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RJ Word Releases Catchy New Single
"What You Need"



"What You Need' Reminds Us To Live In The Moment." - Hollywood Life

LA-based pop artist **RJ Word**'s new single **"What You Need"** is out everywhere today. The rhythmic track, which premiered yesterday on [Hollywood Life](#), will be followed by an official music video- *due April 20*. The trumpets add a special flare in "What You Need" and this was the first, but not last, time the singer will incorporate live instruments.

"["What You Need"] is about the kind of the excessive flexing and bragging that guys do to try and impress women and how it shouldn't matter," says RJ. "You don't need that stuff to have a good time."

"What You Need" is available at [all digital retailers](#).



"The jam will get you dancing in no time." - Hollywood Life

[More about RJ Word](#)

RJ Word may just be 20 years old, but he's already achieved more than most artists do in a lifetime.

The young singer/songwriter planted his roots in R&B and pop music and has watched them grow exponentially. From building a social community of more than 2.5 million followers and racking up more than 10 million views on his official YouTube channel to performing in front of more than 50,000 people during sold out shows in Mexico and the U.S. and releasing hit singles that have trended in over a dozen countries, his résumé shows that hard work pays off. And Word has been working on his craft his whole life.

At age 5, he began singing in school productions; at age 10 he started a classic rock cover band; in 6th grade he was discovered by acclaimed vocal coach Roger Love, and by age 13 he knew he wanted to write his own songs and create something new. With music being a part of his whole childhood, by the time he officially launched his career in 2015, Word already had more than a decade of experience under his belt.

"Playing in my house as a kid, it had the power to completely change the energy of a room or a situation. I found that inspiring," the Los Angeles native says of music. "I still do."

And though growing up in the music industry comes with its own challenges, he wouldn't change a thing.

"It can be a rough industry to grow up in," he divulges. "But the experiences I've had navigating this business have shaped who I am. It's been a wild ride so far, and it's just getting started."

Word's next chapter finds him exploring live music in the pop landscape. His latest single, the funk-inspired dance anthem "What You Need," is the first time the up-and-coming star has worked with live horns, which he admits brought a whole new life to his music. Channeling his inner Michael Jackson, Word effortlessly slinks his way to the chorus, using an R&B-soaked bridge to get there, before proclaiming, "I see you dancin' like you don't need nobody / But I can't help myself."

The new direction is one the vocalist couldn't be more proud of and is eager to continue sharing with the world. "[I want fans to] get to know me, hear what I'm trying to make and get a break from the monotonous loop based tracks that dominate radio today," he says. "I'm gonna make musicality cool again."

RJ Word on Social Media

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