



EDITION FIVE
APRIL 2019

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MEET SOLE ESSENTIAL

Photo by **Ronnie Nsubuga**
Edits by **Good Agency**
Location **African Crest Radio**

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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.

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Sole Essential Notes

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 fifth edition of Sole Essential Notes.

THANK YOU FOR TAKING THE TIME TO READ THIS ISSUE.



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Pictured : Claudine Marshall (South African Singer)

“Social networking has benefited me tremendously. If there wasn’t Facebook, Twitter or Instagram, I wouldn’t be known as a singer.” - **Claudine Marshall**

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African Foodies & Chefs to Follow on Instagram

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Photo by blaQsnaps

'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



Learning to be Consistent

American female entrepreneur and founder of Heart Behind Hustle, Kamila Gornia once said “you don’t struggle with consistency - you struggle with being consistent at the wrong thing. When you are not doing the task that you are set out to do, you are doing the opposite and letting yourself down in the process”.

These words can make a person pause for a second because most of us do struggle to be consistent with (at least) one thing in our lives. In all honesty, I personally struggled with being consistent with an array of music projects - and business goals - for so many years.

Aside from constantly neglecting to put my mental and emotional well-being first, I reluctantly found myself in a position where my attention had to be divided between so many undisclosed passion projects and a handful of business-related tasks that, essentially, none of them got to get my undivided (or full) attention.

Fortunately, during the first few months of my recovery from depression, I took some time out and disconnected from the world for some much needed introspection. Not only did one realize that one desperately needed to cut down all the crazy self-imposed workload, one also picked up that one definitely needed to redesign the marketing & communications plan for the Sole Essential brand in order for us to maintain consistency and generate more revenue. To cut a long story short, I eventually dropped everything, reprioritized and decided to use Sole Essential Notes as a starting point of my journey on this new path paved with genuine happiness, unconditional love, positive energies and GOD’s wisdom.

Reasons for Cutting Down on Alcohol

There are people who consume alcohol moderately for pleasure, and there are those who abuse it either as a way to help them avoid addressing real issues or to navigate their way through all the unhappiness they feel or have about anything [be it themselves, their lives & careers etc].

Personally, I used to foolishly consume alcohol as a form of self-medication and escape - in recent years. In other words, I used to abuse it in order to create entirely alternate realities in my mind.

Now, there have been many embarrassing incidents that I won't even blame on anyone or anything but myself because I do acknowledge that I am responsible for them and, naturally, the consequences too.

Admittedly, the old me probably would have tried to do that because he was lost, naive and very self-centred. He also would have tried to blame it on mental distress, anxiety, ego, childish behaviour, insecurities, failure to confront fears, and the occasional need for validation, among other things.

If you have been like me, you might agree that it can be very easy to pretend, act and say things that are meant to give impression that you always have everything figured out. But I didn't [throughout the years] and I still don't. That's okay.

Nevertheless, you are mainly seeing this because once in a while, it is highly important for a person to reflect, acknowledge, and accept things that you have experienced before completely let them go.

So, yes, it is true that alcohol abuse can definitely delay your progress in life, however, it is up to you to make the hard decisions of breaking any bad habits in order move forward and grow.

In my case, it didn't only influence me to burn some valuable bridges and compromised relationships/friendships, it also took more than 70% of the revenue (money) generated from everything that one did in the past few years. What's more, my heavy drinking habits lead me to a point where I tarnished a handful of great potential revenue streams on the pipelines.

Luckily, the reasons for drinking have changed in recent months and the manner in which one has been consuming alcohol has also changed.

Granted, I have now been enjoying a good cold glass of beer or gin far more responsibly and moderately, but now the next step is to begin the process of quitting it entirely by limiting the quantity of drinks that one consumes.

It won't be easy, I admit, but life has gotten far better since all the reasons for drinking alcohol don't weigh heavily anymore. I have become much happier and far more focused on life and everything that is beautiful about it. The priorities have changed so there is less concern about minor hiccups, hurdles & all the challenges that we encounter here. It is time to start doing this whole life thing to the fullest and explore everything properly, from relationships, to business and even start traveling without worrying too much about what might go wrong or waits ahead. Here is to the next step of beginning the process of cutting down alcohol intake, slowly but purposefully, one step at a time.



LIFE IN PIECES

CELEBRATE AND ACKNOWLEDGE YOUR PROGRESS

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American published author, and founder of Zen Habbits, Leo Babauta recently said that “too often we are hard on ourselves and feel bad about our lack of progress”.

We couldn't agree with him more on this statement because people barely appreciate the little steps they take in this day and age. To make matters worse, it has also become a norm for us to measure our personal growth using people's feedback, applause and/or criticism which, in turn, makes it even harder for us to be content with how we have all been moving forward in our separate lives.

Granted, as human beings, it's in our nature to seek validation from other people, but it really doesn't have to get to a point where we prioritize external validation and approval over inner acceptance and self-affirmations.

Therefore, I truly hope that you often celebrate your progress and appreciate all the little steps taken each day towards achieving your dreams and goals. No matter what happens, always remember that no one is perfect and as long as you are alive, there will always be room for improvement.

Home of Hope for Girls

Founded in 2000 by Khanyisile Motsa, and run under her diligent care, Home of Hope for Girls is an autonomous, self-started initiative to provide real care for exploited, trafficked and abused children in the city of Johannesburg.

It is more than just a residential shelter; it is a loving home where dignity is restored, the past is healed and the girls are given the tools to take control of their futures. Home of Hope also reaches out to the community offering the most vulnerable members support, practical help and a lifeline.

What They Do

Home of Hope is engaged in increasing awareness of the plight of children on the street, in very poor homes and those in brothels in Johannesburg inner city. Their reach includes public awareness and awareness among the children themselves. For example, education on the dangers of HIV/AIDS, drugs, prostitution and other forms of crime and offering hope by way of choices to the children.

They are working towards a safer and more beneficial neighbourhood for the young people who live there. This means creating an environment where the pimps and drug-dealers no longer rule the streets.

Home of Hope works closely with the South African Police Services and other welfare organisations as part of our attempt to root out intimidation and abuse. They also provide immediate relief for at risk children, and set in motion legal action for those posing the threats.



An integral part of Home of Hope's rehabilitation programmes is ensuring that each child in their care receives an education and/or skills' training that will enable them to earn a living without being dependent on their exploiters for food and shelter. And so, become self-supporting, and contributing members of society.

Their Mission and Vision

Home of Hope's mission is to offer a safe environment for exploited girls, where their self-worth is developed and their dignity restored. They care for their emotional, physical and educational needs. They build the foundation for their successful adulthood by offering them real choices and a chance in life.

They reach out into the community to improve society. Home of Hope's Vision is that exploited children are given every opportunity to grow into empowered, confident young people with full control of their lives and choices. They see them revealing how much they have to contribute to society and they believe that our world can be kinder, safer and more productive for everyone.

TAP TO SUPPORT ● home-of-hope.causevox.com



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VAALINSIDER

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



Here is One Quick Observation

Vaal-based recording artists can really baffle me, sometimes. Honestly, if you are reading this, and you happen to be one of the Vaal region's most promising singing sensations, you truly can't be too focused on securing a major recording contract before you take the time to sharpen your singing skills as well as your song writing abilities.

Well, either one of the two things or (at least) get yourself a very talented song writer (and/or producer) before you even seek out a composer and/or musicians to record your first few demos.

Also, try to pay as much attention to your hooks/choruses as you would to your other lyrics and/or verses. Although a lot of people often tend to memorise the chorus (or hook) far quicker than anything else, it really doesn't help if your verses don't blend (in) very well with your hook.

Stay away from quoting or plagiarising other people's songs. Be original & establish your own sound, if at all possible. Otherwise, and I can't say this enough: please get yourself a very good song talented song writer, before anything else.





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MUSICOLOGY

source www.mubutv.com

'SAMPLING'

Sampling is the act of copying a portion of one sound recording and reusing it in a new recording. Without the appropriate clearance from the copyright holders of the original song, sampling can be held to be an infringement of copyright in the original sound recording from which the sample was taken.



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WOMAN CRUSH EVERYDAY

request an interview : hello@soleessential.co.za

'12 QUESTIONS RECAP'

12 Questions is a weekly interview series that celebrates Africa-based female professionals who work in the music, media and entertainment industry. The multi-layered presentation is intended to inspire a bright new generation of young ladies to carve their own paths and overcome common challenges while learning about a few personal experiences from some (notable) professionals in the creative industry.

In this issue, we highlight our interviews with
RETHABILE KAU & CLAUDINE MARSHALL



Pictured : Claudine Marshall (South African Singer)

THOUGHTS ON LOCAL MUSIC IN A DIGITAL AGE

“Local music in a digital age has its advantages and disadvantages. The advantage being that music is easily accessible if you as an artist choose to put your music online for people to listen to, the disadvantage being that people are no longer buying albums”.

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On Social Media

“Social networking has benefited me tremendously. If there wasn't Facebook, Twitter or Instagram, I wouldn't be known as a singer. I wouldn't be able to post clips of my studio sessions, clips of me singing accapella and I certainly wouldn't have the following I have.”



Pictured : **Rethabile Kau** (South African Publicist)

THOUGHTS ON LOCAL MUSIC IN A DIGITAL AGE

"The music industry is growing at a very rapid rate and it's great to see it evolve at a digital space as well. Artists need to start familiarising themselves with all these different platforms that are available to them."

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The Biggest Challenge

"The biggest challenge I would say in the industry as a woman is being objectified as a 'woman' not just as someone doing their job, that they get paid for. It would be much better to give credit where its due without being labelled 'because you are a woman'."

Her Background

“Rethabile Kau was born and raised in the Vaal, Evaton.

At a young age I was extremely bubbly, competitive and a perfectionist with everything I did. In my school life I was a very active child taking part in plays, sports, being in a rotary club and also writing poetry. I loved music a lot and used love writing poetry and being part of hip-hop spheres.

When I finished matric I went on to study BCOM Human Resources at the North West University, I honestly did not enjoy it much and decided to take a part-time job working as a promoter of different well-known brands”.

This is where I was introduced to the event space. I really loved working at events and being a part of that space it taught me a lot. I then decided to drop out of school and explore this new found experience further. Once I had learnt enough I decided to go back to school in 2016 to pursue a Diploma in Public Relations”.

Advice for Aspiring Female Publicists

“A message I have for my fellow ladies is that they should never let anyone talk them out of their dreams and passion. You cannot please everyone and that's absolutely okay. Stay grounded and focus on your goals kill them and move to the next goal.”

TAP TO READ THE FULL INTERVIEWS ON THE BLOG

Depression In the Music Industry Is Real

A few months ago, I found myself sitting outside a clinical psychiatrist's office. While sitting there (rather quietly) waiting for my appointment, one couldn't help but recall the interesting conversation that one had with 5FM deejay and media personality, Nicole da Silva.

"Depression does not have a look" she said.

Those few, yet very powerful words really resonated deep with me because often times people assume that when a person is depressed, they will look (or seem) very miserable, irritated, broke and somewhat disorientated.

Granted, it is a fairly reasonable assumption - considering all the misconceptions - but we truly need to get rid of these harmful stigmas attached to mental health issues.

RELATED POST ON THE BLOG: HERE IS HOW DANCE MUSIC HELPED WITH MY BATTLE AGAINST DEPRESSION

These days a person could look very well dressed, sociable, quite happy and often very excited in public, but on the flip side and behind closed doors you'd find a very, very different person altogether.

Therein lies the whole point behind this post; do not believe, or be fooled, by everything you see on the surface because depression truly doesn't have a look. Sometimes, the happiest, friendliest and most sociable friends are the ones who are suffering the most in silence. Check up on them when they least expect it.



AFRICAN SELECTIONS

Submit Your Promo to music@soleessential.co.za

'APRIL 2019'

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 April, 2019.

Hopefully, they will inspire you as well:



Skales - Mujo
Ipeleng - Done
Selfish - Ben10
Jingo - Vitamins
Tweezy - Ambitions
Wande Coal - Iskaba
Reminisce - Babahafusa
Lillian Nakalyowa - Asobola
Poltagyst & Dosage Vepz - Play
DJ X Angel & JustSam - Wajellwa

SONGS ARE AVAILABLE ON DOWNLOADS OR STREAMING



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Charlitto & Tox the Rockstar - Tshwara Motho Wa Hao
Timo ODU - The Beginning of Us
Tresor feat Msaki - Sondela
Yemi Alade - Number One
Karitas Kario - Love You
Burna Boy - On The Low
Ryki - I Like It Here
Locnville - Baloo
Tiwa Savage - One
Teni - Case





FOOD FOR THOUGHT

source : www.naturalfoodseries.com

WRITTEN BY MICHAEL JESSIMY

Disclaimer: Natural Food Series is a part of Blackcedar Media Limited. Information in this article is for education purpose only and not a prescription.

We encourage you to talk to your healthcare providers (doctor, registered dietitian, pharmacist, etc.). for health problems.

Any mention in this article of a specific product or service, or recommendation, does not represent an endorsement of that product, or service, or expert advice.

Two Amazing Health Benefits of Pineapples

Pineapples are perhaps one of the widest consumed tropical fruit in the world. It tastes amazing and can be eaten as well as processed into juice. Although many people prefer it in juice form, there are countless benefits to eating it fresh. Getting through its hard shell might be a daunting task, but once you get through, the yellow inner fruit is delicious. The fruit could be a bit sour, but it all depends on your luck so that makes it fun to consume. You never really know what you might get.

Pineapples help improve your health and boost your immune system to provide you optimum protection against external viruses and bacteria. Other than that, continuous use of the fruit can help you lose weight as well as help you get rid of your chronic cough. Pineapples have a lot of health benefits and are also prescribed to people suffering with respiratory complications. They contain ample amounts of bromelain that is responsible for cancer prevention, a reduction in inflammation as well as a good digestion system. Gone are the days where you will feel constipated after eating anything.

Some Nutritional Facts of Pineapple

If you go to the store and purchase a can of pineapples, you will find that they contain important nutrients that our body needs on a daily basis. We might get these nutrients from other food items, but adding pineapples to your diet is an extra bonus. Since they contain vitamin C and manganese, they are excellent at healing sore gums and revitalizing our immune system. They are also a source of vitamin B1, vitamin B6 as well as folate. All of these help maintain the integrity of your body.

1. Improves Immunity

Since pineapples contain bromelain, they are a key defender against any external viruses affecting your body. Imagine not getting sick anymore due to an increase intake of pineapples on a daily basis. You can enjoy them in a fresh tropical cocktail and not even notice that behind the great taste, the fruit is actually benefiting your body.

Improved immunity also means lesser damage to organs due to inflammatory diseases as they will never get the chance to affect you in the first place.

2. Lowers Risk of Cancer

Bromelain is an active anti-inflammatory agent that helps prevent the spread of cancerous cells across the body. Research states that an increased intake of bright yellow foods can help reduce the risk of cancer.

ABOUT THE AUTHOR: **MICHAEL JESSIMY**

Michael Jessimy is a Reg. Pharmacist, Bodybuilder, Nutrition Consultant, Fitness Pro. He is a specialist fitness writer that can easily craft pieces which are both informative and easy to read.

Michael is a certified medical write and a qualified pharmacist that makes medical writing easily understandable by the general population. Michael Jessimy range of expertise encompasses pharmaceutical and medical writing, White Paper production, as well as Fitness and Bodybuilding consultation. **Tap to read the article on Natural Food Series**



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GOOD BITES

source : www.demandafrica.com

'CURRY POTATOES (UGANDA)'

The following recipe was taken from Demand Africa's "At One with Food: Recipes for African and Caribbean Cuisine".

The abovementioned book is currently available for free download and it features 25 free African recipes and Caribbean Recipes. Please tap the icon below to visit Demand Africa for details about this cookbook and more.





Curry Potatoes (Uganda)

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Curry potatoes are a popular and easy to make Ugandan side dish. Serve it hot with grilled chicken or meat stew. The spiciness of this dish is a perfect contrast to a sweeter marinade.

Ingredients

2 lbs. red potatoes, washed, cut into one inch cubes, and parboiled in salted water till almost, but not quite tender (Boil water, add potatoes, cook about 4 minutes, drain, rinse with cold water), 4 tablespoons vegetable oil, 1 medium onion, chopped, 1 large clove garlic, minced, $\frac{1}{2}$ teaspoon ground turmeric, $1\frac{1}{2}$ cups of water

1/8 teaspoon ground cayenne
1/4 teaspoon ground cinnamon
1/2 teaspoon ground coriander
1 tablespoon tomato paste
2 teaspoons lemon juice
4 tablespoons fresh parsley, minced
Salt to taste

Method

[1] Heat oil in large skillet over medium heat. [2] Add onions and sauté for 6 – 8 minutes. [3] Add garlic and cook thirty seconds. [4] Add the turmeric, cayenne, cinnamon and coriander and stir well. Add the tomato paste and lemon juice and stir again to combine everything. [5] Add the potatoes and about 1/4 teaspoon of salt and stir again. [6] Add 1 1/2 cups of water. [7] Cook, uncovered, for about 10 minutes or until the potatoes are fully tender and the juices in the pan are thickened and coating the potatoes. [8] Add the parsley near the end of cooking time and stir well. Serve hot.

Tap here to download the cookbook for free



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INSTA-FOODIES

Follow [@soleessential](https://www.instagram.com/soleessential) on Instagram

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.





@foodandfairy



@menufinderafrica



@huncle_p



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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 hello@soleessential.co.za 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 ICONS 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 instant access to some exclusive 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.