

About Tyrese Gibson:

Tyrese Gibson is a singer/songwriter and actor. He released his debut album in 1998 and it peaked at #12 on the U.S. Billboard Hot 100. Lead singles have included "Sweet Lady" and "How You Gonna Act Like That." He has sold over 4 million records in the U.S. His first acting role was in John Singleton's *Baby Boy* in 2001 and then he landed the role of Roman Pearce in the *Fast & Furious* franchise. He also starred in *Four Brothers* and in the *Transformers* franchise, which has had \$9 billion in ticket sales. Perhaps less well known is that he is a serial entrepreneur and has been successful at a very high level.

On entertainment:

Not many can say they have done numbers like \$9 billion in ticket sales. What is that like?

"Imagine feeling like you're gonna live and die one day and not be able to physically meet everybody around the world who knows who you are...It's interesting...the scope of over 200 countries, having movies being translated in 150 languages around the world. And having fans who know who you are who don't speak a lick of English, and you don't take it for granted."

On focusing on faith and success:

"You know, I'm from South Central LA, a little black kid from the ghetto so I think I'm at a place right now in my life where I think about all that God has blessed me with..."

"[I've] done the rooms [and] I've been with the people I've been able to meet and instead of quantity, my focus is **quality** and I am specifically concerned about anything and anyone that I let come into my life or around my life. When I know what God is about to do, like that the iron sharpens iron factor can't be: 'Oh you're famous. I'm famous. So maybe we're supposed to hang.' There's a whole lot of famous people. I just don't like, let alone am I gonna bring you, into my immediate circle, in my world and start having conversations in and around what I'm about to do."

On starting with business:

"I've come close to securing over 100 acres and I'm gonna open my own movie studio. Right now, proudly, most of us singers, rappers, actors, entertainers...we have all tapped into this entrepreneurial spirit in a way that I have never seen before. Now, we want to be producers and we're not just okay with work for hire actors. We want to produce it. We want to write it. We want to create it, we want to get it off [the ground]."

And the thing is, as nice as it is to be independent as a record label. A lot of people are not business people. So they don't know all that it takes to go from A to Z and ultimately releasing an album. And even though you're independent, as strange as that sounds...if you were to Google this and do your research, the amount of artists that have left major labels and saying they want to be independent and own their own masters have not released an album since they've been independent. Because they realize that at first they were in the music business. You focus on music and everyone around you is handling the business. So now when you get in the business of music, you have to handle your business and have your infrastructure business-wise in place, or the reality of ever releasing music will *never come to pass*. And so on on the movie side. I know who I am as a businessman, I know who I am as a creative. I know that in my mind."

Implementing visions:

"Everything that I'm seeing with this energy in this room, this all played out in your mind first and then you put all the people in place outside of yourself being a giant and a boss. **You implement the vision.** And so we are physically sitting inside of what's played out in your mind. And so, visions I say this all the time, Visions are physical. ***Visions are physical.*** Do you see it? Are you walking inside of it? How does it feel when people come to my house and I'm not bragging but I am yeah. My house is 25,000 square feet in Buckhead in Atlanta. And I live in a wealthy neighborhood within a wealthy neighborhood. I mean, my neighbors are like the CEO of Chick-fil-A, Delta, Coca-Cola, and I'm just right there: "Hi, you water your grass, I'm watering my grass."

On having the audacity:

"So the thing is, **I had to have the audacity as a black man to give myself permission to say that I belong here.** Because what a lot of people don't understand as a black man when you grow up in the hood, you're on the receiving end of what don't belong to you. This doesn't belong to you. You're not supposed to have that type of money, live in these type of neighborhoods, have access to education in school, and healthcare. This doesn't belong for you, you were born black. And so they'll create that mind state and then you can decide that these are the cards that are dealt. This is what my story is. This is this is what it is. I'm gonna die. I'm going to go to jail. The police is going to kill me..."

there's going to be excessive police brutality. And then you start living this mind state of victimization. You start living this mind state that at some point, I'm going to be on the receiving end of what's inevitable. You were born black.

But I decided to have the audacity, I decided to say fuck that. That is not my story. If you were a billionaire, I'm a billionaire. If you got the plane you're showing me what's possible, I just gotta wait on my turn. So you know what I'm gonna do? I will start having conversations about your plane. **Because I want to know what it's like to have my own plane before the plane gets here.** Let's talk about the fuel costs. Let's talk about the landing fees. I need to be in the plane before the plane gets here. See that's the difference. **A lot of us are not even having conversations about the success. You want to have the conversation about the success after the success gets here. You have to be in it.** Listen, I have a picture of myself that anyone that you guys can google where I'm on the cover of Forbes and the cleanest suit you'll ever see. I posted it and it says chairman and CEO of Voltron enterprises, a multi-billion dollar multimedia empire. *I'm on the cover of Forbes already.*

That's it. **Like if your dream is to have a ranch, you need to put your feet on the ranch and how important is it to not just think, but get closer, move yourself closer to that. It's very important.** I mean like I said, like when I do studio sessions, literally I go to YouTube. And I put in Global Express, I put in challenger 650 challenger 850. They just different plugins that I like they'll be bigger. So when I'm in my studio sessions I'm literally looking at videos playing these designs. I got a bunch of links in my phone that's already saved.

I understand that a plane is a materialistic thing. But you have to go even further. Why do you want to play? Do you want to play because of Instagram? No, I actually want the plane because I don't like that. I mean, this sounds very rich but I don't like that. I have to adjust my schedule to get to the airplane for Delta when they are ready to leave. I'm not ready to leave if the plane is leaving, I mean, I'm not leaving at that time. So you have to you have to create a specific like, going back again. Again, please don't confuse the private plane.

Deciding on not being okay: **"So I want to go all the way, I had to decide I'm not okay. Would be broke. I'm not okay with being stuck. And I'm not okay.** What they have said is inevitable. You're going to go to jail. There's Crips, there's Bloods. There's drugs. There's dope. There's just this. These are the cards that are dealt for where you've been born and raised. **And I had to make a bold and specific decision that there is no way that this is going to be my story.** And so didn't grow up in a house with a father. Typical kind of deadbeat dad story. And my commitment to my two daughters is despite my upbringing, like no, you're going to call me dad like I've never heard my 13 year old said Tyrese. No, no, no. That's my dad. That's my father. And I'm not able to say that about my father having a presence in my life because he was never my father because being a father is a present. It's not just the title."

Get off the pity party: "And so and so, **get off the pity party. No one cares about your shit.** No one cares about the stuff. They want to hear about it. But you will realize that they want to hear about your stuff. Knowing that you're on your way to something. Get off the pity party. Get out of this place of defeatism get out of this place of just being stagnant in while my mom was an alcoholic, I grew up in the foster care system, there was child abuse or I was sexually assaulted. And these are real topics that could really kill your spirit. Because it's not in everybody's cards to go through that and be able to push through that.

So I understand that. But I could tell you right now that if you were to read my first book, it's called *How to Get Out of Your Own Way*. I go into details upon details upon details of all of my stuff. And then I navigate you through the decisions that I was supposed to make versus the decisions that I ultimately made what contributed to my success and get out of your own way.

Well, how these are the pots, these are the triggers. This is why I ended up falling on my face and then I realized that I was suffering from self defeat. I was struggling with self sabotage and self defeat because you're praying yourself into these opportunities. Pray for praying. You're praying and praying and hoping bring it into existence and then you get it. And something in your mind will convince you that it's not yours and it doesn't belong to you. Or you're in this place of I believe, I believe

until you arrive and so you can be so humble. Sometimes you disappear. So you have to have audacity. So own it all is a blessing. Let's talk about that. Cause I hear everybody's like all humility...practice humility. Because every entrepreneur up in here knows what it's like to hear. You believe in it, you nurture it, you create it. And then you go into a room to sell it to then hear people tell you no. **And you got to pick your chin up off the floor and never lose the faith and belief that you have in your creativity and push through.** You know, haters have a job to do. You know, hey, haters don't want to be unemployed."

Talking about money, fear and haters:

"Like my relationship with money is horrible. Because money gets in the way of me getting all this shit out. Like I look at people with money and I'm like, What are you doing? What are you doing with all this money? I like it. It's yours. You've earned it or you were born into it. But like if I had your money, do you have any idea how much more I would be doing creatively to get it all out? Like I'm on the receiving end of you know, being in this holding pattern. Because I got all this creative stuff that I want to do that I can't do until I could afford to do it. And so I love money. But my relationship with money is like 'Dude you're in the way, Like I got real stuff that I want to do.' And I want to say this to tie it into money. **I have a fear of death. And it's not that I don't believe we're all gonna die because we all will one day, but my fear of death is [that] there is nobody that can do what I'm here to do but me and so if I die, who's gonna implement all that shit I got going on in my head?** Do you think that that's true.

Like, like, I say this to people all the time. I love me. No, you don't. Because if you truly love yourself, why are you with him? Why are you with her? Every time you lay on your pillow, and you start talking to her about your dreams and your visions and your goals. The first thing she does is spews out negativity and makes you feel bad about being a dreamer. Makes you feel bad about the things that you want to do and accomplish. And we're not talking about somebody who just agrees with everything that you say. We're talking about somebody who loves you enough to become your greatest champion and **a lot of you don't know that the reason that you're not successful is because you continue sharing your dreams with your biggest hater.**"

On developing the business:

'Well, here's the thing, you have to either go and secure your own money from having a bunch of independent financiers that will say I love these projects. What is the budget? Let's put it all together. Who are we casting? What are we doing? And then you realize that you may have the money or someone has the relationship to be able to get you to cut in line to be able to get all of these creatives off the ground, rather as TV shows or movies. Or the other approach is to fold your vision and your idea into a particular movie studio and have them be able to say we love all of what's called a slate of projects, and we believe in them and we want to green light and get behind and put budgets in place to fund it. But the more you use their money the more you put yourself behind the eight ball because of course they want to fund your projects because they're going to fester and enjoy all of the upside of the success of getting it done for very little, they're financially on the hook. They're taking on the majority of the risk. So when the winds come in, they get to also enjoy the majority of the win. So I am very independent. I'm very self sufficient. And as much as I may have to one day fold into a bigger giant because they have bigger money. I don't want to do that.

You brought up humility to be like, okay, I need partners, I need money man, so that you can be creative. And then where do you compromise quality to get the slate and the quantity? Well, the question with any investor, the number one question is always going to be how much is your money going to cost me? Because some people are just nasty, right? So I'm worth this. You need the money in order to get your movies and projects off the ground. So we want to own 80% of the fruits of the money that we're fronting."

Finding the right partners:

"So you want the right partner, you want the right partner with the right passion that has the right tact, in business that will be able to say, 'Look, man, you know, you got the directors, the producers, the actors, the location, the director, the cinematographer, the camera guys. You have all of this, and all I got to show up is with passion for the projects and cut a check.' So the investor that you have to align yourself with just has to have a certain sensitivity in and around not being nasty with their money. They're gonna look at 10 or 12 people, they can look at 50 people who are gonna be nasty when they want

to be, if you're willing to give up 80% of your overall production company with 10 different movies in your film slate, because you don't have the money that I'm going to take 80%...But somebody like me who is successful, you would say I want the right partner who understands the right sensitivities, and understand that the goal is to get to where we're going and to be able to say you've been at it for over 20 years. So if you understand the value of someone and those 20 plus years of relationships, that you would come in and not have your money to be nasty with the way you negotiate that but the partnership and say I'm focused on the goal, I like you and let's do this."

On the importance of relationships:

"Relationships are very important. How can I nurture those how can how can you? You want to be able to say this 2021, If there's a such thing as misery, stress, anxiety, slipping into depressions, friendships or relationships falling apart. There's every opportunity in the world for that to happen. Right now. It's on full display. It appears that the devil is winning. It appears that the devil is winning because all you see all over the news in the headlines is all of these negative things that are happening all day every day. So the point is, if and when you're gonna let someone in your world and your circle, you want to be able to say we're laughing. I like your vibrations. I trust you. There's an energy. We have a great business relationship, business-ship, the vibrations in and around intentionalities align. I can leave the room and trust that you're not going to be flirting with my girlfriend or my wife. You're not a disrespectful person. You have a class and sophistication about you where I can take you into any room. You're an extension of my confidence. I could look the other way and know that you're not going to be a monster waiting on an opportunity to be a monster. That's what I mean by it appears that the devil is winning. So when you know people in situations, you vet them, you have multiple conversations... you get a sense sometimes you just got to put a deal on the table and allow for their lawyers and and the people and then life to like respond to it and see how nasty again and you say you know what, you've already shown me everything about who you are. So let me get out of here now, but a lot of people go back for seconds and thirds and then they wonder why they got a bad deal. Again."

What does 10X mean to you?	“What is the term 10X? Well, hopefully, A stands for 10 times over and you know, there’s a saying that Will Smith dropped on me many years ago. He said, ‘You can often tell how far your life and career will go based on the five people that you spend the most time with.’ So when I think about 10X, that could either be your circle of five, or it could be your circle of 10. And if you can get a lot done with a circle of five, and you may not need 10. But if you can get even more done with 10 because all of your thoughts and sensitivities and goals and missions align and you can rock it.
Minimize to maximize:	And you know, I have this saying <i>this is the season to minimize so that you can maximize</i> , because everybody feels the need to have large cliques and entourage.
Awareness of power:	I’m the most dangerous when I show up with a three people. I don’t know what your three is here to do. But you don’t want no part to the three that I showed up with. Like we’re killers. He’s getting us from that 80% where we are in the deal to getting us to 120% to close it out. And I didn’t need to be in the room anymore because I’m aware of my power. You’re aware of your power, and that’s what makes us dangerous. And there’s a saying that when you got the power you ain’t got to use it. You don’t ever supposed to worry about the dude in the club who’s yelling and screaming. You supposed to be worried about the dude that looked at the problem and did like, that’s an active face right there, that was an active face, that dude right there. He’s the dangerous one. That’s right. Be careful, or be dangerous.
Iron sharpens iron:	Iron sharpens iron. [Be] with the right coaches to the right directors. Mold and shape and develop into the things that [you] know nothing about. Yes, you have a lot of potential.