**IMA HUSTLA (Music Video)**

Shots:

1. Nonogeezy mouthing the lyrics to the song in a New York Subway repping merchandise.

2. Nonogeezy mouthing lyrics to the song “IMA HUSTLA” on a staircase in the Bronx

3. Nonogeezy trying to sell merchandise in Times Square

4. Nonogeezy selling merchandise in the Bronx

5. Nonogeezy talking to cops in the train station

6. Nonogeezy mopping a wingstop “hustling.”

7.Brief video of nonogeezy playing the guitar in the middle of the song where there is a brief guitar solo.

8.Nonogeezy flipping hotdogs with a street vendor.

9.Breif footage of Nonogeezy hosting the an event with the “Blessup Live Collective” band.

10.Video of Nonogeezy in a train doing pullups.

11.Video of Nonogeezy sliding down a rail at Union Station.

12.At the end of the video, the person who bought merchandise earlier in the video had some words for the audience following the video.

13.Breif footage of Nonogeezy at Howard university to show respect for one of the most prestigious HBCU’S.

The idea of the music video is to encourage listeners to keep hustling although people might reject you. Also, a hustler is typically described as someone who sells drugs. But the approach to the lyrics and music video redefines “Hustler” as someone who works hard. The order of the music videos is intentional about telling the story of hustling until the “opportunity” or sale comes. The video is also in New York to pay homage to Jay Z who also has a song called, “I’m a hustler.”