

## I'LL MENTOR MYSELF





Download the track at NABS.org

As I walk through the door and see the agency's crest I think to myself, man, I am the best Cause I been killin' it in ad school so long that Even my mamma thinks that my ads are the bomb

Well I never met a pun that I didn't find funny Never kern my ads, they ain't payin' me no money Gonna waste no time, soon I'll be flyin' Got my sights all set, on a Brochure Lion

## CHORUS x 2

Aw hell yeah I'm the cream of the crop Writin' website copy, rising straight to the top Never had an intern like Big Frankie P Gonna win your agency a Coupon Grand Prix

If they think I'm fetchin' coffee they got another thing comin' Writin' static banner ads so fast, their minds be numbin' Anything my CD does, I can do triple Cause I done my reading, all I do is squeeze Whipple

Pretty soon everybody's gonna know my name Got this condom ad idea, man, I'm destined for fame Showed it to my CD, my prose it be flowin' But all he said to me, was I gotta 'Keep Goin'

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Strategy invited DDB chairman and CEO Frank Palmer to be a rapper to help get the word out about his NABS vintage internship. While he was willing to auction his services off for charity (dollar dollar bills y'all), he wanted to remind the industry that there's no intern quite as badass as Big Frankie P. Frank Palmer: legend, intern, cover model and real O.G.

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