



JP REYNOLDS

MUSIC PRODUCER

"I'M PASSIONATE ABOUT ACHIEVING MY PURPOSE THROUGH THE FORM OF SONG AND THROUGH THE FORM OF CONNECTING WITH PEOPLE THROUGH THE MUSIC EXPERIENCE."

JP is a music artist and a creative consultant and he absolutely loves it every day. He expresses himself and hopes to bring light to the world through his music.

WHAT IS YOUR UNIQUE GENIUS?

"My ability to complete a task without any external pressure."

HOW DID YOU BECOME INTERESTED IN THIS CAREER?

"My journey with music starts a very long time ago—I was raised in the Black Baptist Church and I loved to sing with other people with live instrumentation. When I got to high school, I fell in love with poetry, rap music, hip hop performance and performers."

I had a friend who built an in-home studio in his room. I would go over there every chance I got to record music and learn more about the process of making songs."

IN WHAT WAYS IS YOUR CAREER A PERFECT FIT FOR YOU?

"I never could shake the desire to want to make music and to bring words to full fruition. I'm still passionate about bringing those sounds and words and songs to life."

WHAT DOES A DAY IN THE LIFE LOOK LIKE?

"A typical day is very non typical. On some days I'll go to the studio with my engineer and listen to new mixes. Some days I'll consult with clients and I'll take meetings."

Other days, I will have a production schedule which means I'll have projects lined up that I have a checklist for. That can be a video editing project or building a website. So it all depends on what projects are on the table."

"My job is pretty open ended and thankfully I get to create my own schedule."

WHAT SKILLS DOES IT TAKE TO BE SUCCESSFUL IN YOUR JOB?

"You have to become tech savvy—figure out how to design a flier and how to manage or design a website. You may even figure out how to come up with marketing strategies. The more handle you have on what a song structure is, the longer I think you can create music. The chaos that is sound or the chaos that is lyrics can be really well funneled through structure—it makes the chaos relatable and resonant in a way that is incredibly powerful."

WHAT DO YOU WISH YOU KNEW WHEN YOU WERE YOUNGER?

"When passion becomes work, I think you might be on a good path. It's not easy—a lot of times we work really hard to get to a place where our passion is our work, but then we forget that we did all that work to get to the place we are right now. Gratitude is helpful to kind of remind ourselves where we are is where we want it to be."

WHAT ARE YOU MOST PROUD OF ON YOUR JOURNEY?

"I just did a crowdfunding campaign called the Peace and Power Planet Project. So now I'm fulfilling the project that I raised money for—it's a live album with my band that's going to be coming out in 2023. It's all on the road to peace and power planning, which is a huge project for me."

"Distinguishing between what pays the bills and what fulfills your heart is important. When those two things meet, you're in a very blessed position."

WHAT IS THE COOLEST PART OF YOUR JOB? WHAT IS THE MOST CHALLENGING PART OF YOUR JOB?

"The coolest part of my job is that I get to create my own schedule. I'm in full control of what I do every day, which is a challenge, but it's also really cool."

The most challenging part is independently securing budgets and securing financials is a huge challenge. Everything takes money."

WHAT IS THE ONE THING THAT PEOPLE DON'T KNOW ABOUT YOUR FIELD/JOB?

"It's going to take time to be good but it's going to take longer to be great. You have to do all the research, all the listening, all the reading you can do. Study genres that you didn't expect to be informed by. Study artists and other producers and sounds that you never thought you would be introduced to."

WHAT WAS A DEFINING MOMENT IN YOUR LIFE?

"Deciding to leave the label that I was on in grad school. I decided I was going to do something different because I just didn't see seamless vision for what was being built on the other side of the table. That was an important moment where I decided to just figure it out on my own."