

SUCCESS =
(HEALTH + HAPPINESS)
X HUSTLE



JOE VENNARE

A short guide to health, happiness and hard work.

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Layout by [Anthony Vennare](#)

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What is HUSTLE?



It's a way of life, a character trait.

Not hustle like ripping someone off, dealing drugs, or hawking bootlegged DVDs.

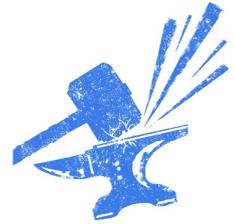
But, hustle like the kind of hardhat and lunch pail work ethic that gets things done.

It's not about talent or IQ, it's about sheer grit.

It's the willingness to outwork and the ability to outsmart that separates an average Joe from a high achiever.

Think perseverance, resilience, and doggedness.

Hard work, and then some.



The objective isn't to win at all costs, and the ends don't justify the means.

To get ahead you must connect, collaborate, and care.

It's not about what you get. It's what you're willing to give that matters most.

Hustle only pays off when you pledge to work hard and be nice to people.

It's like Zig Ziglar said;

"You can have everything you want in life if you will just help other people get what they want."

Preparing to Hustle.



Embracing the hustler mindset will alter the way you think about fear and failure.

When you follow your convictions and hustle hard, everything seems to fall into place – as if it was actually meant to be that way.

Be warned, getting to that place will test every ounce of hustle you have.

Fear is in our DNA.

Stupid Sh*t your Brain Says.



Uncertainty is the enemy of humankind. We are terrified of the unknown.

We are wired for survival.

Our brain says; eat, reproduce, and stay safe. Everything else is a risk.

We're told to accept the status quo – college, cubicle, mortgage, marriage, kids.

Be boring. Be mediocre. Be part of the pack, because there's strength in numbers.

But you're not alone.



Accepting uncertainty is scary as hell.

You are afraid to set out on your own.

You make excuses so you don't have to start.

It's not the right time. There's not enough time. You need more time.

Unfortunately time is not the problem, you are.

But, it's not just you.

Fear feels this way for everyone. It's natural. It's a defense mechanism.

And you don't have to listen.



You can play it safe, live in your comfort zone, and have a pretty average life.

Or, you can take a chance and make a change.

You can choose to procrastinate or persist.

Either way, you've got nothing to lose.

If you aren't willing to hustle, mediocrity will always be right here waiting for you.

The Hustler Hierarchy.



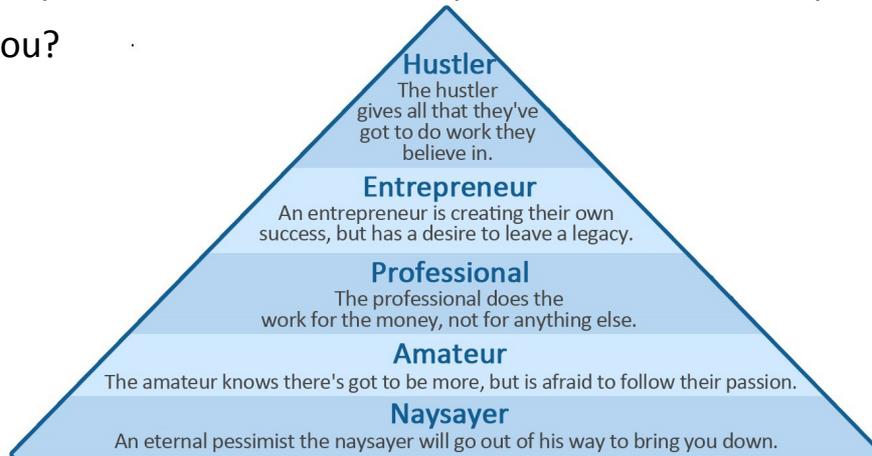
The journey from average to awesome begins when you recognize that breaking the mold is better than conforming.

You'll be met with resistance every step of the way, and you're ready for it.

But, before you get started, you need to know where you stand.

There are five personalities that make up the Hustler Hierarchy.

Which are you?



Naysayer.



You know that guy who goes out of his way to rain on your parade?

He's a Naysayer.

He will make it a point to tell you your idea is stupid and your opinion is wrong.

He will call attention to your flaws and your short comings.

Instead of taking a risk, he'd rather play it safe and criticize you for trying to be different.

Don't be that guy!

Amateur.



The Amateur has seen the light.

She has seen flashes of brilliance, sparks of creativity, and felt the desire to be more.

You've heard your calling, but aren't listening to it.

You talk about what you're going to do, but don't actually do anything.

You're still an Amateur.

What will people think? Will they like me? Can I make a living from my passion?

There's only one way to find out – share your ideas, creations, and talents with the world.

Professional.



The Professional shows up every day and does the work. They might even get to do work they enjoy.

But, there's a catch.

The Professional traded their why, their passion, and their purpose for a paycheck.

They have thrown up their hands and said, I can't, I won't, or I don't know how.

The Professional is part of someone else's business plan.

It's time to start crafting your own life plan.

Entrepreneur.



The genius of entrepreneurship is the willingness to assume all of the risk.

They don't always know where they are going, but they are willing to dive in, get to work, and figure it out.

They make things, they ship them, and they create their own success.

But, there is something missing. The Entrepreneur is still searching for meaning.

Making an impact is not enough, they want to leave a legacy.

Hustler.



We have arrived at the top of the pyramid, the peak, the pinnacle!

You've stopped being negative and started sharing your work with the world.

You're a go-getter.

But, there's more to getting ahead than working hard.

You have to be honest, genuine, and authentic if you want to make a difference, leave a legacy, and do epic work.

That means being a go-giver.

That's what hustling is all about – giving more than you take.

The Hustler Habits.



So how do you go from a Naysayer to a Hustler?

That's where the Hustler Habits come in. They are your recipe for success.

They have nothing to do with talent, genius, or IQ. Those are just half-hearted attempts to explain away our shortcomings.

Success is a byproduct of heart, hard work and the kind of persistent stubbornness that keeps you grinding when others simply give up.

It's best expressed as an equation,

SUCCESS = (-HEALTH + HAPPINESS) X HUSTLE

Health.



Your health can make or break your hustle factor.

When you feed your body garbage, your life becomes a dumping ground.
(Think – garbage in, garbage out!)

And, if you can't or won't take care of yourself, there's no way you can care for someone else.

Your friends and family will suffer right along with you.

It's time to make your health a priority.

Start by eating real food and exercising more often.

To keep the body in good health is a duty, otherwise we shall not be able to keep our mind strong and clear. - Buddha

Eat real food.



Don't diet. Don't go Paleo or Vegan.

Go healthy instead.

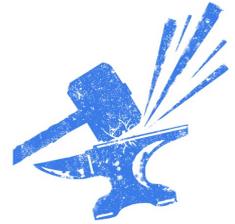
Eat high quality, nutritious foods and eliminate the processed junk.

Eat foods that come from the earth; not out of a box or bag.

Stick with lean proteins, fruits, vegetables, and healthy fats.

Do this 80% of the time, splurge during the other 20%.

Exercise.



It's simple, move more often.

You don't have to go to the gym; exercise at home or outside.

Use your own bodyweight – think squats, lunges and push-ups. Try walking, running, hiking, or biking.

Start with 15 minutes of exercise, three days a week.

The least you can do is to stop sitting so much. Your desk is killing you.

Get out of your chair, stretch, and walk around.

Those who do not find time for exercise will have to find time for illness. - Edward Smith-Stanley

Shut it down.



Aka; get more sleep.

Create a grown-up bedtime routine.

First, no screen time in the bedroom. No Smartphone, no computer, no television.

Try writing, reading, or meditating instead. And, while you're at it, sip on some decaffeinated tea.

Aim for at least seven hours of sleep so you can rejuvenate your mind and muscles.

Happiness.



Not happy like laughter, unicorns and rainbows. I am talking about purpose and passion.

You have to figure out who you are and what you stand for. You've got to be comfortable in your own skin.

Know that happiness is a combination of genetic and external factors.

You can't alter your genetic makeup, so don't waste your time trying.

But, you can control the externals like your relationships, job, habits, and hobbies.

Stop doing things you hate. Do more of what makes you HAPPY!

Write a personal manifesto.



Happiness is bigger than goal setting

It's time to create your own manifesto, write your own rulebook, and develop a personal mission statement.

Figure out who you are, what you stand for, and where your life is going.

Create a framework for determining your actions, priorities, and expectations.

Be honest and realistic. Play to your strengths. Identify your shortcomings.

Once the plan is in place, it's time to act. To know is not enough, you must know and do.

Don't hate, congratulate.



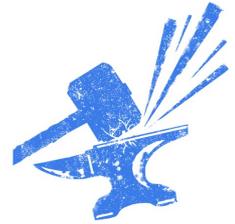
Nobody likes a Naysayer!

Instead of breaking someone down, build them up.

Don't point out flaws, offer solutions.

Spend less time criticizing others and more time working out your own issues;
we all have them.

Simplify.



Less really is more.

Get rid of negative influences and toxic relationships.

There is a difference between what you want and what you need. Determine what's essential and what's excessive.

If you don't believe me, maybe Bruce Lee can convince you;

"It's not the daily increase but daily decrease. Hack away at the unessential."

Belong.



We are social creatures. We need genuine relationships to thrive.

Seek out likeminded people who add value, not drama, to your life.

And while you are at it, put this rule into place; if you are the smartest or most interesting person in room, it's time to find a new room.

It's a surefire way to upgrade your network, your relationships, and your social life.

Show Gratitude.



Thankful people are happy people.

Even if you don't have it all, be appreciative of what you do have.

Take a moment each day to think about what you are grateful for.

Science has proven that this will boost optimism and decrease stress.

Forgive.



Stop feeling bitter and start feeling better.

Holding onto a grudge harms your immune system, outlook and productivity.

Forgive yourself and forgive those who have wronged you.

You'll never make any progress living in the past.

Hustle.



It's the most important word, ever!

Hustle is what you do when you stop talking about ideas and actually make something happen.

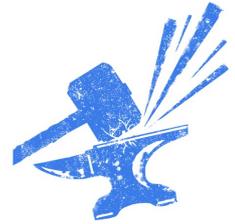
It's called execution.

Hustlers do legacy work. They are building something bigger than themselves. They add value and inspire change.

Think of it like this; "a mediocre person tells. A good person explains. A superior person demonstrates. A great person inspires others to see for themselves."

Be a great person, be a hustler.

Be a go-giver.



If you don't know where to start, all you have to do is give.

Give all you have, give from the deepest part of yourself, and then you keep on giving.

You might be thinking; what's in it for me?

Everything!

This is how you network, this is how you build a tribe, and this is how you do business.

But, most of the time, giving is its own reward.

Do things that suck.



If you do what you've always done, you'll get what you've always had.

What you've done to get where you are will not carry you to where you want to go.

To make a change, and make progress, you're going to have to start doing things that suck.

You'll have to decide between comfort and your convictions, between playing it safe and risking it all.

You'll have to do the work.

And, it won't be easy, but it will be worth it.

Walk the talk.



Talking about getting stuff done is a telltale sign that nothing is getting done.

The only logical solution is to stop talking and start doing; the work.

Explanations and excuses are useless, because results speak for themselves.

A hustler is two parts work for every one part talk.

While everyone else is making meetings, you should be making shit happen.

Embrace failure.



Are you afraid of failing?

Most of us are; it's natural.

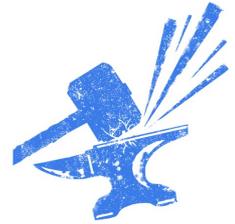
But, failure is just a word. It describes a situation or experience. It will not define you as a person.

On the other hand, fear will define you if you let it.

Start thinking about failure differently. It's just part of the process.

"If you're not failing, you're not trying."

Educate yourself.



A degree is a formality, not a guarantee.

Graduation is not the culmination of anything, it's just the beginning.

Never stop learning, never stop evolving.

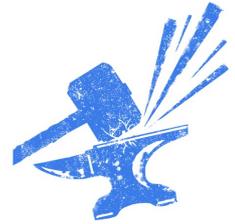
No one can tell you everything you need to know. You must seek it out; you'll have to figure it out as you go.

If you want it bad enough, you will.

Like Jim Rohn said,

"A formal education will make you a living; self-education will make you a fortune."

WHAT'S YOUR MOVE?



No one wants to live with regret.

Of course, that's easier said than done.

But, it's up to you to create your own success. No one will do that for you.

You're just going to have to get started.

So why not start today?

Start telling your story, sharing your gift, and making your mark on this world.

We're all counting on you.

"Far and away the best prize that life has to offer is the chance to work hard at work worth doing." -Theodore Roosevelt.