

THE HUSTLE HACK

8 LAWS FOR
MASTERING SUCCESS
IN THE NEW WORLD

LISA J ALTON

If you start with your purpose, whether you are a human, a business or a brand, then the rest will follow.

What am I all about?



What does the world need?



Where can I make money or impact?

No great person, business or brand would be where they are today without knowing and pursuing their purpose each and every day. Believe me: when things don't go according to plan, you need to know what you're doing this all for, because without purpose at the core you'll never truly overcome the setbacks you're going to encounter in life - and there may be many. Purpose keeps you going, in good times and especially in bad.

Defining and living your purpose is at the core of the hustle and, **like the fingerprints on your hands, your purpose is unique to you.**

Fellow earthling, it is you and only you who is responsible for finding it and owning it.

No-one else is going to tell you what it is, and it's not going to be beamed down from space to you. Still on the quest to find your purpose? Find it by answering these big questions to become really clear on how to take what excites you and make it something you deliver to the world in a way that's unique to you.

What am I all about?

This is the essential first step in the hustle - understanding and defining what you're about. To work this out you need to get to grips with what you're good at, what you love and what excites you.

What am I good at? A fairly obvious start. Your purpose is going to come from something you're good at, or at least something you can *become* good at.

What do I love? Steve Jobs was by no means perfect, but he knew that the only route to true happiness and success was to do what you love. He once said, **"Your time is limited, so don't waste it living someone else's life."** Which pretty much nails the point. Doing what you love is not always easy, and fulfilling your purpose is a long and tough road – but expecting to find your destination while travelling on someone else's path makes less sense than trying to fill up your car with Red Bull.

What are the things that excite me? These are things that energise you, that make you want to get up and get going. Make a list. Go crazy – don't limit yourself, even if it includes swizzling a toothpick in your mouth, taking long walks on the beach or talking to

yourself for hours on end. (Although maybe let's try to not make that last one a habit...)

Now, onto the final two big questions.

What does the world need, and how can I help?

What does the world need that only you can offer? Well, it all starts with finding the right problem. And we're not talking about the kind of problem that sees you always going back to your ex.

I don't know about you, but every time I look at the latest headlines on my feeds, a lot of what I'm looking at isn't good news. **The world has big problems, and it needs people with big ideas to solve them.** And I'm guessing by the fact that you're reading this that you don't see yourself as a person looking to play small.

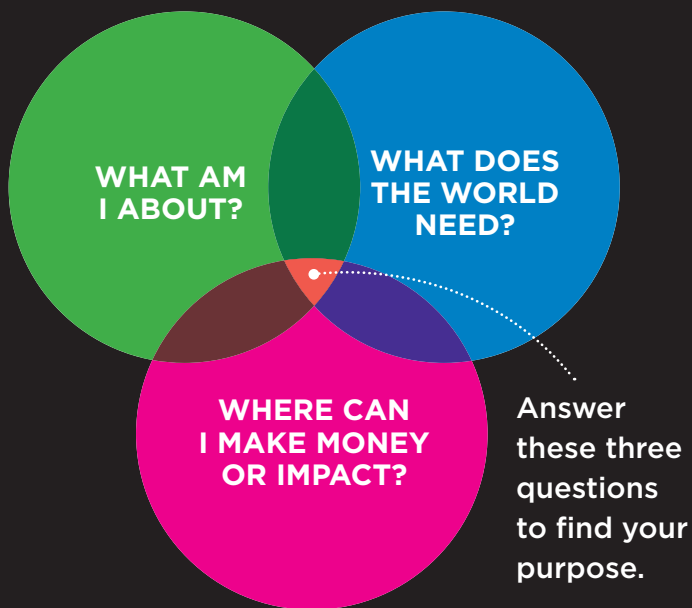
It's no good to have a great idea, with no real problem to solve. Think big and make sure your passion is part of a solution.

Where can I make money or impact?

Steve Jobs and Steve Wozniak started Apple Inc (with Ronald Wayne, by the way) with a simple idea: to create a computer that could be used by everyone. Where previously computers were the size of your bedroom and the exclusive domain of geeks in government institutions, the two Steves chose to think differently. **The deep purpose of the Apple brand was to make computing easy and accessible to everyone.** Today, that is at the heart of all Apple products: whether a phone, a tablet or a personal computer, an Apple device is instinctively easy to use. You *want* to use it.

The more famous Steve, Steve Jobs, was famously forced out of Apple in 1985; he returned to it in 1996, when Apple bought

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his new company NeXT. By the time he died in 2011, it was one of the most iconic brands in the world. In 2018 Apple became the first company to reach a market capitalisation of \$1 trillion, an astounding achievement.

Point here is that **Apple's purpose has been instilled into its core from the word go.** Even though Steve Jobs was integral to its success, he has not been involved in the running of the company for 20 years of its existence – but his (and Steve Wozniak's) purpose remains. In your journey, wherever you may be, if you always start with your why, the rest will follow.

It's always great to do what you love and what excites you, and to help where you can. So do them all in a way that allows you to pay the bills and ultimately have real impact.

The point of purpose is simple. Why make life difficult trying to do stuff that's not true to you, when you can just do what you're good at?

...because when you do what you love, the whole world just tastes like a giant Oreo shake.

**Shoop
Shoop
pa doop.**

TRUST
YOUR
PURPOSE



THE
REST
WILL
FOLLOW