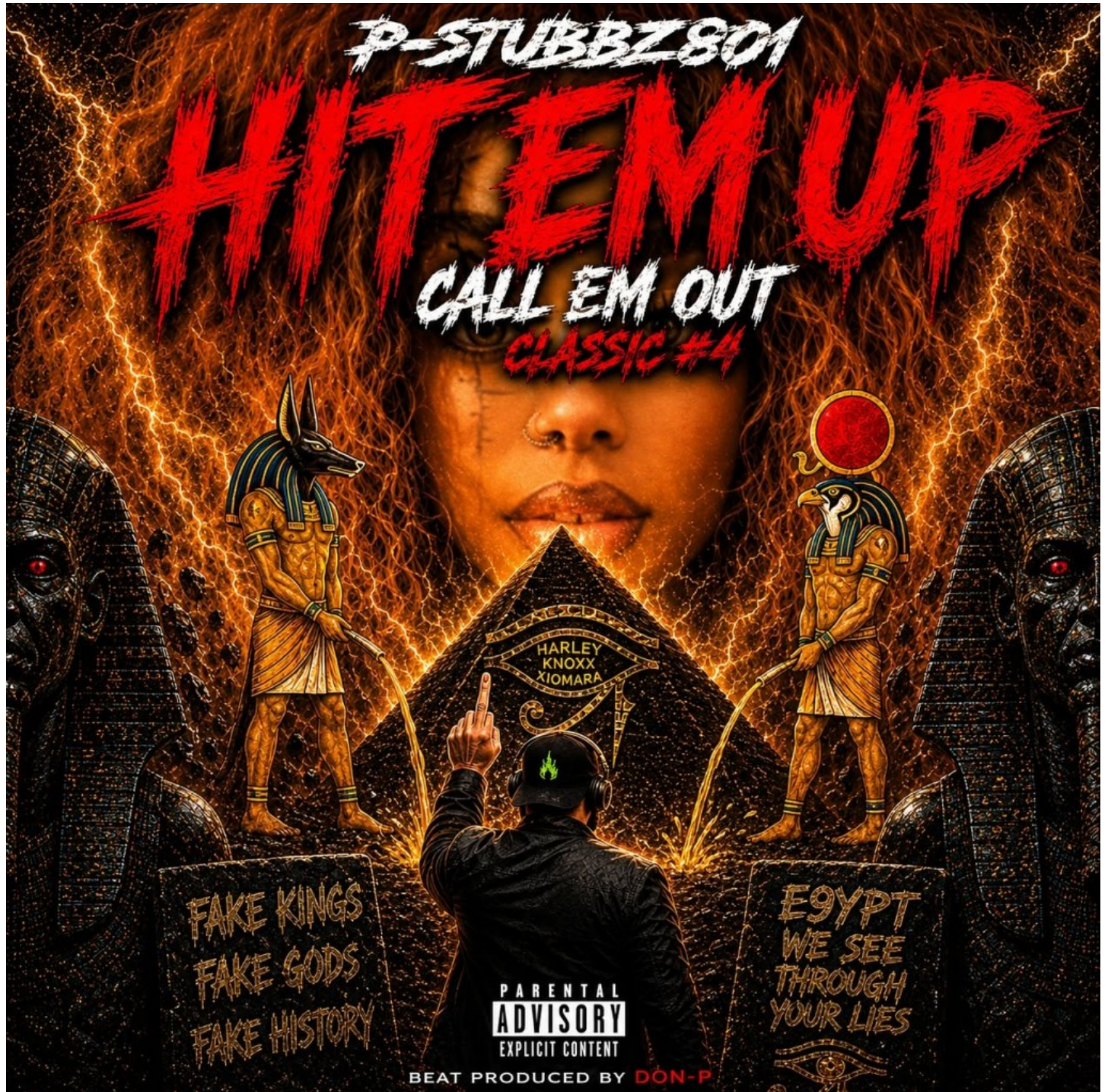


From Failed Collaboration to Diss Track "Hit Em Up" Turns Independent Music Drama Into a Powerful Statement on Loyalty



Salt Lake City, Utah Jul 21, 2026 (Issuewire.com) - From Failed Collaboration to Diss Track, "Hit Em Up" Turns Independent Music Drama Into a Powerful Statement on Loyalty and Reciprocity

On July 10th 2026 Independent recording artist **P-Stubbz801** has officially released "Hit Em Up," a

new diss single produced by **Don P** and inspired by a real-life collaboration that ultimately fell apart.

Prior to its release, preview clips circulated on TikTok, generating discussion among followers and members of the independent hip-hop community. Following its official release, the record has continued to spark conversations regarding artist partnerships, mutual promotion, and professionalism within independent music.

Unlike many diss records built around manufactured controversy, **"Hit Em Up"** is rooted in what the artist describes as a real-life experience involving a failed collaboration, one-sided promotion, and the frustrations of investing time, energy, and promotional support into another artist only to watch the partnership collapse.

The record references North Carolina Rapper **XiOne Tha Femcee, formerly known as Harley Knox and E9YPT**, though the artist states that the message extends far beyond one individual and reflects broader experiences many independent musicians face regarding collaboration, loyalty, reciprocity, and professionalism within the music industry.

"This record is for every independent artist who's ever been told, 'Help me, and I'll help you,' only to realize the help was expected to go in one direction."

From Supporter to Songwriter

According to the artist, the events behind **"Hit Em Up"** began months before a diss record was ever considered.

The artist states that he spent time promoting the other artist's music, introducing the work to his audience, encouraging supporters and affiliates to give the music a chance, and voluntarily investing approximately **\$200 in TikTok Promote credits** after hearing concerns regarding low visibility and limited exposure.

The promotional support was never required by any contract, creator network agreement, or formal business arrangement. Instead, it was viewed as an investment in another independent artist's future and a potential partnership built on mutual promotion.

"I wasn't looking for anything free. I believed we were building something together. I invested my time, my audience, and even promotional resources because that's what independent artists should do for each other when the support is mutual."

According to the artist, many listeners checked out the music because he encouraged them to do so. While the response from audiences was mixed, he continued supporting the work because he believed every artist deserves an opportunity to grow.

"Exposure opens the door. The music is what keeps people coming back."

When Collaboration Became Conflict

Discussions surrounding a collaborative record eventually stalled despite months of planning.

According to the artist, what began as a promising partnership evolved into repeated delays, changing expectations, and what he viewed as an increasingly one-sided relationship.

During the collaboration process, the artist states that an individual described as the other artist's manager allegedly indicated there would be **"no more free collaborations,"** despite his understanding that the proposed project was not intended to be a free feature request, but rather a partnership-style collaboration involving reciprocal promotion and mutual support.

"The idea was simple — we collaborate, we both benefit, and we both promote the record together. That's how independent artists are supposed to build with each other."

Rather than continuing to pursue a collaboration that never materialized, the experience was transformed into **"Hit Em Up."**

The result is a record that confronts:

- One-sided collaborations
- Transactional networking disguised as friendship
- Artists expecting promotion without reciprocation
- Broken promises in independent music
- Wasted time and creative energy
- Standing up after feeling taken advantage of

A Preview That Sparked Immediate Reactions

Before the official release, preview clips of "Hit Em Up" circulated on [TikTok](#) and quickly drew attention.

According to the artist, reactions to the song began even before later public social media discussions surrounding the record.

After previewing the track, the artist states that he received direct messages regarding the song and the circumstances that inspired it.

According to the artist, the messages included criticism of the track, comments regarding the previously mentioned **\$200 TikTok Promote investment**, and remarks questioning both the motivation behind the record and the quality of the music.

The messages allegedly included statements such as:

"Tf!? What is this supposed to be? Are you supposed to be dissing me or something? I'm confused."

Another message allegedly stated:

"Lol this is the weakest, saddest thing I've ever seen ?????. Do you need your little \$200 back? Crying-a response ?????. Let me know the Cash App so I can refund your 'investment'..."**

According to the artist, the message continued with additional criticism regarding his music, production

choices, and career decisions.

Additional messages allegedly included:

"???? ????"

"Get a life please..."

and

"???? This is hilarious."

According to the artist, these private messages became part of the larger conversation surrounding **"Hit Em Up"** before the song's official release.

Following the private messages, public discussion regarding the record continued through TikTok posts and interactions.

According to the artist, a public post regarding the situation indicated that while a response diss track had been considered, the decision was ultimately made not to release one.

Following those interactions, the artist later commented:

"Weak response. Do response tracks exist anymore?"

According to the artist, the post was later removed, changed, or appeared differently afterward.

The artist states that the sequence of direct messages, public posts, comments, and interactions reinforced his belief that the single had already become part of a larger conversation before many listeners had heard the full release.

"Hip-hop has always been competitive. Diss records and response records have been part of the culture for decades. Whether people agree or disagree with the song, the reactions themselves became part of the story."

More Than Entertainment — A Statement

While listeners will undoubtedly debate the lyrics, the artist says the purpose of **"Hit Em Up"** is bigger than a personal dispute.

He hopes the record encourages artists to think differently about collaboration, loyalty, communication, and professionalism in an era where social media often blurs the line between genuine support and self-interest.

"Independent artists don't need more fake networking. They need people who mean what they say. That's what this record stands for."

Built for Conversation

From its opening bars to its closing verse, **"Hit Em Up"** embraces hip-hop's long tradition of lyrical

confrontation while reflecting modern challenges faced by independent artists trying to build careers without major-label backing.

Produced by **Don P**, the record combines cinematic production with uncompromising lyricism and a message designed to spark discussion well beyond the music itself.

Whether audiences view it as a bold callout, a cautionary tale, or simply another chapter in independent hip-hop storytelling, one thing is clear:

"Hit Em Up" represents one of P-Stubbz801's most personal and conversation-provoking releases to date.

Now Streaming Worldwide

"Hit Em Up" is now available on Spotify, Apple Music, Amazon Music, YouTube Music, TikTok, and all major digital streaming platforms.

Official Streaming & Smart Link:

<https://distrokid.com/hyperfollow/pstubbz801/hit-em-up>

Listeners are encouraged to stream the record, share their opinions, and join the conversation using:

**#HitEmUp #PStubbz801 #IndependentHipHop #IndependentRap #DissTrack #HipHop2026
#DonP #TikTokMusic #RapBeef #IndependentArtist #MusicDrama**

About P-Stubbz801

P-Stubbz801 is an independent recording artist and founder of **SDBG Studios LLC**. Known for authentic storytelling and uncompromising lyricism, his music explores real-life experiences, independent artist culture, and the realities of building a career outside the traditional major-label system.

His releases continue to focus on transparency, accountability, creative independence, and the evolving landscape of modern hip-hop.

Social Media

P-Stubbz801

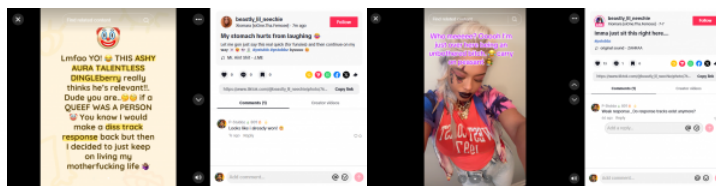
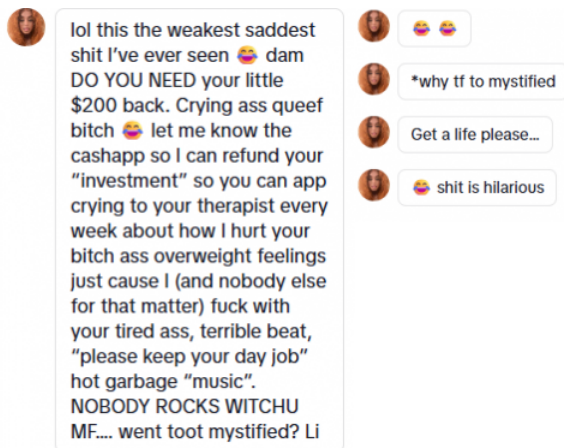
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Youtube : [@Pstubbz801](https://www.youtube.com/@Pstubbz801)

[Stream "Hit Em Up" NOW!](#)



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