

You Can Succeed in Tough Times

My Notes from Seminars & Conversations with Successful Entrepreneurs at the Power Networking Conference 2009



Toure Muhammad Sr.

ABOUT THE AUTHOR



Toure Muhammad Sr. was born and raised on the southside of Chicago by a hardworking elementary school teacher mother, two God-fearing grandmothers and an even-tempered entrepreneur grandfather. Immediately after graduating from Morehouse College he went to work for *The Final Call* newspaper where he spent six years covering issues relevant to the Black community. Muhammad conducted interviews with elected officials, civil rights leaders, and activists, and Hip Hop artists such as Too Short, Doug E. Fresh, Queen Latifah, Ghetto Boys, and Ice T. He also interviewed Larry Hoover, the reputed leader of the Gangster Disciples.

Seeking to combine public relations with activism, Muhammad became the communications director for a national organization that educates, organizes, and mobilizes the religious community to support worker rights' issues. He fundraised, crafted media messages and strategic communication plans. He conducted media campaigns that resulted in front page news articles in the *New York Times*, *Wall Street Journal* and *Chicago Tribune* to name a few. Later he worked at the fastest-growing labor union in the country where we exposed how the uninsured were being overcharged for medical treatment. He was part of a successful hospital safety campaign that became the Hospital Report Card Act (chief sponsor was then Illinois Senator Barack Obama). Muhammad managed the publishing of a quarterly newsletter for 30,000 plus members that had to be translated into four languages and developed communication plans, message, themes and communication vehicles for religious, community, worker, and political audiences.

In March of 2001 he started writing satirical news for 50 friends and family members via email. The idea grew from an email to a website and finally a print tabloid newspaper that reached 20,000 in monthly circulation before the print edition was discontinued in the fall of 2006. Around that same time, Muhammad was appointed to serve as the communications director for a senior member of Congress in the Illinois delegation. While commuting back and forth to Washington, D.C. Muhammad put more focus in the online edition of *BeanSoupTimes.com* which has now grown to a network for more than 30,000 subscribers, followers, members and friends.

Muhammad has been featured in the *Chicago Reader*, *Upscale* magazine, *rolling out* newspaper, and *N'Digo* magapaper. He's been featured on Tavis Smiley's radio show on NPR, on Chicago's WBEZ (Chicago public radio), and many other radio shows. For two years he appeared weekly on Black Chicago's historic WVON radio station.

SPECIAL THANKS

I want to give special acknowledgement and thanks to my wife Catherine Muhammad and my children Toure Jr., Samiyyah, and Isra who sacrificed spending time with me while I worked on this book. I want to also thank my mother, Etoile Williams and my friend LaShawn Williams who also helped with this project.

NOTICE: You DO have the right to reprint or re-sell this eBook!

You Also May Give Away, Sell or Share the Content Herein

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the notes and views of the author as of the date of publication. The author reserves the right to alter and update this book based on note-taking or present mistakes. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended as for use as a source of legal or accounting advice. You should be aware of any laws, which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

INTRODUCTION

Earlier this year, I received an email from George Fraser asking me if I would be interested in being an online media sponsor for his the PowerNetworking “Success Runs in Our Race” Conference 2009. I nearly jumped out my seat! “Could this really be *the* George Fraser?” I wondered.

Mr. Fraser is the author of two books on networking, entrepreneurship and self-empowerment. He is the creator and owner of FraserNet, a global leadership network committed to economic development through education, training and empowerment for Black people. Two of his three books are on my bookshelf, thus, I was not only honored, but excited that a man I admire and respect had me on his radar. I am not only impressed by his business acumen, leadership skills and networking capabilities, but his commitment to his community is really, in my opinion, what makes him a true diamond among men. I did not take his confidence in Bean Soup Times and our ability to help spread the message about his conference lightly.

I accepted and helped promote the conference online to my network and made plans to attend. For three days, June 25-27, I spent 12 to 15 hours per day with some wonderful, intelligent and motivated people. Mr. Fraser boasted that you could “connect at a different kind of conference.” I found that to be true. At the conference, I met talented and focused entrepreneurs from our community who are deeply concerned and committed to the improvement of our community. Oh, and several happen to be self-made millionaires. Many conducted seminars where they shared their knowledge. They refused to hide their light under a bushel basket!

In fact, we all freely shared our goals, our dreams and information. No “crabs in the barrel”, no Willie Lynch attitudes; just enlightened men and woman who want for their brother and sister what they want for themselves. This was no accident. George Fraser designed it that way and I was grateful to be a witness.

During the conference, I wondered how I could share the information being shared at the conference with my entrepreneurial-minded friends who could not attend and then, at one of the workshops, it hit me like a shot of water from a water gun: “Someone should write a book about what they learned at the PowerNetworking Conference. About 75 people heard this suggestion including me; I don’t know about them, but I was listening. Basically, this is compilation of my notes of this incredible weekend. I have already started incorporating some of the principles and how-to tips that I will share with you.

Now, I must stress, these are MY NOTES. They are not comprehensive notes of the conference, but there is enough information here to help you make money online. I try to cite the source so you can go to that entrepreneur or website to get further clarification. My notes are pretty much distilled into this book in chronological order. Some are complete thoughts and principles and action plans and others are just random bits of knowledge that came as the result of an audience question or afterthought from the presenter. Don’t so much worry about the structure as the information provided. There are real tips that you can use today to make money in less than 24 hours! That’s real.

So with that being said, here’s to our collective success!

ABOUT GEORGE FRASER

George C. Fraser is Chairman & CEO of FraserNet, Inc. He is considered by many to be the new voice for African Americans and one of the foremost authorities on networking and building effective relationships.

Mr. Fraser is the author of *Click: Ten Truths for Building Extraordinary Relationships; Success Runs In Our Race; The Complete Guide to Effective Networking in the African American Community* (a critically acclaimed bestseller) and *Race For Success; The Ten Best Business Opportunities for Blacks In America* (selected as one of ten best business books of the year by Booklist).

Mr. Fraser is also the publisher of the award-winning "SuccessGuide Worldwide: The Networking Guide to Black Resources." He is the founder of the annual PowerNetworking Conference, the largest gathering of Black professionals, business owners and community leaders.

A popular speaker and author, George C. Fraser's inspiring talks on success principles, effective networking, wealth creation, business ethics, and valuing diversity, are as popular among corporate professionals as they are among college students. His views have been solicited by CNN and the Wall Street Journal. Over the past decade, the prestigious publication, *Vital Speeches of the Day*, has selected, reprinted and distributed worldwide, four of Mr. Fraser's speeches--a first for any professional speaker in America.

Upscale magazine named him one of the "Top 50 power brokers in Black America". Black Enterprise Magazine called him "Black America's #1 Networker" on a cover issue. Personal growth "guru" Stephen Covey called Mr. Fraser a "masterful teacher." TV host and journalist, Tony Brown called him a "visionary with the rare combination of leadership and management skills." Mr. Fraser is featured in the New York Times-bestseller, *Masters of Networking*, along with Colin Powell.

Mr. Fraser attended New York University and received his executive training at the Amos Tuck School of Business at Dartmouth College. He was awarded an Honorary Doctorate Degree of Humane Letters from Jarvis Christian College. Mr. Fraser has been married to Nora Jean for over 30 years. They have two sons, Kyle and Scott.

FRASERNET GOALS & OBJECTIVES:

Annual Goals:

1. Double Your Streams Of Income
2. A 50% Increase In Business Relationships With Black People
3. A 25% Annual Decrease In Purchasing From Companies That Do Not Support Us
4. Save And/Or Invest At Least 12% Of Your Annual Income
5. Declare Yourself Politically Independent; Vote The Person, Not The Party.
6. Save One Child Other Than Your Own; With A Special Emphasis On Black Boys

Major Objectives:

1. To help Black people build wealth that can be transferred intergenerationally.
2. To make Black people the number one employer of Black people in the 21st Century.

Secrets revealed: Day 1 June 25, 2009

9:00 am

During this weekend, there were verbal and nonverbal lesson expressed by attendees, presenters, and the convener. The first lesson was one of example by George Fraser and his event planning team who made sure the conference that was created and planned by Black people started on time. I repeat. The conference started on time!!! Go 'head Black People! I don't know where that happens on a regular basis except for Mosque and Church meetings. Successful people respect their time and other people's time. I commend Mr. Fraser for leading by example. This wasn't luck or coincidence. He talked about that in his book *Success Runs in Our Race* which I read years ago.



11:30 am

The conference began with a libations ceremony which included a remembrance of our ancestors that was done by Chike Akua, founder and CEO of Imani Enterprises and a reflective call to action provided by Dr. Kwa David Whitaker, principal of the Ashe Culture Center, Inc. Mr. Fraser really gave much respect to Dr. Whitaker whom, years ago, lead him through a rights of passage program. There was special emphasis on us a Black people understanding our history and knowing that we are overcomers!

12 noon

This Powerplenary session titled "Why Success Runs in Our Race" was presented by Jeff Johnson. Known as Cousin Jeff, he's an award-winning journalist, social activist, and political commentator. From his speech, I heard and felt passion, commitment and authenticity. I truly appreciate his analysis on the difference between intelligence and book smarts as he highlighted the need for a mental revolution and community development. The three most important points I gathered from Jeff Johnson:

1. Mandate excellence
2. Employ genius
3. Always organize

1:30 pm

After Cousin Jeff, we heard from the iconic Les Brown, CEO of Les Brown Enterprises, Inc. Armed with a high school diploma and a undying belief he could succeed, Mr. Brown rose from poverty to be able to command more than half a million dollars from speaking, teaching and inspiring. But what may be his most lasting legacy is his commitment to teaching a new generation of motivational speakers. I was thoroughly impressed by his commitment to helping others to help themselves. On this day, he shared the stage and mic with some of his dynamic students.

From Les Brown and his students:

1. If you can communicate effectively, it will give you access to opportunity and success.
2. If your desires are different than your beliefs, you will always manifest your beliefs.
3. Learn, earn, and pass it on.
4. You don't get in life what you want; you get in life what you are.
5. It's NOT garbage in garbage out; garbage in, garbage stays. It doesn't come out.
6. Never tell a story without a point and never make a point without a story.

At this point in my notes, I wrote a quote that I don't recall who said it, but it was powerful: "Knowledge is the new currency." It may have been Mr. Fraser who, after Les Brown and his team of speakers concluded, gave a few points of wisdom focused on the value of personal development and networks. It's worth repeating in large bold letters:

KNOWLEDGE IS THE NEW CURRENCY

Package your knowledge, skills and experience and sell it to people who need it. Mindset development is key to growing personally and financially Mr. Fraser explained. He then talked about the different types of networks we should have. There is your **home** network, **operational** network, and **strategic** network. These three networks are what you need to survive: family, business, and peer partners.

Then, Mr. Fraser said what many people facing job loss need to hear: "**Let your unemployment be your platform for self-employment.**" Why go looking for a job when you can create your own!

Mr. Fraser also talked about accountability. You have got to put a system in place to hold yourself accountable to your vision, goals and objectives. Find five people to hold you accountable. Meet **at least** twice a year or more so than can see if you are moving towards or met your goals.

Finally, I wrote, "**If you want to be successful, don't hang around unsuccessful people.**"

7 p.m.

**NATIONAL TOWN HALL MEETING
"Our 10 Point Economic Recovery Plan for Black America"**



The PowerNetworking Conference in Atlanta (June 25-27, Marriott Atlanta Marquis) holds a National Town Hall Meeting and asks national leaders to lay out A 10 Point Economic Plan for Black America; (left to right) George C. Fraser, CEO, Frasernet, Inc, Ed Gordon, Panel Moderator and Journalist, Janice Bryant-Howroyd, CEO, Act One Personnel, Dr. Robert Watkins, President, Kings and Priests Int'l, Jeff Johnson, Social Critic, George Curry, Syndicated Columnist, Dr. Julianne Malveaux, President, Bennett College, Keith Wyche, President, US Operations, Pitney Bowes, Dr. Ron Daniels, President, Institute of the Black World. (photo credit; George Fisher).

7 p.m.

I left this town hall meeting with the reaffirmation that each of us has what we need to succeed within us and we should look to each other for support; don't always look to the star in business, politics, entertainment etc. thinking that they are that different from you. Stand, focus, and clean yourself up because there is a star within you screaming to get out. That's the message they conveyed to me.

Secrets revealed: Day 2 June 27, 2009

2 p.m.



Andrew Morrison

On Friday, I decided to go to the seminar titled: **Grow Your Business in 90 Days” Part 1**. The schedule explained attendees would “learn proven internet, direct mail, and public relations concepts that could double your sales in 90 days. Others paid thousands of dollars to learn these marketing secrets during the Small Business Camp weekend. Attend this seminar and discover a system that will generate predictable monthly profits in less time and with less effort.”

The presenter was Andrew Morrison the founder of Small Business Camp—an entrepreneurial training and marketing services firm. In February of 2007, he trained 1,200 entrepreneurs in Nigeria, West Africa. The company delivers an intensive 2-day program that allows the participants to walk-in with just an idea and leave with a marketing plan, public relations strategy, money-making website, direct-mail campaign and 90 days of follow-up

coaching.

Previously, he built a multi-million dollar company by providing innovative direct marketing services to Fortune 500 companies. He was featured in the *Wall Street Journal*, *Entrepreneur Magazine*, *The Network Journal* and *Crain’s Magazine 40 Under 40* and *Advertising Age*. He also appeared as a “Young Millionaire” on the *Oprah Winfrey Show*. Andrew hosted the “Money Making Mondays” radio show heard on 98.7 KISS-FM and serves as an adjunct faculty member at New York University and the Fashion Institute of Technology.

Andrew is the recipient of the prestigious Young Direct Marketer of the Year Award and serves as a Deacon at the Abyssinian Baptist Church located in the village of Harlem. He recently completed a book entitled, “21 Questions That Can Build Your Business in 90 Days.” Andrew is married and the proud parent of a 10 year-old daughter. Visit www.SmallBusinessCamp.com to register for his FREE business building tele-seminar.

THE SEMINAR

Mr. Morrison had lessons for “growing any business idea in 16 weeks,” which is a phrase he has trademarked. The first lesson he emphasized was to trademark your intellectual property. Protect it and use it because as stated earlier, “knowledge is new currency.” Mr. Morrison is a no nonsense kind of guy. He even brought a loaded gun to the workshop which he pointed at people when he felt they were either not challenging themselves or beating around the bush. I am not playing. HE BROUGHT A LOADED GUN. People ducked and shifted in their seats every time he pointed it in their direction. Mr. Morrison had a look in his eye that suggested he was ready to use it on the timid and unsure. Acting like a modern

day, male version of Harriet Tubman, Mr. Morrison challenged us to visualize what financial freedom looked like for us. Where you want to be in 16 weeks,” he asked. I thought about the scripture, “Where there is no vision, the people perish.” Mr. Morrison then gave us a formula that will help you develop your vision. He broke down the 16 weeks into four stages he calls:

Four Stages of Flight

Planning (weeks 1-3)

Launching (weeks 3-7)

Correcting (weeks 7-12)

Landing (weeks 12-14)

Each of these stages is pretty self explanatory. But to get details go to his website www.SmallBusinessCamp.com. Mr. Morrison was full of passion and often said simple things that people need to do such as “keep moving!” Once you go into business, “stay on throttle” and listen to others and “celebrate accomplishment.” He then used a phrase that really stayed with me. We must begin to “decode brilliance” if we want to be successful. He laid out seven points for success. His words are in bold and mine (not bold) are what I gleaned from each explanation.

1. Identify a niche with a running story

What is your story, the story of your business and how is it unique?

2. Solve a problem

All businesses must solve a problem in order to succeed. What problem are you solving?

3. Develop a 5-step signature process

Make some clear points that people can follow to solve their problem.

4. Write and speak

Establish your expertise by getting in print, online and speaking at relevant events

5. Create an offer

Offer the solution to the problem.

6. Use social media

Go where the people are and start making your product or service the subject of conversation.

7. Maximize your profitability

Make several products, speak publicly and find other ways to make your services available.

For more info about these Seven Steps go to Smallbusinesscamp.com

Mr. Morrison believes in breaking info down into lists. Here’s another list he provided. Again,

the bold is his and the notes are mine.

1. **Purpose**—what are your goals
2. **Problem**—what problem will you seek to solve
3. **Partner**—don't do it alone.
4. **Product**—you must have a product, i.e. book, CD, DVD, etc.
5. **Project**—what are you working on?
6. **People**—who will help make the project a reality?
7. **Proposal**—get the support you need and attract the right corporate support.
8. **Presentation**—put the package together.
9. **Process**—what systems need to be implemented and managed?
10. **Priorities**—a must to get things done quickly and effectively.
11. **Profit**—make that money.

Again, Mr. Morrison often repeated the idea of “decoding brilliance.” I think it deserves a special centered single line.

DECODE BRILLIANCE

I've heard people discuss duplicating success, not reinventing the wheel, etc. but the way Mr. Morrison phrased it resonated with me. Decoding brilliance: we see brilliance all around us, but do we take the time to decode it? “Look for opportunities to create sweepstakes and use celebrities to promote you product and/or brand,” he said. “Create events, speak publicly and look for writing assignment opportunities.”

Here is one suggestion that was made more than once by Mr. Morrison and others. Start an internet radio show at www.BlogTalkRadio.com, a social radio network that allows users to connect quickly and directly with their audience.

He also made a point to not always wait for the perfect time or product. “Go from perfection to completion,” he said. How many of us wait to move on an idea until the idea is perfected, only to discover that someone beat us to the punch?

* This statement came in response to a question I believe:
The best response to rejection: What do you need to see in order to say yes?

* You can do an interview with a business owner and charge them for a copy of the interview.

Well, that was an information packed seminar for sure. Oh, and don't worry; that gun he used during his workshop was a water gun. LOL

Secrets revealed: Day 3 June 28, 2009

9:30am

PowerPanel 2 — “How the Web, New Media & Social Networking are Impacting Your Business, Career & Life: New Moves in a Tech Savvy World”

Moderator: Darrell Miller, Partner, Mason Miller LLP.

Panelist: Brent Leary, Co-founder, Partner, CRM Essentials LLC, David Bullock, President, White Bullock Group, Co-Author, Barack 2.0, Jomo Bellard, Junior Partner, Division Twelve Media, Dwight Miller, Author, Barack 2.0

I didn't take a lot of notes here, but I did walk away with some very key points. It starts with the understanding that the rise of President Barack Obama would probably not have happened without the Internet. President Obama was able to raise money, get his message out, unfiltered through mainstream media, and connect with people, via many social networking sites. His popularity directly connected him with as many people as possible, as quickly as possible. That said, much of my notes center on the tips and resources needed for entrepreneurs to get online and make money.

Make money online by creating a system and then create a community around it.

This panel stressed the creation of a book and starting a blog. The group threw out a volley of websites that help with gathering information, promoting your product, service, or cause and selling your products.

Some of the websites they mentioned included:

[Awebber.com](#) and [ConstantContact.com](#) Two sites that allow you to quickly create and run your campaigns with powerful, easy-to-use email marketing tools that include information gather functions.

[Lautomationwiz.com](#)—shopping cart

[Snagit.com](#)—Take a “snapshot” of anything on your PC screen. Send it, store it, turn it into a detailed graphic, find it later.

[Budurl.com](#)—shortens long web addresses to make them easier to share.

Brent Leary told the audience to “get folks to like and trust you” and to use “captivating

content that can be converted into conversation.”

Groupsite.com—A social collaboration site.

Shoebboxed.com—A site that does the grunt work for you: scanning your receipts so you have all the data you need for taxes, bookkeeping, and expense reports, and now scanning business cards for easy contact management.

Don't work *in* your business, work *on* it

Do it yourself social networking sites:

Ning.com

Kickapps.com

Join the proper linkedin groups to expand exposure

George Fraser's FOURmula

Here's another bit of active wisdom from Mr. Fraser. He said he's done this DAILY for the past 30 years.

Wrote/Emailed four current friends

Called four old friends

Called four new friends

Made four sales calls

I think that's pretty clear. Make it happen! On several occasions he said. "Good today, Amazing tomorrow!" He stressed that "Today, you have to be amazing!" He even passed out buttons with that message on it.

I want to stress one thing that Mr. Fraser was adamant and passionate about. As mentioned earlier, he said one of his two objectives is "to make Black people the number one employer of Black people in the 21st Century." He stressed the importance of the community taking care of the community. Success is not an option considering the impoverished state many Black Americans experience daily.

We must survive not only despite the recession, but because of it.

Considering today's economy, it is a necessity to start a business today stressed Mr. Fraser. In fact:

Unemployment creates a great opportunity for entrepreneurship.

Success depends on you having a good grip on the reality that surrounds you. While genuinely applauding the accomplishments of Pres. Obama, Mr. Fraser stressed that racism is not dead because of Brother President's success. "Racism has ended when a mediocre black man becomes president of the country or CEO of a major corporation" he said as he went on to cite

how the previous president, George Bush was mediocre in many ways, but was still able to achieve the highest office in the land.

On another note, Mr. Fraser suggested that each person “commit to at least \$2,000 (a year) in personal growth.” Earlier, Les Brown said he commits \$100,000 per year to personal growth.

2 p.m.

Making Money Online

PRESENTERS:

Andrew Morrison, SmallBusinessCamp www.smallbusinesscamp.com

Brother Bedford, Global Marketing and Publishing www.brotherbedford.com

Jessica Lawrence, Golden Girl Enterprise www.goldengirlmarketing.com

THEME: As the economy continues to free-fall, millions of Americans are finding themselves without jobs or paychecks coming in. Yet, there are those who have adapted and prospered by knowing how to adapt to current economic climates by strategies taking place on the internet. You could be one of them!

Wow, this seminar was excellent, just as I thought it would be. If it wasn't for my home training I would have pushed people out the way to get a good seat at this seminar, but I arrived early enough and was in the front row. I knew I needed to increase my online revenue and was ready to learn. I know some people see me as an expert on online marketing, but I know how to humble myself and learn from others and give them props for teaching me. Mr. Morrison was back to share more, but this time, he brought his crew! Brother Bedford and Jessica Lawrence were dynamic. They literally gave ideas that people could use to make money online in less than 24 hours! Mr. Morrison, the lead presenter, knows what it's like to start with nothing and create a multi-million dollar company. He set the tone. “We are here talking about making money online and we are going to share strategies on how you can begin to make money online tonight. You don't have to wait and you don't need advanced degrees,” he said. Here's what you need.

1. Establish a blog

A blog is a combination of two words: web and log. One of the easiest things you can do is to start a blog and it's one of the most important things you can do to start making money online. First of all, all you need is a compelling photo, a caption and a description. Mr. Morrison encouraged people to move away from websites and create blogs because it helps increase your awareness and visibility. Search engines love blogs. These simple steps will increase awareness about your product or service and thus increase opportunities to sell.

Brother Bedford mentioned there are several benefits to blogging. It is the marketing platform that allows you to leverage your expertise, knowledge, and most importantly in today's age, your personality. People like to spend money online with people they know.

Search engines love bloggers. Blogging also allows you to integrate links to sell your products. Niche marketing with blogging is key to your success, but don't sell your product directly on your blog. Use links to do that.

Jessica Lawrence made the point of making sure that your blog relates to what you are selling. Start with the end in mind. Who is your niche market? Visit those selling a similar product in your industry to see what they are doing. Obviously, you must know your audience and have a sales message that is succinct and clear. Remember: **facts tell, but stories tell.**

One way to get ahead of the curve quick is to start a videoblog. In fact, Andrew says videoblogging is a must. He highlighted this website: www.winelibrary.com to see how this guy grew his family-owned business with a videoblog.

Also, add a celebrity component to your business. That's why there are so many celebrity bloggers out there, because it helps draw attention. You can use celebrities in more ways than just talking about them on your blog. They can be a guest blogger, you can write a book with them or have them partner with you on a charitable event. See how it fits your business model and go for it.

2. Create a free product

Free product helps you build a list. An email list is extremely valuable. (I knew that. that's why I have built mine to more than 16,000.) When thinking of products, they should be created based on your frustrations. That means others are frustrated and willing to spend a reasonable amount of money on a product that provides a solution. Thus your product will sell to others who have an emotional commitment to solving a problem.

3. Build your mailing list, RSS feeds

Your list, the power is in your list! **The most valuable asset of an internet marketer is your list!** When you have a good email list of people who like you, you can print money on demand!

NOTE TO SELF: Host a teleconference seminar on starting and building an email list. Check out www.instantteleseminar.com and www.workaholics.com. Use your list to create a monthly program where people pay a monthly fee. * If your expenses are monthly, so should your revenue. Check out www.strategicprofits.com.

4. Distribute an email newsletter

You must communicate with your list on a regular basis. The amount of communication depends on your industry and your audience preferences. The key is not to be bland and boring. Use humor, be exciting. Keep it simple. Provide free reports. Be an information provider and never forget that knowledge is the new currency. If you don't have your own knowledge, use someone else's. Go to www.ezinearticles.com. There is plenty of information out there for you to use. This information that you can sell falls into three categories: Resell rights; Private label rights; Master resell rights. Research to see the

value in each.

It was at this moment in my notes when Mr. Morrison said words that echoed in my brain: “Somebody should write a book on what they learned at the PowerNetworking Conference.” I looked around the room to see if anyone else heard what I had just heard. I tried to read their faces to see if they were going to move out on that wonderful idea. I was for sure. As far as I was concerned, if a successful business man gives you an idea to help you grow your business and make money, you do it.

Andrew then went on to talk about posting notes on Facebook and testing idea on social network sites and monitoring your email opt out list. Then he said it again, “recognize and capture brilliance.”

5. Social networking

You must create professional profiles on various social networking sites. Get on these sites to build your brand and make money. Start with Facebook, Twitter, and LinkedIn.

6. Establish a community online

You must create your own social networking site to establish your online community. Use a questionnaire to help find out more about your community. Check out Mr. Morrison’s social network site, the Small Business Camp at <http://thebraintrust.ning.com>. Don’t forget, to use online to get offline. Go to www.meetup.com to find out about various groups meeting up around the country on various issues.

7. Broadcast content

Once you create the content, you must broadcast the content. Check out www.livestream.com for great video blogging options. Create a live interactive TV show; put it on youtube and use twitter to tell your story over time. Again it was stated: create a program on blogtalkradio.co.

8. Share content

Use www.sharethis.com to share you content. Also, consider humor. the #1 category being shared is comedy.

9. Sell content

Check out www.clickbank.com. Founded in 1998, ClickBank is the online retail outlet for over 12,000 digital product vendors and their more than 100,000 active affiliates.

10. Analyze results

These are various sites that help you analyze results.

www.woopra.com www.googleanalytics.com www.alexa.com
www.yahoo.com www.wordtracker.com www.inventory.overture.com
www.straighttalk.com www.viddler.com

Additional notes

Don’t create eBooks; create systems, programs or trainings, said Bro. Bedford. He strongly suggested creating small, simple digital books (like the one you are reading now). These 20

Additional Presenter Bios



Bro. Bedford is founder of HowToBeABlackEntrepreneur.com and President of G.B.I. Group L.L.C. a private investment firm Bro. Bedford is considered by many to be a fresh new voice with new and innovative ideas for Black Empowerment particularly in the areas of Entrepreneurship and Investment/Finance.

He has been featured on Radio One and XM Radio, he has also appeared on several other radio and television programs across the country. He is the author of several e-books, reports and courses including: *Conversations With Black Millionaire Entrepreneurs: No Non-Sense Lessons From Those Who've Been There, Done That!*

www.conversationswithblackmillionaires.com



Jessica Lawrence, The Business Stylist, Founder of Golden Girl Enterprise offers exclusive internet and business styling services and programs that assist high income thinkers in learning how to leverage their time, and expertise as they lay the foundation for a lifestyle business.

Ms. Lawrence has developed the business world's most dynamic process of creating a results-driven business that aligns five core elements of lifestyle success coupled with a step-by-step approach to bold business creation which guides entrepreneurs from vision to venture to create a better, more successful, marketing rich business. Find out more at <http://goldengirlmarketing.com>.

Honorable Mentions

Here are two other brothers I met who were conducting seminars. Although I didn't go to their seminars, they are absolutely someone you should know about and seek wisdom on how to obtain financial independence from.



William R. Patterson, Chairman and CEO, The Warcoffer Capital Group, LLC The Baron Solution Group is an award-winning training, wealth coaching, and business consulting firm for executives, entrepreneurs, and investors. The Baron Solution Group was founded by William R. Patterson, D. Marques Patton, and Vicky Therese Davis, co-authors of the international best-selling business and personal finance book, *The Baron Son*. Their ethical guidebook to wealth, power, and success has been translated around the world and featured in the Forbes Book Club and Black Enterprise. Check him out at www.baronseries.com.



Another thing I want to highlight is a brief introduction I had with **Delxino Wilson de Briano** President, Co-Founder of TAG TEAM Marketing International, Inc. Delxino is widely recognized as one of the leading experts and all-time top producers in the network marketing industry.

Delxino's began his career as a computer scientist, but his amazing success story really begins when he became a distributor in a leading telecommunications company. Delxino and his wife Debbie founded a marketing company as a distributor organization in 1994, and then built the largest, predominantly Black, network marketing sales team ever built to over 230,000 distributors. Delxino expanded his team all over the world and held the #1 producer position for 7 years straight, producing over \$100 million dollars in sales annually.

Delxino has been a millionaire since he was 26-years-old, and has taught thousands of people how to achieve success. He delivers Black Business Seminars periodically throughout the United States, and trains both individuals and entire companies how to succeed using the system that he and his wife created. He has been recognized twice by U.S. Congress. Delxino's students have successfully applied his techniques all over the world, and several have earned millions as well.

I met him and joined his free online network that promotes Black-owned businesses. If you have a business or want to find quality, Black-owned businesses to patronize, email me at toure@beansouptimes.com.

More Website Resources

Blogs and Websites

www.Blogger.com
www.Wordpress.com
www.Squarespace.com

For Experts and Professionals

www.Elance.com
www.Guru.com

For Content

www.Bookswealth.com
www.clickbank.com

For Inspiration

www.Beyondthesecret.com
www.Beyondthesecretdvd.com
www.Goodisnotenough.com
www.lesbrown.com

For Networking

www.wefollow.com
www.twellow.com
www.blackfind.com

Conclusion

I hope my notes will be helpful to you. I know they have been to me. I have already implemented several principles and got confirmation for things I have been doing right for years. I wish you success in all your endeavors that aim to help, improve and/or advance humanity. I leave you with some simple, but powerful words from an incredible book:

“Man/woman can have nothing but what he/she strives for; That (the fruit of) his/her striving will soon come in sight.”