Frank G. West

BIO

There’s power in a person’s name. Take rapper Frank G. West, for example.

His great grandfather, the first Frank G. West, was born a slave. Frank G. West II was the head of Howard University’s Architects Department for 20 years, and Franke’s dad, Frank G. West III, is a U.S. Army Ranger.

To say that Frank has a lot to live up to would be a bit of an understatement. There’s history in his bloodline, and he’s prepared to represent everything his name stands for. In fact, that’s a big part of the reason he makes music. The catch phrase, *I am my ancestors' wildest dreams?* It’s more than just a slogan for him.

“I’m trying to be as great as I can be for my ancestors,” the 22-year-old says.

Raised in West Point, GA, about an hour south of Atlanta where he now spends a lot of his time, like most artists, Frank’s love for music ignited when he was just a kid, riding the bus listening to rappers like Eminem, Biggie, OutKast, and Lil Jon. By the time he was a teenager, Frank decided to test his own rhyme skills, encouraged by his homie, who was also a friend of his older sister’s.

“He would play Wiz Khalifa and J. Cole interviews,” remembers Frank, adding that watching those interviews further piqued his interest in the music business. “I started freestyling and getting good at it. When I started recording, I started getting recognition from people in my city, people who wouldn’t normally show me love, and that was just me recording off an iPad, so I knew there was something there.”

Encouraged by the attention he was garnering, Frank eventually invested in better recording equipment, all the while keeping an eye on his musical inspirations, none of which inspired him more than Atlanta rapper, Bankroll Fresh.

“He taught me a lot of lessons, like you gotta find a way to make your own money because nobody is gonna give you shit in life,” Frank says.

When Bankroll was tragically killed in 2016, it was a wake-up call of sorts.

“When he died, that shit really hit me,” Frank remembers. “Like, damn, it really is a dirty-ass game because it was somebody that he knew personally that killed Bankroll. It pushed me to go harder when he got shot and died because he was a top tier inspiration for me.”

His vision firmly in tact, Frank kept at it, recording and sharpening his skills. Before long, he snagged the attention of his older uncle an indie veteran, Eric Johnston and Rob Mac founders of Atlanta-based Elektric Rebel Music. Frank’s first mixtape, **2018’s** *The 4th*, hosted by DJ ASAP, offers a glimpse into his high-energy sound. While he’s inspired by rap and trap music, he’s also a huge fan of metal acts like Tool, and you can hear the electric charisma of the genre sprinkled over into his own sound. Anchored by tracks like “Vicious Dog,” “Drip When I Walk,” “Mixxxdrink” and “Fish With Da Chips,” *The 4th* put Frank’s innate charm cool and magnetism on full display.

Now, Frank is prepared to slap the game with new music in 2021. He’s linked with Elektric Rebel co-founder and veteran producer Craig Love (Goodie Mob, Lil Jon, Too Short) and Saint Louis producer T-Rex, **who produced his upcoming liquor-laced single, “Tequila,” which also serves as a metaphor for a woman**, in Frank’s eyes it’s a Gen-Z love song.

He’s also teamed with Atlanta rappers, Backwud Marc, iHateFreco and CSN $kee to work on new music. Even when he’s rapping about the usual drugs, money, sex, fast cars, and jewelry, Frank says his music is really about perseverance.

“People get their heart broken, stepped on, shit on, beat the fuck up, up through hell in life,” he says. “All that energy is what I want people to get from my music. That through all of that it’s about making it through the hard times and being able to smile at the end of the day.”

These days, he’s more focused than ever on delivering his brand of music, and properly representing his name. He won’t lay down in the face of challenge— giving up just isn’t in his blood.

“It’s all about progression, and keeping your head up,” he says. “You can’t stop; stopping will kill destroy your soul. You gotta move to survive.”

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