



JANUARY 2017 - OCTOBER 2017

OFF THE

RECORD

FINAL EDITION

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INSIDE

Sole Essential is a music brand & behind this brand is a man with many faces, multiple interests & creative pursuits in life. That being said, **Off The Record** is an interactive multimedia presentation of his life and all of his work.

While most of these stories are a reflection of his journey, you will (additionally) 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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OFF THE

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FULL DISCLOSURE

JANUARY 2017 - OCTOBER 2017 IN REVIEW

So, 2018 is just around the corner now but before we focus on that forthcoming year, it's important that we take a look back and reflect on everything that we have been doing in the past few months. That being said; here are a few highlights and lowlights from the (oh-so busy) year of 2017:

Life Lessons & Forthcoming Changes

It's been said that there is no single formula for success. You can toss all your energies and efforts into something that's deeply important to you and still fail to achieve the desired results.

That being said, the past few months and, by extension, years have definitely been a great learning experience about this subject, as well as owning up to mistakes & not blaming external forces for shortcomings.

See, while we were gradually introducing a great new multifaceted (umbrella) company, called 'Good Agency' just a few months ago, we decided to shift our focus and split it (thinly) amongst a handful of other great new projects.

Naturally, as you can imagine, it can be very difficult for a multipotentialite to balance multiple activities properly and manage their time better - especially when they're stretching themselves (way too) too thin. So, as a result, most of our in-house presentations had to (unfortunately) be put on the back burner for a while.

On the flip side of this whole situation though, it was (ironically) rewarding to go through those kind of hurdles because it was during that aforementioned period of time that we had the opportunity to develop, refine and redefine our current marketing communications strategy, content marketing frameworks, business model, and update the artist biography, among other things.

It's not to say that we've somehow crafted a seamless integrated strategy. No, It's more like we're saying; because we've made all these necessary adjustments and learned from our mistakes, we're very confident that, through this newly established enterprise, our messaging will be more

Life Lessons & Forthcoming Changes

consistent, our distribution channels will be more aligned, and our brand story will be amplified effectively in various formats. Hence the decision to change the title of the electronic magazine - we've also gone a step further by amending our value proposition, as well as the tagline.

That being said, we'd like to thank you for your continued support, and truly hope that you'll continue to visit the Sole Essential blog for some cool new projects that'll be coming your way during the last few months of the year 2017.

This includes a brand new (and improved) monthly publication known as '**Sole Essential Notes**', some scorching new episodes of the monthly music podcast, which will be known as '**Sole Essential Recorded**', a brand new weekly radio show known as '**Sole Essential Live**', and a handful of other great new projects that we've been working on in the past few months.



In all honesty though, this entrepreneurial journey has not been easy (at all), but it's the bigger picture that just keeps us going and it's these invaluable lessons we keep learning that give us hope for a brighter future.

In the bigger scheme of things, we're still not just hoping to Inspire Greatness in everyone that works in music and entertainment industry but to encourage each and every person (including you) who visits these interweb channels to inspire greatness in every one around them too.

Thoughts on South Africa's Current Events

Deeply saddened by all negative events in my beloved country, South Africa at the moment – from politically related issues to, but over and above all these issues, is the matter about the various forms of abuse and life-threatening situations that our beloved mothers and sisters are (and/or have been) facing out here. From emotional to physical abuse, it's all just disturbing and overwhelming.

Although - and one says this as someone who has been working with a great number of NPO's that have been trying to combat violence against women and children for the past 7 years or so, in the Vaal and beyond - it's very tragic that it had to take the death of yet another innocent African child for more people to stand-up against these soulless & shameless abusers, however, it is somewhat very comforting to know that a great portion of the country is now openly and courageously taking a stand - together.

That being said, I'd been sharing a handful of information and useful tips on my Instagram in the past few months. These tips were aimed at this particular group of people (and/or adults): (1) people who enjoy the occasional night out, (2) people who love to spend a great deal of their time on interweb, and (3) people who use their smartphones to communicate.

Naturally these aforementioned tips were not only limited to that specific psychographic alone. All in all the objective is to help ensure your safety while you're out having a good time with your friends, because we all know that (unfortunately) this music and entertainment industry can get a little dodgy sometimes. Anyways, hoping to share a few more tips on a much broader scale now, so do keep eye on out for these and more updates about the campaign that we'll be launching called **#BeSafeBuddy**



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 our own sense of what constitutes well-being. As a result, the ways in which music can support well-being also change.

That being said; Sole Essential is currently in his 20's and - as an avid lover of all things good - his taste in music is very diverse. We mean, he listens to everything - from indie rock, to jazz fusion, and Hip Hop music, among other genres.

That's mainly because music has always inspired him in every situation of his life. Included below, is a very diverse playlist of a few songs that made him feel all kinds of things during the months of January, until October 2017:

The 20Something Playlist



Asa - Situation
Miss E - Hummingbird
Stogie T - Diamond Walk
Iron & Wine - Each Coming Night
AKA - The World Is Yours
Nizzy - Rashida
Solange - Don't Touch My Hair
Ingrid Michaelson - You And I
Thee Legacy - Wena Wedwa
Hozier - Work Song

FLOYD LAVINE



CUEBUR



ENOO NAPA

Chymamusique feat Danny Dugg - Take Me Away
Floyd Lavine - Masala (Pablo Fierro Remix)
Skaless feat Burna Boy - Temper (Remix)
Da Les feat Gemini Major - Lifestyle
Enoo Napa - Mavovos Groove
Dreezy - See What You On
Cuebur - Foreign Concept
Silences - There's A Wolf
Simi - Love Don't Care
Lola Rae - One Time

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BITS AND PIECES

As you may already know by now, Sole Essential is a music producer, remixer, (an avid) music and lifestyle blogger and media personality. In addition to 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 he's had the pleasure of working on in recent months.

OFF THE

RECORD

An Interview with Domini Neill

Inspired By Music is an interview series that was created to shine a bright spotlight on the music and entertainment industry, creative entrepreneurship, and Africa-based music professionals who work tirelessly behind the scenes.

Tap To Read Full
Interview online



DOMINIC NEILL

The first instalment of the new weekly series, features an interview with fast-rising SA-based singer/songwriter, and Idols Season 8 Top 7 contestant, **Domini Neill**.

INSPIRED BY MUSIC



**“BEING SWITCHED ON
AND BEING ABLE TO
LISTEN IS ALWAYS MORE
IMPORTANT THAN ANY-
THING YOU HAVE [TO]
SAY’ - DOMINI NEILL
(SINGER, SONGWRITER - SA)**

Tap To Read In-depth Interview
with Domini Neill on The Blog

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Hosted a Pop-Up Radio Programme For PnP Franchise

During the month of March 2017, one had the utmost pleasure of hosting an experiential web-only pop-up radio programme for Ola's Market - an independent business partner of Pick n Pay.

Designed and/or developed by my media venture, the Good Agency Company, the show premiered live on Mondays, Tuesdays, and Wednesdays between 2PM & 3PM CAT via African Crest Radio Studios in Three Rivers, Gauteng, South Africa. Kindly tap on the images below to go to access Sole Essential's Mixcloud playlist so you can listen to all the episodes that were recorded at the ACR Studios during the aforementioned period and times.



JABBA INTERVIEW



DOSAGE INTERVIEW



BLAQ2SDAY INTERVIEW



**Listen
Here**

Listen to Soulholic & 7Options' 'Memorial Day'

"Memorial Day" is a scorching hot afro-centric house rhythm (and serious club banger) that was written and produced by an up-and-coming South African production collective known as **Soulholic & 7Options**.

Admittedly, we don't really know much about the record producers behind this here chosen record, but we still thought that you might appreciate it, nonetheless, as it honestly does come across more strongly as an underrated (above-market-average) audio presentation than anything else, really.

It is a refreshingly new perceptive on an old but very familiar South African dance sound that features a great selection of exciting percussive elements, a smooth selection of seductive strings, and an even smoother blend of haunting synth riffs that might easily hook you right from the beginning of the 7-minute long afro-dance interpretation all the way until the end of the song.

While we can admit that we're very fond of the subtle bassline that cunningly creeps in right at the beginning of this here record, we're unfortunately not very fond of the symphonic choir loops that just keep creeping up (excessively) throughout the 7-minute long presentation.

TAP HERE

TO READ FULL ARTICLE ON THE BLOG

Listen to Afro Warriors & Drumatic Soul's 'Amnesia'

One Hot Pick is a multi-layered music series that's dedicated to highlighting the hottest dance records fashioned by lesser known music producers currently based in the African continent. We patiently spend hours on the interweb listening to some of the finest undervalued productions before we narrow down our options and present them to you in the form of a comprehensive blog post on a frisky Friday afternoon.

Tap To Read Full
Interview online



AFRO WARRIORS

If you've been following me on social media - more specifically on Instagram - then you'd know that I'm a great lover and avid fan of South African Afro House music. However, this here record is a scorching hot collaborative effort between South Africa-based (Hammanskraal-born) collective, Drumatic Soul, and an Angola-based (Luanda - born) afro house music sensation, known as Afro Warriors.

To cut a long short: Although 'Amnesia' is slightly more aggressive and arguably more percussion-driven than the first selection we showcased in the very first instalment of the One Hot Pick weekly series, it still packs a very decent punch and if you ask me, Afro Warriors and Drumatic Soul have definitely over-delivered on this one here.

TAP TO READ FULL ARTICLE ON THE BLOG

Listen to Enoo Napa's Soulistic Music Mix

If you've been reading the blog for a while, then you'd probably remember that way back in 2015 one first came across Enoo Napa's music on the oh-so popular Florida (USA) based music digital store, Traxsource. To be more specific: It was his afro house remix of Jackie Queen's 'Conqueror' that first got one's undivided attention.

Tap To Read Full
Article online



ENOO NAPA

In the bigger scheme of things, I have (since then) been keeping a very close eye on this here brother, and even went to include a couple of his banging afro records in a couple of my live DJ sets, as well as my Traxsource top 20 selections, plus the most recent episodes the dance music podcast series called '**Recorded**'.

Right! So, fast forward to 2017: just a few weeks ago to be exact, Soulistic Music – an SA-based independent dance music record label that is home to South African afro house music stalwart & multi-award winning music producer, and DJ, Black Coffee – took to social media to officially announce that Enoo Napa had not only officially joined the label, but he's also took over the decks in their most recent and scorching hot edition of their Soulistic Music-branded music podcast, called Soulistic Mix.

TAP TO READ THE FULL ARTICLE ON THE BLOG

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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.