HUSTLE JAMEZ x SHYAMUU INYAEAR



SIX TRACKS. ONE CREATIVE VISION.

Released October 31, 2026 | Produced entirely by Nico Keyz

epk.dopesellsitself.store

THE EP

DOPE SELLS ITSELF

Hustle Jamez and Shyamuu InYaEar bring contrasting musical backgrounds into a shared hip-hop project rooted in resilience, ambition, and creative independence. Produced entirely by Nico Keyz, the six-track EP puts their collaborative chemistry at the center.

OFFICIAL TRACKLIST

01 Dope Sells Itself

02 Guess What I'm Doin

03 What She Like

04 Straight Money

05 Message From The QB

06 Goodbye 2 The Game

PRODUCTION

Nico Keyz - all six tracks

LISTEN TO THE EP / DIGITAL EPK

FORGED IN THE CRAFT



HUSTLE JAMEZ x SHYAMUU INYAEAR

The connection began at a CALLYWOOD-sponsored open mic event. Brought together through Denver’s independent music community, Hustle Jamez and Shyamuu InYaEar discovered a natural chemistry as they exchanged energy, ideas, and artistic perspectives.

That creative exchange became the foundation for Dope Sells Itself. Their individual experiences and musical approaches meet in a partnership built on authentic storytelling and a mutual commitment to independent artistry.

As the music developed, the vision expanded. The artists connected their respective ventures, IAMTHEWORK and Vocal Leaf Tea, to the project - extending the same commitment to creativity and independent ownership beyond the studio.

HUSTLE JAMEZ

RECORDING ARTIST
ENTREPRENEUR



MOTIVATIONAL STREET-HOP.

SOULFUL HUSTLE MUSIC.

Born into a family with deep musical roots in Zydeco and R&B, Hustle Jamez grew up surrounded by rhythm, melody, and storytelling. Hip-hop became his chosen form of expression: a way to paint vivid pictures with words and bring personal experiences to life over beats.

Today, he blends motivational street-hop with soulful hustle music, speaking to people who have been overlooked, underestimated, or counted out. His songs explore resilience, ambition, perseverance, and the determination to turn setbacks into progress.

Beyond the studio, he founded Vocal Leaf Tea for people who depend on their voices every day. His collaboration with Shyamuu InYaEar connects original music and entrepreneurship through a shared belief in authentic creative work.

SHYAMUU INYAEAR



RECORDING ARTIST

PERCUSSIONIST

ENTREPRENEUR / YOUTH MENTOR

Born Shyam Bhagat and raised in Richmond, Virginia, Shyamuu InYaEar found refuge and self-expression in music during a challenging childhood. Around age 10, he began with hand drums before teaching himself to play five-gallon paint buckets and performing on the streets.

Poetry and songwriting expanded his relationship with rhythm. At 15, lessons from a fellow young person in juvenile detention helped him develop the fundamentals of rap writing, counting bars, and storytelling.

His distinctive raspy delivery, wordplay, and memorable hooks reflect a lifelong commitment to music and personal growth. His influences include Nas, Jay-Z, Cash Money, No Limit, Boosie Badazz, and Webbie.

A professional bucket drummer, his performance experience includes appearances for the Denver Nuggets. Through his annual Youth Bucket Drumming Program, he encourages creativity, discipline, confidence, and self-expression among young people.

He also founded IAMTHEWORK, an apparel brand built around “A Product of My Experiences.” Across music, mentorship, and entrepreneurship, his work connects lived experience with purpose.

INDEPENDENT BY DESIGN

IAMTHEWORK

FOUNDED BY SHYAMUU INYAEAR

A lifestyle apparel brand rooted in personal growth, accountability, and the experiences that shape identity. Its central message, “A Product of My Experiences,” encourages people to embrace their stories and take ownership of their journeys.

EXPLORE I AM THE WORK

VOCAL LEAF TEA

FOUNDED BY HUSTLE JAMEZ

Created with singers, speakers, teachers, podcasters, and other voice professionals in mind, Vocal Leaf Tea emphasizes warmth, hydration, and comfort through thoughtfully crafted tea blends. The brand connects everyday care with creativity and self-expression.

EXPLORE VOCAL LEAF TEA

THE COMPANION BUNDLE

IAMTHEWORK signature T-shirt + Vocal Leaf Tea’s Lemon Berry Dream blend (2 oz) + a digital copy of the EP.

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WATCH. CONNECT. TELL THE STORY.

OFFICIAL MUSIC VIDEO

Dope Sells Itself

WATCH ON YOUTUBE

FEATURED MIC DROP PERFORMANCE

Guess What I’m Doin

WATCH THE PERFORMANCE

PRESS RESOURCES

The digital EPK is the central resource for project information, artist biographies, EP listening, and video. The official press release, high-resolution photography, EP artwork, and complete press package are now available to download. Request additional materials and media audio through the project media team.

OPEN THE DIGITAL EPK

MEDIA & INTERVIEW INQUIRIES

Dope Sells Itself - Media Relations

Contact name: Calvin Parker Jr.
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MEDIA INQUIRY FORM

For interviews, radio programming, podcast appearances, performance inquiries, and additional press materials, contact Calvin Parker Jr. directly or use the media inquiry form in the digital EPK.