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MAGAZINE

TRAILBLAZING
HIP HOP
PIONEER

**7TH WARD
SHORTY**
SPEAKS
HIS TRUTH...

**RELATIONSHIPS
ARE BETTER
THAN MONEY**

EXXPOSE
MAGAZINE
CELEBRATES
ITS 8TH YEAR
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WITH AN
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YOUR
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ExxPOSE

Exxpose Magazine is an entertainment and lifestyle publication with emphasis based on the profound exploration of Music, Moguls, Models & Media. We have collectively established this publication as a dominant voice and a networking outlet for industry advocates to land extraordinary relationships and countless opportunities.

Over the years, through many productions, endeavors and by contributing tons of public relations advice, Exxpose Magazine and it's affiliates has served as a vehicle to success for many legendary and thriving entertainers as well. This issue of the publication highlights the trailblazing rap artist 7th Ward Shorty of PLU Entertainment. The lyrical pioneer is sweeping the nation while making quite an impression on those impacted by his journey, the movement, the evolution!

Exxpose Magazine pays tribute to phenomenal legendary and thriving music artists, actors, models and moguls — soaring to ensure that the entertainment industry explodes and far exceeds the nation's expectations. Exxpose Magazine subscribers and readers can expect cutting edge and surreal testimonials, real life stories as we highlight feature moguls and universal events abroad. In this publication you will find inspirational experiences, a wealth of knowledge, professional industry advice and industry updates.

In closing, we'd like to thank everyone for the continued support of Exxpose Magazine.
See you in the spot light!

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What You need to know...

ABOUT YOUR ROLE IN ECONOMY

SUCCESS COACHING

Your Publicist Knows success coaching peaks a gateway to growing your business. Understanding how to navigate your brand to the next level requires critical thinking and strategy. In a well thought out process, you'd be surprised as to how much you can accomplish in just a small amount of time. Simply by connecting with the right individuals, particularly those inducing proven results, your dreams will soon become your new reality. Seasoned professionals are the essential key to heightend success. Regardless of your level of experience in a specific field, you will learn that hiring help in unfamiliar areas, simply can not be avoided. The old fashioned myth of DIY remains an afterthought in this day and time. Take the time to seek out mentors, success coaches, industry leaders and motivational influencers. Don't be afraid to ask them to mentor you! In many instances, you'll find that they offer hands on services or even consultations to guide you and your brand in the right direction. Much like anything else, if you want something you never had, you've got to do something you never did. Consider bringing in the professionals to lead you through those areas where there might be a void in your team. Focus on your strengths and allow the experts to focus on theirs. Hire a success coach or a publicist. You can win!



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While opening up about past circumstances which proved to be life changing, the mogul extends yet another popular Blairisms. "If you ever find yourself begging someone to stay, you should be helping them pack." Illustrating that many times we find ourselves in a situation that is not making us stronger. It is generally unhealthy or unbeneficial to us, and yet we find ourselves holding on and clinging to it or them. Expressively, Blairisms creator share his take on the joy and fulfillment he gets now. Describing a feeling that whenever he leaves the planet—he will leave something behind. "The fact that people have begun to call this a movement." "A movement that is not only inspiring them to be better in their own lives, but also to pay it forward and pass it on to others." According to Blair, the main Blairisms that is the foundation and the corner stone of the brand happens to be his own personal favorite. "If you're reading this remember...don't forget to be your own inspiration." Encouraging that the source of your greatest joy can be found right in the mirror. Blair enlightens us that it is all about understanding one thing—this journey is ordained and that we must all find the rhythm of the journey that is intended. We must have the courage to step into it.

Excited about the love and support the brand is attracting nationally, Blair showed up to the big easy during a recent visit home and was overjoyed to have engaged in an interview conducted by New Orleans' own LBJ (pictured above), who happened to make mention of his preferred Blairisms shirt as well. In such a short span, approaching nearly one year—the Blairisms brand has been endorsed by celebrities D.L. Hughley, Kenny Lattimore, En Vogue, Maysa, Monifah and countless others. Moreover, a collaboration with comedian George Lopez is in the works.

The Blairisms are so addictive, which works well for managing partner Blair who exclaims that...the point is for everyone to go broke buying them all. The Blairisms book is coming soon and will be available sometime this year. Meanwhile, many of the amazing items that inspire and encourage are available in products such as t-shirts, crop tops, tanks, coffee mugs, desk and wall art, both frames and posters as well as tote bags. The new fall collection consists of long sleeve shirts and hoodies. Be sure to visit www.TheBlairisms.com for additional information and frequent updates related to purchasing new merchandise online.



Expose Magazine sits down with Blair Dottin-Haley as the Blairisms creator expresses details about the journey, the motivation, the brand... Growing up surrounded by leaders paving the way during the civil rights movement; Blair spent lots of time, even at the early age of five years old, sitting in during countless city council and urban league meetings. When asked about what prompted his interests in politics, he explains, "it was in my nature and in my nurture." Our nation, as it stands in this day and time—Blair feels that it is his duty—to say the least; to carry out similar political responsibilities. His vision is to do something that will leave the world better off than he found it.

Surreal truths evoke Blairisms deeming inspirations that lead to an enormous amounts of uplifting and outpouring both on and off of social media. In many instances, advancing those impacted by the brand and it's impeccable thought provoking themes such as the lagniappe Blairisms; another favorite. In the words of Blair Dottin-Haley, "its almost surreal to hear it spoke of as my brand. It was an organic development for what people know now as "The Blairisms." Ultimately transpiring from a natural inclination of sharing what he's learned from others—has also helped him to get over the heels and through the woods. These things are what spawned the brand. Exxpose Magazine's CoCo Wade is enlightened by the approach that Blairisms is taking to inspire people dealing with everyday life circumstances. Describing Blairisms as occasional reminders for what we must do to uplift ourselves individually. These are the unspoken truths, according to the magazine founder.

Blair speaks out about some of the most reflected Blairisms. One being, "Never allow yourself to be weak for someone who doesn't make you stronger." Basically we must manage our vulnerability in relationships. In that same regard, all of the Blairisms have come from conversations that were had with other people, and in some cases himself. Blair initially started by sharing on social media in an approach he explains as sort of an "out-of-my-head and out-of-my-mouth" scenario. These were situations where he considered himself being helpful. Thereafter, capturing snap shots of the images and saying in quote..."I hope this helps someone."



SUCCESS ROADMAP

Why aspiring actors should Stand-in to Stand-out

Have you ever considering the idea of accepting a role as a qualified stand-in... Standing in might lead to your ability to be seasoned and versatile in the film industry. It inadvertently places talents in a position to work up close and personal with film directors, producers, writers and camera crew. Thus allowing one to gain a better knowledge and understanding of how your role as an actor relates to each individual production role. It is extremely important to educate oneself in these areas in order to take direction and polish up on acting skills.

This type of entry level work has it benefits. It pays substantially more and role could extend over a lengthy period of time ranging from days to weeks or even months. More so, it separates you from the background cast stigma and positions you as an official crew member. That in an of itself has a few perks associated with it. It literally pays to stand-in. Talk with your booking and casting agents about the opportunity to learn more about stand-in work as an aspiring actor. You'd be surprised!

EXXPOSE MAGAZINE

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Gas Guys & Gas Girls

7th Ward Shorty is quickly becoming the go to guy to collaborate with when it comes to like minded endeavors relating to not only music, but entrepreneurship as well. Harvesting a nest in building such a platform, that which would infuse men from different walks of life with the strength to work together while focusing on one common ground, and that's getting down to "Clear Bizness!"

Clear Bizness Entertainment is a movement set forth in a recent collaboration with longtime friend Nashawn Graves, CEO and Partner of Gas Guys and Gas Girls clothing line. The forward thinking rapper, 7th Ward Shorty eludes in his ability to lend an ear, just as much as he lends his hand to pull guys up to the standards of believing that anything is possible. Catapulting its unique and quirky apparel line with a multi-variety of male and female looks as well as a vast of bright and assorted colors. The brand has made an outlandish impression on Exxpose Magazine and will be featured in its runway show entitled Exxpose Your Beauty during Essence Weekend in New Orleans.

Pioneering 7th Ward Shorty, in a sought after relationship with Kenneth Jones, the talent wholeheartedly embrace yet another man on a mission. He is presumed to be the first artist affiliated with Clear Bizness Entertainment,. Although not signed yet, he definitely is a part of the movement.

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7th Ward Shorty

Behind the Scenes with Exxpose Magazine

7th ward Shorty also continued to gain musical inventiveness through writing and performing during his incarceration at Angola State Penitentiary and Dixon Correctional Center. After serving 8 years, 7th ward Shorty was released from prison and has worked effortlessly to reclaim his spot in the music industry. 7th ward Shorty has already released his first single titled "Super Bowl Brees" in anticipation for the successful playoff season for the New Orleans Saints. His single "Super Bowl Brees" has already garnered thousands of views on social media, it is in constant rotation on local radio stations, and it is available for download on all music outlets such as iTunes, Google Play, and CD Baby.com.

7th ward Shorty's unapologetic flow and compelling vocals sets him apart from other artist in the music industry and his uniqueness is what draws the attention of true music lovers. With his upcoming sophomore album titled "Stress" 7th ward Shorty is ready to unleash to the world raw, genuine talent that the rap and hip hop world has yet to experience. 7th ward Shorty's knowledge of the music industry has taught him that hard work and dedication is the key to success in entertainment. And by any means, 7th ward Shorty is ready to show the world exactly what it's been missing when it comes down to the music.

Exxpose Magazine's editor-in-chief CoCo Wade sits down with the well rounded pioneer as he sets the tone for a surreal exclusive interview unveiling his truths about life, passion and music. 7th Ward Shorty undoubtedly and unapologetically describes his ups and downs as well as his experiences encountering the music industry while embracing what may be the height of his career launch. Explaining that his longtime relationship with record label PLU Entertainment was not only meant to be, but has grown into something far greater than just business. The rapper shares with Exxpose Magazine the fact that his label believes in him and he respects the business as much as he respects the label. "Relationships are better than money," pretty much sums up 7th Ward Shorty's ambition towards PLU Entertainment and any other music industry affiliation, for that matter.

A recent collaboration featuring MMG rapper Gun Play spiked YouTube views to reach nearly 60,000 in less than two months amid the release of 7th Ward Shorty and PLU Entertainment's hit single "you ain't taking nothing. Constantly connecting with devoted fans, @iam7thWardShorty encourages fans and listeners to embrace him as just an ordinary guy, whether on social media or in person.

His forthcoming album entitled "Stress" is currently in production and is expected to include approximately 27 songs. 7th Ward Shorty promises to release every song revealed in recent sneak peaks to his fans. A release date has not been established as of yet, but every song will make the album, he exclaims. A mere twenty seven songs comes as no surprise considering the lyrical pioneer is said to have written well over 3,000 songs during his time of incarceration throughout a span of nine years.

What Artists Should Know

About Building Relationships with DJ's
and why you consider taking your music business elsewhere...

It doesn't take a rocket scientist to know that there are minimal facts and underlying factors with regards to building rewarding relationships with music DJ's. Much like any other aspect, if you desire a relationship to work you'll have to nurture it; give it your undivided attention when deemed necessary.

Honestly, there's no need to overwhelm oneself with extensive contact or communications with the DJ's but...do let them know that you exist. Make an impression by delivering "great music" in a "high quality" format. If your music is worthy, they'll surely give it a listen; maybe even a spin or two. If they love it...remember you're not the only artist whose music they love. It's your job to stay relevant. It is just as important to support them as much as they support you. DJ's have to make a living too. Remember that! Even more so, you just might have to take an entirely different approach in to get noticed.

You should consider taking your music business elsewhere. Much like any other business venture, it is important to know that you should not limit your audience or your reach. Perhaps travel some, step outside the box. Either go big or go home!



ENTERTAINMENT

Let's Talk **PUBLIC RELATIONS**

What Is Public Relations

Let's start by distinguishing who needs PR. Simply put, if you are a talent or business looking to expand or succeed at what you do. It will require standing out in your genre, industry or business area. Standing up to the competition will never be an easy thing to do. But, what makes is more likely to happen is you're approach to overcoming competitors. A sure way to accomplish that task is by hiring a qualified PR specialist or PR firm to assist in spearheading your public relations needs.

Your first step would be to find the best possible fit for a PR specialist or firm that is not only qualified, but also has the resources to properly align you with your audience as well as winning media outlets. By using this strategy, talents can expect a level of growth that is sure to set them apart from others. Although hiring a publicist is not an easy thing, nor is it a cheap expense. However, many will agree that it is a note worthy step that has to be taken

"If you fail to plan, that means you perhaps plan to fail." Hire a publicist, create a stellar plan of action and start winning today as you reach success. Choose to win!



How Does PR Work

PR is often viewed as a team of professionals that handles a business or talent's branding. It is essential to every business entity and/or brand to develop a strategic source of promotions, marketing, advertising and branding. In order to do so, in a productive manner, it is important to factor in the fact that it takes a team to build a business or a brand.

It is seemingly impossible to do it all by yourself. Moreover, it is even more unlikely that a talent who specializes in a specific entertainment skill—would be readily prepared to embark upon a fully knowledgeable level of experience to adequately secure sufficient press and media. Additionally, it is also unlikely that a business mogul will be well informed about every single aspect of proper branding, marketing and advertising. Therefore, the best move is to secure a qualified professional who has a produced proven, results-oriented tactics which can attribute to the growth and success of your company.

The way PR works is this...you simply hire the professionals, step aside, and so what you do best. Focus on your talent or business and use your strengths to stand out in that way. Let your publicist do what they do best—and that's getting your name or your brand out there bus-sing in a great way. It will be one of the best investments you'll ever make.

7th Ward Shorty

Behind the Scenes with Exxpose Magazine

Euell Devalle Sylvester, better known by his stage name 7th ward Shorty, was born January 8, 1986 in New Orleans, Louisiana. He was the oldest of three children and his mother worked hard as a single parent to provide for him and his two brothers. As a young boy, 7th ward Shorty began to explore his artistic creativity through art and music attending Behrman Elementary and L.B Landry High School where he played in the band and he also attended NOCCA for art. In 1999, 7th ward Shorty signed to Foundation Ministries under its CEO Ahmari Childs. It was there when his love of music began to flourish.

As a gospel rap artist, 7th ward Shorty released his first EP titled "Hells Not 4 Me." He continued to gain exposure through the gospel circuit performing all over the country with Foundation Ministries. Shorty released several projects under Foundation Ministries including Street Peace (2001), Better Understanding (2003), Not Guilty (2004), and Wild Card (2005). During his time performing with Foundation, 7th ward Shorty perfected his ability to rock the crowd and engage fans with his sharp, real life lyrics, and his prodigious rap style.

In 2005, Hurricane Katrina ravaged the city of New Orleans, and 7th ward Shorty was forced to relocate to Houston, Texas. Not knowing what his next move may be, 7th ward Shorty took a break from music to recover what had been lost. In 2006, 7th ward Shorty returned to an almost desolate New Orleans where the streets began to have an impact on his life. 7th ward Shorty became a father to his son in November 2006 which influenced his decision to return back to the music industry. In 2008, Shorty returned to the studio recording under Judah Clan Production alongside CEO Rashaad "Bug" Buggage.

In 2010, Judah Clan Productions merged with P.L.U Entertainment under CEO Maher "Mike" Salem where 7th ward Shorty signed his first record deal. 7th ward Shorty's musical career began to take him to levels he had always dreamed of reaching. He released his first single "Where My Money" on a compilation album produced by Money Mike Willis. 7th ward Shorty was back on his grind and shaking up the city of New Orleans. He performed at venues such as LeRoux, Club Red Velvet, and The House of Blues. 7th ward Shorty debuted his first album titled Blue City (2010) under Judah Clan Productions/P.L.U. Entertainment. Things had finally begun to pop for the young aspiring rapper.

Unfortunately, in October 2010, 7th ward Shorty's past in the streets caught up with him and he was arrested on two counts of armed robbery. Although he was faced with uncertainty about his future, 7th ward Shorty remained hopeful that God would work out another setback in his life. In the meantime, he became a father to his second child, a daughter, shortly after his arrest. In November 2011, 7th ward Shorty was sentenced to 10 years in the Department of Corrections. During his period of incarceration, 7th ward Shorty continued to grow both personally and musically. He obtained his G.E.D, studied Theology in The New Orleans Baptist Seminary, and obtained licenses from the Department of Agriculture in Horticulture and Pesticides.

Relationships ARE BETTER THAN MONEY

7th Ward Shorty
Speaks his Truth
with Exxpose Magazine



Industry Exxposed

ENTERTAINMENT

Let's Talk HOW TO GAIN EARNED MEDIA

One of the biggest misconceptions regarding mainstream press and publicity is that earned media should be extended at will. There are so many aspects involved when it comes down to media outlets making decisions relating to what and who they will publicize including but not limited to the proper time or place to do so. Often times, talents as well as their manager teams and promoters assume that the news about their projects and events will make headlines simply because of who they are or better yet; what they are doing. Unfortunately, the truth of the matter is...as with anything else, media is operated with due process and protocol. Television networks, radio broadcasts, magazine publications and bloggers all have a limited amount of inventory such as air time and production.

For example, if you or your talent has an upcoming project releasing during a time when there is world catastrophe occurring, you will likely not be considered for media that particular week, regardless of what you have to say or what you are doing. Trending news will always take priority as opposed to self-infused publicity goals. That's what news is about; keeping the world, industry and community abreast of everyday happening. In a nutshell, get in line and wait your turn. Approach when the time is right. It's a mere fact.



In an effort to reach heightened success when it comes to landing earned media; things to consider are (1) understanding the format of the network for which you are pursuing, (2) develop a winning strategy for gaining their attention, (3) make certain you are doing something that is in keeping with current trends and last but not least, (4) check your timing. Ultimately, this could help to get the results you want. Moreover, first things first...give the media outlets a note worthy story line. In other words, make sure you have something of value to talk about. Ask yourself whether your story is big news and whether it will relate to the rest of the world in some way.

It's always best to discuss with your team, an ideal approach to these things. Most of all, make sure your plans and strategies are well thought out. Major networks want to know that they are dealing with professionals. Thus, they will expect a level of professionalism that will meet their standards. A great example of that is for example, upon making contact with media; your team will be required to provide what they need to publish a story or schedule an interview. Sometimes that means having full knowledge of specs as it relates to your material. If you are clueless as to what industry standards require upon submitting yourself or your talent for media—then your cover is blown. Be professional, educate yourself and your teams before approaching the mover and shakers. After all, they have big fish to fry; not a whole lot of time to school you on what is needed. Stories are developing every minute of the day and time is money!

DMJ Agency Model
DIAMOND
Beckley-Jones

“A Diamond in the Rough”



Photo by: Exxpose Media

DIAMOND
Beckley-Jones

“She’s classy, sheik and undeniably flawless,”

The very elegant Diamond Beckley-Jones is to the DMJ Agency... like “a diamond in the rough” in the words of DMJ Agency founder Derrick M. With her charismatic personality, kindred spirit and willingness to learn— aspiring model Diamond is in a lane of her own. Hailing from New Jersey, this young beauty debuted for the very first time as a model on the Ba’Raka Worldwide runway at the Stratosphere Studio in Brooklyn, New York during the winter Fashion Week.

Smitten and confident, she exhibited a winning runway personality while gloating in the ExCo by CoCo couture charcoal and black mixed fur cape, followed up by other cultivating designers such as Jott Wear and Terris ZaKar. Playfully flaunting a variety of pieces, whether casual, couture or avant-garde...she owned every minute of it.

Diamond’s debut in Brooklyn was one to watch and remember for a lifetime. She added a degree of flare to the atmosphere while giving off vibes to be exhibited by models and fashion visionaries hoping to acclaim accolades attributing to career strengths which eludes in making great impressions.

Diamond is more than just a beauty. She actually has it all...talent, beauty, vigor, electrifying energy and as well—intellect. A jewelry designer and fashion columnist, she is inevitably paving the way for a rewarding career in the modeling and fashion industry. Off to a great start, venturing as an intern led to her opportunity to write for the publication and now...adding modeling to her laundry list of winning abilities. Diamond is well on her way to reaching her goals and accomplishing success!