

# HOW TO TURN YOUR HUSTLE INTO A BUSINESS

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(Proverbs 22:29)

The word hustle is customarily used in a negative context. The **CONTEXT** in which the word is used may be negative. However, it does not mean the word in itself is negative.

The word "*hustle*" is slang for the word "**AGGRESSIVE.**" When people are using aggression, they are exerting tremendous force toward accomplishing a goal. In order to build a successful business, you must have a hustler's (aggressive) nature.

Every successful business owner has adopted this characteristic. People who have a hustler's mentality find it **EASY** to build a business. Turning a hustle into a business will not require a large sum of money.

It will not require a college degree. Learning how to turn a hustle into a business will require you to receive an **EDUCATION.**

ATTAINING AN EDUCATION DOES NOT MEAN  
GETTING A COLLEGE DEGREE. IT MEANS TO  
BECOME INFORMED!!

## BECOME SKILLED IN YOUR WORK

Proverbs 22:29

In order to turn your hustle into a business you must turn your **PASSION INTO A SKILL.** People who profit from their **HUSTLE** rely on their **PASSION** to get ahead. Yet, people who profit from their **BUSINESS** rely on their **SKILL** to get ahead.

Developing a skill is the bridge to building a business. Every business is built on the blueprint of a creative

**STRATEGY.** Having the passion to sell your product is **NOT** the same as developing a sales strategy.

Having a passion to market your product is **NOT** the same as creating a marketing strategy.

Passion does not develop effective strategies. It takes skill to develop effective strategies. When you develop your skill to create effective strategies, you will transition from mediocrity to excellence. Creating a strategy equips you with the tools to **BUILD A STRATEGIC SYSTEM.**

In order to turn your hustle into a business you must learn how to **BUILD A STRATEGIC SYSTEM.** Proverbs 22:29 says, *"Do you see people skilled in their work? They will work for Kings, not for ordinary people."*

Building a strategic business model will enable you to produce a high quality service **WITHOUT** extending tremendous amounts of effort. When you take the time to **TRANSITION** from hustle to strategy, you will attract a

broader consumer base. You will become more profitable and credible to the masses.

**PEOPLE WHO BECOME SKILLED IN CREATING  
EFFECTIVE STRATEGIES DO NOT RECEIVE  
MEDIocre RESULTS.**

## **THE LAY OVER**

Most people are willing to devise an effective strategy. However, they do not have the patience to build an effective strategy. In order to construct an effective strategy, you have to **STOP** hustling for a moment.

The worst mistake people make is creating a strategy on the move. This is counterproductive. When you are creating a business strategy you must take **TIME** to analyze your audience. Examine your potential territory. Understand the psyche of your consumer.

Building effective strategies are worth your time, attention and energy. You must have the foresight to understand that building an effective business strategy is **NOT** conflicting with your hustle. By building an effective strategy you are **LEARNING** how to make your business work for you in the most efficient way possible.

If you can find it within yourself to start focusing on building an effective strategy, you will discover your profits, consumer base and exposure increasing. Keep this in mind. The purpose of a strategy is **NOT TO GET** attention.

It is to **DRAW** attention. When companies move on strategy they do not pursue customers. They **ATTRACT** customers.

**TAKE TIME TO BUILD SOMETHING GREATER  
THAN YOURSELF!**

**(Hustler's work to eat for a day. Strategist work to eat for a  
lifetime.)**

# JESUS IS A STRATEGIST

(Take Notes)

- Jesus performed miracles in **PUBLIC** so people would talk about His works to other people. #strategy
- Jesus selected twelve disciples who were energetic, young and determined so His ministry would **CONTINUE** with the next generation and not die when He ascended back to Heaven. #strategy
- Jesus **RELATED** to the people whom He wanted to transform so they would receive His teachings and not reject His teachings. #strategy

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