



# BUSINESS TECHNIQUE APPLICATIONS

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A lot of street hustlers and drug dealers use corporate business techniques without even knowing it. In corporate America, and in the big scheme, it's all about marketing, branding and having a good product. All successful American companies have followed this blueprint. From McDonald's to Coca-Cola to Ford to Wal-Mart, it's all about the Benjamins, and the bottom line is making money. Hustlers and drug dealers on the street have the same mentality. They are just applying surefire American business techniques to their illegal enterprises with the same entrepreneurial spirit as their counterparts in the legal business world.

Freeway Rick Ross is a living American legend who was one of the best to ever do it in the drug game. So much so, that the techniques he used in his drug business can be recognized and compared to those used by CEOs in Fortune 500 companies in corporate America. Freeway Rick's story is as legendary as Mark Zuckerberg's in *Social Network*, the Facebook movie. The man some say is responsible for the crack cocaine epidemic went from a high school dropout to a multimillionaire drug kingpin. He took a product, marketed and branded it, and exploded nationally, expanding across the country from his LA base. His name is so recognized as a brand that C/O turned rapper William Roberts from the MIA adopted the moniker and has used it to great success. Freeway Rick Ross is the embodiment of the American Dream, and his success was founded on basic business principles.

The prosecutor called him "the Wal-Mart of cocaine" and this assessment was true. Ross submerged himself into the drug culture. He learned the trade from the ground up. "I've been in the game all my life," Freeway Rick says. "At a very young age I started hustling." He learned how to cook, cut, deal and dodge authorities, all while constantly searching for ways to buy a quality product at the cheapest price. "I was headed for the big leagues. When I first got my hookup I felt excited. I refused to be just another drug dealer. I wanted to be the best to ever do it," he says. And Freeway Rick Ross was.






By developing a Nicaraguan cocaine connection that was plugged straight into Colombia, Freeway Rick could undercut other dealers by buying weight at cheap prices. High quality cocaine at cut-rate prices on consignment enabled him to build a drug empire that spread all over the western part of the United States across to the Midwest. Freeway Rick was also plugged into the L.A. gang scene and he used the gangs as marketing tools. "I had friends in more gangs than I can remember. I was affiliated with both Crips and Bloods," he says. Using the gang members as traveling salesmen allowed his network to expand nationally. He was franchising like Subway.

The savvy streetwise marketer had a meteoric rise to the top of the drug world moving upwards of 440 kilos of cocaine a week. With the cocaine connection and LA gang workforce, Freeway Rick had thousands of employees and suddenly some major markets opened for him. With the mass transportation of narcotics up


and down the freeway, cook houses, stash houses, money-making houses and decoy houses, its said Freeway Rick was making up to \$2 million dollars a week. "I ran it just like Sam Walton runs Wal-Mart," Freeway Rick says. His hustle was unparalleled in modern history.

"My name in the drug business became a brand name," Freeway Rick says. "People knew the quality was good and the service was first class. We had houses and you could go right up to the window and it would be served right out the window the way McDonald's does it. We had houses in so many locations. I wanted it to be convenient for people." His whole network was managed down to the tiniest detail, from the cooking houses to the retail and wholesale operation. He even had a secret recipe like Coca-Cola for his crack. "I was basically the chef. I did all the stirring. I told the guys what to mix. It was like an assembly line," Freeway Rick says. And in the drug business he encountered problems just like any other busi-

ness. "We all have problems and being a drug boss was no different, especially living in the violent, crime infested South Central L.A. I mediated a lot of stuff. I became known as the Ambassador of Peace."

  
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All that is in the past, but Freeway Rick is still hustling. This time in the legitimate business world with Freeway Rick Ross Enterprise. "I want it to be like a Fortune 500 company," he says. "I want to compete with Bill Gates, Donald Trump and Sam Walton." The transformation is complete. With his experience in branding, marketing, expansion, franchising, licensing and retail and wholesale sales, Freeway Rick is well on his way to success again. There is also a lot of interest in his life story. "My story is being turned into a movie," Freeway Rick says. The street icon is in talks with Emmy award winning actor and writer Nick Cassavetes for a movie on his life. A classic capitalist rags to riches story. What is more American than that?

  
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*Seth Ferranti is the author of Street Legends Vol. 1 and, true crime books about American Gangsters like Freeway Rick Ross. You can order Seth's books at [gorillaconvict.com](http://gorillaconvict.com) and check out his writing on his blog at the same site where he posts a new story every month on street legends, prison life, urban authors and the mafia.*