



The Keys

D.J. Khaled

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From Snapchat sensation, business mogul, and recording artist DJ Khaled, the book *They don't want you to read* reveals his major keys to success.

- Stay away from They
- Don't *ever* play yourself
- Secure the bag
- Respect the code
- Glorify your success
- Don't deny the heat
- Keep two rooms cooking at the same time
- Win, win, win no matter what

The Keys Details

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Author : D.J. Khaled

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From Reader Review The Keys for online ebook

Queen says

The Keys is sensational! DJ Khaled delivers the fundamentals of being, becoming and living in a clear and simple way. The "keys" aren't anything new but rather reinforces what's elementary; "secure the bag", "don't ever play yourself", "stay away from "they", "special cloth", "win, win, win, no matter what", "we the best", etc. This book oozes with sincerity because the author is genuinely sincere in spreading and living in peace, love and harmony. Truly worthy of 5 stars!

Amy Sunahara says

Solid 3.5 rating. Would've enjoyed listening to this book with DJ Khaled reading it. His voice comes through in the book, but actually hearing his voice would have made it that much more worthwhile. (Listening to NPR's Morning Edition interview with him exemplifies this.) I believe his Keys are relatable (Bless Up and Secure the Bag) - especially for any age - and find his nuggets of wisdom entertaining and useful, such as having a lot of pillows "to rest your greatness"; "Workers work. Bosses own."; and "And when they ask you, 'How's business?' always tell them, 'Boomin'." I also appreciated that he wrote a chapter called "God is the Greatest" and is upfront and unapologetic about his belief in God and his religion.

Waleed says

212 pages of banalities and platitudes, interspersed with character references from second-tier hip-hop producers.

DJ Khaled is clearly a very nice man and an outstanding Snapchatter. And he produced 'All I Do Is Win'; one of the greatest anthems of *all time*. But Khaled is no author.

Sorry to be a "They". Bless Up.

0/5 for content. This book gets 2/5 simply for its badass front and back covers.

CiCi says

Much thanks to Crown Publishing for sending this my way. DJ Khaled is such a funny, positive person. He has such a confidence that's infectious to those around him. This was a fun read. I finished it in 2 hours. It's impossible for me to rate this because it is just a motivational book from Khaled's personal perspective. I definitely recommend it for slumps.

"In life everyone has a choice. The key is making a right choice."

Felix Ledesma says

The structure of this book is great! I enjoyed how he added the perspectives of his peers about his career. Amongst other things I enjoyed it was a very creative book. His come up is told in great detail with great imagery.

Sana Vasli says

One of my friends (dotted line ringleader) bought me this as a joke to put on the shelf. It was surprisingly a good book. If you follow Khaled on Snapchat you will like this as he breaks down in detail all of his phrases and famous one-liners.

You quickly realise that his behaviour is not an act. That's the same Khaled from day one. An unlikely hero and how he got there.

Stacy says

The Keys to DJ Khaled's Success

The Keys is a book detailing DJ Khaled's incredible success in record producing and music. The Keys are not so much how to succeed in the industry, but more of a set of guidelines that DJ applies to all of areas of his life that he believes has helped him succeed. He gives snippets of his life growing up here in America as a Palestinian, challenges he and his family hurdled and lessons learned from each. Also included are messages from his celebrity friends/associates about his character, work ethic and vision. It was interesting to learn that he doesn't "party", rarely drinks alcohol and has never done drugs as those things seem to be synonymous with the celebrity lifestyle-- but is one of his "Keys" that he avoids as he feels those habits are counter-productive to success. More "Keys" are: "Stay away from 'They', Secure the Bag, Respect the Code, and Win,Win,Win No Matter What". It was interesting to read from his perspective about the self-imposed rules he governs his life by and how he feels each contributed to his unbelievable success. I received this book in a giveaway-- thank you!

Ilya says

In *The Keys* Snapchat sensation DJ Khaled shares his 'keys to more success.' It turns out getting at least 2 haircuts per week is just as important as working on your craft. Some of the most memorable quotes from the book:

- "When everybody's in a positive mood and everybody's just having a good time, that's called catching a vibe. Everyone who comes to my home knows about the vibe. Look in my fridge: There are delicious juices and smoothies. I have healthy snacks all over my house for everyone, the chef will cook up whatever you want, and you can sit by the fire drinking Ciroc or D'usse or some Belaire and relax."
- "You can see my competitive spirit manifest itself in so many aspects of my career. From my

collaborations to my sneaker collection - you can see testaments to my "Go harder" philosophy. If "they" say I can't get summer Jordan 3s, then I'll make sure to get summer Jordan 3s. And don't even get me started on the Eminem 4s."

- "I'm a boss, so I don't ever get to just be the artist. Other artists might get to imagine themselves floating in outer space, making music, and that's beautiful, but I know what it takes for the whole team to take product to the next level."

- "Don't invest all your energy in one place. It's like financial investments - spread it around. Secure all types of bags. More rooms equals more success, so be kind to the people around you, like your team, and support them and let them cook, too."

- "If you want to be treated like a boss, you've got to look the part. Get a fresh cut twice a week. In fact, get three haircuts."

- "People always ask me why I smell so good, and the answer is Palmer's cocoa butter. I don't wear cologne."

- "So get a fresh cut twice a week and definitely before an executive decision. And when you're ready and you graduate to the next level, get a pedicure and a manicure once a week, too."

- "A lot of us don't have a lot of pillows. I didn't have a lot of pillows growing up. Let me tell you, I had no pillows when I slept in that Honda. Plus, when I got an apartment all I had was my music, and I had no pillows. I would have my one sheet and I'd rest my head on records. I don't recommend it. So you know one of the first things I did when the wire hit was get a couple of pillows. Everyone has a different idea of luxury when they first get a little money. One person might only wear brand-new sweat socks every single day. Another might eat Cheesecake Factory for every meal for like a month. Me, I got a lot of pillows, so I'm grateful for all of them . . . Pillows are like the angels of my bedroom."

Lindsey says

I am Fan Luv despite knowing next to nothing about Khaled. This book told me all I need to know, extremely inspiring and gifted from his big influential heart. He knows The Secret and like all other masters, knows that sharing it adds to blessings, never detracts.

David says

Gotta give this five stars cuz I'm a fan! Fan Luv! Khaled did a great job with this book. You can hear his voice coming through, but I'm glad he worked with writer Mary H. K. Choi to take care of the grammar and spelling! I thought this book was going to be a mess, but no way. Khaled did not play himself. I was inspired by his positivity and candidness.

Here is one of my favorite parts, from the section, "Don't Burn No Bridge; Only God Can Walk on Water":

"Open yourself up. Establish connections when you can -- that's the beauty of collaborations. Some people are closed off, and while I understand that it might be their personality, a lot of the time it's because they're

scared or insecure. It's like they want to act like their bridges have a million-dollar toll because they'd rather seem like they have all the answers and all the resources they need on their own. People need people. Period. Not only that, people need people when they're making big moves."

Heather says

I love DJ Khaled, he practices what he preaches. He's a man of standards, something more rare in this modern world, and you see this in his success. The son of Palestinian immigrants, nothing was handed to him, he created his success from the ground up and that's what this book is about.

This book of his gives many of his "keys" to success. This isn't your typical self help dribble, these are keys forged from his personal experiences. This is what makes the book unique. This book is excellent for spiritual speakers, business owners/entrepreneurs and any leader of industries. My favorite part of the book are the blurbs sprinkled throughout from various successful people in the music and entertainment biz who give testimony to DJ Khaled's character and loyalty and work ethic. Not only are these stories interesting but they are inspiring too.

His latest album dropped yesterday, it's called Grateful, I highly recommend you take a listen.

Simpiwe Balfour says

This is a page turner. I couldn't put it down once I started. Most books normally take a week, this was done in two days.

Most of the stuff he talks about I twined with his personal experiences are very vivid to the point where you can see the "Lions."

The man is great thinker and he will continue to inspire Fan Luv in places where people don't even listen to his music. It's not your typical rapper story, where he went from rags to riches. His parents payed a good foundation and he just continued and make his own mark on the world.

"They don't want you to flight that private jet"

I'm super impressed.

Jennifer Jimenez says

This book was surprisingly terrific. Yes, you can basically hear Khaled in your head as you are reading this, but the book offers a lot of great life advice. I know I will find myself coming back to this at least once a year because it is so incredibly motivating.

Jenny says

I just had to see what kind of advice DJ Khaled had to give. And you know what? It wasn't bad at all. Matter fact (as Khaled would say), I found a lot of it down right inspiring. And now I'll never drive my jet ski in the dark.

Lindsay Lewis says

Wasn't aware that he had written a book, so picked it up on a whim. Pleasantly surprised. Grammar aside, his message was strong. And of course, it reads as if it's Khaled's voice, which is quite entertaining as well. Easy read & worth having in your collection.
