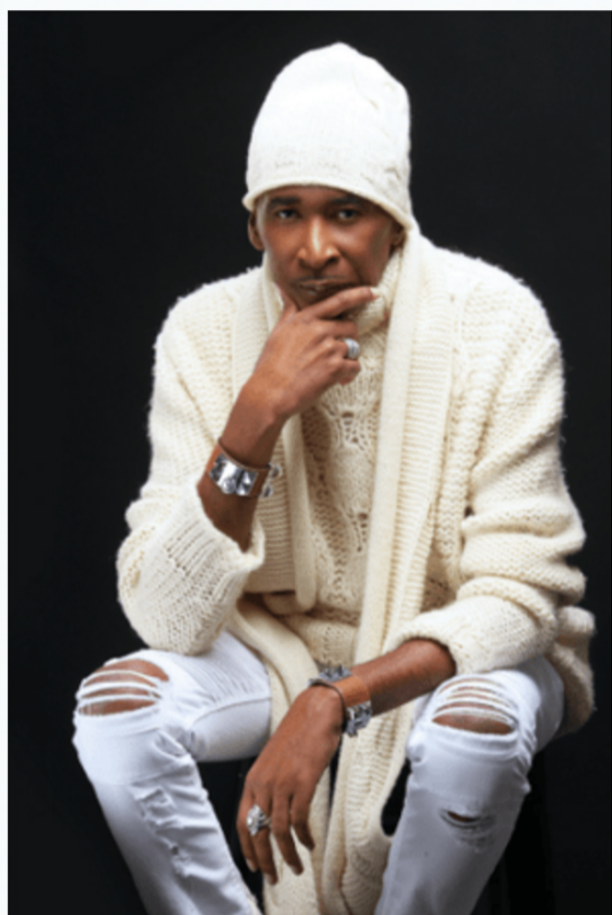


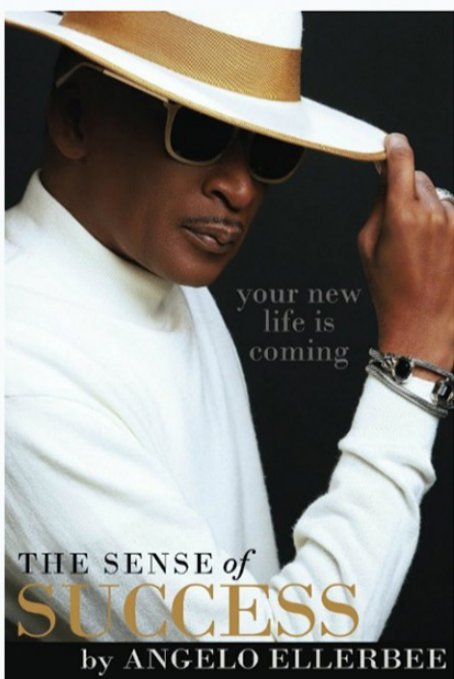
Interview With Angelo Ellerbee, PR Guru & Author of “The Sense of Success”!



Public relations expert **Angelo Ellerbee** recently visited **So Booking Cool** in support of his new book ***The Sense of Success*** and candle line, *Scent of Success*, both of which champion the omnipresent phrase: I’m living my best life. “The acceptance of you is success. The movement of you is success. You have to find it in yourself. And sometimes you need to be instructed about how to find the sense of success,” he said.

The Sense of Success is the sophomore release to his debut, ***Ask Angelo: An Inside Look at the Entertainment Industry From a PR Guru.***

Though both are self-help books, the heart of the former is for the disadvantaged, especially youth, while the latter angles on artists and performers.



Throughout his career of nearly 50 years, Ellerbee has represented and/or managed the likes of Michael Jackson, James Mtume, Dionne Warwick, Shabba Ranks, Mary J. Blige, DMX, and Alicia Keys just to name a few. He also served as the Senior Vice President of Publicity at Island Def Jam Records. His company **Double XXposure Media Relations** was the first and probably only black-owned public relations firm to be located in Midtown Manhattan. Dubbed the “Henry Higgins of Hip Hop” by

the *New York Times*, **Double XXposure** remains a respected company for talent, not just regarding publicity, but in artist development as well.

Also a community activist, another reason Ellerbee wrote and published *The Sense of Success* because he feels strongly about guiding people of color. “I just believe that my people deserve to have the right to understand that they are successful. I just need for them to open their eyes and dig deep down inside and find out where their success is. And if I have to be that person that shines that candle so they can see, and feel, and understand where the sense of the fragrance of success is coming from internally, let it be,” the New Jersey native said.

Listen to the full interview to learn more about Ellerbee, his activism, the film-adaptation of his compelling life story, his views on navigating publicity for troubled clients, his humble beginnings, his wisdom, his upcoming college tour dates, and more! For more information visit the following websites: <http://www.dxxnyc.com/home> and <https://www.ellerbeelegance.com/home>.