



**HUSTLE**  
&  
**SUCCESS**

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***Hustle & Success :***  
***Trigger The Hustler Inside You !***

**By Khalil Sammoud**

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*“I want the finer things in my life, so I hustle” -Curtis “50  
Cent” Jackson*

*“Keep your mind fixed on what you want in life, not in what  
you don't want” -Napoleon Hill*

## **Preface :**

This book was written through my own knowledge and through what life has taught me, as a free 19 years old man who went through life's hardships and blessings.

We are living in a wonderful world full of opportunities and lessons. A place full of risks and failures, sorrows and sadness, but also with a lot of happiness and success. Nevertheless, real life is not the things we are used to watch on Disney movies. Our world gives us a little taste of hell and heaven. Therefore, do not be fully in a sad or happy mindset: life is all about balance, you need to always be aware and ready for karma's next move by keeping a realistic state of mind. Enjoy life as much as possible and have a plan that will keep you focused and mentally strong because you have no idea what nature will challenge you with.

It's the choices that you make since your childhood that define the way you currently are, and those you are making right now will get you a certain life in the future. But it's still all about perspective, we can't judge somebody by his routine or lifestyle. Each person has a specific expectation of life. For some people, living at their parent's place is okay and playing all day long video games or watching some Netflix series is great. For some others, having a nice flat with some pets and a regular job is satisfying. For others, living in a castle is crazy, and at the top of their expectation. But there are some people, some crazy ass people who can't be satisfied, who are always looking for something better, and for the best, but can never find it, until their death. Well, this article is dedicated to this kind of persons. Mad people who'll hustle like they never did, always grinding hard, to achieve their goals. And, even if you're still not in that perspective of life, well, you'll be like them. You'll be like us anyway. Hold on some minutes and you'll feel some burning fire inside your body. Stick with this text and some magic will come through you, and you'll be a real mad hustler. But at two special conditions: you need to really want it, you'll have to be very courageous, and ready to put your brain on machine mode.

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## **Part I :**

### **How The Things Are From The Get Go (at the origins)**

#### **1) Survival and Adaptation: Strength Of The Human**

Since the prehistory, humans had to survive in difficult environments. Unstable places where many threats were present. People had to think a lot, so they could always be one step ahead to survive and to be in a position of POWER. The brain is the master of this whole process, and thanks to his capacities, we as people always know how to evolve and adapt ourselves to a new situation. Humans have this talent to be a masterpiece, and to be the most powerful species on this Earth despite other dreadful creatures, thanks to our brains. Humans always knew how to be independent and to become physically and mentally strong in order to survive. It's a cycle where we are living in from the beginning.

We look for wealth and for improvement to be comfortable. Once, a friend of mine called Ahmed told me that the human is the strongest animal because it has the most powerful capacity to adapt himself to a new field. With power, passion and good will, we can be stronger than an elephant and smarter than a dolphin. It is totally true, when you're facing a new situation, you'll do anything to go above it. And it is all about the natural selection process. Only humans with the better "genes" will survive. But these genes are not only physical, it is also about the hustle. The natural selection that we have today, in our modern society is not like the one that our ancestors were faced to in the prehistory.

Our old ones were eaten by huge creatures if they were not willing to survive. Today, people who are not enough in the hustle are eaten by society, whatever their background is. You could grow up in a rich family and not preserve your wealthy status, because of a lack of life-hustling. You could also be born in a hood, or worse, grow up with a precarious family and become very rich, even become wealthier than the kid who was born in the rich family. This is our new "Modern Selection" (a new natural selection set by our 21st modern century), where society becomes the new monster and where mental hustle becomes the main goal. For example, a very famous rapper of the 90's called "McHammer" (producing "U Can't Touch This") was one of the wealthiest rappers of his time, with a 30 million dollar's fortune. He decided to rest on his achievements and not adapt himself anymore to the new pressures, and became broke after buying a

huge mansion, with a whole personal of 200 people working for his own comfort. It was a miscalculation of money based on a lack of hustle and unconsciousness that made him lose everything, before he could even see it. He took life for granted and refused to adapt himself to the new pressure. Years of hard work were lost.

In some other way, there are also a lot of people I respect to the utmost, who had very difficult situations but who made it to the top. We'll see for this one Curtis '50 Cent' Jackson's story, a music producer, actor, entrepreneur, who after making it out of a very difficult hood in the Queen's, became one of the wealthiest artists. He exactly knew how to apply a hard and definite hustle to the game and to his specific situation. When you want to get out of a situation, you're in, you'll have to smartly put effort in it, make strategic plans, and to take your time to make it happen way before. As we say, hood is the hood, and you got to use your brain to get out of it, sometimes by illegal ways. Curtis began as a drug dealer in Southside Queens (New York), and then achieved a great musical career to finish as a great entrepreneur working on many projects. It was of course pretty difficult and it almost cost him his own life (took 9 bullets but still alive). For me, he is the definition of a hustler. A man who is always looking for progress. Come back is real, progress is real, and reaching your dream is a possibility! But you got to pay the price because it is not going to come in a silver plate. You'll have to be strong and to over-take the hits, outsmart the competition. But still, don't worry about the others. The real hustler is before all someone who respects himself, and loves himself, in success and in failure. You're an amazing person, and you have to understand that. You have to understand that no external competition can harm you. Your only competition is yourself. Never doubt yourself, because the only person that you can listen to is yourself.

## 2) POWER And Hierarchy

The human is a social animal who most likely needs to be in a group to brainstorm and find solutions by working together. But in this same group of people, we always find different profiles : the leader who puts together the ideas and makes it work, the smart follower who will use and put his critical mind into the game to see where his position is, and you'll finally find the blind follower, who will follow the leader's plan with no clue, as long as he is living in a condition that satisfies his expectations. We call this system in sociology "*Dominance Hierarchy*".

*"Hustling is like a chess game; the king will lead with his soldier's protection."*

Let's say that you love motorsport and fancy cars. You have dreams of one day becoming the chief of a great industry of car conception. You'll find one day an exceptional opportunity of being a seller at a Range Rover house somewhere near your habitation. You'll be all happy, but there comes the first challenge: which part will you follow? The simple and "dumb" follower, or the smart one? Will you work in a day by day routine without seeking improvement or will you use your brain, and follow your heart? Man, I'll tell you something. If you don't follow your heart and your passions, you'll lose a lot of opportunities. Even if it is about taking risks, I highly recommend you follow your feelings, your intuition. It is better to have remorse than regrets. Now the smart type will seek improvement in the hierarchy of this Range Rover House. He'll hustle hard, make a great impression to his boss, give new ideas to the store and innovations, he'll make himself present, active, by being patient and receiving at each time a new job-upgrade, until joining the CEO's office. And that's how you'll start from the bottom to the top.

And, well, let's keep that between us, but don't you find that being a follower is quite boring? I don't know, I may be wrong but working for someone, to just increase the bank account of someone else is not my thing. I'd much rather have a lead and dispatch energies and power around people than be under control. I'm not saying that a CEO has to be a dictator, not at all, but when you put yourself in a leader's position, you have power. Power means responsibility, and action. You become the character who will trigger any action, and I really like that. So here's the direct link between Power and Hierarchy. Hierarchy is only a matter of power. The most you'll grow in a hierarchy, the most power you get.



## **Part II :**

### **To Begin With**

#### **1) Why Are You Reading This**

If you came through this book, and ended at this chapter, you're either a real hustler who is seeking for improvement on his purpose, by following new tricks, new schemes, or you are someone who is not satisfied enough or at all by his current life. In the two cases, you are in a winner's position, because you seek in either ways for improvement. Evolving is the key in this world. It does not matter where you start, the thing that matter is how far you go from your starting point. You are reading this book because you are in the point A, and you deeply want to arrive at a B point. You are making this happen, you are reading this book thanks to the burning desire inside you. Whatever the field you are working on, we are all the same. So be already proud of yourself to making these changes in your life, because there's only a few people who are making the work you do.

We are hustling for our lives, for our little world. If you are reading this, I order you to put down your fears right now, to stop all your negative emotions, who are taking-out your great energy. I order you to convert all these fears and bad energies into anger, great anger. A rage that will make you wake-up early, to start a great day, full of opportunities and challenges. As you're reading this book, I want you to visualise yourself. Grow the capacity to see in the mirror the man you want to be. Be specific about the persona you want to be. Make decisive plans as you read this material. Read, learn and apply everything I'll give to you, and I assure you a change. As Tony Robbins said, "Repetition is the mother of skill". I want you to apply keep focused and to apply this material. Read many times the different chapters and take notes of the major ideas, in order to repeat it, and to create your own journey. Be consistent with this book as much as you want to be consistent in your life. Be in a perspective of "step by step" and one thing at a time.

I want you to read this material slowly, to feel the flavour and the spicy taste of your improved life. I want you to feel ready to conquer yourself and the world around you, and to challenge each person you're facing.

## 2) A lifetime commitment

It won't really be one day for you to accomplish your hustle. You'll have to be consistent while creating your journey. As a big exam, you'll need to have a lot of grind in yourself to prepare your routine. A lifetime routine. You need to focus on what would be your life purpose, so choose well what motivates you, to make a lifetime marriage with it, the hustle of your life. An interesting rule is the "Hell Yeah Or No". If you think that you found a purpose, but you don't feel a burning desire inside you about it, well, it is most probably not worth it, throw it. You really need to find a purpose, a path that will make you burn inside to accomplish it for a long time. After finding your purpose, you'll have to plan it as hell. I know you're smart, so take your time to plan it as good as possible. And of course, we are not robots, so a lifetime commitment doesn't mean you'll grind and work all day long. Hustling also includes a great quality rest, and taking time for you, for your family and loved ones. A good rest will make you avoid a burn-out, so you can let yourself take a weekend when you worked hard all week long, and go cultivate your other passions, go to the club, be with your friends...

As I said before, the life you'll get in the future is based on your current actions. It is all about prioritizing the time you got on your purpose, in other words putting the most time you got on the work you want. What you'll invest in the most will be the most present thing in your future life. If you prioritize cigarettes and booze, you'll get for sure severe injuries and diseases in the future. On the other hand, if you put the most of your time in your real purpose of life, you'll be successful in getting what you really want.



**prioritize**

/praɪ'ɒrɪtaɪz/

*verb*

designate or treat (something) as being very or most important.

"the department has failed to prioritize safety within the oil industry"

This commitment will make you fall sometimes. You will not succeed in everything you do, but there is something that will never be forgotten or lost: the experience. In all your actions, either win or lose, the experience will always come out. You'll learn through these actions, and try, little by little to never make them again. It is fully okay to feel lost in your journey, to feel low. What's important is not how fast you'll get up, but the way you deal with the situation. How you get up is more important than when. Your brain and your body are complex, and they'll react at each thing you make. Don't let yourself be afraid, and always focus at what you want. The bad effects are like a barking dog, if you can ignore it, go ahead, and if you can't, well face it and find a solution. Never let the fear go above your ambitions. Be fearless and many doors will be unlocked by your way.

The person you should treat the best way is before all yourself. I remember, living back in Paris, I was having a week break from studies. My journey had changed at that moment by living alone. For the first time of my life, I was totally alone (my colleagues, friends were for the most still working and my family was abroad). My mind unconsciously reacted, and I was in a kind of depressed state. As I told you, it is totally okay to feel this way. Life hits, and hits well. Everything is part of God's plan for me. If it happens, it is for a reason, a logic is behind all of that. These are life's hardships. And however bad that state was (it was tough back there), I made everything that was possible to outsmart it and to find a key. I made researches, to understand what was happening, called my loved ones... In the end I just faced the situation and found solutions by myself.

I kept going to the gym, even if I felt weak and tired. I kept working as I could and did what I could to feel better. At the end, it passed, as everything in life. A hit is like a storm who comes to your mind, but it always passes, and the great sun always come again. Sun is always here but is just hidden because of a bad cloud. However, in the end, the cloud always goes away and you always finish as the winner. See yourself as a winner, always, even at your most losing point. Even if you think you've lost everything, be grateful to yourself, and be a winner. Always challenge yourself, be as hungry as possible in your ideas, in your actions. I want you to be very satisfied of your achievements, of your work, but never be complacent. Always look for progress. Challenge yourself, challenge your world. Always put the bar higher and reach the top. If you're working out, well challenge yourself to push heavier, and after that make a big cardio etc...

## **Part III :**

### **Make Your Move**

#### **1) Snatch the Place YOU Deserve**

Back in elementary school, people were traditionally separated in three different groups:

- Shy people/ Over introverted people: they may (and surely) have the potential to evolve, but they are killing this same potential by not really participating and they do not express their knowledge and answers because of fear. Fear of being wrong, fear of getting humiliated, of performing with people's presence... And you'll also find the over extraverted and over reactional people who'll try to show themselves and their presence, but in an immature way. You need to keep a self-balance in life, and not try to be the shoe licker. Satisfy yourself, not the teacher, because you're working for yourself after all. Overreacting and always trying to show yourself in an abusive way is weakness: you seek for too much attention, trying to fulfil yourself with fake attention.
- Regular people: We can divide this part in two kinds of people. There are just being regular and not really following their courses, and just letting the time go. They are wasting too much time on non-essential things. I would say to these people that they aren't really in the place they are meant to be. They should keep digging and dig deeper to find their real mission, their real purpose.
- Hustlers: They have a specific goal in their mind. They have a balanced participation and a quality presence. They let themselves to rest and laugh, but always keep a focused and positive state of mind. They are not afraid of the competition and let the others progress with them. They are always winning even in the losses. They always see and catch opportunities as a lion who will catch his prey. They go through their lives on their own, and let people join them if they want too. They appreciate their own company and do not show a needy behaviour. They also prioritize the fact of having fun while doing

their tasks, by working with friends and stimulate their environment and therefore themselves too.

You're supposed to know yourself. You're supposed to know your value, know what you want your life to be, and how to get it. And as I said, it is totally cool to discover it by now or later, take all the time you need. Always hustle and fight for what you want in life (that's the key). You must snatch and catch the place you deserve by any means, and to follow your definition, the definition you chose. Since you're reading this book, I obviously know that the place you think you deserve is the hustler place. Even if you don't feel like you could reach a fully hustling place, you need to understand that you are an amazing person. And an amazing person can't keep herself with chickens, while she is an eagle. You need to believe it so hard that it will become a reality. Believing it will turn your brain on an optimized mode to get what you want, it will fuel your body with energy and strength, and the state of mind of the hustler that you were only dreaming about will become a reality even before you're aware of it!

People say that hell is a place of fire and pain. I say that hell is the place where you'll see the best version of yourself with its maximum potential walking next to you. We live once, so it got to be the right life to make the things you want to do.

Here's a famous story of a man who once found an eagle egg lost in a forest. He mistaken it to a chicken egg, and he put it in a chicken nest full of chickens. The eagle grew-up with the chickens and was taught by the way chickens do. Even if the eagle was physically different from his "brothers", he wasn't aware that he was in the wrong place from the beginning. After getting older and at the end of his life, he saw an eagle passing by the sky. He told himself, what a creature and what a strength to have the capacity of being able to fly this way. Well, he just saw his clone in a mirror before death. This is what I'm talking about. If you're not aware of your potential and strength, you'll probably not be in the place you're meant to be.

## 2) Keep It Steady So Keep It Wise

Your journey to success is not a sprint but a marathon. You need a lot of stamina in life to always keep running. And even with the best stamina you'll fall sometimes. Always look for a balance. I too often made the error of running and sprinting when I just had to walk. You must be patient and take your time, life is all about patience.

Be balanced and centred. Always focused and positive. Do not try to run too much and do not walk too slowly. Keep jogging, a safe way to get what you want in a reasonable time! Too much people chase a goal too quickly and fall because they were not watching their back enough. Life is like war or even a soccer game. You need to move forward but always keep watching your back through time. It is by this that you'll keep it steady and wise through time.

*“A dream with a definite time becomes a goal. A goal split with steps becomes a plan. A plan with actions becomes a reality”.*

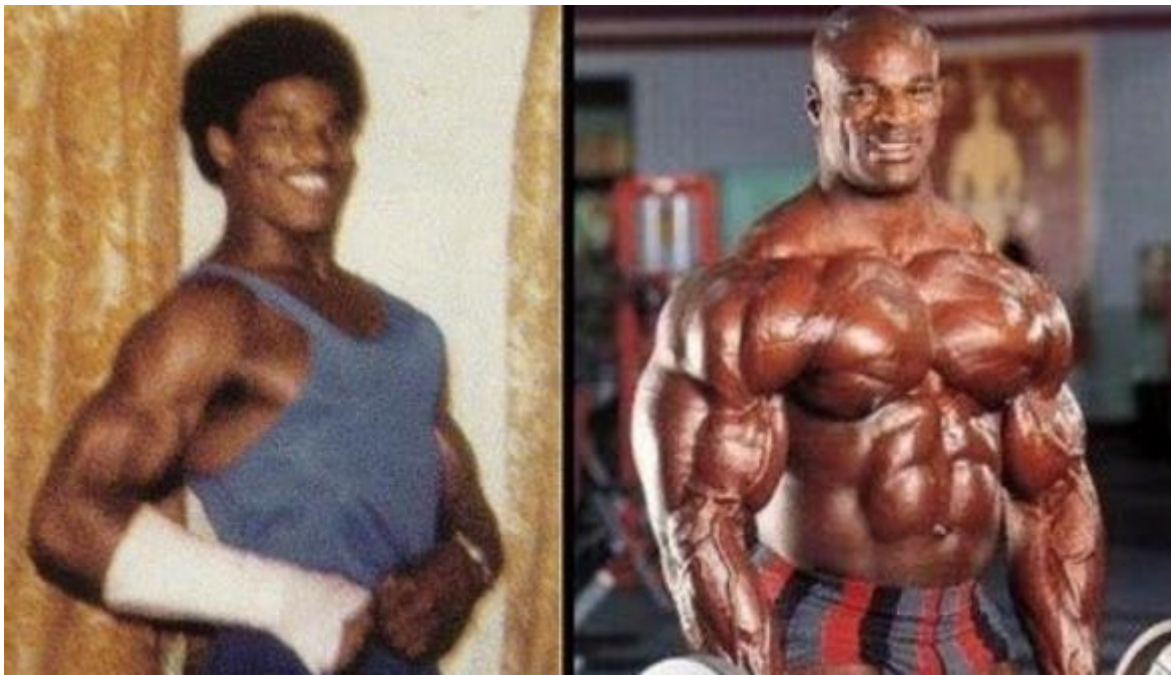
When you got an idea, a goal, a business to run, you need to be really structured and disciplined. It is by this only way that your energy and your stamina will stay up and always be hard. And of course, life is supposed to be fun, so try to always create a great atmosphere while working and hustling. Have a fun moment, enjoy your time working, and it will be ten times easier to accomplish all your goals, because time will become ten times faster and your brain will be a whole lot stimulated. Indeed, many studies show that having fun at work increases productivity and reduces stress and cortisol (stress hormone) effect on the workers. If you want to create a business with employees one day, you should follow the “Fun Work” principle to always let your production at the top with the best quality possible by following these steps:

- Create a little lounge at work to let your employees chill
- Have a management that will dispatch equally the work charge among all employees
- Make little events like a breakfast or a lunch with your team to make your human relations stronger

Beware: you have to always be professional at work. Fun has its limits in this context, and I ask you to create a positive vibe only, not an amusement park.

## Conclusion

Who said success is a slow process is not talking about us, we're higher than that. Progress is not long when you take the right decisions to accomplish your goals. Keeping focused and positive at each time will make you enjoy each second that passes through your journey, even if it is about pain or sorrows. A true hustler will hold the pain and change it for positivity and more energy. He will feel like he is writing the story of his life, describing each hardship like a good experience. You want your book to be more than a best seller, you want it to be a piece of art, by having the best lifestyle you can. Life is long and you live once, so you shall do things right. I know that you are an amazing person, and that you have the greatest potential inside you. I know that your potential is here, whether it is a very selfish or generous and global goal. If you think it will be a good turn for your life, and for people in general, run for it!



*“Train harder and grow bigger” Ronnie Coleman, 8 times Mister Olympia*

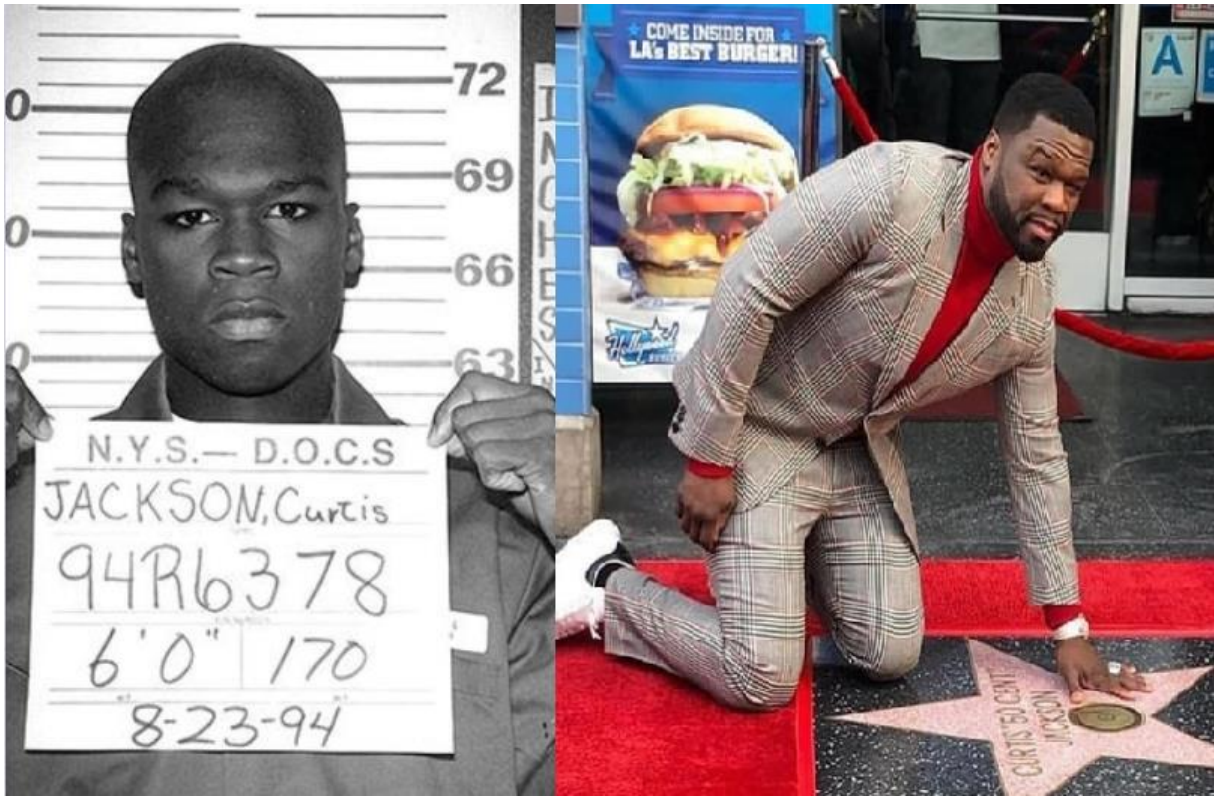


*“I want to be a good leader, not a good lady leader. I don’t want simply to be known as a women who gave birth” Jacinda Ardern, New Zealand’s Prime Minister*



*“If you get up in the morning and think the future is going to be better, it is a bright day.” Elon Musk, Tesla’s and SpaceX CEO*





*“Get Rich or Die Tryin’.” 50 Cent, one of the wealthiest rappers and great entrepreneur*



*“Michelle and I didn’t come from well-to-do backgrounds. We didn’t have famous families. But it wasn’t just that we worked hard. It was also that somebody made an investment in us. That’s what America did for us.” Barack & Michelle Obama*



Google's headquarters 1975 vs 2020

Change is real, life is worth it, and your sacrifices, work and fatigue will give you success one day. Go for it, and take it by your own hands, because no one will bring you the thing that you want in life, you got to insist and hustle hard. It is all about your own life and your own belongings. Fight for your little world, your life and your goods because no one will do it for you.

With the best hopes that your life will turn the way you dream of. I really hope and I'm certain that all your plans will go along with your life. And even if you gave effort and failed, it is a great failure that will be on your side in a near future, because it is all part of god's plan in my opinion. Work with an opened heart and with a great energy and every good thing will happen in the end, even if you go through difficult times. It is all part of god's plan.