

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.