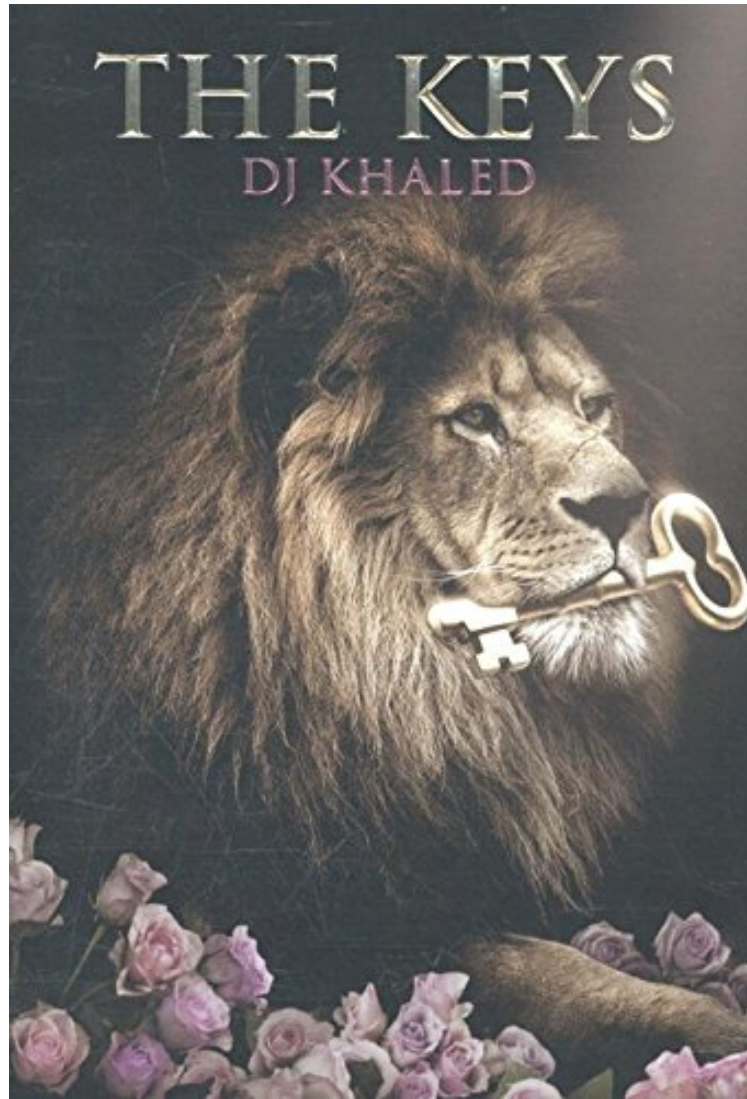


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The Keys

DJ Khaled

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DJ Khaled : The Keys before purchasing it in order to gage whether or not it would be worth my time, and all praised The Keys:

59 of 60 people found the following review helpful. "One Blessing Is Not Enough"By NickKhaled Khaled, if you read this review know that you constantly help inspire me and my fianc, Valerie. Your book is incredible, I read at least 1 chapter out loud to her every night before bed. P.S. Your son Asahd Khaled is a beautiful young boy, I wish him a wonderful life and I know you will be a remarkable father. Without further ado...For fellow ers pondering whether to buy The Keys or not, just do it. If you want to be motivated, inspired, and learn how to achieve true happiness, buy it. It's a fluid read, it won't hurt your head, and it includes real interviews/excerpts from people such as Jay Z + Dr. Dre

who knew DJ Khaled in the past and the experiences they shared together. It's 212 pages with big, legible font. The unofficial chapters are titled: 1-Walk with me through the pathway of more success 1.5-"We the best" 2-Stay away from "They" 2.5-"They don't want you to ..." + Jay Z Excerpt 3-Be Yourself 3.5-"Special Cloth" + Cool + Dr. Dre Excerpts 4-Don't ever play yourself 4.5-"They" kick you when you're down ; "They" wanna kick it with you when you're up" + DJ Nasty Excerpt 5-Secure the bag 5.5-"Don't complain" + P. Diddy Excerpt 6-Life is what you make it, so let's make it 6.5-Fat Joe Excerpt 7-Weather the storm 7.5-Doc Wynter Excerpt 8-"They" gonna try to close the door on you ; just open it 9-Stay Humble 9.5-"Catch a vibe" + Joey Budafuco Excerpt 10-Respect the code 10.5-"Bless up" + Gil Green Excerpt 11-Believe in the hustle 11.5-"Go harder" + Stephen Marley Excerpt 12-Keep two rooms cooking at the same time 12.5-"Lionnnnnn" + Marco Borges Excerpt 13-Temptation is a type of "They" 13.5-"Stay Fresh" + Jeremy Zimmer Excerpt 14-Fan Luv 14.5-"Have a lot of pillows" + Ariana Huffington Excerpt 15-Inspire the young world 15.5-"Its a cold world, bundle up" + L.A. Reid Excerpt 16-Choose your own wins 16.5-"Don't burn no bridge ; only God can walk on water" + Busta Rhymes Excerpt 17-Keep it off the record 17.5-"Ownership is key" + Rick Ross Excerpt 18-Glorify your own success 18.5-"Make it a movie" + Terrell Jones + Young Sav Excerpts 19-Don't deny the heat 19.5-"Success is a process" + Lyor Cohen Excerpt 20-Don't chase the money, let the money chase you 20.5-"Patience is a talent" + E-Class Excerpt 21-God is the greatest 21.5-"Angels" + Larry Jackson Excerpt 22-I remember 22.5-"I changed... A lot" + Nicole Tuck Excerpt 23-Win, win, win, no matter what 23.5-"Another one" Wow that review took a while to write out on my phone, definitely should have done this on my laptop lol. Bless up. 108 of 118 people found the following review helpful. Purchased book for troubled son. By Jacqui J Purchased this book for my son who is serving time in county jail. He is a gifted poet and prolific writer. I sent him Empire State of Mind about Jay Z and he devoured it. Just sent him DJ KHALED's book. He can't wait to get out and start working on his writing and music. Thanks to these great examples, he is looking at life through a different lens. Thanks. 4 of 4 people found the following review helpful. INSTANT CLASSIC By Marion W. Cain III thought the book was going to be a contrived list of pointless platitudes. In reality it is a humble eye opening compendium of insight. The lessons and HONESTY and transparency were refreshing.

From Snapchat sensation, business mogul, and recording artist DJ Khaled, the book *They don't want you to read* reveals his major keys to success. - Stay away from They- Dont ever play yourself- Secure the bag- Respect the code- Glorify your success- Dont deny the heat- Keep two rooms cooking at the same time - Win, win, win no matter what

[The Keys is] an invitation to join someone else's victory lap, in the hopes that it might help you envision your own. He's left a key under the mat so you can let yourself in. - The New Yorker There is a Khaled quote running through my head: Those who have a hundred percent chance of losing are the people who never try. He's right. How can I win if I don't even play? - Vice About the Author DJ Khaled is a music-industry mogul who has produced dozens of chart-topping records with artists such as Jay Z, Nas, Kanye West, Drake, and Lil Wayne. He is the founder of We The Best Music Group, and the creator of one of the most globally viewed Snapchat accounts. He currently lives in Miami, where he continues to record new music. Excerpt. Reprinted by permission. All rights reserved. Stay Away from They You hear me saying Stay away from they all the time, but who are they? Ill tell you: They are the enemy. They want to keep the keys hidden and block you from the pathway of more success, and they want to see you to fail. Ive seen they out there and Ive seen their evil. It makes they happy when you dont prosper and they laugh at your plans to make yourself better and get ahead. The person who wants to distract you from your studies or your career with their drama? Thats a they. Thats a big they. But heres a major key: As long as you stay away from they, you will prosper. People ask me how they become that way. I tell them hate makes you they. Back in the day I used to just call they haters, but I realized after a while that I had to change that word out of necessity. They are sneakier than that they take all forms. For some it will be immediately apparent that theres hate in their hearts, but others have a disguise. Theres the type who will do everything in their power to befriend you; they will want to hug you and kiss you, meet your family, and become your friend. Youve even got the kind who bring you thoughtful presents. But even if a they hid their true nature at the beginning, eventually youll see their evil energy. The they vibe is a mess. You know that feeling in your gut when you meet someone who seems off? Young world: Pay close attention to that feeling and trust your instincts. It doesnt matter how new or inexperienced you are, or how influential they are, or what they have that you dont. Dont get distracted by the gifts and affection and dont ever think a they knows whats best for you. Im blessed for a lot of reasons. You can see the blessings in my house, my family, my musical garden, and Florida, but an unseen blessing might be one of the most important my memory. Anyone whos ever worked with me and thats a lot of people will tell you the same thing. I remember. I want this to be put in bold in the book in big letters: I REMEMBER. Major key. They tried to count me out. They told me I couldnt have a house on the ocean, that I couldnt have a garden filled with angels. They told me time and time again that whatever my goals were I couldnt reach them. And I remember it all twenty years of doubt and hate. If youre reading this and experiencing doubt and hate right now, just remember Ive gone through all of it and triumphed. Ive had they tell me to my face to my face that I wouldnt amount to anything. When I was working at the very bottom, nobody was trying to hear that I was going to be the biggest DJ in Miami and the world. Nobody thought a high school dropout would ever be a record label

executive. Even later, when I wanted to make an album, I had so many people tell me I'd lost my mind. They all said, Khaled, you can't have a hip-hop album; you can't rap. But I found a way. Not only that, I made some of the biggest rap records in history. And now I got the keys. And they hate it. They hid the keys from me because they wanted to end me. They didn't want me to learn that if I work hard and dream big I'll win. This is exactly the lesson that I want to share with you. Don't let them ever tell you anything different. Because they are petty. The whole lot are busybodies who want to get in your head and ruin all the pleasure in your life. They don't want you to win. They don't want you to do 360s on a Jet Ski. They don't want you to have stars on the roof of your Rolls-Royce. They don't want you to enjoy your best life. So how do you make sure you do all the things that they don't want you to? Take out the trash. Rid yourself of all the theys. As soon as they show you their true colors, act fast and cut them loose. It's like breaking a hit record or making a new announcement—timing is everything. And the time is always now. I know that when I say take out the trash, it sounds simplistic. Making that choice in your mind is easy; you're a boss, and you do what you have to. But actually deciding to go out and take out the trash can be difficult and require a lot of follow-through. You just have to remember that they will try anything to make you change your mind. They will try to confuse you and beg you for another chance, or try to argue and blame someone else for their mistakes. But when you've got a they on your team, you have to move. I can't stress this enough. Don't just talk about that person behind their back or start beef on social media. It's not only a waste of time, it's the first step in how you become a they. Tell them straight up that they are no longer a part of the team and why. Just do it. Don't wait for something to change. Don't start second-guessing yourself. Here's another key: When a they is on your team, it's like a cancer on your future success. Think about that. They are stealing from your future, the future that you work hard every day to make sure you reach. Part of making sure that you're keeping trash off your team is keeping a small circle. Now, my circles always been tight, but as the successes get bigger, I tighten up my circle more. It's very important. I've seen people make mistakes and do the opposite. Some people can't handle success; I can. What that means is that some people sabotage themselves when they're on a winning team. When a boss's circle gets too big, people on the team start thinking they're bosses or make sloppy decisions because they get gassed or greedy. The more people you have around you, the more chances one of them is a they. They are everywhere, so this is just math and logic. Small circles mean you have a better chance of getting all the ungrateful people out of your life. And they shouldn't take it personally because it's business. Now, I'm not saying that just because we're hot we're trying to leave people behind. It's that a certain number of wins can change someone. You've heard it before: power corrupts. That said and this can be sad sometimes you can have a good friend who turns into a they. People change. It's human nature to evolve. Now, you can be a good friend and try to help a they out and tell them to cleanse off, maybe jump in the ocean use that salt water to rinse off the evil. And when it's an old friend, you might really go out of your way to try to change them. But let me tell you: Once someone turns into a they even if it's your oldest, closest friend most of the time there's no changing back. Hate makes you they. Jealousy makes you they. And since We The Best, that hate and envy won't stop. The point is, some people can't elevate their vision because they don't want to progress in the pursuit of prosperity. Instead of being inspired to new heights, they want to drag you down to their level. So just be straight up. Tell them it's time to part ways. It's not just a matter of cutting them off, it's that they're cutting themselves off. It happens all the time. Do it quickly and clearly. I just tell them, Yo, don't ever walk into my house with any negative energy in your life. I don't care who it is or where we are. If there's a room, I'm out or they out. Period. My people know this. I can't stand ungrateful people. Ungrateful people are some of the vilest theys I can imagine. I know some people who are ungrateful to where it's so disappointing, but it's called Congratulations: You played yourself. Look at us. We're not stopping. So whatever plan you had in your head with your ungratefulness and your complaining and your evil and your doubt, it's not going to work. Fan Luv is beautiful, and I've got so many fans, but if you know me personally . . . like, if you've been to my house and really know me, you know I always help my family, team, loved ones, and give back to the community. Some of it you see, or maybe you read about it online, but a lot of it is anonymous. I help people out in so many different ways, so when I know someone who is ungrateful, I have to get them out of my life. It's unfortunate, but lately I don't even waste time thinking about them. That's not selfish; that's me taking care of my vibe and making sure I stay positive. This is a lesson that really took a long time for me to learn. Prioritizing yourself isn't a luxury, it's a necessity. It's real out there. But you have to believe in your instincts and your vision because when you stay away from them there's a reward. There's a feeling out there that the whole world is missing out on, and it's called joy. Joy is an all-body experience that touches your soul. Some people think they have joy now, and they might be happy, but what I'm talking about is really special. True joy. You're going to be so much better once you stay away from them. You'll feel like you're living a whole new life, a life free of hate, doubt, envy, and trash vibes, and let me be the one to tell you that that's when you can start winning. Major key: The ungrateful and jealous theys are the most dangerous theys out there.