

A man with short hair, wearing a light blue and white striped button-down shirt and dark pants, is leaning against a brick wall. He is looking off to the side with a serious expression. The background shows a brick wall and a window. The overall tone is professional and artistic.

BIZBoost

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A.J. FOX

In Harmony

Visionary Mind of A Passionate Music Creator

A.J.'s sound, energy, and persona have propelled his development as an artist, and has released 4 albums streaming on all major media platforms in 2022. His work ethic, passion, and relentless focus on improvement indicate he has the potential to be highly successful as he pursues a vision of global recognition as rap's next biggest superstar.



RAP
ARTIST



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A.J. FOX

A.J. Fox aka rap artist **EternaliFox**, grew up along the shore area of **New Jersey**..

He had a pretty normal childhood like most kids playing sports, being the beachside. He was really into sports when he was a kid, especially basketball games, he even played representing his school with other schools and gained much success. He said, *“Although I excelled at all sports, I was extremely passionate about basketball and quickly gained notoriety as a young prospect via AAU and dominating middle school games before even high school.”*

I remember my first CD was **“Murder Was the Case”** by Snoop and quickly became well versed in understanding the **style** and **vibes** of each rap artist. I adapted to that type of **lifestyle** as an early teenager, in terms of the endless beautiful girls, **street hustling**, and partying.”

“I have an **MBA** and **BS Degree** which I sought to take the **traditional path** via corporate structure with hopes of entrepreneurship as the **long-term goal**. As time progressed various circumstances continued to prove to me that I wasn't in the proper line of work. It wasn't until July 2021 that I decided to pivot directions & **focus** on pursuing internal **passion** for success within the **Industry**.”

AJ FOX



HOW DID YOUR RAP NAME ETERNALIFOX COME ABOUT AND WHAT DO YOU ENJOY MOST ABOUT BEING IN THE MUSIC INDUSTRY?

FOX: The name “**Fox**” would be difficult to differentiate myself at this stage of my **career**. The ability to search for **EternaliFox** helps me gain a more centralized traction towards my work as an artist as I continue to present myself to the public. To be honest, I never **intended** to become a “**rapper**” or musician. However, after experiencing a variety of adverse circumstances while attempting to “**fit-in**” to Corporate America for 12 years, I realized there must be a reason why my life wasn’t working out as planned.

I have always had a strong spiritual sense and that has become the **framework** for my day-to-day lifestyle. My **beliefs** and theologies have evolved over the past decade therefore I wouldn’t **label** my perception as a singular religious focus. My creativity is a direct source of inspiration from the divine, which isn’t a “**forced**” ability to make music. **EternaliFox** came to my mind one day and I just decided that it was a nice **synergy** between why I am doing this from a **spiritual** sense, while still incorporating my last name. I assume at a later juncture within the next year or so my rap name will transition to primarily “**Fox**” as I gain accelerated **global** exposure.

I’ve enjoyed the process of **self-learning** and **development** as an artist through the progressions of the past few months. There are times when I have to self-reflect on the rationale behind what I am trying to build as an **artist**. I have a **bigger vision** overall for my style and **music**, despite my strong **self-confident** bravado, my heart aligns with the community, culture, and positive change. If I stay true to my purpose and keep God as my sole **priority**, then I believe my personal story and lyrical rhetoric will help **uplift** people going through detrimental experiences. On the contrary, my energy and demeanor brings a whole new vibe to the industry that I think is overdue. The vibe is based on **authenticity**, truth, and **positive-based power** that all are congruent with my **spiritual awareness**. I’m **passionate** about the industry due to the autonomy to utilize my gifts and talent to build a **vision** that **manifests** success by **branding** myself as the identity in a business sense.



Story

FOX

Interview

HOW WOULD YOU DESCRIBE YOUR MUSIC AND WHAT IMPACT DO YOU WANT TO MAKE ON YOUR SUPPORTERS?

FOX: As I continue to learn more about my personal potential as an artist, it is difficult to define my style of music. If I had to describe it though I would say it is raw hip-hop that is spiritually aligned gangsta music. When I say “Gangsta” it could be interpreted in a variety of ways, however, I can actually back up what I saw with actual life circumstances and my history. I’ve done and lived the persona that most rappers create a facade about, therefore it is interjecting a shift in actual truth to what is real or not from an entertainment standpoint. I intend to use my platform to showcase that despite what outside projections or influences determine an individual’s path in life, it can always be reformed if it doesn’t align with your soul purpose. I think there is such depth behind what I am doing and saying, that the reaction will be polarizing as I gain popularity.

However, it is a necessary component on an energetic level for a paradigm shift for those that recognize it within an aspect of themselves. I’ve operated solely independently thus far, with no fan base in terms of even local support. I am following God’s Will for my life and the path can be viewed as inspirational for a variety of reasons whether it be spiritual growth, self-empowerment, overcoming adversity, and understanding life in terms of balance. So staying humble while presenting myself with a strong demeanor is who I am, which is rooted in the fact that life on this planet isn’t eternal and can end at any time. Therefore formulating a gratitude-based attitude despite outer circumstances or comparing yourself to others. It’s a gift to even have this interview and be able to articulate what is transpiring in my life, hoping that others recognize the strength I have is rooted in faith in God.

WHAT ARE SOME OF YOUR LATEST MUSIC PROJECTS? ANY SHOWS IN THE WORKS?

FOX: I’ve been extremely busy while attempting to balance this together from a marketing, professional, and career-oriented standpoint. However, I know that my passion lies in making the music more so than doing it for superficial or financial gain. Over the past few months, I’ve recorded and released 4 albums, 2 EPs, and dropped two separate singles individually. I’ve taken an unorthodox approach to make this happen in an accelerated time as patience is my biggest weakness at this stage of my career. However, as I continue to develop and create content behind the scenes, everything falls into place naturally.

I released a new single today called “Feng-Shui”, in addition to a full album called “Charisma”. I am a student of my own sound, lyrical progressions, etc., and believe it’s my best work to date. However, I’ll be presenting another album that will be streaming on all major media platforms by the end of the week called “Future”. I’ve been blessed with the ability to improve drastically almost on a daily basis, which infuses excitement internally as I foresee what is coming in the near future.

To be honest, I love performing live but prefer the biggest stages. I am going to say this regardless of how it is perceived, I am a superstar waiting my turn, so I want the limelight and know I can perform at the highest level. It will fall 3 into place in God’s Time though, so right now I am working with three of the top rap artists that are legendary icons in terms of collaborating and taking my career to the next level.

Connect with **FOX** on Instagram @[ajfox_](https://www.instagram.com/ajfox_)

*Story*

FUTURE

Interview

WHAT WOULD YOU LIKE TO SEE MORE OF IN THE MUSIC INDUSTRY?

FOX: I am not really concerned with what goes on in the music industry, I am so focused on my individual path and making this happen on a grander scale. As I make those progressions through trial and error, I will be more forthcoming with my thoughts and perceptions of the industry. I've learned so much in a short period of time about both sides of the business, that I've developed my own way to make this happen. I am not waiting on a record label to figure out how valuable I am or listen to what I need to do in order to advance.

A lot of my recordings are subliminal encrypted messages that foreshadow what will happen in the future, in addition to dropping hints of the storyline that results in my ability to create transcendental music which is priceless. However, I am focused on this from an entrepreneurial standpoint, therefore I intend to formulate a strategy to monetize all facets of what I am going to bring to the table in terms of coinciding businesses, sponsorships, endorsements, movies, merchandise, non-profits, etc.

WHAT ELSE WOULD YOU LIKE OUR READER TO KNOW ABOUT YOU?

FOX: I am just extremely blessed to have the ability to express myself and heal while creating positive change through the gift of music. I'm always going to remain a down-to-earth person and am honestly here for the audience, readers, fans, haters, etc. I am "real" therefore you will see all facets of my personality, emotions, and even shortcomings. However, I think that authenticity creates a stronger bond or connection to the right audience and I look forward to building on that.

HOW CAN WE KEEP UP TO DATE WITH ALL YOU HAVE GOING ON?

FOX: Right now the best method would be my Instagram account [@ajfox](#), which is reflective of real-time updates. I attempt to update collateral and content on a variety of platforms so my IG profile has a link to everything else in terms of social media, streaming platforms, publications, etc.

Connect with **FOX** on Facebook @[eternalifox](#)