

EXCLUSIVE

Bad Boy of Indie Soul 'BEY BRIGHT' ROCKING THE AIRWAVES

Bey your surname 'Bright' resonates with your personality, your passion, your charisma, your vigour for life, for music and for success would you agree?

Yes, I would agree with that. I tend to take an optimistic approach in life and in business. I tend to as they say, "look on the bright side"! Pun intended!

What attributes have you attained throughout life, that you feel have got you to where you are today?

I believe that self-belief, perseverance, and discipline are the 3 primary attributes I possess that have aided me throughout the course of my life and have helped me when life gets tough.

What is the lowest/most painful place you have been on this journey and how did you feel in that place?

The lowest and most painful place in my life thus far has been losing my family in divorce, in particular my son, in the pursuit of my professional and personal ambitions. In addition to that, losing all my money, (over a quarter million dollars) trying to 10X my music career and compete with the major labels. I fell into a dark rage and depression after that situation.

What was it that made you rise from that situation?

What motivated me to get back up off the proverbial mat was the fact that I possess a fighting spirit and never say die attitude. I cannot live with defeat by the hands and wills of other men. Even when the odds are stacked against me, I always believe that somehow, I will find a way to win on some level.

You are a man with purpose, passion and a steely determination to succeed, share one defining moment, an 'ah ha' moment when you felt and knew that you would be a success.

I have had a few defining moments in my music career but once that sticks out from a business perspective is when I got my first international retail order from Soul Brother Records Store in London. The order was for 30 CDs of an EP I produced entitled "It's a Nu Dae" for a neo soul artist I had signed to my label named Tia Dae. I was ecstatic! Anytime you can sell products and make money independent of a major conglomerate it is very invigorating to an entrepreneur. That is when I knew I could and would be successful.

You call yourself 'The Bad Boy of Indie Soul' what is that little 'je ne sais quoi' that you personally feel you have to qualify you to make that statement? (smile).

I coined the moniker "The Bad Boy of Indie Soul" to distinguish myself from a crowded sea of independent artists. I have a vibe which exudes playful naughtiness and flirtation with my female audience. Thus, the term "The Bad Boy of Indie Soul" seems to fit me.

You wear many hats. You're an Indie Soul Grammy Nominated Artist, Songwriter & Producer and CEO at Bright Vision Entertainment. How does each role define your personality?

I think each role embodies the characteristics of my true personality based upon my upbringing and the environment in which I was raised. I believe that my music, my songs, and my overall persona reflects a certain "urban street cool". I grew up in Harlem, New York City and the people I looked up to were masculine, flashy, smooth, cool. The music I enjoyed and was influenced by was sexy and edgy and dipped in love.

Share two successes you've had to-date.

Two big successes I've had was my former artist Tia Dae winning 1st place in the National Billie Holiday Competition in Baltimore Maryland. The prize for 1st place was \$5,000 USD and we won! The second success for me personally was when my album Soul Nostalgia 3 went to #1 on the Amazon UK R&B Albums Best Sellers and Hot New Releases Chart. Those were big accomplishments for me in my career.

What does it feel like to have achieved so much over a short space of time?

What seems like a short period of time was actually a lifetime of hard work and perseverance. It feels great to see the fruits of my labour finally paying off.

The industry is saturated with indie artists, what do you feel has made you stand out to be the success you are today and makes you unique?

Truthfully, I believe that what makes me stand out in an oversaturated music industry has been my ability to create a persona, "The Bad Boy of Indie Soul" while at the same time control the narrative of my artistry. I am self-contained as an artist and entrepreneur, so it allows for me to do things in my own unique way. In addition to that, consistency, professionalism and quality products are the winning formula that I attribute to my success.

It's been a long journey for you what was the best advice someone ever gave you?

Yes, it has been. The advice given to me that I embraced wholeheartedly was threefold. (1) Control Your Ego (2) Learn the Business (3) Learn to enjoy the journey.

What's the most important thing you've learned about Bey Bright on this journey and who are you committed to being as you continue to move forwards.

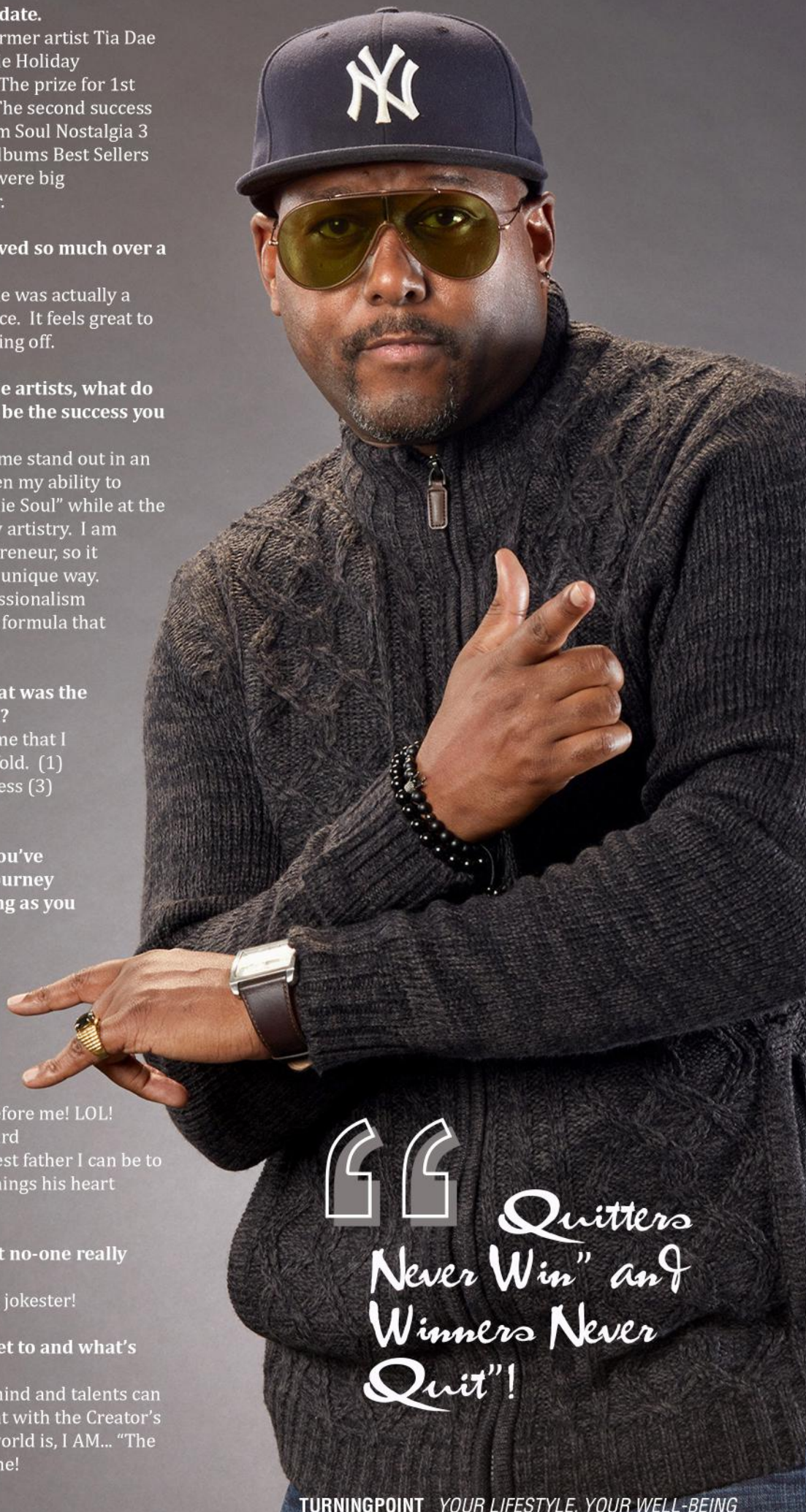
The most important thing that I have learned about myself is that I do not love anything more than music. It was a startling revelation to come to terms with but one that is true. Sadly, it is a truth that my ex-wife and former girlfriends along the way have come to realize even before me! LOL! However, as I continue to move forward in life, I am committed to being the best father I can be to ensure that my son can have all the things his heart desires and he can live a great life.

Share one thing about yourself that no-one really knows

I enjoy romantic comedies and I am a jokester!

Where do you ultimately want to get to and what's your message to the world?

Ultimately, I want to go as far as my mind and talents can take me while being in total alignment with the Creator's life plan for me. My message to the world is, I AM... "The Bad Boy of Indie Soul"! Get to know me!



“Quitters
Never Win” and
Winners Never
Quit”!

beybrightbve.com



bey.bright



James Ferry



BREAKING NEWS, BREAKING NEWS

As of September 2021 - Bey Bright is closing in on 1 million streams across the major streaming platforms and being heard in over 50 countries worldwide as an independent artist

Bey Bright has a Soul Nostalgia Merchandise line of T-Shirts, Hoodies, Hats and Accessories. Available Exclusively on www.beybrightbve.com

Bey Bright

Indie Soul Grammy Nominated Artist,
Songwriter & Producer.
CEO at Bright Vision Entertainment

