



#### MEET SOLE ESSENTIAL

Photo by **The Naked Truth**Edits by **Luther Lempe**Location **Cappello Vaal** 



### BIOGRAPHY

Luther Lempe, better known as Sole Essential, is a South African Record Producer, Media Personality, Disc Jockey & Creative Entrepreneur.

A creative wizard since 2002, Sole Essential has spent time focusing on music production, marketing, concept development, business blogging, and brand design, among other things.



#### INTRODUCTION



**Sole Essential Notes** is an interactive music and lifestyle e-magazine that proudly celebrates modern African music, food, creativity, fashion and popular culture.

Although some of the featured content mirrors that which can be found on the Sole Essential blog, we have also included a great selection exclusive content that is designed to keep you informed, educated and entertained.

Among many other features, the e-magazine includes integrated social media buttons for popular platforms such as Instagram, Twitter, Facebook, and YouTube.



Additionally, if you happen to see a website url, or a clear call-to-action phrase (which is normally highlighted in red) it means that you can also tap on them for easy access to websites and/or downloadable files.

Welcome to the first edition of Sole Essential Notes.

THANK YOU FOR TAKING THE TIME TO READ THIS ISSUE.





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www.soleessential.co.za



Pictured: Jaq Deweyi - Image: Supplied

"If you don't believe in what you are doing, you will get confused trying to please everyone. " - JAQ DEWEYI

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### **BITS & PIECES**

# Open call For Contributors We Are Looking For Music Writers

As 2017 is about to end, we would love to take a moment to thank you for the continued support and for being part of the ever growing Sole Essential community. We have some great plans for 2018 and we genuinely hope that you'll stick around to see what you've been helping us build. Because of you, our blog has been on the rise for a good minute now. Thank you for all the love and support. Best wishes to you and your loved ones, and have a happy new year. One Love!





Photo by Amarte Photography

### 'THE DIARY'

Sole Essential is a highly motivated individual with a strong passion for music, innovation and pop culture. The Diary is a realistic documentation of his life, and all of his work, plus everything in between.

You can also follow his stories on the interweb







#### Here's What You Need To Know about Sole Essential Notes

While most people who are familiar with South Africa may know it as a multicultural country where creative expression flourishes, there are some who do not know much about the rainbow nation's unexplored rural tourism potential and its modern intercultural music scene. That being said, Sole Essential Notes is an interactive multimedia presentation of both.

On the surface: it is an independent SA-based music and lifestyle magazine that aims to explore the many facets of modern African music, creativity, food, and popular culture.

At the core: Sole Essential Notes is a multi-layered experiential exploration of Africa's cultural diversity and rural tourism in South Africa. Briefly put, our main objective is to take an unconventional approach in the music and lifestyle e-magazine genre. In all honesty, I just wanted us to design and create a one-of-kind electronic publication that we would love to download and read ourselves.

### RELATED POST ON THE BLOG: THE MAIN REASONS WHY SOLE ESSENTIAL LIVE IS OFF-AIR

Nonetheless, as I have explained in the final edition of "Off the Record", we are now optimistically planning to do things a little bit differently. From our digital content distribution channels, to the social media integration model: everything has been reworked and amended so you can receive and consume content from the next edition of Sole Essential Notes in more ways than one.



### THE DIARY

In this debut edition, you will find details on various topics, including: How To Start Your First Music Podcast Series in South Africa • Why you should stop using Data File Host • Music Reviews • African foodies and Chefs that you can follow on Instagram • An In-depth interview with Uganda-based Singer and Songwriter Jaq Deweyi + More.

Again, it gives me great pleasure to officially welcome you to the very first edition of Sole Essential Notes. We have truly worked hard on putting this one together, and we really hope that you are very excited to read the stories in here.



### BLOGGED PIECE



Written by Neha Khare - www.mystigal.com

### HOW TO IMPROVE YOUR DAILY PRODUCTIVITY

High level of productivity is something each one of us wants to achieve. We want more done in less time and all that with good quality. I have learned many lessons of increasing productivity in past few months. I want to share all the tips that worked for me in this productivity series.

The first lesson for increasing productivity is conquering your day. Learn to be a little more productive every single day.

These tips will help you get more done with enthusiasm and high level of energy. You can incorporate these actions in your daily routines to make every single day a massive productivity unit!



### Plan The Day - A Night Before

When you have an action plan for the day, you know exactly when you need to wake up, what you need to do first and what to expect out of the day. Also, if you are not a morning person (like me), you know how difficult it is to sit and plan in the morning. A day pre-planned is a day well planned. Simple guideline to plan out your day would be.

**General Day Layout -** Plan what you will be doing when. Mark your appointments or events in time slots.

**To-do List -** Make a list of things you need to get done according to priority and put them in your day layout.

#### Meal and Exercise Plan + Daily Goals

You can do this in your journal or planner. If you don't have a planner, I have created a one page daily planner. It has all of these planning tools on one page pdf!

### DOWNLOADABLE RESOURCE: DOWNLOAD THE PRINTABLE DAILY PLANNING WORKSHEET FROM MYSTIGAL.COM

#### **Customize Alarm Tune**

This is a very interesting but powerful hack for productivity. Those typical inbuilt alarm tones can get irritating and hamper your "wake-up energy". So, customize your alarm tune to a song that you like, preferably a high energy song. This will wake you up in a great mood which will boost your energy levels. But, learn from my mistakes! Change your alarm tone every single week or else you will end you hating your favorite song. [truestory]



Currently my alarm tone is 'Shape of You' by Ed Sheeran.

Nothing is better than to start a morning with some grooves and moves. Some other songs that I highly recommend are:

- Jarhead Don't Worry Be Happy
- The Sign All that She Wants
- Hailee Steinfeld Love Myself

#### Visualize

Visualization is so much more than the law of attraction. It is one of the best ways to get motivated, feel positive and be productive. Visualizing your goals or your ideal life gives you a purpose to go through the day. A solid purpose is the best friend of productivity.

Visualization can be as simple as closing your eyes and going through your ideal day or life. Best tool to help you through visualization process is a vision board. A vision board works on simple effects of visual stimulation on human mind.

### Do The Hardest Thing First

I have learnt this with great experience. I almost always kept the hardest task for the last & ended up feeling discouraged.

Ever since I have started doing the hardest task on my to-do list first, I have been more productive. I urge you to learn from my experience and start this practice today! The simple psychology behind this is that we are most active and fresh when we start working. Utilizing this energy in the hardest task helps you perform that task better. And guess what..?



### BLOGGED PIECE



When you complete the hardest task, you feel good about yourself and get motivated for the rest of the day.

#### Get Motivated

You can do a task well when you are motivate to do it. So basically motivation magnifies your productivity. I believe motivation is sustaining when it is internal. So learn to motivate yourself.

When you keep yourself motivated, you get the power of getting yourself back on track when you loose focus or get distracted. But sometimes when you feel low and internal motivation is not possible, you can always look for motivation from the outside.

#### Shift Your Mind-set

Mind-set is crucial when it comes to productivity. You cannot achieve great heights with a degrading mind-set.



Shifting your mind-set is easy with affirmations. Affirmations are positive and empowering statements that you tell yourself to get the perfect mind-set.

I like to write my affirmations every single morning. You can also read affirmations or even listen to them. A long term mind-set shift can be achieved by believing in yourself.

### **Get Digital**

We live in the digital world where everything happens on fingertips. The best way to manage all your tasks is digitally.

Your digital best friend is Google Calendar. Schedule every big and small thing on your Google Calendar and you don't have to worry about remembering it. The best part is that it syncs on all your devices and helps you everywhere.

Make use of the Reminder, Notes, Calendar, Fitness and assistant (siri has simplified my life so much!) apps. Some of my personal favourite are:

EVERNOTE - NOTE TAKING
PINTEREST - INSPIRATION
TRELLO - PROJECT MANAGEMENT
GOOGLE CALENDAR - PLANNER
GOOGLE DRIVE - DOCUMENT SHARING
FLO - HEALTH APP (FOR WOMEN)



Make use of all these amazing apps and simplify your life beyond expectation. Tap here to subscribe to Mystigal's list to receive exclusive content and to stay inspired.





source www.mubutv.com

### 'AUDIO STREAMS'

Streaming is when a digital file is delivered electronically to a computer, read in real time by the computer and is stored temporarily on the computer for the purpose of a one-time use.

It is analogous to a radio transmission. On demand streaming is the term given to streams that have been prepared and are available for users who wish to play a specific song at a specific time.

Public performance royalties apply to streams and mechanical royalties do not.

# How To Start Your First Music Podcast Series in South Africa [Introduction]

For interest's sake, let's just say that you're an emerging and/or already established club DJ currently based in South Africa. You've been thinking about recording promotional deejay mixes for quite some time now and also hoping to take your brand to the next level by strategically tapping into the online audio streaming circuit.

However, you're unfortunately not very sure about how you're going to go about doing this & the fact that you're not very knowledgeable about this subject - and also got this undying need to stay relevant and reach out to a much larger (if not global) audience through streaming platforms - is just not letting you fall asleep at night.

Moreover, you'd also like to generate some valuable leads online and seemingly nurture a strong connection with more booking agents, club owners, talent managers, and event promoters so you can eventually get more bookings outside of your current location.

Naturally, this means that you're going to have to find a great number of unique and/or creative ways to build a positive buzz around your promotional DJ mixes online, right? Right, and that's partly why I say that starting and hosting a music podcast series might just be a good idea for you at this point.

Granted, there are many brilliant ways for you to market your brand in this ever-changing and ever-evolving digital space and, by extension, streaming era, but only a few are as relevant and appropriate as a well-structured music podcast series - especially if you're a DJ currently based here in SA.



Now, obviously there's a very long list of valid reasons why you'd have to consider implementing a music podcast presentation as part of your external marketing strategy but, however, I'm only going to list about three. These, in my opinion, are the most important ones because they genuinely make sense and instantaneously standout for me:

- 1) If done professionally, properly and consistently, podcasts can not only create multiple revenue streams for you, they can also double up as multifaceted cost-effective digital marketing vehicles for your products, DJ services and personal brand, among other things.
- 2) Although the internet is already overflowing with various types of promotional content from direct competitors, only a few of them have really been using this particular marketing tool effectively.

So, there's obviously still a great window of opportunity just waiting for you here - especially if you really wish to get a competitive advantage and push your brand to rise above the clutter in a strategic manner.

3) You can effectively generate more leads which could essentially translate into more opportunities and more bookings. Not to mention the many great benefits of growing a niche market and building a solid online community of loyal music aficionados.

With those reasons in mind, I'd like us to first go through a handful of steps to somewhat paint a clearer picture and ensure that your podcast presentation will get off to an amazing start.



Essentially, we're going to cover a broad range of topics from concept development and design, to technical set-up, online marketing strategies, and monetization, among other things.

Before we begin though, it's extremely important for you to note that every single podcast is undoubtedly different, and that's why we're hoping that this guide will (in more ways than one) help you achieve your goals and assist you activate your music brand in promotional mixes effectively.

That being said, here's a sneak peek of what we're planning to begin with first - in the first instalment of this highly informative DIY Podcasting series: **Buyer Personas.** 

# RELATED POST ON THE BLOG: HERE'S WHY YOU SHOULD STOP USING DATAFILEHOST - YOU ARE LOSING MONEY

What are 'Buyer Personas' exactly? Well, in short, buyer personas are useful, detailed descriptions of your target audience. This is arguably one of the most important steps in the guide because buyer personas will tell you how and why your target audience makes decisions to stream your episodes, subscribe to your podcast channel(s), share your podcast episodes, and even/also download your podcasts, among other things.

In conclusion, Buyer Personas are particularly important because they can help you understand who your target audience and also help you identify their influences too. That being said, you can catch all this and so much more in the forthcoming editions of **Sole Essential Notes.** 





### 10 QUESTIONS WITH LIYANNA B

Images: Supplied

### SOUTH AFRICAN SINGER AND SONGWRITER

"Take pride in your craft [and] do not compromise or copy. Be an individual and work with people who embrace you as an individual, but if they do not embrace you, simply move along. The shoe will eventually fit, it did for me."

LIYANNA B

TAP ICONS TO FOLLOW HER ONLINE





# Can you please tell us about your journey & how you began with music?

Well, Liyanna B is a first born in a family of 3 raised in a very religious family: Grandfather a pastor to an Adventist church and my beloved late grandmother an English teacher and, with my mom being a single parent, they were a very important part of my upbringing.

We loved singing as a family in general. I used to listen to my aunts sing and I knew that one day I would love to share my talent with the world.

I used to sing with my late younger sister, Lumkile at church & school concerts and at some point at the age of 10 we even worked on an album. We organised ourselves a studio. We were forbidden by my mother to go to this studio - as she was concerned about our safety [because] the studio guy was unknown to her - [but] my late sister & I would sneak out to go to the studio and I felt at home behind the mic.

### Is there an interesting story behind your name?

Well going to the day I was born, my mum tells me that; after a 24hour labour, in the summer heat, as I was being born it started to pour outside so hard with thunder and lightning and as I entered the world the rain stopped. [It rained for about 15 minutes] hence the name Liyanna. In my father's language, Siswati: Lomvula but then growing up with my mother's Xhosa family, therefore; Liyanna, and that is how Liyanna B was born.



#### What Does House Music Mean to You?

Growing in a multicultural family, which my grandmother used to refer to as the UN (United Nations), as some of the grandchildren are mixed race, some are Portuguese, some are Greek, some are Chinese, some are Swazi, some are Zulu and some are Xhosa. But, what we all had in common was the family song which was: "lamaqaba akhetha amagqira aqeqeshiwe ezinqondweni".

This song was the pride of our heritage as Africans and had been a song our aunts and uncles used to sing when the family was in exile. Therefore, we were connected to this song which had been passed [on] from generation to generation and that is what music means to me.

### RELATED POST ON THE BLOG: 10 QUESTIONS WITH SOUTH AFRICAN DISC JOCKEY, DEEPEE

It is a melody that speaks without lyrics, and it is lyrics that linger generation to generation. It is my African Pride with the beautiful heritage left by our forefathers for us to preserve, and that is what makes me [want to] tell my story through lyrics and beautiful melody.

# Any Thoughts on the Current State of Local Music in a Digital Age?

Local music has definitely been more accessible on an international platform, namely - from my experience - my single was released in the U.K. on the day that it came out in South Africa & [it] has since then been available to the European market & East African market. It creates a different kind of experience for the listener on the other end of the speaker.





# Did You Have any Bitter Experiences with Not Being Taken Seriously, as a Female Recording Artist? If Yes, Can You Please Share at least One?

I have been blessed, because so far every door that I have knocked on has responded positively to me as a vocalist & songwriter. I have encountered people in this journey that have been instrumental in motivating & understanding my passion for music.

# Can You Briefly Paint a Picture of Your Recording Sessions?

The beat to the song spoke to me from the beginning. The lyrics just came naturally without even writing them. This song was exactly how it was when Cinderella was fitted with the shoe that had been tried on by so many but when it got to her feet it was a perfect match. Therefore Ubomi & the beat were just a perfect fit.



# Let's Talk Social Media and the Interweb. How Has Social Networking Benefited Your Brand?

Having been known as a model & socialite on all social media platforms, and already having a following; it has actually worked better for me. It has actually made it easier for me to market my song & build the Liyanna B [brand] which is only going to grow from strength to strength.

### What Inspires You on a Daily Basis?

The fact that I am a first born [child] and bread winner in my family inspires me to be great in anything and everything that I do. It pushes me to ensure that I build a sustainable and progressive Liyanna B brand for my siblings.



## What Can We Expect From You In the Near Future?

I am hoping to write more songs for various artists and I am currently working on another Single, [plus] my first album. Which I will be recording in the U.K (where I am currently based) and South Africa (where I will be promoting 'Ubomi' to my European based market - as this song has a message and melody that speaks not only to South Africans, but to every person whose ever been in love. So, I am hoping to sing for my supporters who were part of my Live Launch on Deeplomatik Radio which is based in London.





### Any Advice for Aspiring Recording Artists?

Take pride in your craft [and] do not compromise or copy. Be an individual and work with people who embrace you as an individual, but if they do not embrace you, simply move along. The shoe will eventually fit, it did for me.





Photo by The Naked Truth

### WHAT'S HAPPENING IN THE VAAL REGION?

Sole Essential's Vaal Insider series is a realistic documentation of his nights in the Vaal Region, the dance music events he sees, and the interesting people he meets. In addition to featuring some notable music industry insiders, you'll occasionally find up to date news about the region's music & entertainment scene, show recommendations, product reviews, tickets giveaways and more.

TAP ICON TO FIND MORE STORIES ONLINE



### VAAL INSIDER



Pictured V. Underground - Image Source Facebook

# V.UNDERGROUND & J.FO-REAL JOIN FORCES ON 'THE FAMILY' EP

"The Family EP" is the most recent and highly anticipated collaborative project from South African record producer and remixer, V.Underground & Ultra-Tone Records' disc jockey and young (up-and-coming) record producer J.Fo-Real.

### RELATED STORY ON THE BLOG: LISTEN TO ENDO NAPA'S SOULISTIC MUSIC MIX

Released digitally on October 20th, 2017 the extended play features a grand total of four original songs and they all sound shockingly different from their other offerings on the label's catalogue.



"We wanted to work on something different: specifically tech sounds but with a little [bit] of Afro and soul beats" says V.Underground. "We didn't want any singing vocals so we used one of our own, which is R.U.T - on a track called 'Reasons Why".

The standout tracks are 'Leviticus' and 'The Secret', but 'That Feeling' is not a bad track either. All in all: the EP is very amazing and I truly hope we'll get to hear more collaborative efforts from these two young and talented South African (biological) brothers.



Pictured J.Fo-Real - Image Source Facebook

### TAP TO LISTEN ON THE BLOG





# Three More Reasons Why You Should Stop Using DataFileHost

It's an open secret that the South African music and entertainment industry is currently overflowing with young, non-mainstream, and undiscovered music talents.

From emerging young record producers, to up & coming song writers and recording artists, we've arguably been blessed with an arguably long list of remarkably gifted young musicians who have been doing everything in their power to interact with the international market and audience while waving the South Africa flag very high.

Granted, most of their (DIY) music marketing efforts are somewhat (fairly) commendable, however, there is this one particular digital marketing tool that many - if not most - have just been using and abusing (unapologetically) for a couple of years now.

### RELATED POST ON THE BLOG: 10 QUESTIONS WITH SOUTH AFRICAN SINGER AND SONGWRITER CLAUDINE MARSHALL

In fact, it's been used and abused for so long that even the younger & lesser-known generation of musicians have now begun to think that it's quite okay for a local DJ and/or recording artist to showcase their music as well as their artistic talents to the rest of the world in this manner.

In case you are still wondering about this particular digital marketing tool that I have been referring to, it is none than the ever so controversial DataFileHost: a free virus infected (multipurpose) file sharing platform.



### PONDER THIS

Now, it goes without saying that there's no such thing as a perfect music marketing strategy, I'll admit that much. But, however, I'd also like you to acknowledge that it's almost impossible for an up & coming recording artist to gain a competitive advantage in the local and international mainstream (music) circuit if all they ever use is the aforementioned virus infected (not to mention: illegal) file sharing platform to promote their music online these days.

That being said, for argument's sake, let's just say that you are one of the abovementioned independent recording artists and you have (unfortunately) been sending your music promos, DJ promotional mixes, music demos, and/or podcast episodes, etc. with DataFileHost.

Additionally, you are fully committed to using the website and you are somewhat convinced that there is no (other) better option out there. Perhaps it's time I try to convince to you to make a quick switch to something more presentable and highly professional in 2018?

Believe it or not, there are far more significant disadvantages than there are advantages of using the above-mentioned file sharing (service) provider to promote your music online.

Although, in the grand scheme of things, there are roughly more than twenty good reasons why we still think that you should stop using DataFileHost at once - as seen with those mentioned above - we've reluctantly decided to cut that list down a bit and vividly highlight a grand total of three.

Hopefully these three good reasons might just persuade you to believe that DataFileHost is not a good platform at all:



### 1. Your Presentation Looks Unprofessional

Whether you are presenting a demo song to music industry professionals or just submitting some promotional music to music blogs, local radio stations, and/or industry-focused online magazines, among others, your entire presentation is very, very important.

Bare this in mind, and I'm saying this as someone who has done a ton of work behind the scenes, there's nothing as annoying as receiving a DataFileHost link in an email.

Firstly, it is not user-friendly, secondly the overview page is not attractive, and thirdly it is over flooded with irrelevant (plus inappropriate) adverts. In addition to all that, the fact that we don't even have an option to stream the audio content before we download it, does not (in any way) help your presentation at all.

#### 2. You Can't Trust the Data Provided

Although you'd naturally assume that this would be the most convenient and quickest (if not easiest) way for you to almost instantly tell how many times your song (music file) has been downloaded exactly, unfortunately DataFileHost does not even come close to making that part convenient for you.

Granted, you can see a nice little number that pops-up on your computer screen but trust me when I tell you it's not as trustworthy as it seems. It has, in fact, been communicated time and time again by leading industry professionals that the website (allegedly) has a bug that hinders your ability to track downloads and file's activity effectively.



If you're anything like me, then you would definitely agree that this is as tragic as it is infuriating because music data and statistics are extremely important. Plus, over and above all that, one of the most important metrics in a music marketing strategy is the number of people who dowload(ed) your file.

### 3. Insights & Analytics Not Provided

Yes! If you thought that the top two reasons where bad enough, here is another annoying point to ponder: it is virtually impossible for you to identify where your file is generating impressions exactly.

To put this in another way: this basically means that you'll find it even harder to identify the specific areas in which your song (and/or file) has been getting the most activities.

Now, before you make your final decision of whether you'd like to continue using it or not, I'd like you to first (and/or once again) give me the opportunity to recommend a few (trustworthy) music analytics services and popular tools that you can utilize to hopefully amplify your digital marketing strategies and maximise your Return-On-Investment (ROI).

Nevertheless, I have not (due to the length of this article) included any of them here. But I will, however, be sharing a fairly long list of options for you to consider on the blog at some point in the near future.





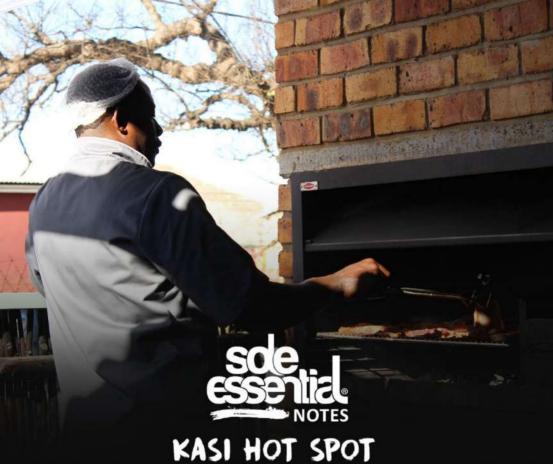


Photo by Modisana Mabale

### OLA'S SHISANYAMA

Because food is life + we all need to eat: follow our journey as we explore township-based food destinations and street food hot spots in South
Africa.

For this first instalment, we're shining a very bright spotlight on Ola's Shisanyama - the only full service deli that can be found in the most culturally diverse township on the Westside end of the Vaal Region - specifically Bophelong (my hometown).



Image: www.olasmarket.co.za - Pick n' Pay

### KASI HOT SPOT: OLA'S SHISANYAMA

A Full Service Deli Based in Bophelong, Vaal, SA

Okay, so I might be a little biased about this one - especially when taking into account my long and somewhat complicated history with the aforementioned business - but, however, you can trust me when me when I say that Ola's Shisanyama is a must-see food destination if you're looking for good braai meat at reasonably low and affordable price.

Sure, I'll admit that Shisanyamas' are a big thing in the Vaal - and it's another popular trend that may continue to grow in the country, but if you're a self-proclaimed foodie like me and you truly appreciate mouth-watering, African inspired kasi-style dishes - perhaps even regard them as the foundation of your happiness - then you're definitely going to want to make a quick stop by this particular establishment very soon.



#### Their Story

Ola's Shisanyama first opened their doors to the general public back in 2016 - specifically on October 29th. The business, owned and founded by multi-award winning serial entrepreneur Thami Manzi, is one of mainly three stores operating under a leading multifaceted retail store called 'Ola's Market' - an independent business partner of South African retail giant Pick n' Pay.

#### Their Menu

Their all-day kid-friendly menu offers a wide variety of hot foods, shared plates, kasi-style delectables and classic South African comfort food favourites. Most of which are arguably the best to be had in the Vaal if not anywhere.

It's particularly the taste of hot braai meat that's been smothered in the in house brand of [MamPosh's] chakalaka sauce that normally blows customers away.

Nonetheless, the business focuses more on the blend of sweet and spicy flavours to give your tastebuds a burst of pure, unfiltered happiness & variety.

#### **Their Prices**

You'll find plenty of options under R100 and a wide selection of soft beverages available by small cans, 1Liter bottles, and 2Litre bottles. Not to mention, Ola's Shisanyama often creates affordable specials (usually priced under R60) and normally paired with either a 2 litre coke and/or whatever is available on promotion during that period.





Image: www.olasmarket.co.za - Pick n' Pay

Portia Manzi - Managing Director (Left) Thami Manzi - Founder & CEO (Right)

#### Their Staff

Spear-headed by multi-award winning serial entrepreneur and North-West University Vaal Alumni, Thami Manzi, the staff is very friendly, well trained and highly professional.

### Their Overall Atmosphere

The overall atmosphere is somewhat informal but laid-back with a simple touch of positive ambience, coupled with that faint smell of hot braai meat and super bright & colourful setting. Not to mention, their uber-friendly staff is always (if not often) very welcoming, plus they're also never too shy to walk you through their food and soft beverages menu with a bright and cheerful attitude.





Photo by Modisana Mabale

### FOLLOW THEM ONLINE (f)







#### Their Address

1045 Moroka Street, Bophelong, Gauteng, 1913, South Africa

#### **Our Conclusion**

The overall atmosphere is somewhat informal but laid-back with a simple touch of positive ambience, coupled with that faint smell of hot braai meat and super bright & colourful setting. Not to mention, their uber-friendly staff is always (if not often) very welcoming, plus they're also never too shy to walk you through their food and soft beverages menu with a bright and cheerful attitude.





CELEBRATING AFRICAN CULTURES THROUGH FOOD AND MUSIC

### AT AFRICAN CREST GUEST HOUSE

3 Cypress Street, Three Rivers - 11AM until 8PM

#### 24 FEBRUARY 2018

LIVE MUSIC // FASHION STALLS // FOOD STALLS
COCKTAIL CASH BAR // LIVE KARAOKE // FREE WI-FI
MOBILE CHARGING STATION // SWIMMING POOL
COOKING WORKSHOP // ON-SITE T-SHIRT PRINTING
LIVE AUDIO EVENT STREAM // AND MORE

R90 Phase One // R120 Phase Two
R150 at the Gate // R50 Cooler Box (Cans Only)
Free for first 20 kids under 13 (if accompanied by parents), R90 thereafter // Catered for 200 people.





**COOKOUT FEATURES** 

# HERE'S EVERYTHING YOU NEED TO KNOW ABOUT THE NEXT COOKOUT

I'm super stoked to invite you to join us on February 24th, 2018 from 11 AM at African Crest Guest House (in Three Rivers, Gauteng, SA) for the second edition of the brand new Sole Essential Cookout. The experiential program aims to celebrate various African Cultures through Food, Music, Fashion, and Cooking Workshops, among others.

#### **About The Program**

There'll be live music, food stalls, fashion stalls, live karaoke, cocktail cash bar, swimming pool cellphone, gaming activities, free wi-fi, mobile charging station, live audio stream, cooking workshop, and more.



#### **About The Tickets**

Now, there's only a limited number of presold tickets available in two phases until February 23rd, 2018 and there'll be selling very fast, so do make sure that you take advantage the second edition's phase one ticket prices throughout the month until the aforementioned mentioned date. Prices: R90 Phase One • R120 Phase Two • R150 at the Gate (If still available) • R50 Cooler Box (cans only).

#### **How to Purchase Tickets**

There are three ways to purchase or secure these tickets to the event. You can either email <a href="mailto:hello@soleessential.co.za">hello@soleessential.co.za</a> or gives us a call on 0823912121 so we can provide further instructions and handle your transaction over the phone.

Alternately, you can visit African crest Guest House in Three Rivers and try to purchase a few tickets directly from the establishment, if there'll still be any tickets available for you to purchase there.

# TAP HERE TO EMAIL

#### You Can Bring Your Kids

The event is child-friendly and it's free for the first 20 kids under the age of 13 (thirteen), then R90 thereafter. No under 18's will be allowed except if you're accompanied by your parents, and please do note that this event is strictly catered for 200 people.





**COOKOUT FEATURES** 

# HERE'S EVERYTHING YOU NEED TO KNOW ABOUT AFRICAN CREST GUEST HOUSE

African Crest Guest House offers comfortable accommodation situated in Three Rivers, Vereeniging, in the heart of the beautiful Vaal Triangle. The guest house is only a short drive to the shopping mall, and filling station, plus within walking distance from liquor stores and convenient stores, among other establishments.

The venue offers 9 en-suite guestrooms with accommodation on either bed & breakfast or self-catering basis. The luxury rooms are superbly decorated and exquisitely furnished with African-style antiques, the finest fabrics and mesmerising modern and contemporary African art.



On site facilities include a game area with a pool table and board games for entertainment. They also have an outdoor tranquil swimming pool area.

African Crest Guest House also harbours wireless hot spots for their guests' Internet needs. The hotspots cover most parts of the property so guests can connect from almost everywhere including the rooms, pool area, dining room, and even the gardens, should they wish to do so.

Other services and offerings include laundry services, flat screen TV with selected DSTV channels, secure on-site parking, tea-and-coffee-making facilities, and so much more.

#### Communicate Food Allergies

Kindly communicate with our team about any food allergies. Even if you think you know, allergies can just pop-up unexpectedly so be sure your information is up-to-date.

### TAP HERE FOR MORE

For more information about the event, tickets, venue, terms and conditions, plus cooking workshop, kindly contact 082 391 2121 or visit <a href="www.soleessential.co.za/cookout">www.soleessential.co.za/cookout</a> for regular updates and event-related news.

Make sure you purchase your tickets early so we can celebrate this day of music & food in the heart of Three Rivers, where we'll also get to enjoy a (very) diverse range of activities together under one sky. See you on then.





www.instagram.com/soleessential

#### ARE YOU ALSO ON INSTAGRAM?

If you're an avid Instagram user like me and you genuinely love seeing good quality snaps of great mouth-watering food on your timeline, then here's is something that you will definitely appreciate:

we've compiled a list of four Instagram accounts that we think are worth a follow, especially if you also love cooking, eating, and dreaming about African-inspired food.

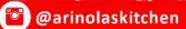
















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Sole Essential Notes

#### HOT PICKS



#### CHANNEL COLLEN - AFRO TECH VILLAGE

Afro Tech Village" is a scorching hot afro-centric house record that is written and produced by up and coming South African music producer and club DJ. Chanell Collen.

### RELATED POST ON THE BLOG: AN INTERVIEW WITH SOUTH AFRICAN SINGER-SONGWRITER DOMINIC NEILL

Although there really isn't much about the artist behind this here chosen record, we still thought that you'd appreciate it, because it's a potential club banger as it does feature a great collection of exciting percussive elements, a smooth selection of seductive flutes, and a touch of haunting male vocals that keep repeating the title of the track.

TAP TO LISTEN ON THE BLOG







### CHYMAMUSIQUE - AFTER THE STORM

"After The Storm" is the most recent studio album from South African record producer, remixer & club DJ Chymamusique.

The fourteen track album includes features from DJ Sue, Afrotraction, DJ Fresh and Glen Lewis, among others. It's almost impossible to pick a stand out track, as the whole afro-centric LP definitely hits the spot.

But, if you had to shortlist a few personal favourites you'd probably consider listing 'After the Storm (My Testimony)' & Chymamusique's high energy, fist-pumping interpretation of DJ Fresh's 'Mela MaAfrika' featuring Buyiswa on vocals.

Nonetheless, in his own words: "After The Storm has a song for every mood" and we couldn't agree more.







Image www.lefelongcafe.co.za

### LEFELONG CAFE

Lefelong Cafe is one of the more popular resto-bars in the Sedibeng Region (Vaal).

Located in Bophelong, a very small but culturally diverse township found within the heart of the Vaal Region, just west of the Golden Highway right next to Vanderbijlpark, the business is one of only three resto-bars in the aforementioned area that offer a combination of live entertainment and upscale fine casual dining experiences.



Image: www.lefelongcafe.co.za

# NIGHLIFE DESTINATION: LEFELONG CAFE One of Vaal's most popular nighlife destinations

More than a typical nightlife destination, Lefelong Café has (in more ways than one) successfully managed to combine sophistication with sleek style, simplicity and a decent level of class, making it the most ideal venue for active socialites and young adults looking to unwind in a relaxed but very casual atmosphere on a late Saturday afternoon or a typical Sunday afternoon.

#### What Happens During The Day

By day, Lefelong Cafe offers a contemporary twist on classic sensibilities with a delectable assortment of seasonal African cuisine. Their menu is packed with great afro-fusion food delights and locally produced alcoholic beverages, including: a very wide variety of smooth cocktails, and an even wider selection of locally crafted beers & old-time favourite ciders.





Image: www.lefelongcafe.co.za

# NIGHLIFE DESTINATION: LEFELONG CAFE One of Vaal's most popular nighlife destinations

#### What Happens At Night

By night, Lefelong Café bridges the gap between fine dining, bar culture and live entertainment by transitioning into an exhilarating nightlife experience facilitated by some of the finest radio and club deejays in the Vaal Region.

#### **Our Conclusion**

On the whole: whether you're on your own, out with a friend, chilling with a partner, or just hanging about with a couple of your colleagues, you'll definitely love and appreciate the atmosphere (and/or cool ambiance) at this here venue that is Lefelong Café.



### FOLLOW THEM ONLINE















Images www.facebook.com





Images www.facebook.com



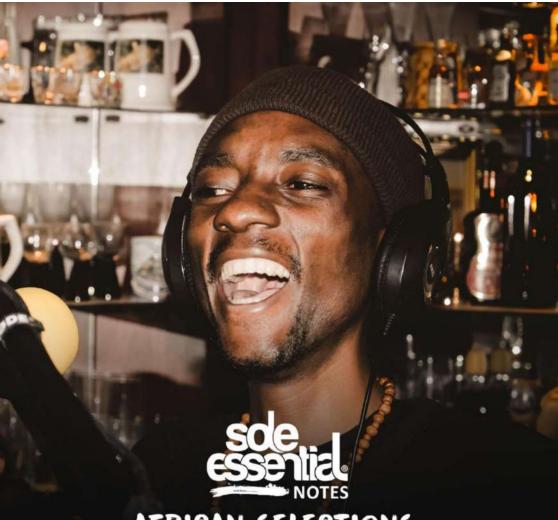


Images www.facebook.com

www.soleessential.co.za

Sole Essential Notes





### AFRICAN SELECTIONS

Submit Your Promo to music@soleessential.co.za

#### 'DEGEMBER 2017'

Music is so many things to us and serves so many different emotions. To Sole Essential, it is a very powerful source of inspiration & in his own words: "I literally love every genre of music because music has always inspired me in every situation of my life." That being said, included below is a very diverse playlist of songs that made us feel all kinds of wonderful during the month of December, 2017. Hopefully, they will inspire you as well:

#### AFRICAN SELECTIONS



Simi - Joromi
Sha - Sugua Gaga
Sjava - Impilo
Shekhinah - Suited
Kiss Daniel - No Do
Shane Eagle - Let It Flow
Winnie Ngwagi - Lukoba
Kaligraph Jones - Nataka Iyoh Doh
Ajebutter22 - Ghana Bounce
AKA & Anatii - 10 Fingers

#### SONGS ARE AVAILABLE ON DOWNLOADS OR STREAMING







#### Submit Your Promo to music@soleessential.co.za

Dominic Neill feat A'rese - Out Of My League
Stogie T ft Emtee & Yanga – By Any Means
Eddy Yawe ft. Carol Nantongo - Tukiggale
Legendary Beatz feat Simi - So Rire
DJ Zan D feat Reason - Rigorous
Cassper Nyovest – Baby Girl
Sarah Kitibwa - Akusinga
Okmalumkoolkat - Amalobolo
Flosha - Give Me Your Love





### AN INTERVIEW WITH JAQ DEWEYI

Images: Supplied

#### UGANDAN SINGER AND SONGWRITER

"It all started with a passion that I had. I started writing music in high school about 2005. Then I did some amateur recordings and I kept trying until 2013 when I did my first professional recording 'Oukawamunabi - Don't Lose Hope' at Swangz Avenue one of Kampala's top studios after meeting my manager" - JAQ DEWEYI

TAP ICONS TO FOLLOW HER ONLINE





# Can you Please Tell Us About Your Journey & How You Began With Music?

It all started with a passion that I had. I started writing music in high school about 2005, then I did some amateur recordings and I kept trying until 2013 when I did my first professional recording 'Oukawamunabi - Don't Lose Hope' at Swangz Avenue one of Kampala's top studios after meeting my manager.

### Is there an Interesting Story Behind Your Name?

Oh yes. Jaq Deweyi. For starters for Jaq was a debate we had with my team and friends on how we would launch another Jackie after so many Jackies in the industry. So, we chose a different to way to spell Jackie and that's how we chose 'JAQ'. Of course for some it sounds odd, male-ish but that's art! That's what makes it marketable. The curiosity.

Then for Deweyi, it is a family name. My father was Deweyi Fred. We are Bamasaba who share roots in Sebeyi land. My dad's mother Adrona was a Sabiny and that's where he got that name from. And we it's my stage too. I love the fact that it's rare and it sounds really cool. Doesn't it?!

#### What Does House Music Mean, To You?

Personally, I love good music and it doesn't matter the genre. Of course house has amazing beats; you can do anything you want easily with the beat. I love what the South Africans have done with it. Blending it with African sounds and their traditional beats to totally create a new sound.



# Any Thoughts On The Current State of Local Music In A Digital Age?

Local music is actually thriving right now in the digital era. First because it's easy to share the music on line and get our cultures heard across the world. Secondly, just like I mentioned in the comment about House Music, Local is now the new cool because it can be blended with any sound or genre because of tech. And I believe every artist should appreciate things the way they are now, it would have been harder for us.

Just like now, [I'm] in Uganda and being interviewed in South Africa. If a reader loves me on this blog, they would definitely check out my music on YouTube, look me up on Facebook and all those social sites. That's how a local artist easily breaks boarders in this digital era.

### How Do You think the Listening Public Has Been Receiving Your Work?

At first, it was tricky basing on the fact that majority of the artists in Uganda at the time were from the central part of the country, doing music in Luganda the most popular language used here. Even those that weren't from the area were singing in the same language. Then here I came with music in Lumasaba my local language too!

In a country of around 36million Ugandans, we are slightly above or less than 2 million. You can now imagine the reception. It was not easy and for a while they thought I was not Ugandan. The good news is; there's a new wave of appreciation in Uganda at the moment.





It's surprising but at the moment it's pretty cool to be able to sing in a different language that's not Luganda as long as your work is good. There's some amazing love from the audience. Anyone can now break through. It's actually a great time for an artist to join the industry now from the look of things.

# Given the Opportunity to Rework one Classic Song From the 90's, Which Would You Choose? Why?

I would gladly jump on to Angeliq Kidjo's Agolo! Mehn... that song was way ahead of its time and we are talking both the song and the video. It's 2017 but when you watch it, it's still fresh. Growing up I listened to her and she is one of the artists that inspired me to stay African in my music career. She just makes you love Africa.



### What's the Most Memorable Project You've Worked On?

The Pearl Rhythm Festival 2016. It was my first biggest live stage but also a big learning platform for me. I remember when we had the pre- concert (media launch), I hadn't rehearsed, I got nervous and I couldn't sing yet it was a live set. That was a big lesson!

I learnt that with live performances, you can't take chances, you can't dodge rehearsals and you must do the work. It got me ready for the big day and I can't forget it, ever!

# Can You list at least 3 Lesser-Known Recording Artists That you Think We Should Be Listening To? Why?

Number one is the amazing Afrie Nassanga: she plays the piano and has a great voice and great music. My second choice would be the Bantu Clan: it's a hip hop group doing it local. Gosh you got to listen to them.

And my final recommendation is Wake: he does a fusion of Hip Hop and Poetry in his local language Lugwere but it sounds really good.

## Let's Talk Social Media and the Interweb. How Has Social Networking benefited Your Brand?

No doubt, in a big way! Social media has been my biggest platform. Being a new artiste, it was and still is hard to get power play on the traditional media but when radio and TV won't play your song because it's not their in house sound, the internet will give you the platform you need.



It was actually through YouTube that an executive from master peace foundation learnt about my song for hope. She was so impressed and that's how I ended up becoming master peace Uganda club president. Master Peace is a grass roots peace movement that uses talent and music to promote peace the world over. So as an inspirational artist, your music isn't ranked highly like Pop music but those who need it will always find it. I am actually a bigger artiste on the internet than elsewhere.

#### What Can We Expect from You in the Near Future?

Musically speaking, I have big plans for the future. Am working on my next album titled "Rendered Redundant", inspired by events that happened to me recently, but have actually ended up being blessings. So please do look forward it, my and I are putting in all the effort to make it worth your while when it finally comes out.

#### Any Advice For Aspiring Recording Artists?

An aspiring recording artist, especially female should be very patient. There's nothing like overnight success in the music industry. You must be patient and hard working. Persistency is another gift you will need. Sometimes when you believe you finally got it, you may get disappointed but that doesn't mean you are not talented or good enough. You just have to keep going.

Secondly, build an audience before you start recording. Find your niche and record what they want and stick to it. If you don't believe in what you are doing, you will get confused trying to please everyone. Stick to your genre and they will join you along the way after understanding the values you stand for.





We Are Looking For Music Writers

### OPEN CALL FOR CONTRIBUTORS

Are you as passionate about house music as we are? Do you enjoy writing? Are you based in South Africa? If you answered yes to all three questions, then we would like you to consider joining our team of contributors. We are currently looking for fresh, local talented writers who are passionate about House music and interested in sharing their thoughts and stories with the world.

Important note: this is volunteer position but there might be some fun perks. So, if you're interested please a short email to <a href="https://hello@soleessential.co.za">hello@soleessential.co.za</a> with a little about you, plus the topics you would love to cover, and writing sample.





### PARTNERSHIP OPPORTUNITIES

### Email hello@soleessential.co.za

On the surface Sole Essential is a highly motivated individual with a strong passion for music, innovation and pop culture.

At the core, Sole Essential is a multidimensional music and entertainment brand that specializes in developing customized integrated marketing solutions, implementing content marketing strategies, designing personalized consumer engagement programs & experiential marketing campaigns.

That being said, we offer strategic partnerships and a wide range of advertising and promotional opportunities. Kindly contact us today if you would like to find out more about about the types of partner programs that are available.













#### 'TAP IGONS TO FOLLOW SOLE ESSENTIAL ONLINE'

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 exclussive content about the brands, including the e-magazine.

> FOR BOOKINGS AND ENQUIRIES: **LUTHER LEMPE** +27 82 391 2121 bookings@soleessential.co.za

### Good Agency.

# DESIGNED + PUBLISHED BY GOOD AGENCY

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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.