



**OFF THE**

**RECORD**

SEP 2016 • ED 002

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**Sole Essential** is a music brand & behind this brand is a man with many faces, multiple interests & creative pursuits in life. With that in mind: **Off The Record** is an interactive multimedia presentation of his life and all of his work. Moreover, it's a refreshingly realistic documentation of Sole Essential's personal journey toward self-awareness, ultimate greatness, spiritual development, and self-development.

While most of these stories are a reflection of his journey, you will (occasionally) find a few interviews, unvarnished opinions, and short motivational pieces written by local and international industry leaders. Hopefully they will inspire you.

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**Africa's First Interactive Music & Lifestyle E-zine**

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**FULL DISCLOSURE  
(SEPTEMBER IN REVIEW)**

So, we've officially stepped into a great new season and, with it comes bright colours (everywhere), warm weather conditions, and a whole lot of fun-filled festivals. Which is honestly quite awesome, but obviously before we move forward, it's important that we take a look back and reflect on everything that we have been doing in the past few weeks. That being said; here are a few highlights and lowlights from the (oh-so colourful) month of September, 2016:



## Blessed with Good Friends

It's been said that God puts people in our lives for a reason. We don't meet people by accident as they are meant to cross our paths. So, when two people (who share the same beliefs and goals) come together in order to work toward a few common goals, it can only be the work of GOD. That being said, I strongly believe that my good friend Aubrey Da Obza is definitely one of those great (many) people that God has brought into my life for a very good reason.

Aubrey Da Obza



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Now, we have been friends for a little over 5 years and, although we had been in contact for the better half of 2016 (up until very recently), it's really good to see that we have the same kind of hungry for success and even more excited about the future. While chasing the same dreams and business goals could be seen as the cherry on top here, what should really be appreciated (more than) here is the way we motivate each other effortlessly, and encourage one another to maintain focus - especially when things get hectic and the going gets tough.

To cut a long story short; He's officially back into the scene and as you can imagine we have already picked up, right from where we left off. Basically, the saga continues. It's really good to have ADO back into the scene again; one could genuinely say that he is part of family. Speaking of family...

## Putting Family First

“Think of your family today and every day thereafter, don’t let the busy world of today keep you from showing how much you love and appreciate your family.” - Josiah

As a budding young entrepreneur, who loves networking (with new faces) a lot, it took a while for me to appreciate the very important message that’s carried within this quote. See, when you have as many (business) interests as I do, you tend to (very easily) lose focus of what (should be) more important in your life and, saddly, that’s when you start to lose a lot of things, including your own balance. Your work-life consumes your every waking moment and although you’ll achieve a great percentage of your goals, it still wouldn’t beat the great feeling you would’ve had if had you achieved a handful of those, while surrounded by loved ones.

Since losing my great uncle, I have made it a point to spend as much time with family (immediate and extended) as possible. I have even gone so far as to attend a handful of family gatherings that I’d normally skip. Recently, I’ve been spending a lot more time with one of my closest cousins, Tshepo, along with his beautiful life partner, Zama, and their amazing cute little angel, Lesedi, and (because I’ve almost always been focused on the picture) it has honestly helped bring so many things into perspective.

As Gregory W. Slayton once said “Having fun with your family every day doesn’t take lots of money or hours of free time. It just takes a willingness to enjoy the simple pleasures of life together and to celebrate the big things together as well. It also takes a conscious decision to put your family first each and every day.” Which is partly why I was a little disappointed when my cousin (Tshepo) couldn’t join me at the RBMA festival in Johannesburg.

## Experienced RBMA

The Red Bull Music Academy Weekender (RBMA) recently made its South African debut in September, 2016, with Johannesburg playing host to the four-day festival.

Thousands of attendees were treated to a wide variety of (music) genres, parties, concerts and in-depth seminars featuring some of our favourite home-grown musical maestros alongside some of the finest emerging young talent (that SA has to offer) from September 1st to 4th.

Click to watch the Aftermovie

Over the space of four days it varied between six iconic music venues (in and around downtown Johannesburg) to some of the country's most renowned music acts - over 60 music acts, to be exact. Which is obviously very good and dandy, but in the bigger scheme of things, I was honestly more excited about the one they held on Saturday night, at 1 Fox Precinct - where New Zealand's legendary pioneers Fat Freddy's Drop took to the stage alongside local emerging talents Manthe Ribane, Moonchild Sanelly, Award-winning Hip Hop artist AKA, and one of Nigeria's finest musical exports, Patoranking, among others.

Thanks to Pulse Radio (South Africa), I also had the opportunity to not only chat with but also interview the fast-rising SA musical genius that is Moonchild Sanelly.

Now, Sunday was also (quite) very much enjoyable - at Zone 6 Venue. The line-up featured an array of extraordinary local heroes including Black Coffee, King Kotini (Riky Rick), Culoe De Song, Vinny Da Vinci, Kid X, as well as Oskido, to name but a few. All in all, my experience at RBMA Jozi was nothing short of incredible. A huge hug and thank you to all those beautiful people at the Red Bull Music Academy (SA), Pulse Radio (South Africa) + everyone who helped and contributed (in one way or another) to make this experience a fond and memorable one - for everyone.



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**NICK VUJICIC**

**ON PERSONAL DEVELOPMENT**

“People say to me, ‘How can you smile?’ Then they realize there’s got to be more to life than meets the eye if a guy without arms and legs is living a fuller life than I am” - Nick Vujicic.

*IMAGE: Nick Vujicic*



## On Personal Development

Nick Vujicic is a best-selling author, motivational speaker, and evangelist. Nick was born without limbs and without limits! Against all odds, he shares with the world his inspirational story of faith, hope, and triumph in the midst of adversity.

Through his incredible story, ability to connect with people from all walks of life & sense of humor that captivates people of all ages, he empowers millions of people worldwide!

*“People say to me, ‘How can you smile?’ Then they realize there’s got to be more to life than meets the eye if a guy without arms and legs is living a fuller life than I am” - Nick Vujicic.*



**Click to Watch Nick Vujicic's Motivational Video**

From a life without limbs into a life without limits! He inspires millions through the power of faith and motivates through values and principles. Check his websites to know more about Nick and get more inspiration : Life With Limbs ([www.lifewithoutlimbs.com](http://www.lifewithoutlimbs.com)) + Attitude Is Altitude ([www.attitudeisaltitude.com](http://www.attitudeisaltitude.com)) Otherwise, simply follow him on Facebook + Twitter + Instagram



## THE 20SOMETHING PLAYLIST

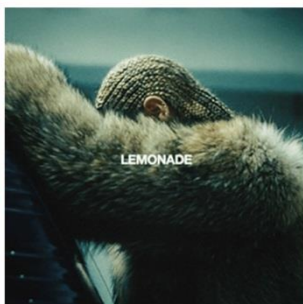
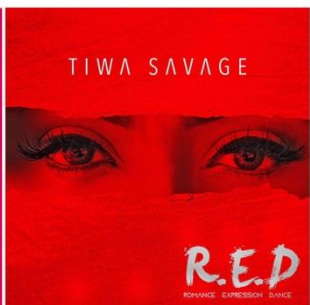
Music is so many things to us and serves so many different emotions. According to a study published by Jenny Groarke and Michael Hogan from the National University of Ireland, music can be used for stress relief, as part of social bonding as well as for emotional regulation. As we age, our goals and needs change, as well as own sense of what constitutes well-being. As a result, the ways in which music can support well-being also change.

I'm currently in my 20's and, as an avid lover of all things good, my taste in music is very diverse. I mean, I listen to everything - from punk rock, to indie jazz fusion, house music and a whole lot of Hip Hop music, among others. That's mainly because music has always inspired me in every situation of my life. Included below, is a very diverse playlist of a few songs that made me feel (all kinds of) things during the month of September, 2016:

## The 20Something Playlist



**Timo ODV - Find My Way**  
**Maraza - Gwan**  
**Dezarie - Roots & Culture**  
**Cold Play - Viva La Vida**  
**Jean Deaux - Motel 6**  
**Lexii Alijai - Feel Less**  
**Sonya Teclai - I'll Be Good**  
**Isaiah Rashad - Free Lunch**  
**Ravyn Lenae - Blossom Dearie**  
**Dreezy Ft. Wale - Afford My Love**



**Gemini Major ft. Various Artists - Ragga Ragga**  
**DJ Switch ft. Various Artists - Now Or Never**  
**Tiwa Savage feat. Dr Sid - If I Start To Talk**  
**Beyoncé feat. Kendrick Lamar - Freedom**  
**Lil Kesh ft. Viktoh - Efejoku**  
**DPrince ft. Phyno - Tarity**  
**Rihanna - Desperado**  
**Lecrae - Outsiders**  
**Fela Kuti - Lady**  
**Skailes - Mu Jo**

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Click album art to access files



[www.soleessential.co.za](http://www.soleessential.co.za)



## The Secrets of Will Smith's Success **Written by Chris Hopper**

Will Smith has built around his wants and desires. He has built an empire of his beliefs. He represents the idea of possibilities and by the age of 20 Will Smith was already a multimillionaire from following his dream of being a rap star as the Fresh Prince. Unfortunately for Will, he suffered a setback and after a few years he nearly went bankrupt, but thankfully, with his own passion, perseverance and determination, he bounced back and ended up creating a life and legacy which has impacted millions of people.

Will Smith



Will Smith

When you understand Will Smith you can understand the true secret to being successful in this life whatever you want to do or who you want to become, if you follow and understand the message which he offers you, life has limitless possibilities.

Of all stories in Hollywood there is not as many as powerful as Will Smith's. He has an incredible story which shaped his mindset and which lead him down the path of success.

His father once tore down a wall around his bakery and told 12 year old Will and his 9 year old brother to build a new wall in its place, a job which Will said "was impossible". His dad responded saying "nothing is impossible". So Will thought I'm



just going to lay this first brick, I'm going to lay this brick as perfect as a brick has ever been laid and Will used that same philosophy for every single brick which he laid & he eventually - after a year and a half - the wall was complete. His dad said "Now don't ever tell me there's nothing you can't do".

The lesson still lives with Will to this day, never afraid of the task, just set that first brick and eventually you will have a wall. Will now believes that there is no task too big, just all together many small steps in the right direction then all tasks will seem smaller in comparison no matter how big.

His parents always told Will that he could be anything he ever wanted. Eventually, his subconscious used this advice to become deserving of everything that life has to offer.



When you become deserving to what you commit to and you fortify your mind with passion and committed determination, and you give your time and your mind to achieving your goal, who is to say you can't achieve what you want, even failure is only seen as a setback, when you expand your consciousness into this sort of thinking and you start to live in the present moment and you focus on this moment in this particular time, instead of past and future events. You can work at what you need to do to become successful, because in the present moment is all you will ever have.

*“Throughout life, people will make you mad, disrespect you and treat you bad. Let God deal with things they do because hate in your heart will consume you too.” - Will Smith*

This quote really shows that life is here to be enjoyed. It's a message to make the mind a positive beacon which attracts positive responses in life. They say positive action can only bring positive results, just as negative action can only bring negative results. This way of living can only bring upon it a positive life. You just need to accept the experiences and the opportunities which are given to you. The tasks of life offer us an opportunity to be happy, to be grateful, to love, care and show consideration to you and everyone else who enters your life.

When you understand that life is too short, then you start making decisions that will make your life happier, and you do things in relation to your happiness. So, truthfully all we have is a moment on this planet and we must really do our utmost best to be as happy as we can. They say one minute of anger robs you of 60 seconds worth of happiness.

*“If you're not willing to work hard, let someone else do it. I'd rather be with someone who does a horrible job but gives 110% than be with someone who does a good job and gives 60%” – Will Smith*

There's nothing more rewarding than seeing hard work prevail. When you show your desire and dedication through your own hard work, people will be drawn to your energy and will be more encouraged by your energy. Especially if you feel deserving of what you ask for, the world rewards hard work as just, if you work hard for someone else they will become successful, if you work hard on yourself then you will become successful.

Your own effort is essential to success. How can you not work hard but expect to see sufficient results in your life? It's like expecting to win the lottery without buying a ticket. When you whole heartedly supply effort and continuous hard work, then you will be responded with results accordingly.

"Talent you have naturally, but skill is only developed by hours and hours of beating on your craft." was another Will Smith quote that emphasises his determination to his hard work. Constant hard work is essential, as Babe Ruth once said "It's hard to beat a person who never gives up".

This is an abstract from [www.ascendbodymind.com](http://www.ascendbodymind.com)

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**About Chris Hopper :** Chris Hopper is the founder of [ascendbodymind.com](http://ascendbodymind.com) and the Host of The Ascend Podcast. "I've spent my last ten years of my life studying sports and fitness and now my whole passion and life revolves around making other people feel appreciative about their existence on this planet, and I do that the best way I know how by sharing other individuals incredible journeys and showing them a glimpse of what's possible in this life." - Chris Hopper

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## Blowing Up Overnight Is A Myth **Written by Selinah Seipei**

Ran into a copy of Hype Magazine from way back in 2006 and one of the articles that caught my eye was a profile on a fresh-faced 19 year old Reason right at the beginning of his career. Fast forward to 2014 and the man is well respected and doing very well in his career.

Staying power in the music industry used to be thought of as a result of being so talented that one's music transcended time and an artist's talent gave them a long lasting career in the music business. Not just talent but holding on with all you've got. That's all good and well, very true but seems it's also a big ingredient of making it the business. That staying around in itself, might lie the key to actually succeeding.



When people see artists like AKA, Khuli Chana and Reason being all over the place and their careers sky-rocketing, it looks like they just showed up out of nowhere but the truth is a LOT of artists we're seeing now have been grinding for close to a decade if not more for this current success.

From way back when AKA was in Entity, Khuli Chana was just Khuli without the Chana in Morafe and Reason was that 19 year old working as part of Beats Against the Beast.



Countless other artists have the same story of working til they wanted to give up and some did. The music industry being as difficult as it is, many have worked their asses off and seen no result. Can't blame people who actually did give up on one hand but without being preachy, one wonders if they'd stayed, maybe the current environment would've allowed them to prosper.



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Even from the producing side of things. People like PH and AB Crazy have BEEN working since the days of Octave Couplet and producing for the likes of Khuli Chana.

The instant noodles world we live in has shown an image of success where people make it as quickly as we get our food order done through certain television programs where a random person in the streets can be successful in a matter of weeks. Although such cases do exist, they are very few and far in between.

Cheesy as it sounds these days, the old notion of perseverance still holds. Not seeing results, cash rolling in, VIP in the club, women falling at one's feet or whatever your definition of success is instantly doesn't negate the fact that the possibilities are there and getting better by the day. The great progress Hip Hop has made means that the reality of one making a living out of the art are there.

## UnBlogged

For the many factors that count like talent, timing, support, pure dumb luck, resources and other factors, it seems the business of perseverance might have a lot of merit in whether one makes it or not.

Blowing up overnight is a myth. A nice myth we'd like to believe before we throw everything we have into a venture that promises fortune, fame and the nice trimmings. The media itself perpetuates this idea but it's far from the truth.

**This is an abstract from [www.siplemedia.co.za](http://www.siplemedia.co.za)**



### About Selinah Seipei

Selinah Seipei is a Writer who specialises in Entertainment, Lifestyle, Opinion and Promotional Writing such as Artist Biographies, reviews, etc. She also has some experience in Editing and Journalism.

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## **BITS AND PIECES**

As you may already know by now, Sole Essential a music producer, remixer, (an avid) music and lifestyle blogger and media personality. In addition to all that, he is a freelance brand communications consultant, graphic designer, creative genius, concept developer, and budding young entrepreneur, among other things.

Included below, are bits and pieces of stories, music, and projects that we've had the pleasure of working on in the past. You'll also be able to access some (free) downloadable resources and multimedia files:

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## Reviewed In 5 Minutes : Nasty C's "Bad Hair" Album

'Bad Hair' is South African rapper Nasty C's debut studio offering that was released on September 23rd, 2016 featuring a variety of notable (local & International) artists – including Tellaman, Rowlene, American poet, Omari Hardwick - and his Mabala Noise Entertainment label mate - Riky Rick, to name but a few: [Click to read full story on the blog](#)



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## Introducing the Recorded Podcast

A manifesto by Sole Essential, Recorded is a one hour-long monthly music podcast that's dedicated to showcasing the hottest vocal house, deep house and afro-centric dance records. Focused squarely on the African continent, the programme intends to bridge the gap between mainstream and underground circuit.

That being said, for your convenience and listening pleasure, Recorded has been divided into 3 great segments - namely:

1. New and Exclusive
2. African Hotlist
3. Made In Africa.

[Click to read full story on the blog](#)



## RECORDED PODCAST

A manifesto by Sole Essential, Recorded is a monthly music podcast that's dedicated to showcasing the hottest vocal house, deep house and afro-centric dance records. Focused squarely on the African continent, the programme intends to bridge the gap between the mainstream and underground circuit. That being said, kindly check the playlist below - included herein is a list of songs featured in the first episode:

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### New & Exclusive

Aubrey Da Obza - Mocketeng (Abdullah Abraham)

### African Hotlist

- Dr. Lamondro - Ingwe (Broken Remix)
- Enoo Napa ft. Zipho - High in Your Love
- Black Coffee ft. Ribatone - Music Is The Answer
- Enoo napa - Mavovos Groove
- L.A.X - Open and Close
- Runtown ft. Uhuru - The Banger
- Sole Essential - D.R.U.M G.U.R.U
- Sole Essential - Balanco Zona Sul

### Made In Africa (Dotorado Pro - Angola)

- Dotorado Pro – My Song
- Dotorado Pro - Minha Familia
- Dotorado Pro - Rei Das Marimbas
- Dotorado Pro - Ewe



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Here

[www.soleessential.co.za](http://www.soleessential.co.za)

## Vongani Chinkanda + Alex Farnell Interviews

Earlier this year, we (the African Crest Radio team and I) were invited to attend the media launch for Diageo Reserve's World Class 2016 Bartender Competition. It was during this auspicious occasion - held at The Maslow hotel, Sandton, South Africa - that the ACR media team had the opportunity to sit down and interview an array of talented young individuals and Diageo Reserve very own staff members and senior executives.

Vongani Chinkanda, Diageo Reserve's Marketing Manager, and Alex Farnell, Diageo Reserve's National Senior Brand Ambassador, were among some of the many great people that we had the pleasure of sitting down with, for a brief discussion and indepth interview about the World Class 2016 Bartender Competition, among other things.

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listen on Mixcloud

Included below are two of the interviews that we conducted with the aforementioned individuals. Kindly click on either of the two images or simply follow any of these two links to download one (or both) of the audio interviews.

**+Download Alex Farnell Interview [\[here\]](#)**

**+Download Vongani Chinkanda Interview [\[here\]](#)**

## The Power of Frustration **by Catherine Pratt**

The Power of Frustration E-book is about not only eliminating frustrations but using them to achieve your goals and fulfill your greatest desires - even if you've never been able to in the past.

Source: Life  
with Confidence



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### Highlights of what of you'll find inside:

- How frustrations are valuable tools
- 8 Ways to quickly turn around a frustrating situation
- How to instantly deal with frustration
- 6 Reasons to change a negative work environment
- How to deal with anger due to frustration
- How to make a life direction when frustrated with making goals

### DOWNLOAD THE POWER OF FRUSTRATION HERE

There are also tips and strategies you can use right now, to deal with frustrations you may be having. Click on the image or download button above, to get your free copy of this e-book & discover how your frustration can actually unlock the secret to achieving your greatest desires.



Join our fast growing community & follow Sole Essential on social media today. Stay up to date on any breaking news, events, photos and more, plus subscribe to the blog and get instand access to some exclsuive content about the brands, including the e-magazine.

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Founded by South African creative entrepreneur, Luther Lempe, aka Sole Essential, Good Agency is a full service media & communications company that's driven by the desire to deliver high quality services to its clients.

With a focus on brand communication and consumer engagement, we design and develop unique, experiential, and personalized programs that ultimately provide invaluable opportunities for brands to not only connect and communicate with their target demographic, but also convert more consumers. In short; we are Good, and all of our presentations and projects embody these attributes very well.

Our service offerings include:  
brand communication, concept development, integrated marketing campaign management, and product placement, to name but a few.