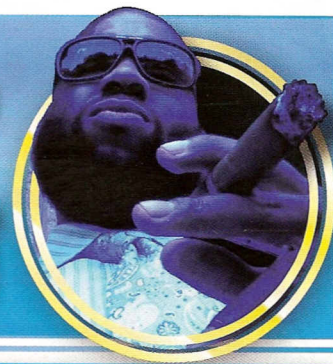


THE WORLD ACCORDING TO THE JEWELRY MAN

My name...*Eben Gregory*.
My specialty...dropping jewelry and making words dance using a technique the world has never seen before. Read me and become high.



★★★ THE GUESS MY HABIT AWARDS ★★★

Because Habits Are The Shorthand Of Behavior



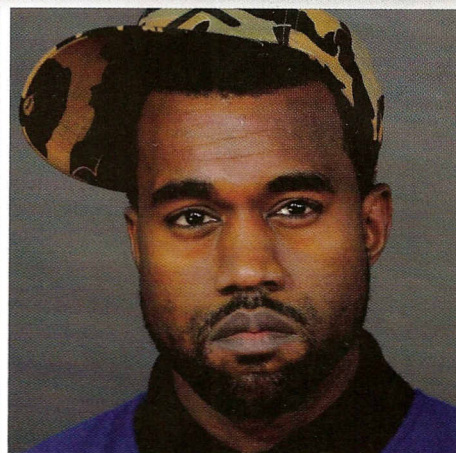
The Contestant: **DIDDY**

According to Dictionary.com, a habit is an acquired behavior pattern regularly followed until it has become almost involuntary, and that's why I recommend that you only cultivate the habits that you're willing to let master you, because if you let the hard become the habit, the habit will become easy. Re-read that. Take Diddy for example; he has a habit of being a slave to good habits. And now... the Atlanta Post explains how Diddy's good habits were recently recognized: "What started out in 1993 as a record company has grown into a worldwide conglomerate that was recently selected by Crain's New York Business as the third largest minority-owned business in NYC. Bad Boy Worldwide Entertainment Group is responsible for managing artists, recording music, fragrances, restaurants, apparel, advertising, marketing, TV and film production. Bad Boy rakes in an estimated \$300 million annually and has an estimated 600 employees on its payroll." I see said the blind man. And now... here's why Diddy has good habits ice jewelry. The second half of a man's life is made up of nothing but the habits he has acquired during the first half. Respect.



The Contestant: **GAME**

A bad habit is a negative behavior pattern. A key factor in distinguishing a bad habit from an addiction is the element of willpower. If a person still seems to have control over the behavior then it is just a habit. Good intentions are able to override the negative effect of bad habits, but their effect seems to be independent and additive - the bad habits remain, but are subdued rather than cancelled. But trying to subdue a bad habit is kinda like trying to get s--- back into a horse... it's hard to do. Take Game for example. He has a bad habit of getting sued for exhibiting habitual behavior. Since 2008, Game has been sued for: beating up his cousin at a funeral, assaulting and threatening a man with a pistol during a basketball game, allegedly depriving Desperado Entertainment of royalties from his success, using a RZA track, an unpaid \$91K jewelry bill - he was even sued by his lawyers for failing to pay his lawyers. And now... the best way to break a bad habit is to drop it ice jewelry. Did you see it?



The Contestant: **KANYE WEST**

Habitual behavior often goes unnoticed in persons exhibiting it because a person does not need to engage in self-analysis when undertaking routine tasks. Habituation is an extremely simple form of learning, in which an organism, after a period of exposure to a stimulus, stops responding to that stimulus in varied manners. But... creative habitual behavior allows new habits to be launched on condition of there being new stimuli and new excitements. Take Kanye West for example. He launches new habits all the time. And now... Kanye sends out a tweet on his new habit of not carrying a cell phone: "I don't own a cell phone!... No seriously, I don't own a cell phone!" And now... Justin Bieber talks about Kanye's new habit: "He's such a cool guy... It's funny, because he doesn't even use a phone; he just sends e-mail." And now... Big Sean talks about Kanye's new habit: "When he's with somebody, you gotta call the person he's with. He's a weird guy like that. Shout-out to Kanye." And now... a habit is something you can do without thinking, which is why most of us have so many of them ice jewelry.

★★★ **AND THE WINNER IS...★★★**
clearly Diddy. Take that.

★ ★ ★ SPOTTING FUGAZI ★ ★ ★

What They Said, What EbenGregory Thinks They Mean

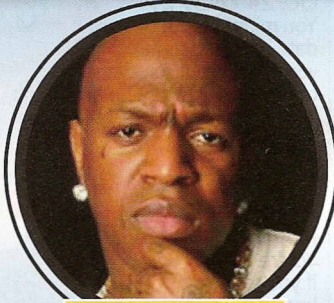


PETA

"He wasn't shy about agreeing to go naked to bring attention to the fur industry. I did some research online and I didn't see any photos of him wearing fur. PETA reached out to him with a request to start our 'Ink Not Mink' campaign, and come to find out, Waka doesn't even wear leather."

- PETA spokesperson Michelle Cho explaining the genesis of how Waka signed on to get naked and become the new face of the animal rights group.

What EbenGregory Thinks They Mean: A bare assertion is not necessarily the naked truth.

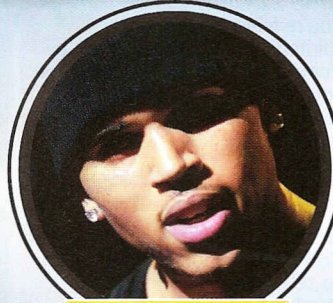


BIRDMAN

"I already spent that money on a Landauet Maybach. My son (Lil Wayne) is a Green Bay fan, so I just went hard, and I believed Green Bay was gonna win. My son knows a lot about sports, so I was just like, whatever he's gonna rock with, I'm gonna rock with hard."

- Birdman revealing what he did with his million dollar winnings from his million dollar bet on Super Bowl XLV.

What EbenGregory Thinks They Mean: If you see a bandwagon, it's still not too late.

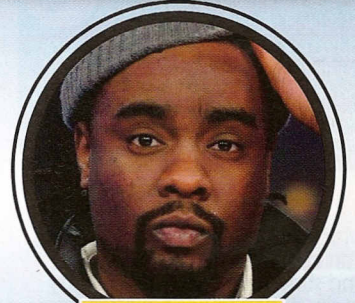


CHRIS BROWN

"To all the fans!! I love y'all. Don't be upset!! This industry is based on politics and a-- kissing. My only concern is Team breezy and f--- everybody else. You guys don't know how much you mean to me!!! Teambreezy s--- on your life!! Porto potty!!!"

Chris Brown in a couple of tweets to his followers after losing on Grammy night.

What EbenGregory Thinks They Mean: Never confuse a single defeat with a final defeat.



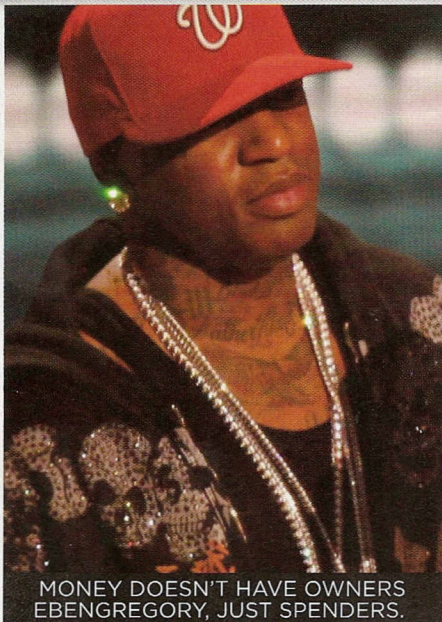
WALE

"Now I can do songs like shades, ambitious girl and not fear a 'man in a chair' saying, 'This aint what black people wanna hear. The music won't change..the energy will! Maybach Music. And ROCNATION still handles the business! ...shoutout to @richkleiman."

- Wale in a series of tweets talking about signing with Maybach Music while clarifying his deal with Roc Nation.

What EbenGregory Thinks They Mean: Opportunity usually dances with those already on the dance floor.

★ ★ ★ TOP 10 COLUMN - THIS WEEK ★ ★ ★



MONEY DOESN'T HAVE OWNERS EBENREGORY, JUST SPENDERS.

TOP TEN THINGS I LEARNED FROM BABY'S MILLION DOLLAR LANDAUET MAYBACH PURCHASE

10. Anyone who says money doesn't buy happiness doesn't know where to shop.
9. It's not your salary that makes you rich, it's your spending habits.
8. You can't buy love, but you can pay heavily for it.
7. A bargain is something you can't use at a price you can't resist.
6. Money is the best deodorant.
5. Economy is a way of spending money without getting any pleasure out of it.
4. There's no reason to be the richest man in the cemetery. You can't do any business from there.
3. Wealth is a tool of freedom, but the pursuit of wealth is the way to slavery.
2. The more a man has, the more he wants. Instead of filling a vacuum, money makes one.
1. It is better to spend "baby" money like there's no tomorrow, than to spend tonight like there's no money.