

*“The greatest idea in the world
won't work...unless you DO!”*

Keep your day job and....

HUSTLE While You WORK

**Using Your 9-5 To Jumpstart
Your 5-9**



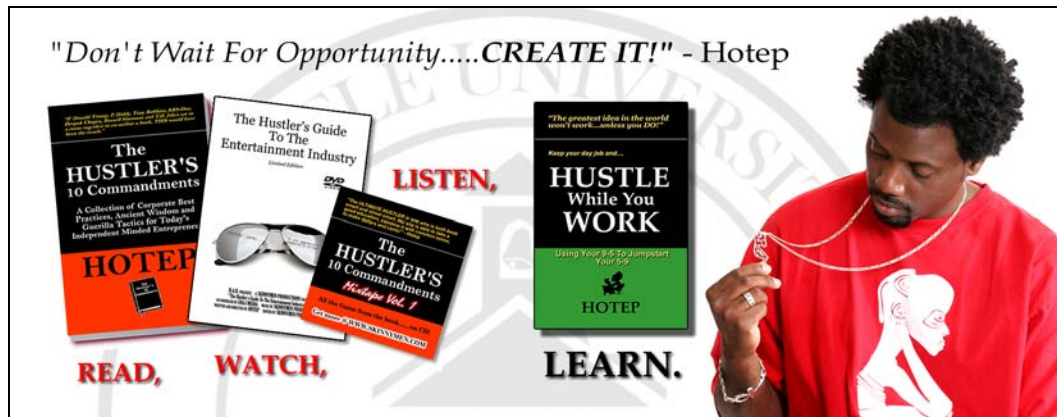
HOTEP

ISBN # 978-0-9800232-1-3

THE PURPOSE OF THIS E-BOOK

This E-Book was developed and is distributed for FREE to give the public a clear picture of the success strategy I call "HUSTLE WHILE YOU WORK". While the concept is nothing new, coining this phrase makes the idea more practical and tangible. The book, ***Hustle While You Work***, is a complete manual for anyone who leads the "double life", working hard during the day, and even harder in the evening to make his or her dream into a reality. This applies to employees, entrepreneurs, students and parents. It is my hope, that this excerpt will demonstrate the need for you to read the book in its entirety.

-Hotep



HUSTLE WHILE YOU WORK (*chapter 1 excerpt*)

We live in uncertain times. Actually, life has ALWAYS been uncertain. From ancient times until today, there have been very few things that human beings could consistently count on forever. Ironically, the only thing that is *Constant* is **Change**.

Things are always changing. And likewise, we must also change to adapt to life's inconsistencies in order to **survive**.

Survival is the lowest level of existence. I assume that since you are reading this book, you don't want to just "survive", you want to **live**. Today, in order to live, we need MONEY; that is why we work.

Current events have shown us that our economy is unstable. Regardless of the industry, job, career, business or investment strategy, what goes up will eventually come down. Corporations go bankrupt, stocks fall, companies downsize, businesses close. No *one*.....*no-thing* is immune to or exempt from the laws of nature.

As savvy, independent-minded entrepreneurs, we must prepare for the different seasons of our business(es). This is why we **HUSTLE WHILE WE WORK**.

Who ever said you have to choose between working for an employer and working for ourselves?

Option 1: Work for an employer. Devote your time, energy and life to someone else's dream. Get paid consistently. Work longer hours in hopes of a promotion or bonus. If you lose your job in this scenario, you are in big trouble because your job is your **only** source of income.

Option 2: Work for yourself. Devote your time, energy and life to your own dream. Get paid inconsistently. If anything happens to you personally in this scenario, or your business hits an unexpected slump you are in big trouble because your business is your **only** source of income.

Why can't you do both? Work for an employer AND be self-employed. **Hustle while you Work!**

Option 3 (Hustle while you Work): Work for yourself AND work for an employer. Devote your time, energy and life to your own dream WHILE working at your job. Make a sometimes inconsistent income, BUT still get paid a steady paycheck. If anything happens to one income in this scenario, you can use the other to carry you through the rough time because you have **two** sources of income.

Get the picture?

The idea behind *Hustle while you Work* is nothing short of creating **Multiple Streams of Income** (MSI).

The concept of MSI basically expresses that we should create many opportunities for us to simultaneously generate income.

Don't put all your eggs in one basket.

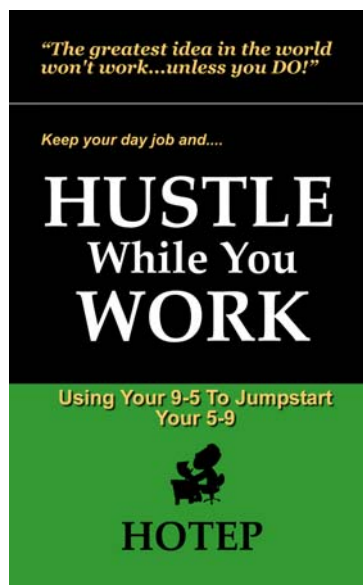
Think of the farmer who plants various crops that bloom in different seasons. Different crops allow him to reap harvest from some crops during the summer and continue to profit from other crops during the winter.

The idea of **Hustle While You Work** recognizes the changing “seasons” in business. It allows us to reap *harvest* (profit) from some streams during the good times and continue to profit from other streams of income during the downturn.

You've probably heard Robert Allen or Robert Kiyosaki discuss the importance of creating *Multiple Streams of Income*. For the most part, they discuss this in reference to those that are solely entrepreneurs. The fact is though, NO MATTER WHAT YOU DO TO MAKE A LIVING, YOU ARE ALWAYS WORKING ON MULTIPLE TASKS. So the same concept of MSI can be applied **even if you work a 9 to 5**.

If you **Hustle while you Work**, you have at least 2 sources of income; one source of income that is consistent, yet limited; AND another one that may be inconsistent, but where the earning potential is LIMITLESS.

Never forget..... when we discuss your j-o-b, it is only as a temporary means of security, NOT as a lifetime sentence of servitude. This manual will help you see the benefits of, and give you the strategies to use your *job* to launch your **business**!



www.hustlewhileyouwork.com

ABOUT THE AUTHOR

During the day **Hotep** is an elementary school teacher; but this Morehouse College graduate is so much more. Hotep is owner and operator of **Skinnymen Productions**; an independent multimedia edutainment company based in Atlanta, GA. Since 1997, he has been a pioneer in Atlanta's entertainment/ media industries. Hotep is widely recognized for his out-the-box thinking, guerilla marketing tactics and his unique "*common sense*" approach to teaching complex business, spiritual and intellectual concepts.



Under Skinnymen Productions, Hotep has produced/ directed **2 award-winning documentaries**, written **2 books**, published a **quarterly newspaper**, released **4 albums** and created a multi-media **art exhibit**. He independently controls production and distribution of his products, owns property and has amassed an impressive investment portfolio.



No stranger to the spotlight, Hotep has been featured in numerous magazines, newspapers including: **XXL, The Atlanta Journal Constitution** and **The Washington Post**. He's also been featured internationally on various T.V., radio, internet and cable programs.

Hotep says, "*People are looking for answers. They are tired of the old **Secret of Success** and **Get Rich Quick** scams. The way to become successful is not a secret and the only people that get rich quickly are those that are already rich or the lucky few. For the rest of us it's a matter of Knowing one's **Purpose**, Living with **Passion** and Exerting one's **Power** through a lot of hard work or.....**Hustle!***"

Book Hotep to speak at your next event:

Call: 404-294-7165

Email: info@skinnymen.com

ALSO FROM SKINNYPHEN PRODUCTIONS:

The HUSTLER'S 10 Commandments

1.
Your Network Is Your Net Worth
2.
Image is Everything
3.
The Early Bird Gets The Worm
4.
It's Lonely At The Top
5.
Success-Where Opportunity
Meets Preparation
6.
Business Is Personal
7.
Everything is Negotiable,
Everything
8.
It's not WHAT you know,
or WHO you know....
it's who knows YOU!
9.
It Takes Dough, To Make Bread
10.
Know G- Believe In Thyself

HOTEP

Buy the Book AND Mixtape @
www.skinnymen.com
For Booking Info
Call: 404-294-7165
Email: info@skinnymen.com



"If Donald Trump, P. Diddy, Tony Robbins, KRS-One, Drayak Chopra, Russell Simmons and T.D. Jakes sat in a room together to co-author a book, THIS would have been the result."

The HUSTLER'S 10 Commandments

A Collection of Corporate Best Practices, Ancient Wisdom and Guerilla Tactics for Today's Independent Minded Entrepreneur

HOTEP



The Book

"The ULTIMATE HUSTLER is one who is both book smart and street smart. He/ she is able to take a good education, combine it with common sense, to make dollars and cents!" - Hotep

The HUSTLER'S 10 Commandments

Mixtape Vol. 1

All the Game from the book.....on CD!

Get more @ WWW.SKINNYPHEN.COM

The Audio CD

The Hustler's Guide To The Entertainment Industry

Limited Edition



R.A. PRODUCED BY SKINNYPHEN PRODUCTIONS PRESENTS
"The Hustler's Guide To The Entertainment Industry"
A FILM BY SKINNYPHEN PRODUCTIONS
WRITTEN AND DIRECTED BY HOTEP
CASTING BY SKINNYPHEN PRODUCTIONS

The DVD

This E-Book was brought to you by:



Hustle University (Hustle U) is an institution of higher learning for today's Independent Minded Entrepreneur.

The mission of **Hustle University** is to promote entrepreneurialism and leadership through personal development, empowerment and the teachings of proven success strategies.

www.HustleUniversity.Org

Copyright @ 2007 by Skinnymen Productions