

HOW TO TURN YOUR HUSTLE INTO A BUSINESS

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(Proverbs 22:29)

The word hustle is usually used in a negative context but just because the context is negative it does not mean that the word is negative. The word hustle is a slang connotation for the word "**AGGRESSIVE**". When people are using aggression they are exerting tremendous force in order to accomplish a goal, sell a product or complete a task. In order to build a successful business you must have a hustler's (aggressive) nature.

Every successful business owner has adopted this personality trait which is why it is **EASY** for them to build a business. Turning a hustle into a business will not require you to have a lot of money and it will not require you to get a college degree. In order to turn a hustle into a business the only thing you need is an **EDUCATION**.

GETTING AN EDUCATION DOES NOT MEAN
GETTING A 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 that profit from their **HUSTLE** rely on their **PASSION** to get them ahead but the people that profit from their **BUSINESS** rely on their **SKILL** to get them ahead. The primary reason why developing a skill is the bridge to building a business is because every business is built on the blueprint of creating a **STRATEGY**. Having the passion to sell your product is **NOT** the same thing as developing a strategy to sell your product.

Having a passion to market your product is **NOT** the same thing as creating a marketing strategy. It does not take passion to 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 because a strategy equips you with the tools to **BUILD A 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 will enable you to produce high quality service **WITHOUT** extending a tremendous amount of effort. When you take the time to **TRANSITION** from hustling to being strategic 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 a strategy but 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 that people make is trying to create a strategy while they are on the move which is counterproductive. When you are creating a business strategy you must take the **TIME** to analyze your audience, to examine your potential territory, to perfect your approach, to understand the psyche of your consumer and so much more.

Building effective strategies are worthy of your time, attention and energy. You must have the foresight to understand that building an effective business strategy is

NOT conflicting with your hustle but it is helping you to transition **AWAY** from hustling. By doing this you are **LEARNING** how to make your business work for you instead of you working for your business.

If you can find it within yourself to stop focusing on hustling and to start focusing on building an effective strategy you will discover that your profits will increase, your consumer base will increase and your exposure will increase. Keep this in mind, the purpose of a strategy is **NOT TO GET** attention but it is to **DRAW** attention. When companies move on strategies they do not go and get the customer, they **ATTRACT** the customer to them.

TAKE THE 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 that the people would talk about His works to other people. [#strategy](#)
- Jesus selected twelve disciples who were energetic, young and determined so that 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 that they would receive His teaching and not reject His teaching. [#strategy](#)

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