

# THE TRUTH

## BRYAN "BABY" WILLIAMS

### CASH MONEY'S #1 STUNNA ON BUSINESS.

Me and my brother [Ronald "Slim" Williams] started the [Cash Money] label 'cause we just wanted to get into something different. We had been working with our parents because we grew up in a barber room and we just wanted to try some next shit. We started out in the back of the car, we did that shit for like two years. The thing is I love rap music, that's all I ever did. I'm deeply in love with it and that's the reason I got involved with it. Now with our success it's not all about money, it's all about love. I mean I gotta eat, but I don't let that control me. We all gotta eat.

When you're your own boss you got a lot of stress, you know, but I love it. I love this game, but this shit break a lot of niggas. But I love

month, maybe a year, but until he's ready. If I have a problem with a new artist, I let them know it. I don't have problems in my family now with artists who been with me and niggas who been with me. I don't have those kind of problems. We don't have misunderstandings or anything like that.

Performing is something I love; I love fucking with this shit. I love rap and performing and being a performer. For the business part, well there's two of us, me and my brother. I deal with it 'cause I love it and I love the money that comes with it. My brother is the other half and he does a lot more than I do 'cause he's the type of nigga that has patience. I might get hot and aggravated, but my brother, he'll sit back

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what it gives. I feel like the way I am is the way things should be. I think I'm here to help people see a better day. That's for us to see a better day and that's what I try to do with a lot of niggas. I have a lot of niggas with me out of the projects who were struggling and working for the White man, you know what I'm saying. I feel like I'm giving my life totally up, so that we all can see a better day. It's definitely a family thing, very much. I don't care about if we get awards or anything like that as long as we getting respect from our community. That shit [awards] don't matter. We just real and we want real respect. I like the respect I get from the streets and that's the only shit that really matters to me, the rest of that shit don't matter. What's important is that our people enjoy our music and what we do.

I have five new rappers, I'ma bring 'em out on Turk's album. Really, I'm the nigga more into rap and my brother is more in the business. When I look for a nigga, I look for someone who can spit. I want a nigga that will show me what he's got. Rap what you fuckin' got. I make a nigga rap like 10 raps on the spot and if he got it, you know what I tell him? "Come with me, man." And you gotta pay dues. I make that nigga rhyme for a minute before he does anything, maybe a

and relax and think. He really calls the shots and makes the moves.

The niggas who I admire and who I watch in this game are Russell



Simmons and the way he did it and, for sure, Suge Knight and also Puffy and [Master] P. I watched all of them do their thing, know what I'm saying, and that's the niggas who I study in the game so I don't make the same mistakes. 'Cause we all gonna face the same problems. I admire what they done, no disrespect to them, but I feel like no man could fuck with what we done and what we about to do. I mean we sold damn near 20 million records in two years so I feel like nobody is going to do what we going to do. I'm going to be here with this shit. Some niggas be saying, "They had their run," and all that, but I don't believe in that. I'ma be here, fuck a run, I'ma keep selling records. When people say we gonna fall off and that shit I put that on God. God works in different ways, how he sees fit. People who ain't street muthafuckas who say we falling off or something—well, I'll sell a million different records or whatever—but

when God says it's time, then we'll see what happens. Music is music and rap is rap. If the muthafuckas are gonna like it then the muthafuckas are gonna like it.—AS TOLD TO VANESSA SATEN