who also has a planet named after him) is disrupting the renewable energy space with his company, Galactic Energy Ventures, which seeks to find innovative solutions for emerging markets. Ntando Kubheka is evolving transport in South Africa through his creation of the car-sharing app Locomute, which he recently sold to AA South Africa.

These pioneers prove to me that Africa has so much to offer. And, as a young person, you have to start taking advantage. Don't be afraid to disrupt – you have to. We need to create, consume, promote and prove our own.

As you set out to do this, remember that most billionaires are people who set out not to make money, but to solve societal problems. The problems that plague Africa work to our advantage in this instance, because there is so much that needs to be developed, and so many areas where we can make an impact. It's time for our young people to step up and take the challenge.

When I was moving up through the music industry, I got introduced to Red Bull. I watched how it took over the market – I had never seen anything like it. The brand's growth inspired me. Little did I know that, in time, I would become the first black man in the world to create a 100 per cent black-owned energy drink. Now we're seeing a lot of black 'firsts'. Proud moments – like the first black-owned gin, Mayine Gin – so it's fair to say that we are who we have been waiting for. The entrepreneurial culture is gaining momentum on the continent with a lot of young African innovators. Those who read will tell you that Africans have always been geniuses in history. There are so many inventions by black people that you never learned about in school. It's incredible that blacks contributed so many inventions, especially considering that they faced barriers at every turn. They were blocked from patenting their inventions for much of the 19th century, and after that they were denied many education opportunities that white people took for granted.

MoFaya has been an incredible journey. Our accent on disrupting the marketplace has been something that distinguished us from the outset. Our decision to get young people to sell our product on the streets rather than waiting for it to be stocked by major retailers is a case in point.

As I mentioned, the model was born out of necessity; we didn't engineer it. There's a lesson in this: just get started. Don't worry about how long it will take to get it to market, or how successful it will be – just start. It's awesome to create something, so take a leap and the universe will respond. If things don't work out for you immediately, find a new way – no one said you have to follow the usual path.

One last thing: don't be afraid. Everyone sticks to the status quo, so the world is open to new ideas. The time is right; we're a young continent and we need solutions that haven't been tried before if we are to solve our issues. Become someone who refuses to be stopped by anything. Richard Branson once stated that the next generation of billionaires would come out of this continent.

FIND IDEAS TO SOLVE SOCIAL PROBLEMS



I always quote author, speaker and life coach Tony Gaskins, who once said: 'When money is your motive, you will always be lacking. But if you are rooted in purpose, money chases you.'

I've mentioned before that the world's richest people are those who set out to solve humanity's problems. And we're certainly living in a time when there are lots of challenges that need to be addressed. People are vulnerable and seeking help, and that may serve as inspiration.

There are so many examples of people who have found this to be the case. In the United States, Pastor T.D. Jakes is a successful businessman who has made his wealth by focusing on spirituality. He describes himself as being in the business of helping people become the best version of themselves, and he does this by motivating and encouraging them.

Uber founders Travis Kalanick and Garrett Camp made their names solving challenges around finding transport. Today, their app has grown into a billion dollar company. Airbnb is another case in point.

This is my question: which problem do you experience daily, and how will you solve it? Often, when we consider the solutions that are required for these challenges, we imagine brilliant, genius ideas worthy only of the likes of Einstein or Elon Musk. But, usually, it's the guy who lives in Umlazi or Seshego who comes up with the most practical way of getting things done.

You need to remember that we are living in an era made for and by creative people. Where once we were ruled by kings and queens, presidents and the royal elite, it's now people who can think differently who lead the way.

The ideas that rule our world weren't necessarily hatched by entrepreneurs, but often by ordinary people who faced an obstacle and used their ability to think differently to overcome it, becoming entrepreneurs by default. And in doing so, proving that anyone can come up with ideas, whether or not you're

educated. If the United States can have Trump as its president, while Zuckerberg is president of the online world, anything can happen.

The lesson? Don't think about money. Rather, think about being the change you want to see. Think about the people who run the world: it's the creatives, from the musicians to the sports stars.

While you're exercising your creativity, here's something else to consider: ideas never die. Before there was Facebook, we had MySpace. Before we had MoFaya, we had Red Bull. Before we had Instagram, we had Kodak. We're seeing Louis Vuitton selling Basotho blankets and Zara copying MaXhosa by Laduma's clothing design.

Times change, and technology's relentless progress means that people are able to evolve ideas on an ongoing basis. The drawback of this is that the brainwave you imagine your success will be built on might already exist. But that's not to say you can't still use it: maybe you can take what there is and improve on it.

Take MoFaya, for example. Energy drinks have been around for ages. Their presence in South Africa confirms that there is a market for them, yet they have never spoken directly to us as a nation. Most brands communicate around their ability to boost sporting performance. That's where ours is different. It's been developed on a platform of education: a portion of proceeds from the sale of every can is invested in SLEF, to fund the schooling of deserving students. In this way, we have created a niche for our product, ensuring it speaks directly to the needs of people of colour.

Massiv Metro is another case in point. South Africa has loads of radio stations, but Massiv Metro is unique because it's a station that targets the commuter market. Taxi passengers are held hostage to the driver's taste in music, listening to whatever station he wants to play. We've shaken things up by installing WiFi in taxi ranks and fitting streaming devices inside the taxis themselves. This makes it possible for commuters to check their phones while they're queuing for their ride. And once they're inside the taxi, they can stream Massiv Metro through the devices fitted in the taxis. It's a great offering for them, but it's benefited us, too: we successfully established a radio station without having to go through the long, tedious, unpredictable process of applying for a radio licence for a terrestrial broadcaster, a process that could take years. We took an idea that was already there, and we tweaked it to make it work for us.

I've given you examples of how I have used creativity to solve problems in my own life. Now think of the issues you encounter daily, and what ideas – new or simply revamped – you can use to bypass them.

THE BIGGER THE DREAM, THE HARDER THE GRIND



Have you ever heard the saying: *If you're not scared of your dreams, you're not dreaming big enough?*

Big dreams can be scary, because they take time to achieve. You need to be willing to commit to the long haul, and in a world where people expect instant success, that's not an attractive prospect.

Scarier than this is how your dreams will affect those around you. You may get called names. Your own family members may doubt you. You may lose friends, even significant others. You need to realise that this all happens because your big dreams don't just frighten you; they frighten those around you, and they'll impose their fear on you. These are people who care about you, so you need to remember that their negative reaction isn't coming from a bad place.

Don't let them put you off though. If you're a big dreamer like I am, you have to go after those dreams with everything you have. Stay on the grind. People will call you crazy – they're still calling me crazy, after all this time. Accept that at some point you will hit a cul-de-sac and you won't know which way to turn. You'll probably find that no one is willing to help you – and that's why it's so important that you remain rooted to your cause and believe in yourself enough to make up for everyone else.

THE ONLY WAY YOU CAN CHANGE YOUR LIFE IS BY MAKING A DECISION



People often say that the only difference between billionaires and millionaires is that billionaires make their decisions quicker, and then they move on.

For many of us, decision making isn't easy. You've probably seen this in your own life; say, when you've gone to a restaurant and can't make up your mind what to eat. And that's just with small things.

I'm not saying that your decisions shouldn't be informed and calculated, but at some stage you have to stop weighing up options – make a choice and go with it. And if it doesn't work out? You'll fail quickly and learn from your mistake; and then you will get up and keep moving.

Remember that failure is part of the process – when you do fail (which you will), all you need to do is make sure you fail forward and recover as quickly as you can.

BEING YOUNG DOESN'T MEAN YOU CAN'T BE A LEADER



There are different types of leadership. We grew up looking to our parents, politicians, celebrities, community leaders and sports stars for leadership – but now we have to look to ourselves.

Maybe you don't consider yourself a leader. That's fine. But think about this: a wise man once pointed out to me that everything we have gone through as a country has brought conversations around leadership to the fore. That brings to mind a quote from former American President John F. Kennedy: 'Ask not what your country can do for you, but what you can do for your country.' The fact is that your country needs your contribution now more than ever. It needs you to stand up, do the right thing, and be an example your community can look up to. Granted, our new president, Cyril Ramaphosa, has brought a fresh energy to the country, but we can't leave it up to him to make the changes we want to see. If we are to raise the standards of this country so that it becomes all we want it to be, we all have to be leaders in our own spheres.

There are so many easy ways you can do this. If you get good marks at college, share your information. If you run a business, find ways it can serve your community. Remember that the people who report to you are always looking up to you. Leadership isn't just about what you say to your people – in fact, that counts for very little – it's more about what you do.

This is something I came to realise when I saw the videos posted to social media by the young entrepreneurs who sell MoFaya. They've modelled their approach on my own methods. It proves to me that someone is always watching you, even if you're not aware of it.

Leadership doesn't rest only on the shoulders of those who are older, rich or successful. You should be striving to establish yourself as a leader right now – in your demeanour, in how you carry yourself, in the way you conduct yourself at school or at work.

This is a principle I have followed all my life. I took on responsibility at a very young age. When it became clear that I had a talent for tennis, I helped coach the other kids. Because I did well at maths, I would share what I knew with my classmates. I set up TS Records for the love of music, but being the co-owner of a record label meant that I had to step up to lead the artists signed to the label.

My greatest act in this regard has been establishing SLEF, an organisation which has played a role in changing hundreds of lives. Running this foundation means that there is a lot of responsibility resting on my shoulders – every time my name appears in the press, it affects how the kids cared for by SLEF view me, especially if it's negative publicity. Because of this, I am constantly trying to improve myself. I have a keener understanding of the role I play in society, and because I am aware that there are so many kids looking up to me, I want to be the best version of myself. That's also why I keep writing my books: so that I can share my experiences and the lessons I keep learning. Good, bad, positive, negative, all the flaws and the mistakes – I tell it like it is. I guess that's part of being a leader, being transparent about your own flaws and experiences to show others the light.

It's your responsibility to lead and to try, as far as you can, to set an example. We are all here on borrowed time. Use it wisely. Leave an impact.

YOU ARE CAPABLE. YOU CAN DO ANYTHING.



There's a saying I like to quote: 'Promote what you like instead of bashing what you hate.'

It's easy to create conversations around the things we dislike and to fixate on others' flaws. We're drawn to controversy; it's human nature. But when we dwell on the negative, we perpetuate it, and we waste a lot of energy that could be put to far better use.

The same goes for your personal life. People tend to worry about their weaknesses, rather than focusing on their strengths. So often we focus on how we're hard done by instead of thinking of what we want, how we can achieve this with our gifts and strengths, imagining all we could become. I'm sure you've already encountered some form of this today – maybe you greeted someone and instead of returning your upbeat attitude, they moaned about how tough life is.

You'd get so much more out of life if you focused on what you can do, rather than what you can't. I'm going to make an example of myself here. I'm bad at admin. I'm not an academic, and even though I am a successful entrepreneur, I'm not a businessman. I might be a successful musician, but I'm not a brilliant one. So, how did I manage to do well in areas where I am not naturally that gifted? By getting to know myself. I believe that we each need to conduct our own SWOT analysis, so that we know our areas of weakness and can shore them up by working with people who are able to make up for them. That's what I have done – I am surrounded by a team whose strengths complement my weaknesses.

So, what about my strengths? I know that I am good at public speaking, I'm a hard worker, I'm an excellent marketer, I'm good with people and I'm strong in character, I can take life's knocks and bounce back because I am self-motivated. These are often areas where my partners can use a little help.

Let's look at MoFaya: I may have co-founded the drink, but I'm just the marketing guy. I don't know how to manage the business side of the brand – but I've joined forces with partners who do and together we have put together a winning team. The same goes for Massiv Metro. I might not know how to run an entire station, but I am a talented on-air jock – so I focus on what I do well, which is hosting a strong morning show and helping the executive committee make good decisions, while my team takes care of the admin.

The people you invite into your life are so important, because you end up sharing their outlook. But your own attitude is also pervasive. Listen to how you speak: is your conversation full of words like no, I can't, I doubt it, I don't know? If so, try to cut down on saying negative phrases out loud, because you reinforce them when you do so. Focus instead on saying yes, I can, I will, I have, I do, I did. Adopt this attitude 24/7/365, and you'll notice the difference in your life. Focus on your strengths, and the universe will take care of the rest. I've spoken before about the Law of Attraction, and this is your chance to see it in action: think positive, and positive things will happen.

YOU CAN **BOUNCE BACK**



Not only *can* you bounce back: you *must*.

People often say that life is tough – but so are we. Life is unpredictable. There is absolutely no way of knowing what will happen tomorrow. Just when you think things are going smoothly, that you're focused on working towards your goal, you'll encounter some kind of setback you just couldn't have imagined. Often when you think you have things under control, they get out of hand. Life happens.

This is something I have experienced a number of times during my 39 years. I might be a best-selling author, a successful entrepreneur, a DJ with several achievements to my name – but I am also the same person whose world fell apart after I failed matric. My parents were disappointed in me and I became the laughing stock of my class and my community. I guess it made me understand why some kids feel suicidal. Fortunately, I never went down that road – all I needed was for my mother to encourage me, telling me that I would go back to school, I would rewrite my matric, and I would pass. I stayed away from my friends and I stopped watching TV – it became just me and my books. The embarrassment of the incident aside, I still made it to Wits Tech (now University of Johannesburg).

More recently, I made the news when I was fired from Metro FM. Now I am back on radio, hosting the morning show.

The point I'm making is that I've been down and out. I've lost my money and almost all of my possessions – and I'm still standing. I've written my third book. My companies are growing. Why? Because I'm a fighter. I believe in myself. I never give up. I'm ambitious, I'm driven. My goals are too big for me to give up on them just because I've been knocked down.

In my previous book, *Billionaire\$ Under Construction*, I wrote that you can achieve anything if your 'why' is big enough. I guess my 'why' is big enough. That's why I have no choice but to succeed. I'm doing this for my daughter, my team, and the generation that's coming up after me.

I'm not the only public figure who has faced tough times and bounced back. There are many others. Kabelo Mabalane was a founding member of the hugely successful kwaito group, TKZee. He's an athlete, a successful entrepreneur, an ordained pastor and husband. He's still standing strong and he is clean of his drug addiction now for more than a decade. He is an inspiration to many.

Here's my advice for those times when you feel like giving up: think about how many people you'll be letting down if you don't bounce back. Picture how many people are relying on you, how many people you inspire. Think about your dream, your vision. Make your 'why' so big that you have a reason to get back up every time life knocks you down – because, trust me, it will. And when it does, I hope you remember the saying: 'The measure of a man isn't how many times he's knocked down, but how many times he gets up.'

NOTHING IN THE WORLD IS MORE POWERFUL THAN AN IDEA



As I get older, I come to realise that each of us is powerful beyond measure. Need proof? Think of how humans are able to birth things, create things. Everything that we have already achieved shows us that we are capable of achieving so much more.

I'm passionate about spreading this gospel, especially to black people. Because of our history, so many of us have believed that excellence is the preserve of white people. I'd love to be able to say that we no longer do so, but the truth is that many black people still do. In the township, there's even a saying for this mindset: *izinto zabelungu*, directly translated as 'the things of white people', referring to what many black people consider to be the sophisticated trappings that characterise the lifestyles of their white counterparts. We've never thought that we are capable of creating spectacular things.

The problem with this belief is that it grows and develops, until it becomes a mindset of self-hate. We continue to believe that we cannot come up with groundbreaking ideas, exciting innovations, great works.

Happily, the current generation gives me a lot of hope. They are far more confident than any other generation that has come before. They look at what has been created by my generation, and they use it as a springboard for everything more they want to create. What's more, thanks to technology, they have everything they need to take us further. Although it's been just a few years since they left school, we are already starting to see how their achievements and thinking are changing our world. I can only imagine the innovations they will develop, and where they will lead our world.

I think that we need to be louder in our encouragement of these young people. Think about it: a few years ago, Mark Zuckerberg introduced a social media platform, and the way we communicate with each other changed

forever. And because relationships are rooted in communication, these changed forever, too. With this foundation now in place, just imagine how much further the next generation will go. We've created amazing things for them, so that they can create even more amazing things.

I hope that they take what we've given them and go crazy with it. Offbeat thinking appeals to me, because I have always been regarded as crazy. But, when people were telling me that my latest idea wouldn't work, or giving me strange looks because what I had proposed sounded outrageous, I learned something important: the more bizarre an idea appears to be, the more likely it is to change the world.

That's something that you need to remember, because you've probably already come up with a hundred ideas; ideas that you dismissed because you were afraid of what your parents or classmates might say. I say this: let them think what they want.

Tupac once said: 'I'm not saying I'll change the world, but I guarantee I'll spark the wind that will.' I share this belief. I am determined to spark a generation of future Sbus who are going to change Africa.

So, you might ask: Where do these great ideas come from? The answer is simple: ideas are inspired by life itself. By knowledge. Much of this knowledge comes from living, observing, spending time with people, taking time to look at things from a different angle. That word, 'different', is important: don't be afraid of it. Be different, and you'll avoid the curse of living a mediocre life. Remember that once you look at things differently, you'll be able to see what an ordinary eye could never see. I think that something as simple as listening to music illustrates this principle perfectly. As a musician and record label owner, the way I listen to music is completely different to how other people listen, and because of this I hear things that they don't.

I also recommend travel as an ideas generator, because it exposes you to so much.

Ideally, your ideas should be focused on providing solutions. As much as a million new ideas are brought to life every day, there are millions more that aren't – and these just might be the ideas that would be able to solve the world's problems, from hunger to poverty. Africa is still such a young continent, and this definitely works in our favour because there are still so many solutions that we need to find. I firmly believe that our problems can't

be solved by the West and, to be honest, I don't want them to be. The solutions are in our own minds. We just have to unlock them.

If you think that sounds difficult, rest assured: it isn't. You already have exactly what you need. You have inspiration from your role models, and you have all the information you could possibly require at the touch of a button. At four years old, my daughter already knows far more than I did by the age of ten. And that's a wonderful thing. So I say again, you're capable of far more than you think. In fact, you don't even realise just how capable you are.

Here's what you need to do now: You need to tap into that potential. But to do that you need to open yourself to what's possible – not what society presents to you, but what's not immediately obvious or apparent. Don't force yourself to fit into the system if you weren't made to. Don't be afraid to stand out. To be great. To be a misfit. This is your time, right now – we're living in a world that allows you to be great, whoever you are.

I say this with conviction because I have always been a misfit. Let me remind you of the little boy I once was: a boy with a hoarse voice and a lisp that made me a target. I was teased throughout my childhood – but that boy with a lisp is now a man who travels the world, delivering speeches.

I never followed the expected path, from school to university to career. I dropped out of formal education and became a salesperson, selling goods on the street. Growing up with an entrepreneur for a mother helped me with this, because I developed skills from working alongside her and came to see that there are other options besides formal employment in a company.

Even as a broadcaster, I was never 'typical'. I was hauled before the Broadcasting Complaints Commission any number of times. But, as I write this, Massiv Metro has just celebrated its first anniversary on air (in what happens to be my birthday month too). I had an emotional show on my station's birthday, looking around me at all my colleagues; the technical guys, the social media team, and all the other DJs. And I thought, if I hadn't been fired from Metro FM – in other words, if I had kept trying to fit in – none of this would have happened. If I had remained employed, I wouldn't have birthed Massiv Metro; a station run by a team of 40 people who love it as if it were their own baby.

So you can see that I've always been a misfit, in all spheres of my life. I've never fitted in, and that fact is what I have built my life on. Now, imagine what

you're capable of as a misfit. Embrace not being able to fit in – it's what makes you great.

To all the misfits out there: you rock. You're worth it. You're amazing. Whether you think that you're different because you're disabled, because you feel you're not as smart as everyone else, or because you don't do things the same way everyone else does them: don't worry. You are good enough. Maybe you were just born to be a misfit. So, adjust your mental frequency to make it accommodate your uniqueness and, instead of denying it or suppressing it, fuel it. Look at the exact thing people find peculiar about you, and let it gather momentum – whether it's that you're too loud, or that your body is imperfect, or that you don't embody the world's current idea of beauty. Maybe you were gifted with that attribute so that it would stand out and make others realise your greatness. Find your 'thing' and work it – because whatever it is that you feel least confident about is probably going to make you a star one day. All you need to do is accept that, so that you can start leveraging it.

New ideas keep moving us along: as much as there was once Leonardo da Vinci, there is now Mark Zuckerberg. And soon, there will be someone else.

YOUR LIFE IS THE SUM OF THE IDEAS YOU HAVE ACCEPTED AS TRUTH, SO IF YOU WANT TO CHANGE YOUR LIFE, YOU NEED TO CHANGE YOUR OUTLOOK



The universe is a fertile garden. Whatever you think or do, good or bad, is returned back to you.

Your mind works in exactly the same way. Whatever you plant in the garden of your mind, in the form of thoughts and beliefs, takes root and grows. So, if you keep planting a lie, telling yourself something untrue day after day and repeating it to your subconscious, you'll eventually come to believe it – even if you can see for yourself that it must be untrue.

Unfortunately, over time, we've all been exposed to a lot of lies, repeated to us so frequently that we have come to believe them. The lies that you believe might relate to what you think you're good (or not so good) at; they might be about your value as a person, or how you can contribute to your community.

The problem is that these false seeds don't simply lie dormant. They grow, overtaking everything else in the gardens of our minds. Eventually, everything you do or believe comes to be tainted by these untruths.

That's why I believe that, in order to grow, we have to unlearn all the irrelevant information we've learned.

Think of it this way: have you ever listened to a recording of your voice? Chances are you think it's pretty dreadful. You can't believe that's how you actually sound, because it's so different to what you hear when you talk. The reason your voice sounds so different on a recording is because the sound you hear when you talk has to travel through the bones of your skull to reach your eardrums. It doesn't make the same journey on a recording, so it comes out sounding more high pitched. The thing is, it's all a matter of perspective.

Things sound different depending on where you're standing – and the same goes for how you see things.

What do I mean by this? Simple: the way you see me is probably very different to the way I see myself. And the way other people see you is probably different to how you see yourself. Don't believe me? I'll prove it to you: run a Google search on yourself, and see what comes up. See how the person who feels self-doubt and second guesses themselves in real life has a list of achievements and friends and experiences that pop up online. If you were reading about your life, rather than living it, you'd probably be quite impressed by what you saw. And that's how the world sees you.

I'm laying down a challenge: every day, try to see things differently, from a new perspective. Start questioning every single thing you've taken for granted until now. Don't accept that they are the way they are; ask if they really have to be that way, or if there's a way of doing them differently that might be an improvement. Find out why we've always done them that way in the first place. Dig deeper.

I do this constantly. My mind works by reframing things, all the time – turning negatives into positives. That's why nothing can keep me down. It's the difference between waking up on a rainy day and thinking, 'Meh, I don't feel like getting out of bed' or thinking, 'Fantastic! Finally, we'll see an end to the drought'. It's the difference between waking up on Sunday morning and thinking that you'd like nothing more than to laze around, doing nothing, and resenting work because of it – or realising that if you jump out of bed right now and hit the streets, you'll have the advantage over everyone else who has chosen to spend the day lounging around.

Trust me – you want to be in the latter category. And it's easy to get there. It comes down to making a decision to see things differently. Train your mind to look for the positive, for the opportunity in every challenge. Tweak your vision so that an optimistic outlook becomes your default setting. Do this often enough, and it will become second nature. It's not just me telling you this: scientific research shows that if you repeat an action often enough, your brain eventually learns to fire up the same neurons every time.

Change your mindset to become more positive, and it's not only your thinking that will change: you will grow as a person. You'll become more productive, more creative, more energetic, more resilient, better able to handle challenges and better able to identify opportunities and pursue them.

One more thing here: the Bible tells us that Jesus came to us in the form of a poor person. Most people would have dismissed Him – but those who didn't would have been rewarded. So ask yourself: how many opportunities have you allowed to pass you by simply because they didn't take the form that you had hoped for or were expecting; because they were disguised or required a little more work than you would have liked? Take the chance. Look at things from a fresh angle. You'll be glad you did.

ONCE YOU'VE MADE YOUR DECISION, **KEEP GOING**



Earlier I spoke about the difference between millionaires and billionaires, and how that difference really comes down to billionaires' ability to make decisions quickly, for better or for worse.

Maybe you're reading this and you're thinking, I'll never be a quick decision-maker. That's just not me. And, yes, decision making is a skill. I'm not arguing that. What I am saying, though, is that once you have made a decision, you need to stick by it. Don't think about how things might have worked out differently if you'd chosen the other path. Don't question whether or not you have done the right thing, or wish you'd acted in a different way. Instead, make yourself a promise: there will be no regrets.

Of course, it's easier to make this promise if there are no really bad consequences. And consequences can get nasty: depending on the decision, you could lose money, lose relationships, have to start over again. That's why your decisions need to be informed ones. You need to give yourself the best chance of making the right decision by arming yourself with information and knowledge.

You'll actually find that this happens as a matter of course. When you're passionate about something, you naturally want to devote all your time to it; either doing it, reading about it, or learning more about it. You'll expand your understanding of your subject almost by default. And that's brilliant, because the more time you invest in your passion, the more knowledge you'll have, and the more sound your decisions will be.

Once you've made your decision, keep going. Don't waste time thinking about your mistakes. Keep up your momentum, acquiring more knowledge and making more (and in time, better) decisions. Remember that the more decisions you make – right or wrong, good or bad – the more you'll learn. In fact, if there are any wrong turns, you'll be the better for it, because these are the experiences that will teach you the most.

There's another reason you need to keep going, keep following your passion, and that's because your passion becomes your purpose; the very thing you were put on this earth to do.

I understand that because you're young, you might feel that you're battling to find your purpose. Let me make this easy for you: your purpose is what you love. It's your passion, whether that's running, writing, reading, music, food – whatever. It's whatever you feel so happy doing that you would do it anyway, even if no one gave you a cent for it.

Focus on the decisions surrounding your passion, and it will grow – without you even trying. That will help you find your purpose, and before you know it, you'll be leading a purposeful life.

My passion is people. From an early age, I loved engaging with people. When I was a kid, I'd dance to entertain my parents' friends, little knowing that I would end up in the entertainment industry. It was simply my passion, and that passion led to my purpose. It gave me the platform to build the other interests which define me and give my life structure, from the Sbu Leope Education Foundation to the Hustlers Academy, Massiv Metro and MoFaya. I'm living my purpose, and I'm fuelled by my passion.

A final note on making decisions: never make a decision out of fear. Fear is negative energy, and until you face your fears, you'll remain stagnant or make the wrong choices. That's why decisions based on fear often have bad outcomes – it's because they're grown in the soil of negative energy, rather than rooted in your passion and helping to nurture it.

Remember, too, that ultimately, any decision you make is the right one. Not because the consequences are always exactly what you wished for, but because you will never know how your life would have turned out if you had gone with the other option.

YOUR HUSTLE IS DESTINED TO BE SUCCESSFUL – EVEN IF YOU HAVE TO CHANGE YOUR DEFINITION OF SUCCESS TO MAKE THIS TRUE



What does success mean to you? I ask because I believe that success means different things to different people. We might all be fascinated by the concept, but the fact is that it's not an objective quantity.

Some people want to live a good life. Some want nothing more than to educate their kids, or to educate themselves so that they can acquire more skills and so get better jobs. Some want to change the world.

The thing is, our goals are all precious to us – whatever they are. You don't work to meet someone else's definition of success. If you do, you'll never achieve what you want to. But what if you don't actually know what success means to you? That's not as rare as you might think. Often, people know that they want to be successful, but they can't actually articulate what they want; what success looks like to them.

Interestingly, most definitions of success are related to material possessions. People seem to equate success with big houses and fast cars. But is that really success? For me, living successfully comes down to living with purpose. In the last segment, I spoke about how living with purpose is the outcome of following your passion because when you love something you become good at it.

In fact, I guess passion is one of the keys to success because when you're good at something you're able to make a living from it. The more chance you have to practise your skill, the more you improve and the more you stand to earn.

You could even earn so much that you manage to become rich – but, to me, what's more important is that you'll be happy. To me, that's real success.

When I think about success, I think about what makes me happy: seeing my daughter healthy and happy, knowing that my mom is doing well. I admit that it wasn't always this way. As a youngster, I was also hung up on material things. But that changed, because once I had all the things I thought I wanted, I realised that they weren't enough. It wasn't that I wanted more – it's just that it turned out that the cars and clothes weren't what I needed.

How to find out what you really, really want? Take time out to introspect and find your calling. I've found immense value in doing this. I recently started meditating, and before now I never realised what an incredible experience it is to be still, to be quiet, to be with yourself. I strongly encourage you to get to know yourself. Know what you want, know what makes you happy. This is the key to making sure that when you're working towards a goal, it really is your goal, and not someone else's.

More than this, understanding what, precisely, you aspire to gets you halfway to achieving it. That's where it all starts – because you have to start with your end in mind. When I started Massiv Metro, I had a very clear idea in my mind about what the station would be like. I knew exactly how the DJs would sound – in fact, I could almost hear their voices in my mind. I could almost hear the station blasting out from the 1 000 taxis we had partnered with. I had my end in mind.

When you do this, success becomes easy, almost inevitable, because you know exactly where you are heading and what you need to achieve. When you have the end in mind, you know what has to be done to make it concrete. You know which steps to take.

In contrast, if you have no end in mind, you have no direction. If you can't envisage something, you can't work towards it. That's why, before you do anything else, you have to decide what success means to you, and why you want to become successful in this particular way.

The next step: remind yourself every day about how you want to experience success. Remember what I said earlier in the book about the universe being a fertile garden? Repeat it every day and it will take root and come back to you.

Working to meet someone else's definition of success or someone else's goal will leave you unfulfilled. Yes, you might gain material wealth or status, but if

it's not what you really, really want, it will give you no satisfaction. If you're not living authentically, you will always feel that something is lacking – no matter what you have.

One more thought: Successful people will always be successful, because they understand the art of living in accordance with their principles.

YOUR SOUL IS SCREAMING FOR YOU TO ANSWER YOUR TRUE CALLING



Your true calling is to give to this world. Your true calling is to go to the grave empty, because you've poured everything you have out into the world.

All you dancers, dance. All you writers, write. All you thinkers, artists, athletes, dreamers – do what you were born to do. And do it now. Don't wait until tomorrow. Your true calling is knocking on your door, right now.

I'm not saying that you need to stop whatever else you're doing to earn money this very minute. If you can't afford to resign at the moment, that's your reality. But I know that you've been thinking about your true passion all this time; pondering, wondering if you can find a way to make it work for you – maybe even procrastinating because you're scared of failing (or succeeding) when you make that leap. So – what are you waiting for? Stop wasting time!

We're blessed when we're given another day to live. But one day, you might not be given that blessing. What you need to realise is that if you're doing something you don't like, it's not going to get better.

Don't stick around for that pay cheque, especially if you're young, because you've got time. So long as you don't have five kids and a bond, there's no reason not to go for broke. Put yourself through the pain of making a change right now – or in 10 years' time you'll still be doing the same thing. And you'll still be hating it. Trust me, you'll thank yourself for taking that risk now.

And what if you're not in the lucky position of having no responsibilities? That's still not a reason to remain in a rut. Don't stay where you are. Make a calculated move – but move.

I followed my true calling. As a youngster, I left my job at Telkom to chase my dream of becoming a DJ. It meant that I had to work without a salary for two years while I was making my name at YFM. There were months when I didn't

make the rent, but I was happy. I was pursuing my dream, DJing, surrounded by inspiring people. Many years later, I look at what I've achieved, and I think to myself – none of this would have happened if I hadn't made that leap. I'm glad I made that decision all those years ago. Imagine where I would be now if I hadn't. Time flies, and I'd be older (and maybe wiser) – but I'd still be miserable.

Again, I tell you: your true calling is knocking. It's time to pursue your dream.

This is the youngest you will ever be – the clock is ticking, and you're just going to get older. You will never again be as young as you are right at this very moment. This thought hit me the other day, when I found my first grey hair. It just popped out, right in the middle of my beard. And there's nothing I can do about it. I have to accept that I'm growing older. And it's not going to stop. Right now, I am the youngest I will ever be again. In five years' time (by which time I'll probably be all grey!), I'll look back at this moment; I'll remember writing this and I'll marvel at how young I used to be. Growing older happens to everyone – and it's going to happen to you too, so stop making fun of old people! Everyone has a birthday, and time waits for no man.

That's why you've got to do what you've got to do. Make that decision right now. Start doing something with your youth. Mark Zuckerberg spent his younger years building Facebook. I spent mine building TS Records. So what are you doing with yours? Stop drinking them away and hanging with the wrong people, or spending time stuck in a job you don't like.

Turn your back on all of those things. Instead, stop. Be still. Find time to look inside, determine what you really want, and make it happen.

When you manage do that, it's a beautiful thing. A few months before writing this, I was hanging out at the Coachella Valley Music and Arts Festival with Black Coffee. It was an incredible experience, not least because I got to watch Coffee give a truly awe-inspiring performance – but more about that later.

First, I want to tell you about meeting Chris Pan, the founder of the MyIntent Project™, while I was there. MyIntent™ is an NGO that makes jewellery – but it's not all about great-looking bracelets and necklaces. Each piece of jewellery is engraved with the word that means the most to you, or that you best identify with. It could be 'resilience', it could be 'carpe diem'. My MyIntent™ medallion is emblazoned with the word 'passion'. Chris and I got into a conversation about living with passion and having a positive impact on the

world. We were inspired by each other – my chat with Chris reminded me of how fulfilling it is to live the life I lead, dedicated to empowering people. Chris does exactly the same thing. He makes people's lives better by providing a visual reminder of what they live for.

I want to encourage you to do the same: live for making someone else's life better. I know I am. I'm living my purpose every day, and that's why I am one of the happiest people I know.

But it's also about making yourself happy – and that's why I say, if you don't like your life, change it. Now. Write that resignation letter as soon as you've finished reading this.

Oh, and about Coffee: watching him was one of the most profound moments of my life. Everyone at Coachella knows exactly who they want to watch, and what time the show starts, so when it looked like Coffee was about to walk onto a stage without an audience, I felt nervous. You have to pull a crowd at Coachella, or you don't get invited back – so it was make or break time for Coffee. It was particularly special for him, because he was dedicating his entire set to Avicii, who had just passed away. All of a sudden, people started streaming in. Soon, there was a crowd of over 10 000 people, all there to listen to this guy from Umlazi. One of the highlights of Coffee's performance was its sheer African-ness. Even his set design was a graphic celebrating our continent. There were hundreds of South African flags in the audience, all giving Coffee confidence. I have never felt as proud as I did at that moment, watching this South African rocking the world. For his last number, Coffee played an Avicii song – and the crowd went mad. He killed the music – but the crowd wasn't ready to let him go. They started chanting 'South Africa yeheyeye', a line from the Distraction Boyz song *Omunye*. All those thousands of people, who hadn't been there even an hour before, had come just to see Coffee. Tell me, what could be more inspiring than that?

The amazing thing about Coffee is that he is one of the most humble people I know. He's so down to earth, even though he is such an incredible success – at Coachella, his dressing room was next door to Jamiroquai's. He makes other stars star-struck, but it doesn't get to him. He really is one of the greatest examples of someone living their purpose.

Isn't it time you did too?

DON'T ASPIRE TO MAKE A LIVING. ASPIRE TO **MAKE A DIFFERENCE.**



You don't understand the concept of 'making a difference' when you're young – not really. We're taught about what it means to be a 'good person', and what it means to do good – but that's not really enough to make you grow.

When you come from a background like mine, the need to give back is innate. It grows without any input from you. You just can't help it. But it's something that develops over time. When I was younger, I didn't know that I'd end up doing the kind of work I'm doing, empowering our youth, or that I would live according to my purpose. It's something that I grew into.

I was helped along the way by spending time with some truly inspirational people. I've mentioned before how DJ Fresh and Khabzela, who were working with me at YFM, impressed me with the work they did to uplift their fellow South Africans; Fresh through the scholarships granted by his foundation and Khabzela through his organisation, Positive Youth of Gauteng.

I wanted to be just like them, so I modelled myself on them. I started my journey to giving back by giving motivational talks at schools. The movement got bigger when I invited my friends to participate, and eventually grew into SLEF.

SLEF is a non-profit but, as time went on, I felt that I wanted to formalise what we were doing. I wanted to take my mission to upskill our youth even further. I've mentioned that it was always my dream to own a school, so that I had a platform to pass on skills. And, while it's one thing to inspire people with words, as I do through SLEF, it's even better to give them the competencies they need to be able to earn a living. But, at the same time, Hustlers Academy is also helping me earn a living. That's the beauty of the concept: it enables me to make money out of my passion.

Incidentally, one of the most significant current trends in philanthropy sees people establishing profit-making businesses based on their favourite causes. It's also one of the most effective models in terms of ensuring sustainability. If

you'd like to learn more about this, check out Dan Pallotta's TEDTalk, *The Way We Think About Charity Is Dead Wrong*.

DON'T ASSUME YOU'LL GET BETTER AT WHAT YOU DO WITHOUT **WORKING AT **IT****



What are you doing to develop yourself?

It's a critical question, because unless you have a solid plan for self-development in place, you're destined to go around in circles.

I've watched a lot of people watching their lives go by. Go to any township in South Africa at 11am on a weekday, when people should be at school or at work. You'll notice that the streets are busy, full of people just lurking. Time passes, people age – but they don't change. Their circumstances don't change.

And, man, that hurts. I've seen the people I grew up with remain exactly where they were more than 20 years ago. They're stuck in a cycle: they wake up, they have a chat, they pass the day – and then the sun sets. Before they know it, ten years have passed, and they're still living with their moms.

They're stuck because they haven't taken the initiative. Education is expensive, I know, but there is nothing stopping you from self-educating. Empower yourself. Find a way to build your knowledge and your skills. You're fortunate to be part of a generation that has access to a world of information at their fingertips. Use it.

DON'T CONFUSE MOVEMENT WITH PROGRESS



A while back, I got stuck in the trap of having meetings. I was running around, busy as anything, but achieving very little. It's an easy trap to fall into, especially if you're lacking direction, and it feels a lot as though you're running in circles.

At the time that I met Nic Regisford, my partner in Leadership 2020, I was investing a lot of time and effort trying to get government business. I was trying to hustle, trying to make money. I'd get calls, make calls, pitch for work, but nothing ever materialised. There are people who have made their fortune working for government, but I'm not one of them.

Meeting Nic changed everything. He gave me a sense of direction by moving me away from my obsession with government work and getting me to focus on Leadership 2020 instead.

The change happened at the right time. I had always wanted to be far more than I was. I didn't want to become just another entertainer who gets old doing the same thing, year after year. I wanted more. And having the right partner helped me achieve that.

Nic helped me harness my strengths, especially my influence among the youth, and showed me how to use it to help others.

Working with Nic also taught me that you don't always need to make big wins. Often, it's the little wins that count more.

We started Leadership 2020 by hosting our own events. Our first event featured motivational speaker and life coach Tony Gaskins, and its success really opened doors for us. Our events grew bigger; we collaborated with people like brand leadership expert Timothy Maurice Webster, businessman Happy Ntshingila and leadership guru Dr Richie Achukwu. Eventually, they developed their own momentum, evolving into regular seminars aimed at empowering young people.

The more work we did, the more we wanted to do. We reached a stage where our talks were no longer enough. We needed to teach, so we launched a range of short courses. But the additional platforms we had established were still insufficient. We needed to package the content in books. Next, we thought: what about TV? So we launched a programme on entrepreneurship.

Today, Leadership 2020's properties include a radio station, books and a school. Massiv Metro and Hustlers Academy both grew out of Leadership 2020. When Nic and I first discussed the concept of an organisation to empower youth during a dinner party, we never dreamed our initiative would get this far. Which just goes to show: sometimes, you just need to make a start.

Of course, building a business is tricky. It's a long-term undertaking, and no business follows a linear progression. There will be setbacks. The establishment of Leadership 2020 wasn't without challenges: we battled to structure our finances, for instance. You can't hold events every day of the week, so we had to find other ways of generating money. In the end, this worked in our favour, because it forced us to develop alternative revenue streams – and so something which started out as a potential setback became one of our strengths. That's the nature of business. You have to keep plugging away and build on every one of your successes until, one day, you sit back, look at what you've built, and realise that the whole is far greater than the sum of its parts.

One thing I realised through this journey is that you always need a cheerleader. Nic has played a pivotal role in my transformation from an entertainer to a youth leader. My partner at TS Records, TK Nciza, has also been a major influence in my life. Their encouragement has taught me the power of being surrounded by people who follow a different school of thought, because their perspective is nothing like yours. They're able to guide you and show you that there's more in you; they can help you believe in yourself.

Their support is also important at those times when your confidence is low. If it weren't for Nic, I would still see myself as an artist. I'd still be trying to compete in the music industry against much younger guys, doing the same things over and over. Nic gave me a push and although it was painful, I'm glad I grew. He gave me drive and vision. When I doubted my abilities as a speaker, he pointed out that I was already speaking in public; he showed me that there

was little difference between doing school engagements and being on the speaker circuit.

BE PREPARED FOR WAR



Look at what's going on around you. Look at movements like #MeToo and #NotInMyName. They've been established by people fighting against patriarchy and male domination; institutions which have been established for so long that, until now, the world believed that any attempt to take them down would be pointless.

I love it. I love being part of a generation where people are not afraid to speak out. I love that we are finally having the difficult conversations about social injustices that have been in place for so long most people accept them as 'just the way things are'. These are the conversations that will eventually lead to a change in the status quo.

This fight can't – and won't – end with our generation. We're fighting for our children's children. When you think about it, the world has had a male bias since the beginning of time – even the Bible is written from a male perspective.

The fight against patriarchy is but one of many that are taking place right now. In South Africa, we are fighting with a government that, after 24 years, has not done enough to reverse the harm created by apartheid. In 2018, we said goodbye to a corrupt administration and welcomed a new one – and yet there's still lots of work to be done.

You are fighting a system. It's a system built on rules that don't favour you. Your parents were forced into townships, so that they had to catch a taxi to travel into town to jobs where they worked for their oppressors. Their education prepared them for these positions.

During apartheid, we didn't know better. We simply did as we were told. But now we're wiser. We know that we need to fight for what we believe in. We know that we won't accept things as they are; that we will question everything. And if you're fighting successfully, it's going to be one helluva fight, because not everyone you meet will agree with you and support you. You have to prepare for this, mentally.

What works in your favour is the fact that black people have always been fighters. We've already fought something far bigger than ourselves, and we won. We overcame apartheid. In the words of the great poet Mzwakhe Mbuli, 'There is nothing you can do to me that apartheid hasn't done.' Having lived through apartheid, nothing could defeat him.

I share that sentiment. And you need to believe in it too – even if apartheid had been dismantled by the time you were born, there will have been an instance in your life when the challenges you faced seemed so great that you didn't believe you would find a way out. But you did. So you've already been through hell, and come back.

When your life seems bleak, you need to remember that other people have lived through worse. In the same way, although I grew up poor, there were people in my township who were far poorer. But they kept going.

They're the proof that this life is about endurance. It's about being strong in the face of pain. You need to have a fighting spirit. I do – and it's the one thing that's kept me going after each of my setbacks. I learned this from my mother. As a child, when people made fun of me and beat me, if I complained, she'd beat me harder.

I learned to fight growing up in the place I did. Corporal punishment might not be allowed in today's schools, but back then your teachers didn't hesitate to beat you. At my school, it was pretty standard. What's more, your teacher would make you choose the stick they'd hit you with. And when we weren't in school, we were fighting in the street.

Coming from that kind of environment, it's so beautiful to see the South Africa of today; our roads, our electricity, our stadiums. If you don't believe me, if you still think we're lacking, visit one of our sister countries – then you'll see just how privileged we are. They are nowhere near where we are in terms of development, but they're still making things happen. We should look to them for inspiration.

The dark days of apartheid may be far behind us, but you must always have the will to fight for your dreams. Never allow yourself to be stopped.

MAKE THE REST OF YOUR LIFE, THE BEST OF YOUR LIFE



At the time I'm writing this, there's huge uproar surrounding Kanye West because of a comment he made, stating that slavery is a choice.

Now, I think that Kanye is a genius musician; he'll surely go down in music history. But, for such an influential figure, his statement was poorly thought out. The repercussions have been tremendous.

I always try to put a positive spin on everything – I've trained my brain to do this. So maybe, instead of slating Kanye, it's worth investigating whether there's a grain of truth in his words. And I think there is. He's telling us to reject being mentally enslaved.

This is something people of colour are particularly prone to. It's the little things that reveal our attitudes, like the belief that, if it comes from the West, it's the best. But if an idea was ours, we don't trust it. We focus on our difficulties and, while I understand why we do this, it's the solutions that we should be focusing on.

You need to change your narrative. Look at the positives, and your future will improve. Things can be better.

If you need an incentive, imagine what life will be like for your children. Decide that although you have struggled, they won't have to.

So, what are you doing to prepare for your future? Me, I built start-ups. And, before you say that you can't do the same because you don't have money, let me tell you right now that you don't need money to establish a start-up. I started Massiv Metro without capital. If you have an idea, you just need to find people who will be able to help you. You also need an upbeat outlook – keeping your mindset positive will give you the strength to keep going. If someone tells you 'no', keep going.

Whatever you do, keep going. When Nic and I started Leadership 2020, it was 2013, and the year of our vision was still seven years away. Even then, we were

thinking about the future. We had plans for what we wanted to achieve by 2020, and including that year in our company's name helped keep us focused on those goals. You, too, need something that forces you to keep thinking about the future.

So many people like to talk about what things were like 'back in the day'. While reminiscing isn't a bad thing, and we all indulge in comparing the past and the present from time to time, it's important that you don't get stuck in the past. The world has changed, and it keeps changing – and you need to keep changing too.

Whenever I need to be reminded of this, I look at my daughter, Wawa. I look at how much she has grown, so quickly, and I ask myself: What have I done today to make her future better?

THERE WILL ALWAYS BE MORE PROBLEMS TO SOLVE, MORE THINGS TO TRY



So, you've achieved what you set out to achieve. According to your definition of success, you've made it. So, what now?

I'll tell you what now: you re-evaluate. Because, actually, you're far from done. If you were, you wouldn't grow any further. And you have to keep growing.

Success, for me, used to mean a nice car and a nice house. I got those things, and then I realised that there's more to life than material objects. Ten years ago, there was a Porsche parked outside my house. At the time of writing my second book, I didn't have a car – I had just lost everything after being fired from Metro FM, and I was starting up again. Two years later, I could have any car I wanted, but I get around with Uber. And that's because I made a choice. The old Sbu, who needed to make a statement with his flashy belongings, is gone, and in his place is someone who realises that real success means being able to help others.

As a black person, if there's poverty in the community you come from, your work isn't done. Nelson Mandela once said: 'No one is free until all of us are free' – and the sentiment still applies. If you're driving a great car and your drive takes you into a township full of unemployed people – dude, you're not successful. You still have work to do. I realised I still had work to do – hence my work with SLEF and, more recently, with Hustlers Academy.

Your goalposts need to keep shifting. You need to keep fighting to reach the next milestone, according to your definition of success.

As I've said before, if you're a true entrepreneur, you'll always be on the lookout for the next big idea. Look at Elon Musk: after establishing PayPal, he set up SpaceX and now Tesla. He's a serial entrepreneur. That's a great thing to be, because there will always be more problems to solve, more things to try.

South Africa's great business icons are examples of this too. I doubt that Patrice Motsepe feels he has arrived, because he understands that as long as there is poverty, there's work to be done. That's why Cyril Ramaphosa went back to politics after building Shanduka. He'd experienced enormous success in the business sphere – but he knew that couldn't be the end for him. He knew he could make a greater impact; he had bigger things to conquer in the form of political issues. Now that he's leading South Africa, we're all wondering what he's going to do with his presidency. It's a huge challenge: how do you reconcile a country of 60 million and help them heal the past's injustices? That's the fight he's facing right now and, truth be told, even if he wins, it won't be the end for him – because there will still be other challenges to overcome.

Cyril Ramaphosa shows us that, even if you're a millionaire, you can still become even greater. There's still room for growth.

He's an example to us all, and he's encouraging us all to live up to it, with his *Thuma Mina* ('Send Me') call. It's all about service, and we all need to serve. In fact, none of us are truly successful until we do.

PROMOTE, DEMOTE OR DELETE



We tend to take for granted the people who care about us most: our moms, our wives, our best friends. That's human nature. And we only realise that we need to stop taking them for granted when it's too late.

I lost my father in July 2017. At the time, there was a lot going on in my head. I was glad that he'd seen my success and that I'd made him proud, but I also felt that I should have spent more time with him, and I should have shown him more often that I appreciated him.

Now, the only parent I have is my mom. She's my last chance – I have to show her how I feel. I've realised that when you have people like this in your life, you have to promote them.

Unfortunately, we often fall into the trap of putting other people first – the people who don't care about us as much. We make more effort to impress the people who don't deserve this type of attention. These are the people we need to demote.

And then there are the people who need to be deleted. In the townships, we're big on spring cleaning – getting rid of all the things in the house we no longer use. That's a philosophy we need to use not just in our homes but in our lives too: we need to delete people who have shown themselves to be backstabbers and hangers-on. The people who surround you make your life – so if you're surrounded by a circus instead of good people, that makes you a clown.

At the height of my musical career, I always had people around me. What I never noticed was that when we were out and it was time to pay the bill, everyone would look away. By the time I realised what was happening, I had to ask myself: do these people really care about me?

Deleting people from your life might be difficult, but you'll be grateful once it's done. When you're young, you might not even be able to imagine doing such a thing – but, trust me, as you get older your friendship circles become smaller naturally because you become more choosy about who you spend

time with. You may as well have a headstart now. And, no, you won't feel lonely – you'll feel the opposite, because you'll have more time available for the people who really matter. So get started now: begin by deleting the numbers of all those energy vampires from your phone, and unfollow them on social media.

You need to remember that there is no room for negative people in your life. You can invest a lot of time and energy in trying to turn a pessimistic person around, but at some point, they have to go.

YOU CAN'T REACH PERFECTION EVERY DAY.

SOMETIMES JUST GETTING THINGS DONE IS ENOUGH.



I'm writing this chapter on a day that I woke up and just didn't feel like going to work. To put things in context, because my show on Massiv Metro begins at 6am, I wake up at 4am every morning. Last night I went out, something I haven't done in ages. And it made me realise that the time when I could do multiple gigs in one night and party until the morning are over.

When I woke up this morning, my body reminded me that there's a reason I don't go out that often any more. Because I'm a positive thinker, I told myself that I might not feel like going to work right at that moment, but the show is only four hours long and I could be home and back in bed by 10am. Having given myself that pep talk, I was able to get up and make it to work.

Sometimes, just showing up is an achievement in itself. There are times when you just don't have the energy or mental reserves to give it your all – but when those days pop up, instead of giving in entirely, do just a little. You will feel so much better about yourself.

Remember, too, that beginning is half done. To repeat an idea I mentioned earlier in this book, it doesn't always have to be about the big wins: sometimes, it's enough just to get started. Once you've started, you just need to keep up the momentum. If you've started, you've already done more than someone who hasn't started yet.

Earlier in the book, I told you that Massiv Metro has recently celebrated its first birthday. It was a giant landmark for us – but, even so, when Culoe De Song (who I was interviewing at the time) congratulated us, we said that we were still at the stage of humble beginnings. Culoe turned that around on us. He said that having already turned one, we were really far down the road. He

pointed out that the last time he and I had spoken, Massiv Metro had been just an idea – now we have over 30 000 Twitter followers and more than 100 000 app downloads. And we're still growing. There was a time when we'd open up the phone lines and, in spite of appealing to people to give us a call, there'd be nothing. Now those phones are busy all the time. It's good to have come this far, and it's also good that we made our mistakes. Because media is changing all the time, there will come a time when data drops and people stream audio rather than tuning into radio stations. When that happens, all the big groups will look to launch their own online stations, but we'll already be way ahead because we did it first.

And it all happened because we had the courage to make a start. We realised it didn't have to be perfect – it just had to be.

IMAGINATION IS MORE POWERFUL THAN KNOWLEDGE



When I started playing tennis and travelling to new places for our tournaments, I began to see what the world could be like.

That was a big thing, because until then my world had been restricted to what I saw around me. Before playing tennis, I lived in a bubble: I would go to school, come home, and watch television (only SABC channels, because that's all we had available back then). I saw very little of what was outside my own home, let alone what was going on in Sandton or Mpumalanga. Once in a while, I'd go with my mom when she went into town – but I'd be pulled along by the hand so fast I wouldn't have the time to investigate or explore the interesting things that caught my eye. I might catch a glimpse of something fascinating out of the window of my taxi, but that was it – that was my experience of the outside world.

Most people are the same. Their worlds are limited to what they can see around them, because that's what they know. But the more you can imagine, the easier it is to escape these limitations.

It hurts me to think that there are people living in the townships who haven't once left their immediate surrounds, not even to go to town. They watch the sun rise, then they watch it set – and their worlds remain exactly the same.

Thank goodness for social media and the window it gives us to the rest of the world. This means so much, especially for a younger generation. Staying in the township can drive you to become someone you were not meant to be. You get caught in a cycle, mixing with the same people, discussing the headlines in the *Daily Sun* – and that's pretty much it, the sum of your life.

I'm still not completely sure how I managed to escape the hood. I'm proud that I did, but I'm also proud of where I come from. There weren't many heroes coming out of Tembisa – most of the people we looked up to came from Soweto, so people there appreciate me for putting Tembisa on the map through my work.

During my time there, I was mentored by Panyaza Lesufi, the Gauteng MEC for Education. Even then, he was a *grootman*. He was different from everyone else: in our hood, it was the thugs who were cool, but Panyaza had our respect because he had a great car, an Alfa. I couldn't believe that this *grootman* liked me and wanted to help me – and now things have come full circle, because I'm helping the kids in Ekurhuleni.

And one of the most important things I try help them do is see that the world is so much bigger than what they see around them – and to encourage them to go explore it.

JUST START



We never really know what we're doing when we start out on a new project. We're just trying as we go along. It can be quite scary – and maybe that's why so many people don't want to get started in the first place. They're afraid of failure. Afraid of what other people might say. Well, this is what I have to say: just start. Of course you'll make mistakes. But it's about failing forward – you'll learn from your mistakes and things will eventually right themselves.

Before you know it, your venture will turn into something you never could have imagined. That's exactly how it happened for Nic Regisford and me with Leadership 2020. Of course we had big plans when we started the company in 2013, and we knew that we wanted to establish an academy by 2020, but we had no firm plans outlining how we would achieve this.

As I've said before, the Hustlers Academy doesn't look quite the way we imagined it, but I believe that what we do have is a game changer. It presents a real solution to a very South African problem, providing employment for young people at the same time as they gain skills. With 25 million youth in our country unemployed, it's a true example of disruption.

I've been screaming about the importance of entrepreneurship for the longest time, so I was ecstatic when President Cyril Ramaphosa spoke about the importance of introducing entrepreneurship into the school curriculum. Hustlers Academy is a direct answer to his request that South Africa comes on board to create its own solutions: we're fostering a pool of young people who might not have gone to college, but who are able to earn their own money from the day they join us. Best of all, we've encouraged Corporate South Africa to support our vision. Hustlers Academy will support between 100 and 500 young people this year; imagine how much more we can achieve if government gets involved in our roll-out. And it all starts by equipping our graduates with sales skills so that they'll have everything they need to earn a living, no matter what industry they land up in.

It's an outstanding concept, but I wouldn't have come up with it if I hadn't felt uncomfortable with my own pay cheque from time to time. That dissatisfaction forced me to hustle, innovate and, eventually, disrupt. This isn't a journey I planned – and it wouldn't have happened if I hadn't scooped up all my courage and just, well, started.

You can do the same – and even if you don't have it all planned, it will work out. The universe will see your passion and determination, and will help you to find a way. That's exactly how Hustlers Academy came about for us: just last year, in 2017, I was stressing that 2020 was just three years away, and we had no academy in sight. What I couldn't know was that God was already working behind the scenes for us.

The fear of starting stops you from doing a lot. There's only one way to overcome it: think of someone who gets into the water and swims, because if they don't they'll drown. Now, get ready to jump in the deep end.

WHATEVER YOU ADMIRE IN OTHERS IS ALREADY PRESENT WITHIN YOU



Earlier in this book, I referred to Kanye West's statement that slavery is a choice, which is actually a statement about victimhood.

When I was younger, I didn't realise that I had greatness within me. As a wannabe DJ, I used to look up to my idols and I'd wish that I could speak English as fluently as they did – but I didn't think that I could achieve what they had. Maybe you also look up to someone and wish that you had their skills – but you worry that if you try to achieve, you'll mess up. We've all been there. And, yes, everything is difficult when you start out: it's like your first day in a difficult class, when you have no idea of what's going on. Maybe you ask a friend for help, maybe you wing it, and maybe you fail – but three months later, you'll look back at that first day and you'll wonder why everything felt so strange, because by now it's second nature.

It comes back to what I spoke about in the previous chapter: fear of the unknown. But beginning something is like going bungee jumping: it's scary when you're standing on the precipice but once it's done, it's done.

So get yourself out of your comfort zone, whether that means registering for an MBA, going to gym, signing up for a Pilates class, writing a book. Once you do, you'll see that you've achieved something (no matter how small) that you wouldn't have accomplished if you hadn't taken action.

Remember that everyone you look up to had to start somewhere, just as you do. You might mess up, and people might laugh – but just getting started is a big accomplishment in itself.

You need to realise that there are no jobs coming. That's my pinned Tweet for 2018, because it's true: no one is going to come knocking on your door and offer you employment. There's no uncle going to offer you shares in his company, no government tender coming your way. Malema can't do it; not

even Obama could. It's your life, and no one knows how long you're going to have to live it. So you have to get on with things.

That's what I've done. I didn't go to a multiracial school, and I had very little experience in business. But I now own five companies. People see me hopping on planes, talking about MoFaya, and they tell me that my confidence is next level. They say that it looks as though I have no fear of anything – when in fact I do. Every time I talk about MoFaya on an international flight, I'm scared I'll be arrested or left behind! But that doesn't stop me doing it.

That's why I always say: just do it! Don't ask for permission, because no one is going to give it to you. Rather do it, and apologise later (so long as you're not doing anything that will get you into prison). That's how I've approached my career and my hustle from the start. And it hasn't always worked well – there was the time I was fired from Metro FM, for instance – but even when the worst happens, you'll be led to another opportunity.

You can't wait for perfect conditions, because they'll never arrive. You can't wait for someone to tell you that you're ready. You just have to make the leap. I'm doing that even now, as I prepare for my departure to the United States. I don't know anyone there, and I don't know how long it will take to make my first pay cheque or how much it will be – but I know that I'll make it. I know there will be challenges, and I know it will be a culture shock. But I am a soldier; I'll figure it out. I don't have fear, and I don't have ABS (*Abantu Bazothini* – What Will They Say? – Syndrome). I'll make my move now, and I'll deal with the repercussions later.

You too need to throw yourself into whatever it is you want to do – just flipping start! Worst case scenario, you'll have to move in with your mom or with a friend until you get back on your feet.

If you wait, others will overtake you. They'll also be scared, but they won't let that stop them. In Zulu, we say *ukuzincama* – dare yourself like a soldier. Go with it and see what happens. Understand that success comes to those who look for it. And once you start, your small wins along the way will keep you motivated. The more you succeed, the more you'll feel the need to keep going.

SUCCESS IS BUILT ON DOING THE SMALL BORING TASKS YOU DON'T LIKE DOING, EVERY DAY



I start my day at 4am, because I have to be on air by 6am. Anybody who wakes up at this time knows that it can be a battle: even if you enjoy your job, there are days when you just don't feel like it. As much as I am jovial, hungry, ambitious and optimistic, I'm also human, and for me, too, there are days when I wish I could stay in bed. I'll make any excuse – maybe I had a late night, maybe I didn't sleep well.

But the thing is, I end up ignoring those excuses, and here's why: you can either keep pressing the snooze button, or you can just get up. That resistance you feel when you hear the alarm clock lasts only for a few minutes. Once you're up, it's over – and then everything begins to flow.

The same goes for any of those boring tasks we don't like to do, but have to. The reality is that they're not actually boring – you only perceive them that way because you don't like them. And that's fine – you can't like everything you do – but it doesn't change the fact that you still have to get them done. My advice? Get over yourself, get them done, and move on.

Of course, it's easy to say this. I'm not perfect – I still do all those things I keep telling other people they shouldn't do. But I've trained myself to become better at them, so that I get better all the time. Maybe in time I'll be able to pay people to do the jobs I hate (and maybe you will, too), but in the meantime, you're responsible for getting them done. They're not going to go away by themselves, so if you ignore them, they'll still be staring you in the face. And eventually, a task that would have taken just a short while to complete will have built up for days, weeks, months – until it becomes a real stumbling block.

On the other hand, if you develop good habits and get into doing them (and doing them well) first time round, these habits will also build up over days, weeks and months – and eventually they'll culminate in your success.

Can you still become successful if you don't tackle these tasks? Maybe – but in my opinion, you're just dragging things on when you could probably achieve everything you want a whole lot quicker.

I'll give you an example: if you want a job, you have to start with an interview – and to get an interview, you need to put together a compelling CV.

While we're talking about CVs, just a word here: firstly, make sure that every single detail included is true – don't be tempted to make your experience sound more glamorous than it really is. Remember, too, that your spelling and grammar must be flawless. This makes a big difference: when recruiting people to work at my companies, I've immediately disqualified people if their CVs weren't properly presented. Finally, remember that your CV isn't the only thing a prospective employer will consider. Your social media feeds count for a lot, so even if your qualification makes you a perfect fit for a company, some companies might not hire you if they can see you have a history of trolling people, or if your social media feed shows that your energy is negative. You have to be very careful about how you use social media, because the things you say online never go away, and the repercussions can last for years.

Of course, your preparation for an interview doesn't end with writing up your CV. You also have to research your potential employer, and find out how your skills will make you an asset to the company. When you go for the interview, I feel it's best to assume that there is no role for you in the company, and that you will have to create your own. Don't be afraid to talk about your strengths and abilities, and how these can benefit the organisation. Show your interviewers why they need you and no one else.

If you get the job, that's just the beginning. You have to be punctual, meet your deadlines, and show that you're a team player. This isn't always easy: if some of your colleagues come from a completely different environment, you might find it hard to get along with them – but you still need to do your best to get along with everyone.

You need to prove yourself on a daily basis. Yes, daily – because a good job isn't just about delivering on your monthly deliverables. It's about doing the

small things, every day – like making sure your spelling in your emails is perfect.

Doing these small things perfectly, every day, is how you build a habit of excellence. So, even if your job is to make tea, make sure you do it to the best of your ability. After all, you never know who's watching. You don't know who holds the key to your next opportunity – the person you just greeted without a smile might become your next boss. Who knows: if you'd been more enthusiastic, maybe he'd have taken a liking to you and doubled your salary?

When something becomes a habit, it eventually turns into a behaviour. Make sure that your habit of excellence is so ingrained that it becomes a discipline – just like me getting up early for my show.

Consistency plays a big role in becoming successful because it's the small things, repeated every day, that lead you to the big things. Will Smith puts this so well: When you're building a house, lay each brick perfectly, so that when you lay the next brick, it can be just as perfect. Before you know it, you'll have a hundred bricks perfectly laid, and then a thousand.

See that word, *perfect*? It's a hard thing to live up to, but you need to keep trying. Of course, you probably feel that when you do something well no one ever notices, but when you make a mistake, everyone knows about it. That's because people expect us to deliver well. It doesn't mean that they don't notice your good work. But you're paid to do a job, and it's your responsibility to make sure that you do it to the very best of your ability. Sadly, messing up compromises the good work that you've already done; that's why doing it well matters so much.

Even if no one comments on your good work, trust me, it gets noticed. There's always someone watching. Your excellence is what will take you to the next level. I experienced this for myself a few years ago: I met one of my mentors when his son approached me for my autograph. I, of course, said yes – but he told me he had never seen a celebrity behave with such humility. When I approached him to mentor me, he was very happy to agree – but would he have been so happy to accept my proposal if I had behaved like a diva towards his son? I would have lost a valuable opportunity with a person who has opened many doors for me.

***BE CAREFUL HOW YOU TREAT PEOPLE,
BECAUSE YOU NEVER KNOW WHAT
THEY'RE CARRYING.***

***DON'T JUDGE THEM BY THE WAY
THEY LOOK.***



I'd known Nic, my partner in Leadership 2020, for some time before we started working together, because he was in the same industry (in fact, he did some work with Phat Joe while we were both at YFM). I never felt a connection with him, though; in fact, I thought he was a little bit mean! Today, I see him as one of the kindest people I know – but it took a long time, and plenty of hours together, to get to know him.

This experience taught me that you really can't judge people by their appearance. You're not only doing them a disservice; you're also potentially harming yourself, because sometimes the people who might be able to help you and put you forward simply don't look the part. Some of the most successful people are the most humble, and some of the most arrogant are the least successful.

This message was brought home to me one day at the airport. I was late for a flight, and the boarding gate was closing. I asked the person manning the desk to help me out and let me on anyway, but she refused. So I had to buy another ticket. I got chatting to the travel agent, who recognised me and asked for my advice on starting a community station. I gave her as much help as I could and while I did, it occurred to me that I may have been able to help the other airline staffer too, had she behaved differently. The thing is, when you meet someone, you never know what role they may one day play in your life.

It all goes back to the concept of *Ubuntu*. Be humane. Have empathy. Be a true representative of who South Africans are – and who we are is *Ubuntu*. South

Africans have a warmth about them.

It's critical to treat people well, with humility and respect. Go out of your way to try to understand people from their perspective, instead of being impatient and judgemental.

And remember: when you're judging someone, you could just make the biggest mistake of your life. You might just write off someone you could need in your future.

THE GREATEST ENEMY OF YOUR PROGRESS IS YOUR LAST SUCCESS



A lot of people dwell on the glory they achieved years ago. While happy memories are great, the world we live in changes constantly, and you're only ever as good as your last project. You don't win today's game with yesterday's points, because what you did yesterday doesn't count.

So, what does count? One word: *now*. What you're doing *now*. What you're dreaming of, right *now*. You have to be on your feet, you have to remain relevant, because there's new talent coming up all the time; younger graduates who are hungrier than you and will overtake you. They have better qualifications than you, and they're more determined. It's a competitive world out there, and your competition is just as good, if not better, than you.

Some of my friends in the music industry are still talking about the awards they won 'back then'. But here's the ugly truth: if there's no money in your bank account, those awards are nothing but decoration.

Just as you need to update your skills, your dreams also need to be updated because we don't work just so that we can pay our bills. You have to keep finding new inspiration.

Of course, it's good to keep track of your accomplishments. They have a definite place on your CV, because they're a record of what you're capable of achieving – but don't make the mistake of believing that they will always open doors for you.

When I speak at schools and universities, the kids sometimes ask me if I'm really a DJ. I take that as a compliment, because it shows me that my success has transcended the entertainment industry. They know me for what I am doing now – for my books and for the Hustlers Academy – rather than for what I did ten years ago. I consider the fact that people have forgotten that I used to be a DJ to be a good thing. If I had done all these other things and they still thought of me as one, I'd be worried.

That's not to say I am never going to release another album. I still love music, and it really speaks to the youth, so it's a great way to reach out to my market. But the music I make going forward will be completely different. I'm no longer doing it for the money, which means that I can experiment. I'd love to play at festivals, with a full live band for example. Because as much as what I want to do has changed, my audience has also changed. They've also grown up now – and we're all looking forward to seeing what happens next, rather than looking back at how things used to be.

A FORMAL EDUCATION WILL MAKE YOU A LIVING, BUT SELF-EDUCATION WILL MAKE YOUR FORTUNE



I didn't grow up surrounded by businessmen with loads of qualifications and experience in the corporate sector. In the township, most of the businessmen owned filling stations or general dealers, and I'd ask myself how they could be so successful when they weren't educated.

As I got older, I realised that being educated doesn't necessarily mean having a formal education. Some people gain their knowledge from reading; some people take in everything while they're growing up. That's why we always say that wisdom comes with experience. Some people aren't educated but they're streetwise and they're able to combine what they've learned from living with what they've learned from the classroom.

I'm not an academic, and I'm not the most highly educated guy around. But I'm doing better than some of the people who are far more educated than me.

What I'm saying is that you must never underestimate the power of self-education, whether you've gained your knowledge from listening to the people around you, reading books on your chosen subject or spending time honing your craft. These activities might well have made you wiser and better at what you do than someone who has spent more hours inside a classroom. You can't simply assume someone is smart just because they've been to university.

You also can't assume that someone will succeed because of their education. You may have a degree, but if you don't work hard you won't be able to make the most of the opportunities that come your way. To paraphrase one of my favourite sayings, 'Hard work beats education when education doesn't work'

hard.' Often, success has nothing to do with your qualifications, but with how hard you work. I'm not the brightest, but I'm extremely hard working.

That said, if you do have an education, appreciate it. Education is a privilege in our country. Still, it shouldn't stop you from striving to become self-educated.

Sometimes I think that education gives people a sense of entitlement. They don't understand why they have qualifications but no jobs. I can tell you why: not all companies hire qualifications. They hire attitudes. This is where your street smarts come in, because a great attitude is something that you can't learn in a classroom. A great attitude comes about from taking in everything that happens in your environment, and learning from it. And I really do mean everything, from your interactions with people to their betrayals and rejections. These lessons teach you how to manoeuvre better. The more time you spend in the real world, the more you'll get hurt – but that hurt will polish you, like a diamond. It makes you stronger. Every 'no' you receive is different; they all teach you something new.

The lesson here is that you shouldn't feel disappointed when you don't get your own way. Rather, appreciate what you learn from the experience. What you learn in class is different from what you learn in the real world.

Life humbles you. And that's why life is the best education.

EMOTIONAL INTELLIGENCE IS THE MOST UNDERRATED CRITERION FOR SUCCESS AS AN ENTREPRENEUR



There's IQ – your intelligence quotient – and then there's EQ, your emotional intelligence.

So what is emotional intelligence all about? It's simple: people come in all shapes and sizes. How we were brought up influences the adults we become. We all deal with issues differently. This is something that, as an entrepreneur, you need to remember.

Maybe you didn't choose to become an entrepreneur; maybe entrepreneurship was forced upon you. It doesn't matter, because the outcome is still the same: you're now the boss and it's no longer just you that you need to worry about. You need to worry about your employees, too. If you came to entrepreneurship young and grew up with it, you might find yourself better equipped to handle the challenges that come along with this reality, as opposed to someone who is new to it. But, whatever route you've followed to get here, the fact is that entrepreneurship is all about problem solving. This raises the question: if you're not good at solving your own issues, how are you planning to solve other people's problems? One of the best ways to hone your problem-solving skills is by introspecting; looking inside yourself so that you can find a better way of dealing with challenges.

Emotional intelligence matters a lot here – as well as in other areas related to entrepreneurship. Take partnerships, for example. Some partnerships work better than others, and it can really help to have someone to speak to; a mentor who has worked the same road and can offer guidance based on experience and insight, rather than emotion, because making decisions based on sentiment can compromise the business.

Managing emotions is part of emotional intelligence. I've made the mistake of bringing emotions into the business before, and it's affected my entire team.

Maturity helps here, because the more experience you have, the better you become at solving problems.

Something else I would advise: surround yourself with people who inspire you, as well as people who see things from a completely different reference point and therefore bring a fresh perspective. Try to include people on your team who are older than you, or come from a different background. I have many different mentors in my life for precisely this reason, from my mom to my spiritual mentor.

We try to teach EQ at the Hustlers Academy, although teaching this skill doesn't end in class. In fact, when you're selling the best education you'll receive is in the field – because practical training beats theory any day. What makes one person a better entrepreneur than another is the time they have spent doing their business. That's why I spent time selling MoFaya in the streets. It's a tough gig, but if you want to be able to sell you need to be able to read people, and that's something you can learn only through experience.

Time spent in the field is also great for networking and meeting people. In today's world you can run a business from your house, without ever speaking to another person – but, to my mind, nothing can make up for one-on-one interaction. One simple example: text messages are easily misunderstood because you can't 'read' the sender's tone of voice. In contrast, when you speak to someone face to face, you can tell what they're really thinking because of their facial expressions and vocal inflections, so miscommunication is far less likely. That's why it's important to get out and about, even if you can technically do your job without leaving the office. Go to seminars, spend time at networking events. People skills will never go out of fashion: even if robots do take over our jobs, someone has to build those robots. Your job requires you to understand your market, to know how they think, to 'get' what makes them tick – and the only way you can learn this is by talking to them.

What if you're a loner? That's fine – you don't need to follow the crowd. But you do need to develop compassion. Even if your industry is business-to-business, at the end of the day, we're still human-to-human.

THE MORE VALUABLE YOU ARE TO THE WORLD, THE MORE SUCCESSFUL YOU ARE



I've spoken before of how I used to spend time at YFM, even before I was employed there. I'd do what I could to help the DJs, working for free, making sure they could see that I was adding value.

You need to do this too: instead of chasing success, look at how you can add value.

I've seen how this strategy helps others. When Massiv Metro celebrated its first anniversary, we hired a bunch of permanent staffers. Instead of looking outside the station for employees, we took on the people who had already been working with us as interns. Our thinking was that these guys had already proved themselves, so why would we want to hire anyone else? For them, it meant a big break. It was how I got my big break too – so, no matter where you are, find ways to make yourself indispensable.

GO BACK TO BASICS



When the singer Jub Jub came out of prison after serving time for killing school children while drag racing, he and I had a long conversation. We were talking about Instagram, and he admitted that people had been making fun of him because he didn't know what it was – it hadn't been around when he went to jail.

He also admitted that he was shocked by how much things had changed. When he went into prison, he was a superstar; by the time he came out four years later, the world had changed completely. He told me that he had tried to drop off CDs at some of the local radio stations, but he'd been told that he needed to email music files – and he didn't know how. I advised him to catch up with the world, at least by going on social media immediately, but he said that he preferred to keep a low profile, at least for a while.

If he'd followed my advice, he would have built up a huge following because he had a buzz when he came out, that was the right time to launch his social media – but, as it is, people have moved on. Now, it's AKA and Cassper in the spotlight. Times have changed, and the way we do things has changed. But that doesn't mean Jub Jub needs to consign his career to history. He can still succeed; he just needs to adjust the way he does things. I am glad he has changed his life for the better, got a TV show and is working hard. I am proud of him.

It's about playing catch-up. We are nothing like our parents – my mother tells me she doesn't even need an email address, for example. She resisted learning about computers until the 2000s, when she was forced to take up something I could have taught her, with ease, a good ten years before.

I've said it before, and I'll say it again: if you don't keep pace, you'll be left behind. Get on social media, learn basic computer skills. Connect with the outside world. It's good for you; it will help your hustle.

Changes in technology can only benefit you; use them to boost your hustle. Back in the day, when TK and I were running TS Records, we had to get into a

Kombi Caravelle and travel all over the country to promote our artists' albums. We had to host performances at every community station, school, university and church to grow our artists' fan bases. We were successful because we weren't afraid to go to the most remote, rural parts of South Africa; to places in Limpopo where the community station had a listenership of only 70 000 people. We'd be away for three months at a time. It bonded us to the point where we were like a family, and it was fun – but nowadays we wouldn't have to do that. Instead of driving that Caravelle, all we'd have to do is email music files. More recently, we launched MoFaya without a single billboard or television commercial – we've promoted the brand solely on social media, and today it's one of South Africa's fastest growing brands.

You can put the power in your own hands. You can – and you must.

WHAT COMES NEXT?



One of the reasons I'm so excited about Hustlers Academy is because it presents a very real solution to a very real problem. We all need to make money, but we don't all fit into the formal education stream. Some people don't want to sit in classrooms; they want to start making money, now. That's why our curriculum has been designed to be extremely practical and hands-on; structured so that students are equipped with skills and can start making money immediately.

The participation of 3Sixty Financial Services is crucial, because our students hone their skill by selling their products. But because we didn't want them to rely solely on commission, they also receive a stipend.

Our goal here is to encourage young people to think differently about employment, because the reality is that jobs just aren't being created in our economy. Rather than trust that they'll be able to find employment in a corporate, we're teaching them to think like entrepreneurs. We have big ambitions in this area: our objective is to train 1 000 young people every month nationwide. We currently have two branches in Johannesburg and are training about 80 to 100 youth every month. Over the next five years we plan to have branches in all nine provinces.

But it's not just about numbers. We were thrilled to see that the first 24 people who completed our pilot project started earning well almost immediately: we had taught them to aim to sell five policies per day and, armed with their brand new skills and very little practice, they were selling an average of two policies per day.

The Academy also offers short online courses in disciplines such as public speaking, financial management, marketing, and brand-building – all designed to develop business skills. All our courses have been created in strategic partnership with the Regenesys Business School. Students are assured of good content from people who have run businesses for many years.

Another reason we established the Academy is that we believe today's education systems and content have lost their relevance with the fast changing world. We're taught a lot of information, but a lot of it isn't going to help you find a job or make money. Think about this: two million young people enter the labour market every year. I believe that the education system needs to be reviewed, and its approach updated, but until that happens, we need to help young people – and we can do this by giving them the skills they need to employ themselves and others.

But – and this is the part that really excites me, because it's a prime example of disruption – it's also a win/win. While our students are making money, so is 3Sixty Financial Services – they're benefiting because they have an army of young people out there selling their products. To my mind, this is the kind of model which displays true entrepreneurship: we're doing two great things at once, providing employment and upskilling the youth while generating profits. There's a third entity that wins here too: although students don't pay fees to join HA, the Hustlers Academy makes a profit because a portion of all monies from sales is used to sustain the school. This is exactly the kind of model I mean when I talk about disruptive businesses.

I've always wanted to start a school, because education is very important to me. In my dreams, my school looked a little different, but I think that our model is perfect for our current challenges and ensures it is entirely relevant to every young person in South Africa. That's one of the great lessons of entrepreneurship: just because something doesn't turn out the way you expected doesn't mean it's not a success.

Hustlers Academy is just one of our new ventures. The second is Siphiso Digital Media and Marketing which is a marketing arm of all our companies. So if you see MoFaya, Loko Flame, Massiv Metro, Hustlers Academy on any platforms (TV, radio, events, billboards, social media, etc) just know that is Siphiso's work. The team at Siphiso Digital Media and Marketing has an extensive wealth of experience in the industry. We also provide marketing expertise, strategy, media buying, production and content work for outside clients too.

Then we have MicroBlast, an app based mobile TV channel. While you might have watched TV on your device before, MicroBlast is the first of its kind because it's entirely dedicated to South African content. Plus, as its name suggests, it's 'micro': short shows, running from three to five minutes. Shot on

HD to ensure quality, these shows run the spectrum from sport to drama, music, lifestyle and entertainment – all available on your phone. The service is available on a content-specific basis, but users will also be able to subscribe.

With the launch of MicroBlast in 2019, my dream has come full circle: I started out as a kid from Tembisa who wanted nothing more than to make music, and did so in my room until I got a job on a community station, Voice of Tembisa. I used to imitate the radio greats of the time, like 'Kansas City' Mchunu, Bob Mabena, Phat Joe and Khabzela in my mother's dining room – and now I have been blessed with ownership of my radio platform. I went on to have a 15-year career on TV as a presenter and actor – and now in 2019 we're launching a mobile television station; a platform that's been carefully designed so that it's in tune with what we consume on TV today. That's what's going to make it a major player at a time when television is on the decline.

All of these initiatives are linked through our foundation, the Sbusiso Leope Education Foundation (SLEF), which uplifts the youth through education. The Hustlers Academy speaks to the same goal, but takes it to the next level – more evidence of the thread which links all these platforms.

In each instance, I have supported the people who supported me. It's not about self-enrichment. It's about creating a model that gives back, and it's a beautiful model.

Throughout all my business ventures, I've been completely honest about what it takes to be successful. People have seen my mistakes, which I will continue to make. Not the same mistakes of course. I will not be afraid to share them with you in future. In fact, I'm glad to; people have seen me bounce back from my hard times through hard work. I'm happy to show people my grind, to let them see what hard work looks like, because it's the best way to counter the idea of microwaved success that people aspire to.

I'm also glad that my ventures haven't always been immediately successful, this shows my audience the honest truth that success takes time. You have to focus on the end goal – that's what I preach, and that's what I am living because I know that success is inevitable.

This book, like my others, is a way of sharing my journey – one that I am enjoying. And it's only going to get more exciting. The next book I write will be penned from somewhere else in the world. The United States is where I am currently purchasing new property and planning to relocate to within the

next year. You might wonder what's prompted this move, especially since I am so passionate about Africa and the youth. In fact, it's precisely because of my passion that I haven't left before now. But my reason for the move is simple: I want to be able to make the biggest impact I can, and I believe I am best positioned to do that if I am a global citizen, building a global business and representing my continent on a global platform. I will also be studying.

If anything, I think being a global citizen is the best thing I can do to realise my ambitions for my Africa. You know the line from that song, *New York, New York*: 'If I can make it there, I'll make it anywhere'? Well, I believe that Africa is the real test. If you can make it in Africa, you can make it anywhere. I've done that, so now it's time to take my African gospel to the rest of the world.

I think the timing is just right. The world is starting to turn its eyes towards Africa. For all the right reasons: to celebrate our wins, rather than to pity us. Afrocentrism is at an all-time high. Look at the success of the French team winning the 2018 FIFA World Cup with an 80 per cent African team, and *Black Panther*, a movie which celebrates the African ethos and aesthetic. It all continues to prove the strength of our African continent today. It shows our continent in a way that commands respect; it shows the world what we can and should become. It provides a completely different view of our continent as opposed to the lies that have been told for many years about us; instead of a fly-blown nation holding a begging bowl, the world is starting to see Africa as a continent of victors as it is supposed to.

After all, Africa is the continent that gave birth to life as we know it. Science does prove that life began in Africa. And that Carbon, what is known as 'Melanin', dominates the world and is the only element in the world that contains 6 electrons, 6 protons and 6 neutrons which makes up the 'Chain of Life' (CHO). Meaning the African people were the first people on earth. That's why if we mate with any other race, that race automatically becomes black. It's sad that they had to work very hard to try to erase us from history. But the more the scientists dig deep into history in search of the origins of man, the more the truth reveals itself. So it is about time our people start to realise the strength in us. Black children, you are Kings and Queens. The sooner you realise that, the better.

With the global perception of Africa changing, the time is ripe for our message as young African change-makers. I am joining a lot of other brilliant young African minds making us proud all over the world.

Another reason for my move: having succeeded in South Africa, I want to see how I fare when competing on a much larger stage. I believe I was meant for greatness and nothing less. It's all part of that relentless drive for growth that makes us entrepreneurs who we are. I also want to mix with the world's best. As a global citizen, I'll be doing business all over the world, meeting with other young leaders who think as I do and sharing my passion for the African continent. Working in the technology and entrepreneurial hub of California, the financial capitals of New York City and London, I'll be in an excellent position to seek out opportunities that benefit my country and the rest of the continent.

I will be in South Africa very often. But now, I'll be continuing the world of Elon Musk, Siya Xuza, Trevor Noah, Caster Semenya, Mark Shuttleworth, Charlize Theron, Black Coffee, Farai Gundan, Davido and Wizkid in flying our flag around the world. These are the Africans who really stand out for me; who are showing the world that there's a different side to Africa. They inspire me, and I want to be among their number. I want to become more of an inspiration to others – because I believe that my story is already an inspiration back home.

It's a story about how you can come from nothing to become a global force to be reckoned with. You can go from living in Tembisa, in the heart of apartheid South Africa, in a system designed to make you fail, to buying property in Los Angeles and starting a global business that's going to impact millions of lives.

I'm going big, and nothing is going to stop me.

THANK YOU, FARAI



I would like to thank Farai Gundan for the Foreword. She is an inspiration to me and her résumé speaks for itself. She has been a friend of mine since we met in New York's meatpacking district back in 2007: I had a Number 1 album in pan-Africa, and was at the height of my music career as an artist. She interviewed me on my rise and rise in the music industry in South Africa and little did I know our interview would turn into an amazing, long-lasting friendship that we would share to this day.

Farai had just been on Oprah Winfrey's show, and had her own media start-up Faraitoday.com. She was a young mover and shaker in New York. I could relate to her energy and her positive aura. Eleven years later, she boasts two master's degrees, and lists institutions such as Harvard, Forbes, Essence, CNN and the World Economic Forum on her résumé.

I'm always inspired by Farai's tenacity, her love for Africa and her intelligence. She embodies the true definition of an African woman.

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