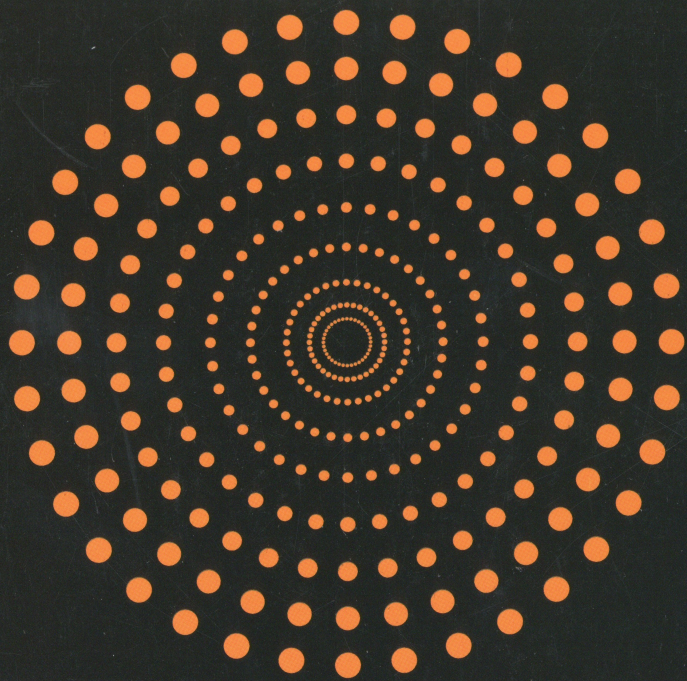


A MUST READ!



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**SIMPLE RULES**  
To Living Your Best Life!

J a k e   A b d u l l a h



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## SIMPLE RULES TO LIVING YOUR BEST LIFE

by

JAKE ABDULLAH

PUSTAKA PERDANA



1014005



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The people who have helped me in my career, Raymond Gagarin, Afdln Shauki, Ralph Marshal, Keith Fowler, George Chapman and many more. The many people who have inspired and continue to inspire me. My children Larissa, Adam, Qalila, Farris and Fifi. Pravin and Kabi who were instrumental in getting this published. My closest buddies Moots, Adam Lobo, John, Efnv, Rudy and Rithan, Faisal and Dzuleira! To Dominic Matteo (Liverpool and Scotland) fighter on and off the field! My darling Blizzard, a year has gone and I miss you every day! To the brave people of Palestine. Keep fighting!

A scouser for life! YNWA

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## FOREWORD

“I have known Jake from my days with Warner. Tough as nails as a Content Director but he picked up his soft skill along the way. He worked his way up and his street style hustle gives him an edge as he picked up his business acumen along the way. This book is written in the way he speaks and embraces the Air Asia ethos in many ways, grit and hustle.”

**Tan Sri Anthony Francis Fernandes**

CEO of Capital A Berhad & Founder of Tune Group

“I have known Jake for two decades. He’s always struck me as a fighter. If he’s down he gets back up right away. The Book of Jake is a collection of his pearls of wisdom. The principles he lives by in order to hustle another day and emerge on top. One of the reasons I decided to work with Hot FM after my own loss during the general election was to collaborate with Jake. He knows a thing or two about persevering against adversity. I’m looking forward to this ride!”

**Khairy bin Jamaluddin (KJ)**

Former Minister of Health, Minister of Science, Technology & Innovation & Minister of Youth and Sports, Podcaster

“A fantastic guide to fulfilling your greatest potential. A top read written by a top Red! YNWA Jake!”

**Dominic Matteo**

Liverpool FC (1984-2000), Scotland (2000- 2002)

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## FOREWORD

“Jake started his broadcast career in 1996 in Measat (Astro) and I have seen him rise from rank to helm Astro Radio. He speaks his mind and is not afraid to get his hands dirty to get the job done. This book reflects his journey, and I'm pleased that the Astro experience contributed to his development and growth.”

**Ralph Augustus Marshall**

Chairman, Teleport Commerce Malaysia  
Former Deputy Chairman - Astro & Former CEO - DNB Malaysia

“Over the last 20 years of my career that spans across FMCG and media, I've met CEO's, DJ's, fitness enthusiasts, creative people, and thought leaders. Datuk Jake is a rare individual that somehow combines all and has a life journey and achievement that spans across all the above. Having broken many perceived norms and rewritten the rules in the entertainment industry, I find him to be an amazing and inspiring individual. The way in which he has managed his career, passion, hobbies, family and health, while succeeding across all these respective areas, is truly amazing and inspires me. This book is written with humor but delivers value in his true no nonsense look on life. I could almost hear him narrating it! It's a must read no matter where you are in your life and I guarantee you would want to do better after reading it!”

**Santharuban Thurai Sundram**  
CEO, ETIKA Group of Companies

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## FOREWORD

“We are privileged to have Jake as an Adjunct Professor at UNITAR as his experience has added immense value to the University.” He is an amazing story teller and communicator with an absolute eye for marketing. His colorful persona and his background sets the tone of this book and the life lessons from it, is pure gold! What an amazing read! #YNWA Jake”.

**Prof. Emeritus Tan Sri Dato’ Sri Ir. Dr. Sahol Hamid Bin Abu Bakar**  
Vice Chancellor, UNITAR

“I’ve known Jake for over 30 years now, and one thing that stood out throughout this journey has been his true, unwavering passion for fitness and living a healthy lifestyle. Even in his 50s, (actually closer to 60’s) his training discipline is one to be admired, and his infectious enthusiasm for wellness is inspiring. It was certainly a no-brainer to enroll Jake as one of our first Technogym Malaysia ambassadors - as he seamlessly shares the Technogym “wellness lifestyle” fundamentals. Congrats Jake, truly enjoyed the emphasis on fitness in your book - never stop being an inspiration!”

**Lester Francis**  
Country Manager - Technogym Malaysia

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## FOREWORD

“I’ve been fortunate to call Jake a friend for over two decades. We were also colleagues. I came to Malaysia on a foreign knowledge worker visa and left a better human knowledge worker. That’s because I got to experience some of the #bookofjake in action. I returned to Australia with the superpower Jake gave me of “seeing the invisible people” in the workplace others miss - from the cleaners to the couriers. Jake was always giving and helping others, and once my eyes were opened, they’ve only gotten wider. This wisdom can’t be taught, only learned through someone modelling that behavior. Up close, I saw that in Jake over and over and time and time again. I’m blessed to have spent time in his orbit, and this book will make sure more people can absorb and apply the lessons he’s gifted others in a lifetime service of getting better smarter and more decent. I love this man.”

**Andrew 'Bag' Sidwell**

Former Astro Radio Creative Manager and current awesome human



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## Preface

On the brisk November 24<sup>th</sup>, 2022, my world was cast in shadows. For months, I had poured my soul into the pursuit of a pivotal role within an esteemed international organization. The culmination of my endeavors had taken me to India for the last and conclusive interview. Eager anticipation filled the air as I shed the formalities, and donned jeans and a t-shirt post-interview, embarking on a journey to Gurgaon, where a very close friend, Rahul Thappa, awaited. Unbeknownst to me, the die had already been cast by the committee, poised to deliver their verdict by 5pm.

To paint the context more vividly, envision three rounds of interviews, leading to the last 3 finalists. This trio, me included, faced a gauntlet of interrogation orchestrated by a council of 20 members. While my competitors hailed from internal ranks, I stood certain in my prospects. My arsenal of experience at the C-suite level across multiple corporations and a profound industry insight set me apart clearly. However, fate harbors capricious intentions, and the call I received during an Uber ride shattered my optimism. Rejection's sting left me numb; a sensation entirely unforeseen. Amidst the ride, I expressed gratitude, sharing the news with my wife who was in Malaysia via WhatsApp.

Upon reaching Rahul's residence a mere 15-minute post-rejection, warm embraces and familial laughter offered respite. Amid the mirth, my thoughts wandered, and I confessed the day's ordeal. His empathy mirrored my wife's voice through a distant call, both echoing the sentiment, "Their loss, their loss brother".

As hours intertwined with Rahul's family moments, I embarked on an Uber ride back to the hotel. A persistent numbness lingered, mingled with self-pity as the question reverberated, "Why not me?". In my solitude, I voiced this lament of victimhood. Yes, I was playing victim!

In a conversation with my wife, tears flowed intertwined with disappointment. The prospect I yearned for – not for its monetary allure, but for its potential to propel positive change – had dissolved. Self-pity's weight clung to each tear. Comforting clichés from my wife offered solace, phrases like "It wasn't meant to be", and "Greater opportunities await, trust Allah".

A night of restless sheep-counting led me to fitful sleep. The following morning mandated a habitual trek to the hotel gym, the embodiment of discipline despite waning motivation. After a perfunctory or rather mechanical attempt at having breakfast, I prepared for departure, the airport my next stop. Within the plane's confines, a revelation crystallized. Days before venturing to Delhi, an invitation had

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beckoned me to address men's mental health and well-being for The Royal Bank of Canada. There, candid tales of my life's undulating journey captivated listeners. Evidently, themes of self-help, leadership, health, and more had kindled a fervor. Keynotes became customary, a result of a career spanning media, DJing, and health advocacy – a realm where assisting others surged naturally because of my very colorful life's journey.

At this juncture, divine whispers unveiled themselves, the accumulation of a life's undertakings nudging me towards a purpose. A book, a vessel to disperse positivity, emerged as a calling. My narrative, defined by self-improvement and resilience, bore lessons accrued through the ebbs and flows. At 57, a juncture manifesting transition awaited. A voice whispered, "Practice what you preach Jake, do it!"

Thus, the following morning heralded a revelation-fueled workout and the weaving of connections. Strung together was a series of life's occurrences, an orchestrated training for this very juncture. Paralyzed by fear, denial had clung until the jarring "unsuccessful interview". At that moment, I assumed agency, electing a new course which I realized that I should be in control off!

This book chronicles a tale of an embattled youth, born of gritty origins, daring to traverse unforeseen heights. It narrates the symphony of subtleties, of listening to life's hushed nudges. More so, it unveils the mechanics behind great feats, wielding tools attainable by all. The definition of greatness, unburdened by opulence or prestige, resonates as a unifying theme. Diverse paths converge, a reminder to embrace one's unique trajectory always.

The manuscript also adorns itself with the failures, mirroring their value akin to triumphs. In the crucible of hardship, authentic character surfaces, accompanied by the lessons that life endows. A steady hand and a receptive mind grasp these teachings, divorcing emotion from circumstance.

With anticipation, I extend an invitation to savor this tale, an odyssey through my existence. May its essence kindle dormant sparks within you, urging the pursuit of dreams and the fulfillment of destiny. For indeed, a life unspent is a tragedy unparalleled. What's that saying by one of my favorite motivational speakers, Les Brown? :-

**“The graveyard is the richest place on earth, because it is here that you will find all the hopes and dreams that were never fulfilled, the books that were never written, the songs that were never sung, the inventions that were never shared, the cures that were never discovered, all because someone was too afraid to take that first step.”**

## CHAPTER 1

### The Hustle – Embracing the Dance of Life

In the symphony of our modern world, the rhythm of hustling has become an intricate melody, harmonizing with the pursuit of dreams and aspirations. To hustle isn't just to toil, but to navigate through life's challenges, elbowing past obstacles and daringly chasing success and dreams. In both the personal and professional realms, mastering the art of hustling is the secret to realizing our ambitions and steering the ship of destiny.

Picture this: an opportunity hides behind every unasked question. It's a simple premise – if you don't ask, you'll never know. Echoing in my mind is a quote from ice-hockey legend Wayne Gretzky, a gem that perfectly encapsulates the essence of hustling: "You miss 100% of the shots you don't take". The power of hustling lies in stretching our limits, unearthing untapped experiences, connections, and prospects. By propelling ourselves to work earnestly, we swing open doors to realms we might never have ventured into otherwise. This, in turn, affords us a chance to stand out in a crowd, weaving our name into conversations and accolades, and paving the way for greater possibilities.

