

There Are No **SIDE** Projects: The Benefits of Taking Yourself Seriously

- **Michael Winslow**
- Not THAT “Michael Winslow”



!=



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 michaelwinslow



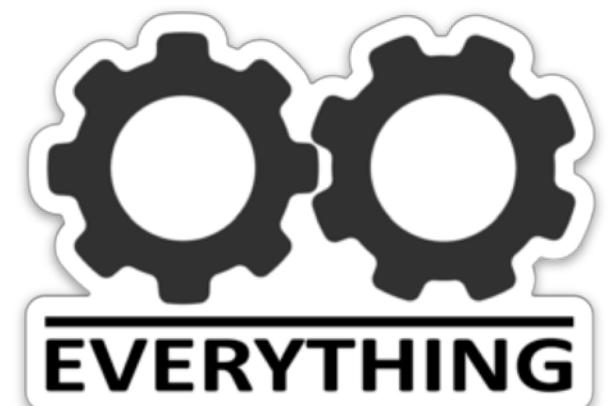
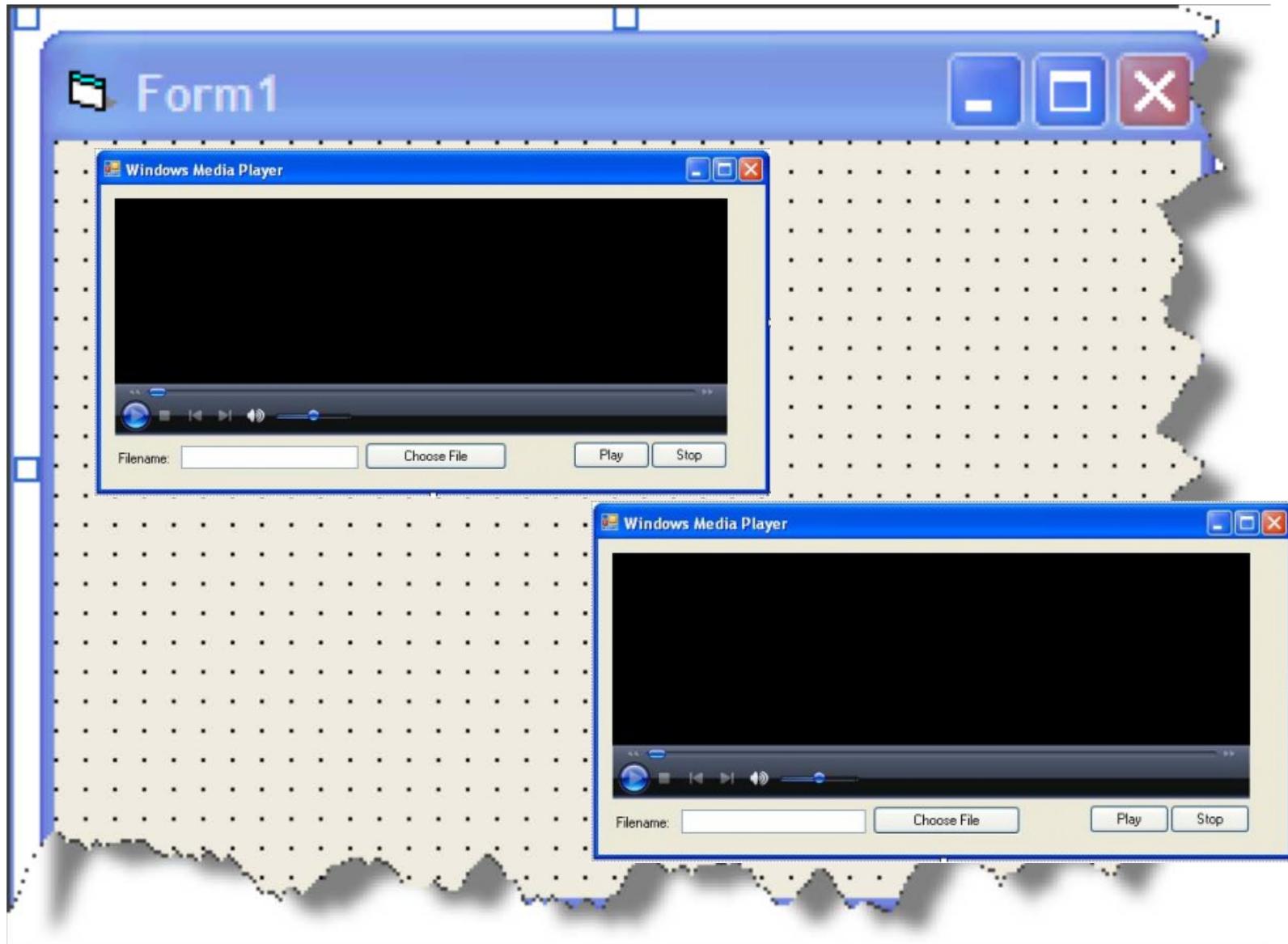
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MY OTHER DESK IS
A TURNTABLE



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<http://www.cc.com/video-clips/t0brk3/chappelle-s-show-when-keeping-it-real-goes-wrong---vernon-franklin---uncensored>



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Don't Worry...
I'm just a side
project.

Version 1.0



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Version 2.0

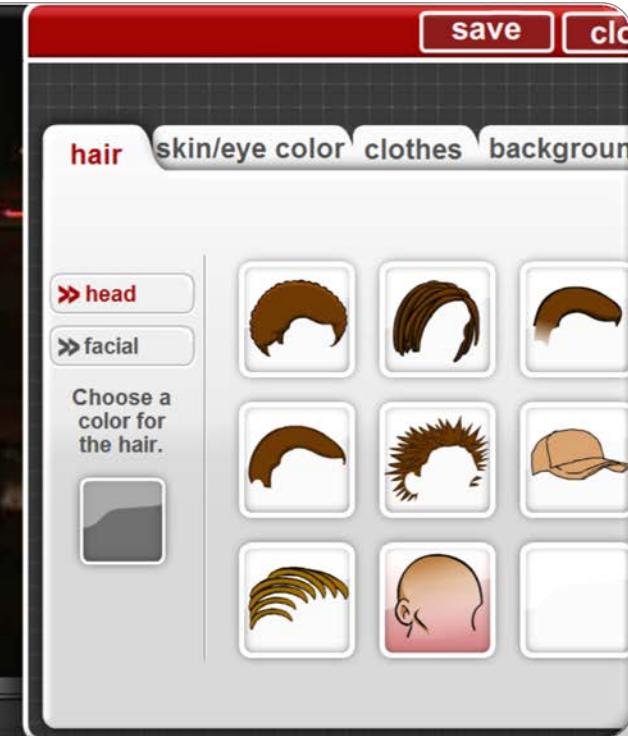
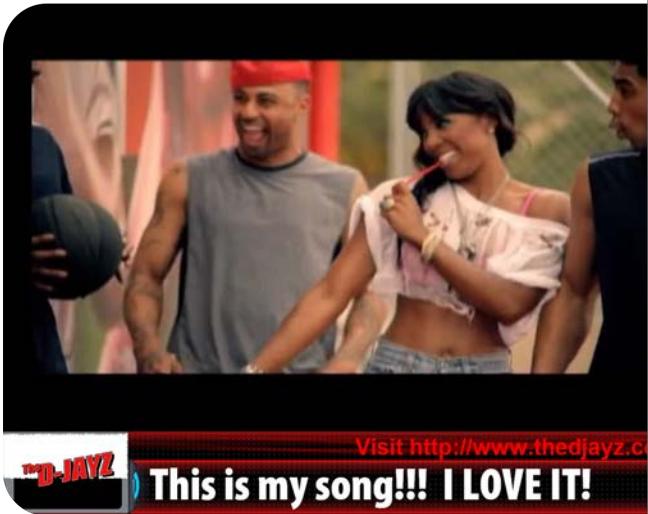
The image is a collage of screenshots from the DJAYZ mobile application, showcasing its features and branding.

- Top Left:** A DJ booth interface featuring a cartoon DJ character in a green shirt and glasses. The background shows a stage with lights.
- Top Center:** A music player interface titled "Now Playing" showing "Please Don't Stop the Music" by Rihanna at 02:57. It includes a play/pause button, a skip button, and a progress bar.
- Middle Left:** A customization screen for a DJ character. It shows a "Coming Up..." section with album art for "Part Of Me" by Katy Perry, "Take Care (Feat. Rihanna)" by Drake, and "Call Me Maybe" by Carly Rae Jepsen. It also includes a "D-JAYZ" logo and a color palette for hair and skin/eyes.
- Middle Center:** An "Advertise Here!" banner with the email address advertising@thedjayz.com.
- Bottom Right:** A promotional message encouraging users to visit <http://www.thedjayz.com> with the text "g!!! I LOVE IT!".
- Right Side:** A sidebar for "FIRST-CLASS Luxury Limos" with contact information: 1-856-461-3300, 1-800-963-LIMO, and www.firstclasslimos.com. It also features a "Step Up To Luxury Climb Out In Style" slogan and small images of people in limousines.



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Version 2.0



D-JAYZ



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Character Builder



LEVEL: 1

REWARDS:

*NOT
YET*



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*You will yell
“Level Up!”
when you see*

LEVEL
UP

LEVEL: 1

REWARDS:

**GET
READY**

Character Builder



Character Builder

AUDIO / VISUAL



LEVEL: 2

REWARDS:

NOT
YET



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Character Builder

AUDIO / VISUAL



NEW ABILITY
ADDED

LEVEL: 2

REWARDS:

GET
READY



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Character Builder

PRODUCT



LEVEL: 3

REWARDS:



LEVEL
UP



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Character Builder

PRODUCT



LEVEL: 3

REWARDS:



NOT
YET



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Character Builder

REMEMBER TO BALANCE



PSA

PUBLIC SERVICE ANNOUNCEMENT



NEW ABILITY
ADDED

LEVEL: 3

REWARDS:



GET
READY



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REALIZATION



Entrepreneur



LEVEL: 4

REWARDS:



LEVEL
UP



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Character Builder

ONE MORE SKILL



LEVEL: 4

REWARDS:

NOT
YET



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<https://faremusic.it/2016/02/15/sei-u-artista-emergente-se-non-sei-popolare-non-sei-nessuno/>

Character Builder

PUBLIC SPEAKING



LEVEL: 4

REWARDS:

GET
READY



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DEVOPS ENTERPRISE SUMMIT



DJ Boo Boo

- No Side Projects
- Experience Comes From Anywhere
- Avoid Bulleted Lists

LEVEL
UP



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