

Unpacks the Street-Wise Genius of C.M. James in “K.O.W. (Knock On Wood)”

Entrepreneur-turned-author-turned-label-owner-now-artist, C.M. James makes his rap debut (following his “3 Shots” country anthem) with a track that balances grown-man paranoia and poetic rawness. First time rapping... and he doesn't miss.

K.O.W

Knock On Wood

C.M. James

Nashville, Tennessee Jul 28, 2025 ([IssueWire.com](https://www.IssueWire.com)) - “First off, I say this with my fingers crossed.

Cross my heart, hope to die, I’ve been a boss.”

That’s how *K.O.W. (Knock On Wood)* opens, and from the first bar, C.M. James isn’t pulling punches. The line is a masterclass in contradiction and conviction, balancing lyrical wit with raw truth. It’s not just rap; it’s street-smart reflection. And it only gets sharper.

By the time he spits, “*By the hair of my chin the feds didn’t catch me... knock on wood, I never saw the penitentiary,*” it’s clear: this isn’t performative street talk. This is lived experience, finally unpacked.

C.M. James, the entrepreneur-turned-author-turned-label-owner-now-artist, doesn’t glamorize his past. He documents it. And *K.O.W.*, his official rap debut, is the moment he stops staying silent.

So why now at your age?

“*I wasn’t trying to rap,*” James says. “*I was doing what rappers were rapping about.*”

To him, it would’ve been a conflict of interest. He didn’t chase clout; he stayed under the radar, knowing that visibility was a liability when business was in the streets.

But now? The statute’s up. And he’s got a story to tell.

The hook hits with gritty poetry:

*“My Draco’s birchwood supports my back, no IKEA.
Knock on wood... I wish a mother** would... AHHH!”**

The meaning runs deep. Birchwood stock? A nod to age and back pain. “No IKEA”? A jab at fakes who fold under pressure. It’s grown-man paranoia turned poetic and unapologetically honest.

But behind the label is something deeper than strategy or sound.

C.M. Jaye Music was founded in honor of James’ late sister, **Larysa Jaye**, a soulful country singer beloved in Nashville who tragically passed away in a car accident in December 2024. Her voice, her dreams, and her grind left a mark...not just on James, but on the entire creative community she touched.

Keeping her name alive, creating space for artists like her, and giving Southern soul a new lane became his mission.

Music wasn’t the goal. Legacy was.

And *K.O.W.* is just one more layer of that legacy continuing to unfold.

But *K.O.W.* marks the launch of **C.M. Jaye Music’s “Side B”**: a lane dedicated to authentic rap, where storytelling trumps streaming formulas. It’s the other side of James—the one that never fit the mold but always understood the game.

Born in *Kansas City*, raised by the hustle, and now rooted in *Nashville*, C.M. James has been quietly building an empire. From launching *Speak to My Assistant LLC*, one of the first Black-owned virtual

assistant firms, to publishing over a dozen books, to helping authors keep ownership through *C.M. James Writes*, his catalog runs deep. Now, the mic is in his hands.

And he's not here to play.
He's here to remember. To reflect.

He was asked a question and gave the most truthful response:

"With everything you do, how can we keep up with your work?"

C.M. James just shrugs:

"I mean... Google me."

He then laughs and adds:

"No seriously. Not like that. I'm just saying, there's too much. I can't even give you just one link or site. Just Google me."

So with that we say, *K.O.W. (Knock On Wood)* by C.M. James is coming soon to all streaming platforms, joining "3 Shots" on his upcoming genre-blending LP: ***Don't Label Me: I Am A Label, So What's A Genre?*** And YES, he means that. From gritty country bar anthems to raw, reflective rap... even an unreleased track featuring his late sister, *Larysa Jaye*, this isn't about checking boxes. It's about telling the story fully, wherever the sound leads.

Preview K.O.W now: [Facebook Exclusive Snippet](#)

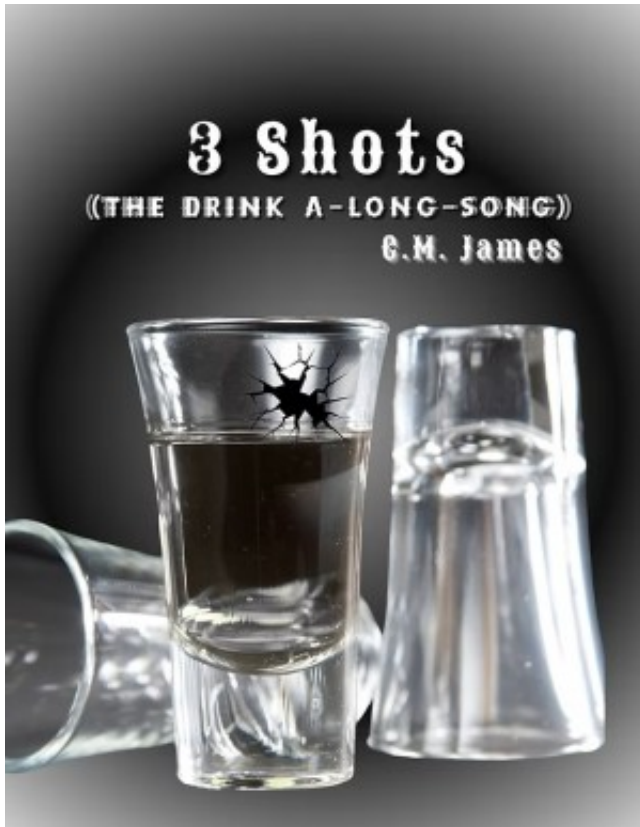
Learn more: [C.M. James](#)

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