



HUSTLE MUSCLE

**WORK WITH PASSION
AND PURPOSE**

PATRICK MABILOG

For all those who have hustled so that I can
hustle even greater.

Hustle Muscle

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Chapter 1

The Hustle

I don't know if this will be weird, but I'll just go ahead and start this whole ordeal off by saying it. Have you ever fallen in love with a word? And by word, I don't mean epiphany or revelation. I mean like an actual word. I know I fell in love with the word, 'hustle', when I first heard it.

The first time the word hustle really grabbed my attention was when I heard it from Gary Vaynerchuk, entrepreneur and social media expert. He uses it all the time to refer to working, and I just fell in love with it right away because it brought so much life to the concept of work.

Oh yeah. This book is all about work.

This is not a book about learning how to work harder, neither is it a book about learning how to work smarter. I've learned in life that neither is enough. You have to do both.

If anything this is a book that's going to teach you how to push yourself to the limit, so this is definitely not a book that will be easy to follow. However, I assure you that it's all going to be worth it in the end.

Also, just to preempt you, I'm a Christian so you'll be seeing a lot of Christ centered views. Don't think I'm going to be anti-non-christian (say what?) too though. I believe that many non-Christian people work harder than most Christians do, and that's partly why I'm writing this book.

What's With 'Hustle'?

I had to look hustle up in the dictionary, to be honest. I think that the Free Dictionary by Farlex has the best meaning of hustle- 'to work intensely hard or work aggressively'.

I know what most would think right away after hearing that kind of definition. It

sounds pretty stressful. I assure you it is, but only if your concept of work is twisted. I believe that's why the word has been used for the wrong purposes.

All dictionaries I've checked so far have also kept another rather informal definition for the word 'hustle'. On the streets, it means to earn money through shady means. Oh yes, I know for a fact what 'hustler' means. And yeah it's bad.

Just as bad as the common misconception of the idea of work. But is it really just a coincidence that our perspective of work, and our concept of one who does 'intense and aggressive work' or a hustler is both bad? I'm sorry, I don't.

I refuse to believe that criminal livelihood should take ownership of the term 'hustle'. I know I can't change the street name, but I'm sure I can give a new

meaning to it- the original meaning it was meant for.

I love the word hustle because I love working aggressively and intensely. Does it stress me out? No, it doesn't, and my hope is to show you that it doesn't have to stress you out either.

Work is not bad. Work is good. We were designed and created to work in this lifetime. When God created man, he was given work right away. Adam's first job was pretty clear:

"And God blessed them. And God said to them, "Be fruitful and multiply and fill the earth and subdue it, and have dominion over the fish of the sea and over the birds of the heavens and over every living thing that moves on the earth"

Genesis 1:28

Adam had three job responsibilities right away: fill the earth, subdue it, dominate. That sounds like a lot of work. That's because we were made to work.

The Bottom Line

I can imagine most of your faces now, and how most might want to already throw this book away. But this is the point I want to drive: The common notion is that **work is bad!**

“

What is it about work that makes us just feel so bad when we see so much of it?

But have we ever stopped and asked ourselves- Why is the idea of work so horrible? What is it about work that makes us just feel so bad when we see so much of it?

We're going to look into what work is now, and what it's supposed to be. By the end of all of this, I hope that I can give you a compelling case to start loving the idea of work and also not to be consumed by the thought of it.

Guiding Questions

1. How is your concept of work? Do you view it as something desirable or as something you would rather not do?

2. What are areas or practices in your life now that you least enjoy doing?

Chapter 2

What Do You Hustle For?

Work isn't always a bad thing. I know for a fact that I am not the only person in the whole world that loves the idea of work. There are tons of people who love the idea of work, and I'm surrounded by them.

To be honest, I don't really think I'm the hardest or smartest worker. I think my dad has got better work ethics and disciplines than I do. My wife, Ces, tops me in many ways too. Oh, and if you met my Senior Pastor, Pastor Raffy, man that guy works like a horse!

These ideas I'm about to share aren't exclusive to me. Again, I'm not the only hard and smart worker, neither am I the best. One thing though is that I've seen it happen around me, and I've seen some really good observations.

I've also seen a pretty good share of bad workers too. Make a mental note that I'm not only referring to lazy people. I've also

seen work horses that have a bad perspective of work, and do a pretty lousy job. Again it's not just working hard, it's also working smart.

Placing the concept of good work on one side of a counter, and the concept of bad work on another, there are three areas that both have pretty conflicting views: Passion, money and need. I'd like to look at those three in this chapter.

Passion. What You Love

In 1941, the expression 'TGIF' made itself into the Encyclopedia of Slang due to its popularity of use.

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*It's not just
working hard,
it's also working
smart.*

The idea came from the work-force-wide pop culture of breaking free from the work week by having small gimmick cliques. Thus began

an era of preferring weekends over work days. Boom! Instantly, work and all it's worth was ruined once more because of the argument that there is no passion in the office.

Pursuing your passion has become a trend the last few years. Most especially with the youth, the idea of doing something your passionate about is now an ideal to reach. It is now unimaginable to do something that you do not enjoy.

Many work experts have associated the pursuit of passion as something bad. Others react so harshly towards it.

In his book ,“Free Agent Nation” , work expert and analyst, Daniel Pink, shares his sentiments on what corporate offices have now become and how work forces have turned to freelancing as a means of escaping the un-empowering culture of the corporate ladder. Working for a boss

in an office has now become an antonym to life and enjoyment.

Doing what you love is crucial to hustling big time. Passion plays one of the biggest roles to a hustle. It's your fuel to your engine.

There always needs to be a sense of emotion and enjoyment towards what we do for a living. Humans were hard-wired to feel, and if we feel nothing for our work, we feel detached to it.

But what happens when an eighteen year old decides to quit school to pursue being a professional musician? Or when your five year old daughter suddenly tells you she wants to be a princess when she grows up? Do we nip the ambitious thinking in the bud or do we allow it?

Here are three guidelines to pursuing passion.

1. Ask Why

I was reading the story of a New York Agency called Koco New York and it's founder, Janeen Koconis.

"I could have been a Montessori school teacher, or a museum curator, or an architect," Janeen muses. "But it's never about the thing that you do, it's making sure that thing is a match to your core values."

Interview from Unstuck.com



Many passion chasers will find themselves stuck with the why questions more often than the what questions.

The easiest questions to answer are the 'what' questions. What should I be doing with my life? What job should I get? What degree do I want to major in?

It's as simple as making a list of three and weighing the pros and cons of each.

The hardest questions to answer are the 'why' questions. Why do I want to be a designer? Why take an engineering course? Why should I become a nurse?

Many passion chasers will find themselves stuck with the why questions more often than the what questions, but they are questions that need to be answered.

2. Chase Value

More often than not, when the passions we chase are not beneficial to anyone except us, it's not what we're called to do.

The basic definition of work tells us simply that we exert a specific effort to a specific role to answer the need of someone.

So you want to be an artist?
photographer? astronaut? Great!
Question number one you should ask
yourself is "What value does this offer to
people around me?"

I'll say something unpopular- your life isn't
all about you. You were meant to live for a
purpose higher than your own pleasure
and satisfaction.

Before you pursue your passion, chase the
value. Do something not only for yourself,
but for others also.



*The common mistake in pursuing
passion is thinking that doing what
you love is all there is to it. That's just
the beginning.*

3. Love What You Do

The common mistake in pursuing passion is thinking that doing what you love is all there is to it. That's just the beginning.

Valuable things take hard work to get to, and passion is valuable. There always comes a point where the thing you are most passionate about loses its glitter for a moment. At that moment, you are expected to deliver at the same intensity as you would when you are excited.

I remember when I started off as a designer, I loved the idea of it. I started drawing at the age of four, and I never stopped. Some people think my life is fun being a graphic/web/UI/UX designer, and it is! But there are some times it becomes a little less invigorating.

I remember the first time I had to face an unhappy client, and boy did I want to

throw in the towel. At that moment, I realised that doing what I loved (which was design) is not enough. I had to suck it up and loved what I did along with design (business, clients, irate people).

Money. Where There is Value

What's the number one reason for getting a job? To earn a living. That's the law of the land. If you want to live, you need money. The best way to earn money is to make it.

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Money does great things for you, and you can do great things with money.

There's nothing wrong about wanting to make money. We all need to make money. There's nothing wrong about money itself

either. Money has done great things.

Money is a currency of wide acceptance. Because of money, we don't go around carrying sacks of grain, cows and pottery anymore. All we need is a wallet.

Money does great things for you, and you can do great things with money. Those who made impact could not have done it without money. We need money to make a difference!

It was Jonathan swift that said, "A wise man should have money in his head, but not in his heart."

It's never about how much money you make really. Although it does stand as one of the good measures of productivity given that more productive people often make more than not so productive ones.

So after all has been said about our perspective towards money, what stand does our view of it have on our ability to hustle?

Money isn't the end goal. The need to make a living drives us to hustle, no doubt, but making money the only goal to work leaves you more prone to burn out. To work for money alone is the saddest thing a man could ever do.

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To work for money alone is the saddest thing a man could ever do.

Money is healthiest when it is a means to something, and becomes bad for you when it becomes the end goal. Why do you need more money?

We need money. But I'd also like to put a balance to all of this. Hustle also means understanding that you cannot operate without finances. The need for resources will always be there because working towards a goal is never for free, and moreover it's not cheap either. We all have to pay a hefty price to pursue a goal.

When I first met Dexter Feliciano, CEO and co-founder of MyLegalWhiz (a software as service that provides legal knowledge and context to cases for law students and professionals), he was a lawyer on a mission to revolutionize the legal landscape of the Philippines.

MyLegalWhiz as a business startup was promising before it scaled, but just like many technopreneurs with great drive and hustle, Dexter wasn't done. He wanted to make online legal assistance available all across the country. Was it about the money? No it was not. But did it cost money? Yes, and lots of it.

We need money, but only as a means to an end, and only as a by-product of a bigger goal. And your goals should never be on material things. The best goals are those centered around people. That's my next point.

Need. What Makes Things Better

I was introduced to the concept of the Sweet Spot at a business conference back in 2011. It's a diagram most of you might have already heard of or seen.



Determining the two circles, "what you love" and "what you are good at" often deal with the self, and stopping with just those two results to finding a purpose that can be self-serving.

I want to go back to the concept of passion. Often, we find ourselves doing what we love, and when we get over the hurdle of learning to love what we do as well.

Then with a little commitment and time, we get good at what we love to do. The big question to complete a full circle would be to answer the question, "how do I meet the need of a group of people?"

Learning how to meet a need with what we love to do and what we're good at requires a lot of creativity at points.

Imagine you're a really good singer, and you love music. Question is what need

can you answer that people will be willing to go out of their way to experience from you?

The Need Sheds Some Light.

Now, there's something you need to know and I'm not going to sugarcoat this because I want you to understand one thing: Not everyone is going to get to do what they're passionate about for a living.

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Not everyone is going to get to do what they're passionate about for a living.

It's hard to swallow this, but reality is that sometimes, you were just hardwired with a passion that no one is willing to exchange value for to get.

Take for example: I have a friend named DJ. DJ is an article writer/music producer. The guy's good at his job, and has been writing for years now as a profession. But

the guy's an even better dubstep music producer.

I'm not even exaggerating, DJ's got followers from all over the globe wanting to listen to his music. He's got almost 10,000 fans listening to his music, which he streams online mostly for free.

That's right, DJ doesn't make that much money off of music production. He can earn a little bit off of it every now and then through some corporate jingles, but it doesn't bring food to the table all the time.

Is that reason to stop doing it? No it isn't. But it isn't a reason to starve to death either.

DJ is a classic example of what people who are passionate about something they cannot monetise on should do. And he's not the only person I know doing that.

Gawad Kalinga is another great example. Armed mostly by volunteers, the movement is full of people passionate about helping the poor. Do they get paid to do it? No, they don't. Do they still do it? Yes, they do.

Hustle Begins Now

I get invited to speak at school events often, and the part I love about it most is that I get to build relationship with some great student leaders.

I've met some guys really serious about what they do. I remember almost three years ago, I was doing a talk on passion for a crowd of IT students. The head organizer was a student/freelance designer. His name's Reuel, and when I met him, he was hustling.

What really inspired me about Reuel is that he started hustling at an early age. When I met him, he was your classic

everyday student who enjoyed everything students could enjoy, but he was also busting out early on. On his first year of college, he got into graphic design and got killer good at it. By the time we had met, he was already freelancing on some really big projects for big local names as clients.



Anyone can start something productive and profitable now.

Years ago, it was unimaginable to be a student and start something that you can monetise on, but with the changing times, those days

are long gone. Anyone can start something productive and profitable now. Blogs, freelancing, photography, small-scale reselling, even publishing and producing educational materials in the form of videos or ebooks.

Another friend of mine is a guy named Joshua. I met Josh just before he finished high school. At that time I met him, he had started a path to a photography career. He got his first paying client while he was still in school. He built a photography team while he was still in school. He started his photography studio while he was still in school. Today, he's still in school, but he is killing it. Arguably, Josh is one of the best photographers I know.

So what's my point? Am I telling you to start a business while you're still in school? Well, yes and no.

Yes, because, if you have the means to, then by all means get an early start. Anyone can start a business anytime.

But my bottomline is not to start a business at an early age. The point is this:

Find something you love to do and do it over and over until you're wicked good at

it. When should you start? Well, NOW would be the best time.

If you're a student, and you're reading this, Josh and Reuel could do it. I'm sure you can too. Instead of putting all that time on things that don't matter. Chasing after girls, wasting money in clubs and bars, video games, social media, drugs, whatever is getting in the way between you and something that can put meaning to your life, it's time to stop doing that and do something that matters.

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“The average person eats, poops and dies. Don't be average- pursue your passion.”

A friend of mine once told me, “The average person eats, poops and dies. Don't be average- pursue your passion.”

If you're not that young anymore, and you're reading this, it's not too late! It's time to start.

How do you get started?

Start with this: What are you doing now? Do you love it? If not then, what is it about what you do now that you just can't seem to love?

Again, sometimes it's not a matter of doing what you love, it's loving what you do. My wife, Ces, used to hate the idea of being a full-time mom and wife because it made her feel useless. Until one day she realised that what she was doing was not a joke- not everyone is cut out to be a full-time mom and wife. Now Ces dominates at what she does.

Next: If there's just no way to love what you do now, then STOP! I mean it. If you feel you should be working at a hotel, crushing the hotel management industry

and you're working in a call center, you should quit your job ASAP, and start getting your resumes out to hotels. If you're a car salesman, but you want to be the best call center team leader in the world, stop selling cars and get hired in a call center!

The best time to start hustling is now. Not tomorrow. Yesterday would have been great, but that's gone now. The biggest favor you can do to make amends is start now!

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The best time to start hustling is now.

Before you move to the next chapter, make sure to ask yourself those questions, and make an action plan to start hustling and start pursuing your passion. Your life depends on it. Seriously.

Guiding Questions

1. Do you love what you do? What are some things about what you do that you love most?

2. What are the top three motivations to why you hustle at work?

Chapter 3

**Values That
Make a Hustler**

I just laughed after making that chapter title because of how wrong it just sounded at so many levels.

But again, that just proves how great the need is to give a new meaning to the word hustle.

The past years I've put my life into coaching and building hustlers, I've operated on one simple ideal: People are like pizza. The quality of it is pretty much dependent on the quality of what's on it.

Imagine a box of pizza with everything that's just awesome on top of it, and not just the most awesome stuff, but the best that those awesome toppings can get. I'm talking about the best cheese, the best bacon, the best bell peppers, the best pepperoni, the best tomato sauce. How awesome would that be??

But I've also had experiences with bad pizza. To be honest, I've had far too many.

Being promised pizza covered in bacon, but when you sink your teeth into a slice, the bacon just tastes cheap.

Or ever had that experience when you drizzle a slice with hot sauce, and when you eat that slice, the hot sauce just made the pizza worse?

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Some people are not filled with enough of the right stuff, or don't have any of it at all.

I'm sure we've all had the same problem with people. Some people are not filled with enough of the right stuff, or don't have any of it at all. There are also some of those that have the right stuff, but the quality of it is just half-cooked or cheap. The best hustlers are those that deliver the right stuff with the right quality.

I don't have all the right stuff, and I'm not the best person to talk about some values

that bring great results, but I'm going to share some values that have become a way of life for me.

It's time to get that pizza loaded.

Leadership

Most if not all of your problems today are there because of a leadership issue. The wrong kind of leadership or the lack of leadership (which is really still in a sense the wrong kind of leadership-absenteeism) accounts for 90% of team and individual issues.

If you have issues in your home, the issue is a leadership issue. Maybe you aren't leading your home the way you should.

If you have issues with your staff, the issue is a leadership issue. Maybe you aren't putting enough value for them to work hard, and I'm not just talking about financial compensation.

What I'm basically trying to say is that if anything bad happens, it's mostly the leader's fault.

It's no accident that, in the Philippines, presidents and politicians are blamed for most of national problems. People who were wired and built for leadership are pretty much built into the idea that, if you make a mistake, it's not just you who's going to face the consequences of your mistakes.

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If you want to hustle, you have to lead. If you're going to lead, 95% of the time, everything's going to be your fault.

The first step to beginning a hustle culture is to accept that fact as well. If you want to

hustle, you have to lead. If you're going to lead, 95% of the time, everything's going to be your fault.

Leadership never passes the blame to anyone, especially people under them. Leadership is embracing failure, owning up to it and learning from it.

You should remember that leadership is not about being perfect. If that were the case, no one will be qualified to lead.

One thought that comforted me a lot when I first entered ministry leadership roles was the fact that God doesn't call the qualified. He qualifies the called.

You are never put into leadership because you won't make mistakes, but you sure are put there to be accountable to mistakes that happen while you're in charge.

Growing up as the eldest sibling, one of realities of being the bigger brother that

has stuck is that, if you get in a fight with your younger brothers or sisters, it's your fault. If everyone's fighting over a toy, you have to be the first to share.

And then when I got married, I was taught in marriage preparation seminars that when husbands and wives fight, it's always the husband's fault. No questions.

If you want to hustle, you have to lead. If you're going to lead, 95% of the time, everything's going to be your fault. It's no mistake that as an older brother, and as a husband, I was blamed for everything that went wrong. Did it suck? Oh yes it did. But the reality that had to sucker punch me in the gut was pretty clear- I am a leader.

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the reality that had to sucker punch me in the gut was pretty clear- I am a leader.

If you're like me and you take ownership of that identity, if you're a leader, or if you want to be a leader, first thing is first, you're going to have to own up to mistakes that happen around you.

When you're a team manager, and your staff screws up an account, you've got to face your direct superior and say that it was on you because you didn't guide that staff member.

This is painful stuff, but if you want to hustle, you have to fight the feeling, bro. No pain no gain.

You're a leader. You can read a whole lot of other leadership books to set that deep in you, but there's only one thing I want to teach you in this book: If you're a leader, every problem is your fault.

That can be dis-heartening if you think of the repercussions that has on you, but it can also be empowering if you think of it

this way- that the outcome is based on the decisions you make.

Shots are yours to call. You're going to need a lot of grace and mercy if you're going to want to call the right ones, but catch is it's up to you.

Because the responsibility is yours to make, the outcome is heavily determined on you. That's a privilege, not a burden. That needs to be clear.

If you want to hustle, you're going to have to lead.

Balance

It's time to make a quick disclaimer: Hustling doesn't have to turn you into a workaholic. I hope that you've read long enough to get that straight.

One of the biggest mistakes in life was thinking and acting on the belief that to

be a hustler, I had to pour my 100% into my work. Never had I been more wrong.

I'm glad I'm married to a street smart hustler too. My wife had to wire it into me to see that hustling to work on my career wasn't the only thing I was called to do.

Imagine you're watching a movie you've been waiting to see for months. The day comes it's finally out on cinemas

and you buy an overpriced opening screening ticket, get on a line that takes forever to get you into the movie house, and then you have to sit on the floor because the seats are all taken. Then the film starts. Ten minutes into the movie, the screen goes black. The movie then starts again from the beginning. The whole screening is just the first ten minutes of

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Hustling doesn't have to turn you into a workaholic.

the movie played over and over again.
What a rip off!

Many people's lives end up to be like that. We focus, hustle and put so much value into one part of life, and run it over and over again, and we miss out on the whole story.

Let me share to you four areas you should hustle on most intensely.

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The highest and most important value is God.

#1. God

The highest and most important value is God. He made us, gave us life and bought us back for a hefty price of his own life when we screwed things up.

In my life, what has brought me the most balance is hustling first and foremost to build a relationship with God. What that meant for me was placing heavy weight

on putting my relationship and faith in Him first.

For those of a different faith, this section may seem very irrelevant, but I hope you can hear me out and hopefully you will see how much relevance a relationship with God is to achieving balance.

The reason this brings so much balance is because of the concept of grace. Grace is the unmerited favor of a gracious God.

Of all the hustlers I know, I sincerely think I am the most unqualified. I'm insensitive, inconsistent, I get scared a lot, and I get distracted easily. I have flaws, I make mistakes. But one thing that carries me is know that because I put my relationship with God first, and relentlessly pursue Him, he puts all things in order for me.

That old Christian hymn says it best,

“Seek first the Kingdom of God, and all these things will be added unto you.”

Do you want to hustle like crazy? Limitlessly reach greater heights? Put your faith and capacity in something unlimited- or on Someone unlimited. God can do immensely great things through you if you allow Him to.

Can you hustle without having faith in God? I'd like to say yes. There are many people who are not of the faith who become successful.

There was a point in my life that I hustled greatly and depended on my own strength and capacity. I could have kept it up, but I would have damaged a lot of things a long the way. Had I not put my trust in God, my family would not be as intact, my relationship with people I work with will not be healthy, my body will be weak and I'd be sick most of the time.

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We hustle, because
He first hustled for
us.

It was when I started trusting God that I started hustling non-stop and minimised even eliminated the possibility of

burning out, because I hustled for my relationship with God first.

It's because there was a man named Jesus, who hustled intensely even to the point of dying on a cross for a crime we committed, that we have the ability to hustle. We hustle, because He first hustled for us.

#2. Family

In this life, the primary value will be family. Your family is your number one goal in this world. I can't imagine what I would be without my family. Ces and Alexa bring me so much joy.

Your family is your legacy. Whether you like it or not, the level of your success is still determined by the level of success you have in your family.

Pastor Steve Murrell, the founder of Victory, always reminds everyone in the movement to never sacrifice family at the altar of success. To succeed in the marketplace, but experience defeat at home is a sad ending to a story.

In today's context where men are getting more busy with work, women are joining the work force and children are so busy with school, it's a bigger fight to win some family time. It's times like this, however, that we need it more than ever. Filipino culture has always placed most highest emphasis on family, but is it just a dead practice already?

There's a passage from the Bible that teaches us a great lesson on valuing family.

In Luke 12:22-23, Jesus says, *"And he said to his disciples, "Therefore I tell you, do not be anxious about your life, what you will eat, nor about your body, what you will put on. For life is more than food, and the body more than clothing."*

What had prompted Jesus to say this was a man who had said, "Teacher, tell my brother to divide the inheritance with me." (Luke 12:13) That the man was basically saying was, "Lord, help me make more money."

Jesus responded by teaching people the concept of values. He makes a comparison between life and food, and body and clothing. What is it about life and body that makes it more than food and clothing?

The major difference is that life and body represent people, and food and clothing

represent material things that can be bought at a price.

Jesus was basically teaching people who heard the man speak to forget about the money, and value the relationship that was destroyed by money.

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How many families do you know have been destroyed by the pursuit of money?

How many families do you know have been destroyed by the pursuit of money? I've seen far too many-children barely seeing their fathers because he's off on

business trips all the time, wives losing their husbands to better jobs being offered abroad.

At the end of the day, family deserves a position much higher than the pursuit of marketplace success.

#3. Career

Going back to the concept of financial success, we fall into a deep trap by building a career that is centered around making more money. Above anything, make your career about building people up. That is the right kind of priority.

Setting your work and career in the right path starts with understanding this, you work for no other reason except to serve others. Work is you serving others, not making the next paycheque. Not that money has no value, but that the people we work for (both colleagues and customers) are worth greater than the money you make. And if you can't see that in the people you serve, then chances are that you either have your priorities messed up, or you're in the wrong direction.

In my hierarchy of values, work is the lowest. It's the greatest struggle for me to keep it that way. I admit that one of my greatest weaknesses is keeping my work hours in check (Imagine that- someone who's addicted to work. What a freak).

But it's imperative that career remains the lowest of the these three values. Work will have to be number three. I'll be honest that I'm not there yet, but I'm progressively striving for balance, and that's what matters.

The hardest thing to keep in check is our career because, to many, success in the marketplace determines who you are. Burn out from work happens often amongst people who just push and push because they depend their identity on who you are.

One question we all get often, and even ask ourselves, to acquaintances and people we haven't seen in a long time is "So what do you do now?" or "Where do

you work?”. It’s mostly because a man’s identity is greatly determined by his job.

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Who you are is not determined by what you do for a living.

Let’s get one thing straight, friends. Who you are is not determined by what you do for a living. You are not your job description.

You’re identity comes not from what you do, but by the other two values. Family and God provides much greater worth than the office. Who you are to your family, and who you are to God greatly determines who you truly are, and truth be told, in the eyes of God and your family, you are a champion!

So, place your worth not on what you do, but who you do life with, and your worth and effectivity in your career will be an outflow of that.

At the end of the day, the greatest value is not material things. It's relationship and balancing those relationships the right way.

There's a wonderful magic that happens when we set our priorities right. Priority, born out of the right values, brings about clarity of values, which then results to integrity and character.

Character and value are heavily determined by your ability to balance priorities, and hustle in all three areas.

Sacrifice

Building your values makes it clear to you where your resources, time and energy should go into. It also makes it clear to you where they shouldn't be going into.

Yes, building your values doesn't always mean that you're going to stick to what values you have today. Sacrifices are

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When building a hustle culture, first thing is first, values must be clear.

going to have to be made, and some things are going to have to go out the window.

Before having my first child, a lot of changes had to be made. The way I spent my money had to change, the way I managed my time had to change, and the way I used my energy in a day had to change.

When building a hustle culture, first thing is first, values must be clear. When values are not clear or not in the right order, hustling becomes tiring, dragging and even draining. When values are clear, we crush it. It's always best to swim in waters that are debris free. The same is true for life and work, clarity is crucial.

After making values clear for you, next thing that has to happen is you have to

start bringing value-less things or things of less value down that hierarchy.

Does drinking have a place in your life when you have a wife and kid waiting for you at home? Why stay up with your friends all night when you know you have an important exam the next day? Where do you draw the line between relationships with the opposite sex when you're girlfriend/boyfriend/husband/wife is clearly more important?

Sacrifice is a matter of taking something of low or no value, no matter how much resources, time and energy we put into it, and eliminating it to give more emphasis on things of greater value.

If you want to get that promotion at the office, something's going to have to go. It's not going to be God nor will it be your family that's going to suffer. It's that time you spend on Facebook or any other Social Media sites.

If you want to spend time with your family, God's not going to get any less of your time. Most probably, that hobby that just isn't getting you anywhere will have to go. Or maybe all of those unnecessary overtime work hours just so you can buy those collector's bags and shoes have to go.

Sacrifice isn't always easy. I know. I'm not a robot that insensitively gives up other things without flinching just to deliver. It hurts. All hustlers have to deal with that.

It is undeniable however that sacrifice brings about a greater fulfillment in life. Take for instance the trait of delayed gratification.

There's a well known research called the Stanford Marshmallow experiment that was conducted in the 1970s. A group of four year olds were taken into a study control, and then given two options- 1) Wait for 15 minutes and get 2

marshmallows after 2) to summon the experiment curator for a marshmallow at any point sooner, and just get one. Some of the children withstood 15 gruesome minutes to get two marshmallows, but there were some that just wanted one right away.

After several years, the scientists behind the experiment reexamined the life of the test kids, and noticed that, as teenagers, those four year olds who waited out the 15 minutes had higher SAT scores, social competence, self-assuredness and self-worth, and were rated by their parents as more mature, better able to cope with stress, more likely to plan ahead, and more likely to use reason.

The concept of sacrifice can be disheartening at first, but once mastered creates in us a greater capacity to deliver and hustle like never before.

Guiding Questions

1. In your own sphere of influence, do you take responsibility of failures and challenges?

2. Which area of your life is there imbalance in? What are some things that are of no value that have to be released?

Chapter 4

**The Hustle
Culture**

It's all too common in today's times to prefer convenience. We want everything to come in an instant. As a result, supermarkets are filled with all kinds of instant food, instant coffee, instant mix. We have one stop shops and online shops and places where you can act without having to face the consequences of your actions.

Who you are is not determined by what you do for a living. It's not in our nature to hustle. In all honesty, it's in our nature to hate hustle and to avoid it.

So why bother?

I mean in all honesty, aren't we going against our nature by having to strive so much?

Romans 12:2 says, "Do not be conformed to this world, but be transformed by the renewal of your mind, that by testing you

may discern what is the will of God, what is good and acceptable and perfect.” We all want to find purpose, and it is our deepest desire to find meaning. I am yet to find a person who dislikes the thought of being useful.



Good news is that everyone is made with a purpose.

Romans 12:2 points out two truths on purpose and meaning:

First, the world doesn't want you to be useful. Why else would Paul say to 'not be conformed to the pattern of this world'? Because the pattern of this world leads to mediocrity.

Second, God wants you to renew your mind, to reboot the way you're wired. To go against the flow.

And for what? So that you may know and discern what the will of God for your life is.

And the promise of God in Jeremiah 29:11 is very clear- that He has a plan to prosper you and give you hope. There is something in this world that only you can do. As bestselling author, Rick Warren, said in 'The Purpose Driven Life', "The greatest tragedy is not death, but life without purpose".

Good news is that everyone is made with a purpose. You were made with a purpose, and to pursue that purpose, that passion, that thing you love to do or you have loved doing is a means for you to hustle.

It's when we understand this- why we hustle- that we can hustle hardest. We hustle because God has hustled immensely to give us the opportunity to live a life full of purpose and direction,

and to live a life without maximising that opportunity is a great waste.

My hopes for everyone who has read this book is that you hustle non-stop not because of your ability to work non-stop, passion-less, doing things for the sake of the rewards and the perks, hoping that we can get by and just survive. To hustle is to pursue aggressively and to work aggressively towards a goal with desires flaring.

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We should work hard because we want to work hard, not because we have to.

We should work hard because we want to work hard, not because we have to, and to do so with undying passion. To work as if you're working not for yourself, but for people around you and for the God that created us.

The average person eats, poops and dies.
Don't be average. Pursue your passion.

Guiding Questions

1. Why do you do what you do? Is the reason you work for yourself or for others?

2. For whom can you hustle for? How do they benefit from your work?

About The Author

Patrick Mabilog devotes his time to ministry and business. He works at full time capacity in Victory Iloilo, a congregation that is part of Victory Philippines.

He is also a designer/marketer who works currently on various projects and has consulted for business startups, tech companies, social enterprises and educational institutions. Patrick devotes his life to raising leaders and empowering people from all walks in life in areas of work, vision and development.

He is happily married to Ces. They have a beautiful daughter, Alex.

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