

Big Boy Slime Balla

BIOGRAPHY

An artist must be allowed time to think, given ample opportunity to search the vast chasm of their imagination for an idea only they have talent to manifest. When paid this allowance the results can be substantially lucrative.

Hip-Hop recording artist and entrepreneur Big Boy Slime Balla has yet to make a decision without first taking proper time to calculate. His mathematician-like patience and preparation are leading to successful endeavors written out long form. Slime Balla is showing you his work, and he would be the first to attest numbers do not lie; since launching imprint Slime Money Entertainment in 2005 he has sold an astounding 50,000 units independently. "The microphone is the ultimate tool," he says. "When people can hear you, you can be influential to them. When that influence is good to them they'll pay for it. I'm giving them something worth their money."

Big Boy Slime Baller's emphatic rhymes are cash on delivery. He coins phrases that permanently embed themselves in listeners CD players, MP3 devices, and memories. Able to spin emotionally detailed stories or street and party anthems, Slime Balla is in heavy rotation because he puts his weight on all audible notations.

Current single "I'm Gucci" featuring highly buzzed about Hip-Hop stars HBK (of Doughboyz Cashout) and Sin City has garnered Slime Balla yet another hit on iTunes, laying the foundation for his next two highly anticipated releases - mixtape *Welcome To MI World Vol. 3* along with his eagerly awaited full-length studio opus *Welcome 2 MI World: The Album*.

"I'm Gucci" follows the success of previous hits "The Way I'm Livin" (featuring Dirt Bag), "I Wasn't Even Stackin", and "Aye-Yo", each one also available on iTunes.

Slime Balla's travel to rap industry forefront began in 2006 with popular underground mixtape release *Da Movement Vol. 1*. This generated immediate regional fan and media acclaim. His 2007 follow-up *Ambitions of a Slimeball: Tha Mixtape* increased demand for his music quite exponentially. So in 2008 he obliged in a major way with mixtape *Welcome 2 MI World Vol. 1*. No longer limited to regional ears, Slime Balla witnessed his voice boom to national volumes. Multiplatinum megastars Sean "Diddy" Combs, T-Pain and Dr. Dre, among others, heard him loud and clear and became his fans.

Major record labels also picked up his signal. Slime Balla was soon offered a recording deal by Universal Records, but rejected their offer after closely evaluating its specifics with his management team. "We didn't like the amount of the deal so we didn't take it," he says.

His next move would stand to only increase his value. 2010 mixtape release *Welcome 2 MI World Vol. 2* would quickly sell an astonishing 20,000 units, putting him firmly in the driver seat to maneuver his career's current course – this includes "I'm Gucci" in addition to working with notable producers The

Chemist Music Group (of platinum-selling DJ Khalid's We The Best Music Group) on single "Can't Stop Trappin" (featuring Wood). Big Boy Slime Balla's road to national mainstream success remains on the right track.

Born Robert Burnet II (April 16, 1984) in Muskegon, MI, the Muskegon Senior High School graduate was equally educated through life experiences. One course was economics with case studies in community effectiveness. Witnessing his city population suffering at the hands of financial and economic devastation caused by an epidemic of unemployment and business closures, Big Boy Slime Balla had no desire to merely use his own success to selfishly line his own pockets. An immediate goal was to give back. "Everything we set out to do when we first started this Slime Money movement was to generate legitimate revenue through the whole city," he says. "We're out here to bring people real music they can feel, but we're also out here to help the economy. We're building an avenue."

He started laying pavement on his road to a music career at 13-years-old. By 16 he was battling crosstown road crews while drawing the lines. Rival rappers should have passed with care.

In one lane as an acclaimed recording artist today, Slime Balla's sleepless work ethic drives him feverishly in the studio to create his signature salable tunes. He then spends money with local businesses to produce his products and expand his and their brands. "For example I'll use graphic designers from my community to create CD covers and promotional items for marking. Contributing to their business helps them generate money and clients. When you do good work and put out good product, other people want to know who you've worked with."

Fully aware of his talent with words and his distinct ability to deliver them with vigor, tenacity, and swagger, Slime Balla simultaneously recognizes the importance to utilize those same traits behind the scenes. "I try to emphasize anyone can make up some music, but to go further it's got to really be about more than that," he says. "There is so much other stuff you have to do to make that music be heard. I try to let people know there's a whole lot more that comes with making music. It's a real business, and I really focus on how I conduct it. The moves you make have to be towards making your business better."

Being the head of Slime Money Entertainment, Slime Balla's executive decisions also reflect a grass roots foundation. Aware of the steadily increasing jobless rate in his own home town, he employs qualified skilled persons from his community for various positions with his company – from promotions, to marketing, to production and sound engineering. "I bring in a lot of different people who really wouldn't have an opportunity or the avenue to do the things we do," he says. "I get them involved, which gives them hope, and gives them something positive to focus."

Promoting positivity remains a high priority for Slime Money Entertainment. Sadly, Slime Balla has dealt with and experienced his share of negativity. His native area is no stranger to strings of violent crimes, even those resulting in death. "There's a lot of stuff going on people can't control, the economy has got a lot to do with that," he says. "If don't nobody got nothing else to do but commit crimes through acts of violence, then that's what they're going to do. A lot of time these are skilled, educated people. You have to give them an outlet. That's what we do; we give them an outlet. It's easy to say put your gun down

and don't go rob this person, but there's no jobs and you don't got any money in your pocket, and that's the only way they know to get it."

In November 2009 Slime Money artist Ju Marino was murdered during an alleged altercation with a Muskegon Police officer. Slime Balla is passionately motivated by the memory and fatal circumstances of his fallen friend and colleague.

"You've seen too much violence when it starts hitting home, when people around you are involved in the violence – people you know," he says. "It's hard when you lose people you know, or when younger people get involved in a life of crime. When it starts effecting the younger generation...that's when it's enough."

The recording industry has not yet gotten enough of Big Boy Slime Balla, and trust he is constantly pondering what transactions will allow him longevity. Backed by his Slime Money Entertainment plus high profile endeavors continuing to increase his popularity and visibility, the motivated rapper should remain Gucci for years to come! "I'm letting people know there's no problems over here," he assures. "I'm here to make music, do it for a positive reason, and make money. I'm keeping my foot on the gas. I don't got no breaks and I'm not getting them fixed!"