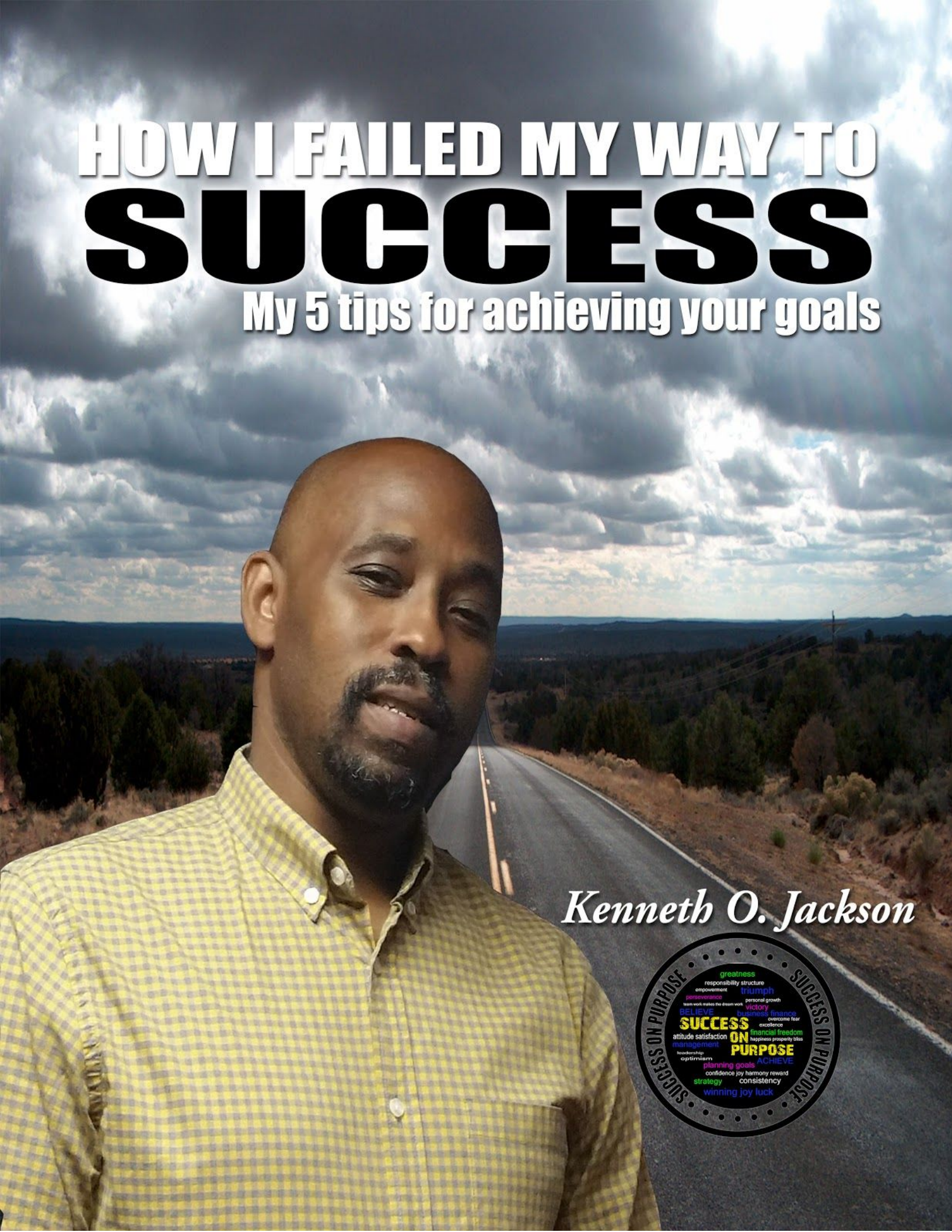
HOW I FAILED MY WAY TO SUCCESS

My 5 tips for achieving your goals



Kenneth O. Jackson

How I failed my way to Success.



A big big thank you!

First let me say thanks to everyone for all the love and support over the years. It's been a long ride but the trip ain't over. I have so much more to do and so many more adventures to share. To all of the people out there living to make a difference in the world we all share.

Be the solution and not the problem. Pursue your passion without prejudice and live life free of drama and distractions. We only have this earth so we have to protect it, nurture it, and ensure a healthy future for our children.

Peace and Love,

Kenneth O. Jackson

PREFACE

“Failure is not the end, but the beginning of the next attempt.” - Me

In order to succeed you have to fail. You simply can’t have one without the other. Many people are so afraid of failure that they stifle themselves and actually create their own failure. You see, failing at something is just part of the process of perfecting whatever it is you’re trying to achieve.

For me it all started September 17th, 1965 at 4:55 pm is the day my Journey to success began. At the time my father was in the Navy serving during the Vietnam Conflict. The Civil Rights movement was in full effect. It was Friday, under the sign of Virgo. The US president was Lyndon B. Johnson (Democratic). Famous people born on this day include Guy Picciotto and Kyle Chandler. In that special week of September people in US were listening to Help! by The Beatles. In UK (I Can't Get No) Satisfaction by The Rolling Stones was in the top 5 hits.

Early in Life I was inspired to build my own and create my own destiny. After high school I joined the U.S. Navy. The Navy introduced me to the world as I was fortunate to spend my entire tour of duty outside of the United States where I got to experience other cultures and peoples. Towards the end of my Military career I was drawn to the music industry. I found myself playing a minor role as a band manager which eventually led to me launching my first company Diverse Musical Talent (D.M.T.) Management in San Diego, Ca. I learned the business the hard way with no guidance and no funding. I was married and working part time as a Security Guard to finance my venture.

I had moderate success with several rap artists and singers but because I didn't have the knowledge I needed the business (and marriage) crashed and burned. I relocated to my childhood home of Plainfield, NJ and connected with some local guys and again tried my hand at talent management & development and after several months I again crashed and burned. Never one to quit I again relocated this time to South Florida where I launched my 2nd company Vertigo Productions. This time I took a different route and organized a talent show which was held at the Club Med Sandpiper Resort in Port Saint Lucie, FL. The show was actually a success however again a lack of practical knowledge and proper funding we had to cease production.

It wasn't long after the failure of that venture that I met and married the mother of my children. By this time I was working as a Sales Manager for a local rent to own company. It was during this time I opened my first recording studio. It was an awesome feeling to finally get back to the industry that I loved so much, finding talent and making music. 3 years in I was miserable, just over broke, and contemplating life as a young 30 something father of 2 with my 3rd child on the way. My 3rd marriage was falling apart. I was feeling like the biggest failure in the world. How could this be? I was supposed to be living the dream. I was doing big music projects with several major labels, my brand was well known throughout the region and everything appeared to be perfect. But appearances can be deceiving. Before I knew it I was divorced, drowning in debt, child support, and near homelessness. I guess the self employment path just wasn't for me. Then the Hurricanes hit. 2004 Hurricanes Jean and Francis hit South Florida and we were devastated. I was homeless and jobless with really no prospects in sight.

But an opportunity presented itself in the form of a job as a disaster relief worker. Oh! Had I mentioned that I held a Class A CDL? Sorry, must have slipped my mind. In any case I got a job with a very prominent disaster recovery contractor and spent the next 5 years in various positions first as a truck driver and finally as a logistics manager. Financially this was a great time as I was making great money. The work was rewarding too. I got an incredible rush in helping people rebuild their lives but my passion was still in music and entertainment. How could I pursue my passion, make money, and help people at the same time? That was the burning question. Finally in 2008 I was done with the disaster relief (the contract ended) so I returned to South Florida settling in West Palm Beach. With the money I saved I purchased some gear and started managing and producing music again. This time I added video production services to the mix. This turned out to be a game changer as it allowed me to expand into the television and film industry (indie). I met some people and doors began to open.

Film festivals, red carpet events, and corporate projects were in abundance. I finally discovered my most successful indie artist a Young lady by the name of Michaela Paige. She was young, extremely talented and destined for success as a singer/songwriter. I groomed and developed her and her family became part of my extended family. We went all the way…….. Eventually to Sony Records (RCA/Jive Label Group). With the help of my friend and business associate Sydney MacDonald (Everi Exposure Ent) we negotiated a publishing deal and it seemed I had finally found success in the industry I loved. But success is an elusive creature and this time it would again escape me. 2010 it all fell apart due to greed and deception (not on my part).

So again, I found myself a failure. What was the problem? Why couldn't I hit the target? Was I expecting too much? Was I chasing a dream that could never come true? Thankfully I still had my CDL Class A so I went back to the road. Driving for a short period in my own truck then finally moving to North Dakota to work in the Oil Industry. While in North Dakota I realized that I had to pursue my passion to the end. I wasn't happy doing anything else. I realized that Success for me wasn't about money or material gain but it was about personal achievement doing something that I truly loved. I truly love recording music, I truly love creating content and helping other to pursue their dreams. In 2015 I left North Dakota and returned to South Florida to pursue my passion.

I launched Lyrical Legends Recording Studio with my partner Yusef "ACE" Vernon (CEO of ACE Magazine). Going in we knew that the studio would not be a cash windfall but it would be the gateway to other goals. And it was then that I finally found success. The Studio became the launch pad for "The Ken Jackson Show". My own name branded Internet Video Talk Show which allowed me to find my niche in helping young lives pursue their dreams. I found that I'm a pretty good mentor so I used the studio and my platform to mentor young lives…… To save young lives from the pitfalls of the streets, gang violence, and drugs.

It took me 52 years to find my success. How long it takes for you depends on you. Success is not defined by society, money, or material gain. Of course, we all want financial stability, balanced family life, and the ability to truly enjoy all life has to offer. But I've learned that success is a personal journey and the final determination can only be made by you. I personally know Millionaires who are complete failures in life. Sure, they have lots of money and things but they are empty inside. Alone in the world with no one. I personally don't care how wealthy I become, it would all mean nothing if I was alone with no one to share it with. For me, success is about many things. My children are my greatest success. Throughout the years we've suffered through many difficulties but they've all grown into amazing individuals. I'm proud of each one of them. I realized that I have been very influential in the lives of several others who have achieved great financial success in their lives and they themselves have been able to touch others in the most positive way. This is also part of my personal success.

Yes, I've failed at many things during the course of my life. But those failures were instrumental in helping me to reach "My Success".

MY 5 TIPS ON REACHING SUCCESS

1. **Persistence -** There can never be any substitute for persistence. When all else fails, it's your own persistence that will bring you through. The point is that you must never give up. If you stumble and fall, you have to get back up and keep moving.
2. **Education -** Knowledge is power, study your craft. Study others who practice your craft. Learn all you can about whatever it is that you wish to accomplish. The more you know will help you in achieving your goals.
3. **Humble Yourself -** Be humble and open to criticism. In your journey you will encounter many who don't share your vision. Many will not understand your dream but will offer their opinions whether you want them or not. Rather than invite conflict from them, embrace them. It never hurts to listen because no matter what anyone says you always have the choice of what to do with what they say.
4. **Confront Fear -** Fear is probably the most crippling factor in anyone's life. Fear is in my opinion the #1 reason most people never pursue their dreams. Fear of failure, fear of being wrong, fear of ridicule. Turn your fear into energy. Use your fear to fuel your passion. Think of this. If you don't try, you will surely fail. You will never be right all of the time. You can't control what others say or think, but you have total control over how you respond. It's all up to you.
5. **Live -** Many of us forget to live in our pursuit of success. We spend so much time working, chasing the dollar that we forget to live. Suddenly we find ourselves old, tired, and wishing we'd done things differently. Too many people out there with lots of money and things but they are miserable in life. Don't get so caught up in being successful that you forget to enjoy the journey.

I purposely kept this short, sweet, and to the point. Why because nobody wants to sit for hours reading about somebody else's journey. But I hope that this will help you to smooth out some of the wrinkles in your life. I don't have all the answers. Achieving Success is a personal journey and the final destination only you know.

My journey took 52 years and it was all worth it. Live life with no regrets. Everything you experience is necessary for your and no one else. Be like a sponge. Absorb all that you can and when it becomes too much……. Squeeze.

Thank you for spending a little time with me. I wish you all the best in your journey in life. Success happens on purpose. Live life with purpose and success will find you.

I am available for speaking engagements, private mentoring & consultation. Please contact me at: ken.jackson1765@gmail.com or call (561) 299-0476.

Sincerely,

Kenneth O. Jackson