

Sincere Life's "Write of Passage" Album Review

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Do you believe that Hip-Hop is dead? If you answered yes to that question, I suggest you try turning off your radio, and check out Sincere Life. These days' a rappers image and marketability mean much more than his talent. According to current industry standards, Sincere Life's *Write of Passage* EP will probably never go platinum, but this emcee's talent is truly priceless.

If your fed up with the watered down and commercialized state of Hip-Hop, this album is a dedication to you. *Write of Passage* is the antithesis to the over-saturated, uninspired, repetitive sound of mainstream rap music. "I know your necklace froze but I'm colder" or "I'm clocking in instead of putting my work on scale" let you know that Sincere is well aware of the images most people prefer in the music industry. Unlike many of his peers, Sincere appreciates the value of words. "I love being open and transparent on a track. I think the majority of Hip-Hop neglects that honesty, and its something the people need to hear" says Sincere.

Write of Passage has solid yet simple production. The best part of this EP is Sincere Life, and rightfully so. The standout tracks are Write of Passage, Feel Me, The Zone, White Grape White Owls, and Favorite. The title track *Write of Passage* is my personal favorite, and is the perfect song for a video. In the intro, Sincere says, "This is that music they don't appreciate" and I completely agree. Sincere expressed, "The majority of people don't want a true emcee. They won't appreciate the music that inspires or teaches. Everything is the same, people only want banging beats and ignorant lyrics".

Sincere's message is clear on *Write of Passage*. He is trying to bring it back to the true essence of Hip-Hop. Sincere recites bars like "The radio almost make me wanna be done with rap/ But then every verse that I write make me feel like I bring her back". These particular lyrics made me wonder if Sincere had actually considered giving up on music. Sincere stated, "I try not to let it get me to the point of quitting. I'd like to believe that even if I don't get the worldwide acclaim, I will still write music for me and those who want to listen. That is what brings me back".

Sincere said the main goal of this EP is to create a buzz for his new album *L.I.F.E*. *L.I.F.E* is an acronym that stands for; Lyrics Interpreting Free Emotions. This acronym is the perfect description of his music said

Sincere. "I try to write so the emotions I share in my music can be related too". Sincere's new album L.I.F.E is scheduled to be released in the fall of 2013.

In our interview, I asked Sincere if he felt like he gets overlooked as an artist. His response was "If I do get overlooked that's no one's fault but my own. It just means I still have a shot to make someone else a believer. I can't put the blame on anyone but myself". I told you, Sincere Life is not your typical rapper. Most people would blame the industry and point fingers at everyone but themselves. On the other hand, Sincere remains humble and finds motivation in his flaws.

To be honest, I think Sincere may be a little bit too humble at times. This industry is full of sharks, and I think Sincere must become a lot more aggressive moving forward. Not in regards to the substance of his music, but in regards to the way he markets his music. Sincere should be much more than a local celebrity. Unlike most rappers, Sincere actually has a shot, he just needs to take it.

Overall, this EP is solid from top to bottom. In less than forty-five minutes, Sincere is able to take you on a colorful journey through his life. His unique story telling ability and candid approach to his lyrics, will provide listeners with a lifetime of personal memories. In the end, Sincere hopes *Write of Passage* can help him become a top name in the local Hip-Hop scene. "A lot of people show me love says Sincere. But I want everyone who listens to Hip-Hop, to have a favorite Sincere Life song".

Sincere wanted to send a big shout out to his family, Ill-Nois Nation, Foxx 1, King Del, Redd Eyes, Street Fire, A-Prophet, M-City Jordon the Hustler, J-Real, Lo Lyfe, Nichi, Da Artist, Young Ali, Stacks, Shah, Michael Medall, Flame the Ruler, and Eric D. Sincere also wanted to send a "Shout out to the whole city of Madison and every artist chasing the same dream".

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