

How do we possibly find a way to break free and achieve lasting success and fulfillment on our terms? One way: We hustle.

We define hustle as: Decisive movement toward a goal, by which the motion itself manufactures luck, surfaces hidden opportunities, and charges our lives with more money/meaning/momentum.

Discovering *our own way* is the truest way forward.

To fully own your dreams, you'll need three fundamental forces: money, meaning, momentum. Your hustle cultivates and amplifies those forces.

Cash gives us confidence. But money without meaning creates a vacuum. No matter how much money we make, Meaning (the "why" to our toil) needs money as much as money needs meaning.

Cash and Meaning give rise to momentum

It's that spring in your step, that confidence to not ask permission but simply to get things done on your terms.

When you choose to own your dreams, you join a group of underdogs, innovators, and everyday risk takers reshaping the future of success on their own terms.

#TheHustleGeneration

The freedom to travel anywhere, the ability to hobnob with the brilliant; the power to transform the world into a better place ---- these are privileges never enjoyed had one continued to rent their dreams.

You only need to give yourself permission to hustle. The rest (money, meaning, momentum) will take care of itself.

Hustle is divided into three parts: Heart Head Habits

HEART our genuine talents and abilities

HEAD our own best paths to owning our dreams

HABITS how often are you stepping up to the plate (to manifest four different luck types)

MARRIAGE falling in love with the wrong type of person, taking a job for the wrong reasons, is often a necessary step toward finding the right thing.

The 10-Minute Rule To destroy procrastination, begin attacking any task with only a 10-minute commitment. Then pull your head up and review if you want to keep going. You'll find that you just needed to get beyond the initial inertia.

Extreme risk flies in the face of logic. It leads to profound existential questions. How much of a sacrifice am I willing to take on to care for my family? What might you do? Accept and abide by the limitations of a system or find a way to push your own dreams forward and create more freedom in spite of risk...

We must trust that **the reward is worth the risk** and find the courage to put ourselves in motion. In a word, we must hustle

When it comes to the big choices in life, the *really BIG* ones -- a career we find stifling, a relationship we find suffocating or one that allows us to grow -- we go for whatever is easiest that *appears* safe and certain. In return, we end up "renting" our dreams.

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The ownership piece means that YOU do not allow yourself to be controlled by a heavy-handed spouse or a boss, parent, or teacher who dictates what you can and cannot do.

When you own your dream, you build it custom to your personality/needs. Now, your dream can grow and *evolve just as you do*.

You have to actively pursue it.

Some might ask if it is possible to both rent *and* own at the same time. No, you're either an owner or a renter. Renting may be necessary, but it must be temporary. You must create an exit strategy that involves more opportunities to own your own dream.

From overdosing on our dreams to executing them, it is then when our dreams are realized.

The ones choice that matters most: We must hustle

Whatever your motivations, be ready to take a meandering rather than a straight-line path. And to be open to surprises along the way. Even still, owning your dreams is tough.

Hustling is about shaking things up. Letting go of the old patterns that suck the life out of us, and beginning anew.

There are oceans of opportunity for free expression and commerce on a global scale.

Innate talent maintains a central role in ultimate success.

Success = hustle x luck x your unique talent

Get tough. Keep fighting. Never ever give up. Never stop... Achieve your dreams no matter the odds. You will find a way when you try hard enough.

Grittier people achieve more of their goals.

Tenacious people win.

Be braver, be better looking, too.

Knowing your talent | improving your strength -- is the best step.

Your quirks and imperfections are what make your hustle more powerful & unique.

Hustling is where you love what you learn.

Hustle is about the small everyday wins.

For as you Hustle more, you'll find that you encounter more Luck.

The best people all have some kind of scar.

Surfacing your talents will make you uncomfortable.. That's good. The pain we feel is helping, not harming....

The most successful people are not the ones with the best batting averages; the most successful get up to bat the most

Doing the wrong thing is amazingly helpful.. it will be a wonderful assist in telling you what that right thing is.

You will strike out. We all do.

We often end up feeling trapped because we make the deal we shouldn't. We accept less than we should.

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Like ostriches with their heads in the sand, we ignore the instincts screaming at us to avoid taking that job ("DON'T DO IT!"). *And then we feel defeated, when 6 months on the job, we're feeling even more meh than ever.*

What doesn't seem to change all that much are your talents? The catch is, you need to do stuff that moves you.

History is full of late bloomers.

To be loyal to our personal hustle, we must betray our old self so that our new self-gains momentum.

Beyond the 10,000 hours, the willful act of doing -- is our secret weapon. Keeping the wheels turning, *momentum* Always has been, always will be.

The way you summit the mountain is by following a series of switchbacks. Sometimes they appear to take you away from the peak. And sometimes they even have you going downhill. But ultimately they are the route to the top.

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It is *critical* that you *always design your own way*... creating a path optimized for yourself.

Everyone has their own best path. Try to follow somebody else and you're at the mercy of their skill set. You're just going to feel like they're better, faster, and smarter than you, but that's only because you're not forging the path based on *your* true abilities.

Richie trying to teach me Golf swing, etc.

The more experience and the more new challenges you undertake, the bigger will be the rewards

Enthusiasm is the electricity of life. How do you get it?... You act enthusiastic until you make it a habit

The more we diversify our risk-- making several smart bets - the more luck we enable.

If life has taught the three of us anything, it is this: Getting started is the single most difficult aspect of doing anything worthwhile. Not finding a good idea. Not executing.

By knowing your talents, and knowing where to invest your resources, you are ahead of 98% of the all of humanity... To get to 99 percent, is easy when you remember that you aren't racing against a grizzly bear but against other humans. Mediocre humans.

The ability to tell your own personal story when networking-- to tell a story about your goals and why others should help you achieve them-- makes you real and authentic, and it creates a connection that no amount of statistics or presentation slides can match.

You win by telling stories because most won't or don't.

The point is, take more risk. Be adventurous, bold, and creative. You never know what kind of luck it might yield.

It's all about getting a feeling for what the other party wants, coming up with the right ways to hook them, and then making the ask.

If you start experimenting, telling a story, and start pitching, you will close the gap between what you are and what you will be, and you will do it without huge investment.

People are opportunities. People are jobs. People are companies. People are your life. Everything begins and ends with your relationships. People are the bridge to your future. Without people, you stand relatively zero chance at success.

What you want to find is a broad range of talented, open, supportive, and flexible people with whom you share a common set of beliefs and values. You should be able to feel comfortable interacting, so develop familiarity and ease into relationships. Always begin by collaborating and offering help.

The key for strengthening your ties with people is to Always be collaborating/ connecting... That is, you want to strive for collaboration, give and take.

The focal point of any people development is to help, serve, contribute, and lead. You help by giving advice, and making others feel good through your quirks, ideas, wit, and personality. Remember, you lead by *giving* first and receiving in response.

Creativity requires risk taking and small doses of pain to solve problems in novel ways. As does producing a work, or bringing a project to the finish line.

An online presence (like a website) and a social media presence that is well maintained and moderately active (a post at least once or twice a week).

The depth of learning is in direct relation, to the intensity of experience.

The struggles that strain us are the ones that grant us the character for who we are to become.

The money will come... that's not the hard part.

The Hard part is silencing your inner critic and making a psychological commitment to keep going to what could be.

It takes time..... And the truth is, it never ends.

Movement toward a goal, however indirect, pays off in meaning and momentum.

People leverage The principle that you need not lone wolf your way through life, trying to know everything or accomplish everything alone. The truth is that someone else has already solved whatever problem you have. Bring on somebody else to lend a mind or a hand. Git'er done.