

**NEWS**

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- Birdman Cops 900 Karat Chain!**  
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- Jay-Z Becomes 2010's Hip-Hop Cash King with \$63 Million!**  
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- Ja Rule Talks About Fans, Himself, Music, & Possible Jail Time**  
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- Lil Wayne Sends Letter #5 From Jail! Read His Entire Letter Here!**  
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- Foxy Brown May End Up Back In Jail!**  
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- Mark Wahlberg Calls Bieber 'White Tuxedo' LOL!**  
->> August 15th, 2010

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**MUSIC**

- Drake - What If I Kissed You**  
->> August 21st, 2010
- Diggy - Oh Yea Fea. Pharrell**  
->> August 21st, 2010
- K. Sparks - Magic**  
->> August 18th, 2010
- Kanye West - See Me Now Fea. Beyonce**  
->> August 11th, 2010
- Usher - Mayday Fea. Sean Garrett**  
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- Lil Wayne - Right Above It Fea. Drake**  
->> August 8th, 2010
- Travis McCoy - That Ain't Cool**  
->> August 7th, 2010
- The Party Boyz - Flex Fea. T-Pain**  
->> August 5th, 2010
- Yelawolf - Looking For Allen**  
->> August 1st, 2010
- Bun B - Put It Down**  
->> July 30th, 2010

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**TV & FILM**

- Movie Trailer: Burlesque**  
->> August 10th, 2010
- Movie Trailer: The Social Network**  
->> July 24th, 2010
- Movie Trailer: Furry Vengeance**  
->> April 4th, 2010
- Movie Trailer: Cash**  
->> March 21st, 2010
- Movie Trailer: Salt**  
->> March 2nd, 2010

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**Featured, Indie Focus** Published: August 21, 2010

**FAIYA - The End is Near**

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**FAIYA - The End is Near**

**Tell us about where you are from and how you got to this position today.**

I've always been involved in music for as long as I can remember...I just didn't realize that music would be my LIFE until 2006. I travelled with a music program all throughout elementary school, learned to play guitar in high school, and have been writing poetry and rap lyrics pretty much my entire life. I enjoyed the "Arts Connection" music program for a few years, but as I grew older, I was turned off by the demanding tour schedule my group had. It didn't leave me much time for recreation, so I left the program to lead a more normal childhood.

My Junior High School and High School experience was pretty normal as I just hung out, cut school, and got into trouble like every other teenager. But as I entered college, I felt the urge to chase my impossible dreams. I have always wanted to be an actor, and I have just as much acting experience as I do in music, so I decided I would pursue modeling as a stepping stone to the doors of Hollywood.

Modeling taught me some valuable industry lessons and was a once in a lifetime experience, but the lifestyle I led during my short-lived career as a model ultimately brought me back to music full circle. Everything was moving so fast and with the experiences I was having, I decided to start documenting them to my favorite songs. People loved the way I laid out my personal stories over popular songs like Jay-Z's "Song Cry" or Nas' "One Mic", and it occurred to me that when I put my struggles on wax, it helped people deal with theirs.

Since then music has become my diary. Even if all business fails, my songwriting and recording will continue, simply because it has become my therapy. It will NOT fail though...as I am determined now more than ever to use my music and influence to change the game and the world.

**What are you currently working on and what can we expect to see?**

This year has seen the launch of my official website: FAIYA.net, and the release of my first official album: "Welcome to the FAIYA". With the foundation in place and a central hub for all listeners to find me, it is now time to push Faiya to the masses. I am working on my first mixtape "Burn After Hearing" which will be handed out to people in the streets and available for free download off the page this Fall. Also, every Friday fans get to hear Faiya spit a freestyle over their favorite mainstream songs via YouTube and other popular video sites. Lastly, we will be selecting a single to shoot a music video for...so be sure to look out for that too.

**What is one of the most drastic changes you've made about yourself in the last year?**

The single most drastic change I have made this year has been giving up my social life. I decided that I am at a pivotal stage in my life, and I have a choice to either waste time having fun, or work as hard as humanly possible to turn this hobby into a career. I chose to make my dreams a reality, and so this year has seen me working 2 full-time jobs 5 days a week while still planning, producing, and pushing my music 24/7.

**Tell us about one of the hardest challenges you had to face in the industry?**

The toughest thing I had to adjust to in this industry was becoming a jack of all trades. I began simply as the recording artist, but I knew from my experience as a model that if I didn't get to know a little bit of everything, my career would depend on someone else to make it happen. So little by little, day by day, I absorbed every piece of information that came my way, whether it be from watching engineers work on my music, or sitting down for hours researching. Nowadays my titles include: recording artist, mixing/mastering engineer, web designer, album design/packaging, stylist, and promoter. The difference this year is that professional people have signed on with me as partners for each field...so it has lightened the workload ALOT.

**What was one of the biggest set backs in your career and how did you bounce back?**

In mid-2008, my music was at a point where I could have taken it all the way to the top. The exposure I had created for myself and the contacts that came along with it was really astounding when I look back on it now. The only problem was I didn't take time out to build a strong base before pushing myself as an artist. The result was that I had ALL these fans and industry contacts...but NO place to send them. In effect, my music fell flat. It was a tough lesson learned, but it allowed me to spend the following two years rebuilding everything from scratch. Now its 2010 and I'm back better than ever !!!

**What are some things artists need to be careful of?**

Every artist needs to decide for themselves before entering this world of music: Do I want to be a mainstream or independent artist? Granted many people are independent because they just don't have the connections to the mainstream market, but believe me there are plenty of artist that choose to remain independent. Aside from the financial arguments that could be made for or against it, control over your image (which is most important in my opinion) is not the same in each market. My plan is to remain independent and build enough buzz so that if the mainstream comes knocking, I'll have the final word in my career. I can't just hand over my image to a major label, because I've worked so hard to develop it and I truly believe I can be successful with it.

**What would you spend a million dollars on?**

Invest 100,000 into a new studio, 100,000 towards a new car, 100,000 aside for vacations, and 200,000 into my savings...then distribute the remaining 500 k to my family.

**What was your biggest risk taken in your career?**

Opting not to work with a contact who had gotten his previous artist signed to Atlantic Records. That has always been the number 1 label I wanted to be signed to, but as I learned in 2008, its more important for me to build from the ground up than to skyrocket. I know my satisfaction will be a thousand times greater if I make it the hard way.

**What suggestions do you have for other artists like yourself?**

Go Hard or Go Home. Honestly this industry is not for half-steps or the undecided. With the hits you will surely take, the criticism that will occasionally cut through to your heart, and the amount of work you will have to put into both your art and your business...if you are not one hundred percent invested, you WILL fail.

**What's one incident that would serve as a turning point to your life?**

The most recent was losing the family dog. I tattooed it over my heart, not because I couldn't bear giving her, but because I had failed as her guardian. My father had gotten heart surgery, and so the dog couldn't stay with him since his fresh wound could get infected. I tried keeping her at my place but she wasn't friendly towards other dogs...so needless to say my neighbors didn't sleep when she stood over. Everyone I reached out to gave an excuse and I was left with no choice but to give her up and put her in a shelter. The confusion she felt and the crying that this tough little dog did when I handed her over kills me to this day. It is the main reason I work so hard and wear so many hats. People proved to me that I couldn't depend on them when the chips were down, so I'll make everything happen on my own, and everyone else can be a part of it if they choose to.

**What are the best ways to sell your products as an artist?**

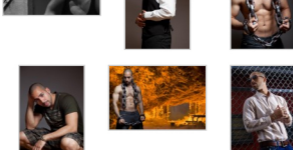
Of course digital distribution is essential nowadays since it is so easily accessible, but I am such a fan of physical CDs so I offer both. As far as generating sales, I don't think anything will ever be better at selling music than live shows. After every performance I've had, audience members always approach me to see if I'm selling anything. The larger the crowd, the larger the opportunity to make money.

**What is one of your favorite ways to promote yourself and your music?**

My single favorite way to promote my music is by collaborating. Whether it be with a producer, singer, rapper, photographer, etc., making memorable art with others allows you to spread to networks outside of your own. I recently shot all the way up to number 6 on the Soundclick Hip Hop charts with my song "The End is Near". I collaborated with producer HalfBreed of Beats4Legends.com, and through his promotion, climbed past millions of other rappers in a matter of days...and I don't even have an active Soundclick account !

**Any last comments or statements?**

WWS has supported me since the beginning. Helped me get a ton of exposure back before I revamped my music, so it's only right that I return to my roots. Much respect to everyone at WWS Magazine, thanks for the love...Spread the FAIYA !!!



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- WWS TV: DJ Paul Of Three 6 Mafia Tells About His Struggles & Success In Music**  
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**VIDEOS**

- T.I. Debuts Magnum T.I.I Check It Out!**  
->> August 20th, 2010
  - Drake ft. Lil Wayne: Miss Me**  
->> August 20th, 2010
  - Lloyd Banks - Any Girl**  
->> August 16th, 2010
  - Jay Sean - 2012 (It Ain't The End)**  
->> August 15th, 2010
  - MIA - XXXO**  
->> August 13th, 2010
  - 50 Cent Frank Calls Rapper Shyne! Watch This!**  
->> August 12th, 2010
  - Everything Fea. Yo Gotti**  
->> August 11th, 2010
  - Rah Digga - Live In Croatia! Check It out!**  
->> August 8th, 2010
  - Miley Cyrus - My Last Song for Miley**  
->> August 7th, 2010
  - Eminem ft. Rihanna: Love The Way You Lie**  
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**FEATURED**

- Cory De Silva - Short & Sweet**  
->> August 22nd, 2010
  - Brian Grind - DJ Turn It Up**  
->> August 21st, 2010
  - FAIYA - The End is Near**  
->> August 21st, 2010
  - Green Certified - EPIC**  
->> August 9th, 2010
  - Kick Flip - Head to the Sky**  
->> August 7th, 2010
  - Young Roach - Clock Chimes**  
->> August 6th, 2010
  - DJ Paradime - Exclusive WWS Magazine Interview**  
->> August 3rd, 2010
  - Dee Dee - Bama Fea. Lil Boosie**  
->> August 3rd, 2010
  - Lyrichael - I Love CA (Music Video)**  
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