

Power Networking™

THE ON-LINE MAGAZINE

Keeping You In The Loop

DIGITAL MAGAZINE
Quarterly 2015
ISSUE #001

BLACK HISTORY MONTH

Rev. Dr. Martin Luther King, Jr's Monument,
Washington, DC USA

20 Ways Rich
People Think Differently

"The Apprentice" Winner:
Randal Pinkett's
Keys To Success

5 Books You
Should Be Reading

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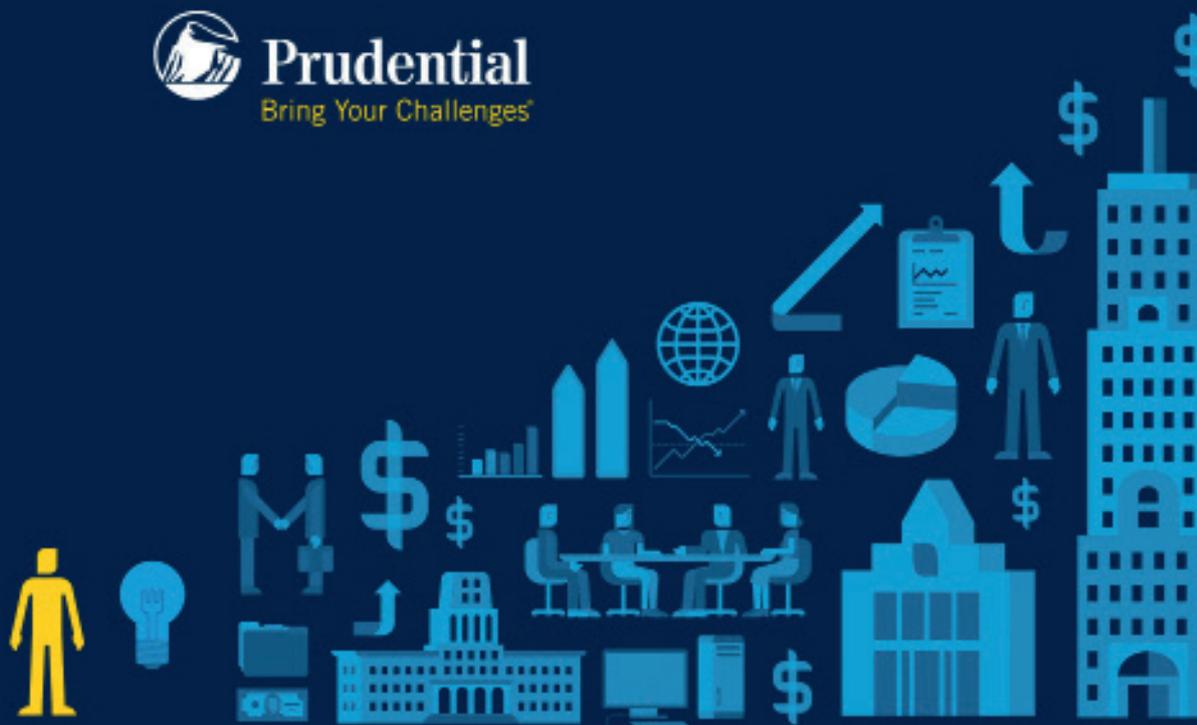
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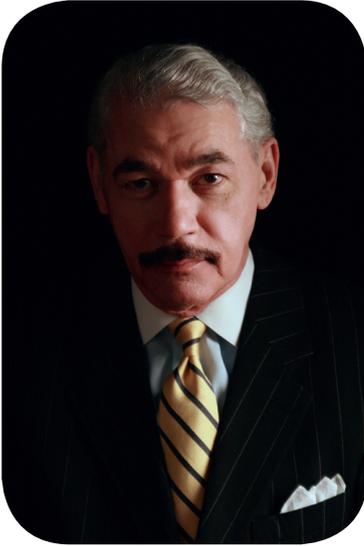
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Letter From The Publisher

Are You Boiling Yet?



Here we are just a short time after the 13th Annual PowerNetworking Conference, and Black America is still faced with trying times. I think it is safe to say that we as a community are definitely in hot water. But the question is, are you boiling yet?

During this year's *Power*Networking Conference we discussed the concept of the boiling frog and its metaphoric relationship to Black America.

For those that weren't with us, the anecdote regarding the Boiling Frog Syndrome is something we should all know. It is a fact that a frog placed in boiling water will immediately jump out to avoid the inevitable harm and impending death should he fail to take immediate, decisive self-help action. However, if the frog is placed in cold water and the temperature is increased gradually, the result will be totally different.

Gradually increasing the ambient temperature offers a comfort zone and has a soothing effect on the frog. Therefore the frog keeps adjusting to the subtle changes without any regard for the impending crisis — the point at which the frog's metabolism is unable to adjust and, almost surprisingly, death occurs.

Black America, like the frog, always seems to find enjoyment in the subtle changes that life brings. Through "thick and thin", we adjust ourselves. But when the trends indicate that the change on the outside is exceeding our ability to adjust on the inside, we, like the frog, will experience a devastating impact on our lives, families and communities. Although it is not easy to pull ourselves out of our collective "comfort zones", it is imperative that WE prepare the Black community for a quantum change.

As leaders in our community, we must bring about the transformation needed to collectively jump out of the boiling water. Achieving this important transformation will require intense training in three critical areas: business development, wealth creation and wellness— spiritual, mental and physical.

To that end, we at FraserNet are proud to provide you with a publication that will serve as a refresher of these points of interest. We know that those of you that attended this year conference had a wonderful time and were motivated and compelled to act. Our goal through this publication is to keep that fire burning for both conference attendees and non attendees and to remind you that the water is boiling.

Please read, enjoy and share all the information you find in these pages so that we may jump together.



George C. Fraser



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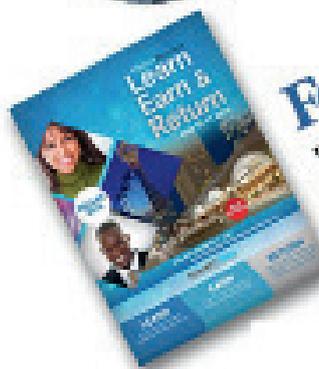
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3 DAYS OF BRILLIANT COMPANY

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 "Top 5 Can't Miss Conferences for 2015"

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In Our Mailbox



I experienced SO much more than I could have ever expected from branding and marketing with Pencilworx to relationship insight for my marriage with Dr. Freddie Haynes...It was like opening up the vault that you knew existed but simply did not know where or how to access it. I gained

so much understanding and exposure that I felt simply in-debt when I left. I recall sitting in a hallway once all of the “**Networking After Dark**” sessions ended Friday and just began to write my to do list and action items for when I returned home.

I am a business professional and considered my skill set strong but I am confident that I was upgraded as a result of experiencing the [PowerNetworking Conference]. With tremendous Gratitude, Appreciation and Love,

Kyra Hardwick
CEO, Imagine Excellence, Inc.
www.imagineexcellenceinc.com



I’ve been coming to the PowerNetworking Conference for 5 years and I love it. The PowerNetworking conference has afforded me the opportunity to meet some amazing people and develop some deep long-lasting relationships. The relationships that I’ve established, money can’t

buy, only the physical interaction that the PowerNetworking Conference has provided could have afforded me those opportunities.

I look forward to even greater things.

Sincerely,

Emerick A. Peace
www.emerickpeace.com

.....
• Send your letter and photo to brice@frasernet.com for a
• chance to see your face here!
.....

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20 Ways Rich People Think Differently

World's richest woman Gina Rinehart is enduring a media firestorm over an article in which she takes the "jealous" middle class to task for "drinking, or smoking and socializing" rather than working to earn their own fortune.

What if she has a point?

Steve Siebold, author of "How Rich People Think," spent nearly three decades interviewing millionaires around the world to find out what separates them from everyone else. It had little to do with money itself, he told Business Insider. It was about their mentality.

"[The middle class] tells people to be happy with what they have," he said. "And on the whole, most people are steeped in fear when it comes to money.

1. Average people think MON-EY is the root of all evil. Rich believe POVERTY is the root of all evil.

"The average person has been brainwashed to believe rich people are lucky or dishonest," Siebold writes.

That's why there's a certain shame that comes along with "getting rich" in lower-income communities.

"The world class knows that while having money doesn't guarantee happiness, it does make your life easier and more enjoyable."

From Steve Siebold, author of "How Rich People Think."

2. Average people think selfishness is a vice. Rich people think selfishness is a virtue.

"The rich go out there and try to make themselves happy. They don't try to pretend to save the world," Siebold told Business Insider. The problem is that middle class people see that as a negative — and it's keeping them poor, he writes.

"If you're not taking care of you, you're not in a position to help anyone else. You can't give what you don't have."

From Steve Siebold, author of "How Rich People Think."

3. Average people have a lottery mentality. Rich people have an action mentality.

"While the masses are waiting to pick the right numbers and praying for prosperity, the great ones are solving problems," Siebold writes.

"The hero [middle class people] are waiting for may be God, government, their boss or their spouse. It's the average person's level of thinking that breeds this approach to life and living while the clock keeps ticking away."

From Steve Siebold, author of "How Rich People Think."

4. Average people think the road to riches is paved with for-mal education. Rich people be-lieve in acquiring specific knowledge.

"Many world-class performers have little formal education, and have amassed their wealth through the acquisition and subsequent sale of specific knowledge," he writes.

“Meanwhile, the masses are convinced that master’s degrees and doctorates are the way to wealth, mostly because they are trapped in the linear line of thought that holds them back from higher levels of consciousness... The wealthy aren’t interested in the means, only the end.”

From Steve Siebold, author of “How Rich People Think.”

5. Average people long for the good old days. Rich people dream of the future.

“Self-made millionaires get rich because they’re willing to bet on themselves and project their dreams, goals and ideas into an unknown future.” Siebold writes. Days are behind them rarely get rich, and often struggle with un-happiness and depression.”

From Steve Siebold, author of “How Rich People Think.”

6. Average people see money through the eyes of emotion. Rich people think about money logically.

“An ordinarily smart, well-educated and otherwise successful person can be instantly trans-formed into a fear-based, scarcity driven thinker whose greatest financial aspiration is to retire comfortably,” he writes.

“The world class sees money for what it is and what it’s not, through the eyes of logic. The great ones know money is a critical tool that presents options and opportunities.”

From Steve Siebold, author of “How Rich People Think.”

7. Average people earn money doing things they don’t love. Rich people follow their passion.

“To the average person, it looks like the rich are working all the time,” Siebold says. “But one of the smartest strategies of the world class is doing what they love and finding a way to get paid for it.”

On the other hand, middle class take jobs they don’t enjoy “because they need the money and they’ve been trained in school

and conditioned by society to live in a linear thinking world that equates earning money with physical or mental effort.”

From Steve Siebold, author of “How Rich People Think.”

8. Average people set low expectations so they’re never disappointed. Rich people are up for the challenge.

“Psychologist and other mental health experts often advise people to set low expectations for their life to ensure they are not disappointed,” Siebold writes.

“No one would ever strike it rich and live their dreams without huge expectations.”

From Steve Siebold, author of “How Rich People Think.”

9. Average people believe you have to DO something to get rich. Rich people believe you have to BE something to get rich.

“That’s why people like Donald Trump go from millionaire to nine billion dollars in debt and come back richer than ever,” he writes.

“While the masses are fixated on the doing and the immediate results of their actions, the great ones are learning and growing from every experience, whether it’s a success or a failure, knowing their true reward is becoming a human success machine that eventually produces outstanding results.”

From Steve Siebold, author of “How Rich People Think.”

10. Average people believe you need money to make money. Rich people use other people’s money.

Linear though might tell people to make money in order to earn more, but Siebold says the rich aren’t afraid to fund their future from other people’s pockets.

“Rich people know not being solvent

enough to personally afford something is not relevant. The real question is, ‘Is this worth buying, investing in, or pursuing?’” he writes.

From Steve Siebold, author of “How Rich People Think.”

11. Average people believe the markets are driven by logic and strategy. Rich people know they’re driven by emotion and greed.

Investing successfully in the stock market isn’t just about a fancy math formula.

“The rich know that the primary emotions that drive financial markets are fear and greed, and they factor this into all trades and trends they observe,” Siebold writes.

“This knowledge of human nature and its overlapping impact on trading give them strategic ad-vantage in building greater wealth through leverage.”

From Steve Siebold, author of “How Rich People Think.”

12. Average people live beyond their means. Rich people live below theirs.

“Here’s how to live below your means and tap into the secret wealthy people have used for centuries: Get rich so you can afford to,” he writes.

“The rich live below their means, not because they’re so savvy, but because they make so much money that they can afford to live like royalty while still having a king’s ransom socked away for the future.”

From Steve Siebold, author of “How Rich People Think.”

13. Average people teach their children how to survive. Rich people teach their kids to get rich.

Rich parents teach their kids from an early age about the world of “haves”

and “have nots,” Siebold says. Even he admits many people have argued that he’s supporting the idea of elitism.

He disagrees.

“[People] say parents are teaching their kids to look down on the masses because they’re poor. This isn’t true,” he writes. “What they’re teaching their kids is to see the world through the eyes of objective reality -- the way society really is.”

If children understand wealth early on, they’ll be more likely to strive for it later in life.”

From Steve Siebold, author of “How Rich People Think.”

14. Average people let money stress them out. Rich people find peace of mind in wealth.

The reason wealthy people earn more wealth is that they’re not afraid to admit that money can solve most problems, Siebold says.

“[The middle class] sees money as a never ending necessary evil that must be endured as part of life.

“The world class sees money as the great liberator, and with enough of it, they are able to purchase financial peace of mind.”

From Steve Siebold, author of “How Rich People Think.”

15. Average people would rather be entertained then educated. Rich people would rather be educated than entertained.

While the rich don’t put much stock in furthering wealth through formal education, they appreciate the power of learning long after college is over, Siebold says.

“Walk into a wealthy person’s home and one of the first things you’ll see is an extensive library of books they’ve used

to educate themselves on how to become more successful,” he writes.

“The middle class reads novels, tabloids and entertainment magazines.”

From Steve Siebold, author of “How Rich People Think.”

16. Average people think rich people are snobs. Rich people just want to surround themselves with like-minded people.

The negative money mentality poisoning the middle class is what keeps the rich hanging out with the rich, he says.

“[Rich people] can’t afford the messages of doom and gloom,” he writes. “This is often misinterpreted by the masses as snobbery. Labeling the world class as snobs is another way the middle class finds to feel better about them-selves and their chosen path of mediocrity.”

From Steve Siebold, author of “How Rich People Think.”

17. Average people focus on saving. Rich people focus on earning.

Siebold theorizes that the wealthy focus on what they’ll gain by taking risk, rather than how to save what they have. “The masses are so focused on clipping coupons and living frugally they miss major opportunities,” he writes.

Even in the midst of a cash flow crisis, the rich reject the nickel and dime thinking of the masses. They are the masters of focusing their mental energy where it be-longs: on the big money.”

From Steve Siebold, author of “How Rich People Think.”

18. Average people play it safe with money. Rich people know when to take risk.

“Leverage is the watchword of the rich,” Siebold writes.

“Every investor loses money on occasion, but the world class knows no

matter what happens, they will always be able to earn more.”

From Steve Siebold, author of “How Rich People Think.”

19. Average people love to be comfortable. Rich people find comfort in uncertainty.

For the most part, it takes guts to take the risk necessary to make it as a millionaire -- a challenge most middle class thinkers aren’t comfortable living with.

“Physical, psychological, and emotional comfort is the primary goal of the middle class mindset,” Siebold writes.

World class thinkers learn early on that becoming a millionaire isn’t easy and the need for com-fort can be devastating. They learn to be comfortable while operating in a state of ongoing uncertainty.”

From Steve Siebold, author of “How Rich People Think.”

20. Average people never make the connection between money and health. Rich people know money can save your life.

While the middle class squabbles over the virtues of Obamacare and their company’s health plan, the super wealthy are enrolled in a super elite “boutique medical care” association, Siebold says.

“They pay a substantial yearly membership fee that guarantees them 24-hour access to a private physician who only serves a small group of members,” he writes.

“Some wealthy neighborhoods have implemented this strategy and even require their physician to live in the neighborhood.”

From Steve Siebold, author of “How Rich People Think.”

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Guest...

Charles Ogletree

Ogletree taught both **Barack and Michelle Obama** at Harvard; he has remained close to Barack Obama throughout his political career. He appeared briefly on the joint The Daily Show-Colbert Report election night coverage of the 2008 presidential election, making a few remarks about his personal knowledge of the Obamas.

Forbes
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for 2015"

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HERE'S WHAT PEOPLE ARE SAYING!



"After attending the conference--and being blown away by its excellence, I'm still--and always learning."

-Victoria Ashford, Helena, AL

"The conference was GREAT! We really enjoyed the networking and new contacts we made. Thank you for being a man of integrity, style and excellence."

- Anita and Donald Farmer, Red Oak, GA

"Greetings FraserNet Family, I just wanted to share with you on what a wonderful job you all did at the conference. I have not stopped talking about it since. It was one of the most professional, elegant and down to earth, but done with such class."

- Kimberly M. Armstrong, Baltimore, MD

"George, thank you for allowing the United Brothers of America to be a part of the PowerNetworking Conference. All of our student mentors had an amazing experience."

- Louis McNeil, Atlanta, GA

"The Annual PowerNetworking Conference probably needless to say, the event was fantastic "

- James Qingman, Cincinnati, OH

"My Brother George, as always it has been a life changing experience. I as others am looking forward to the next Anniversary."

- Michael H. Scott, Chesapeake, VA

"Congratulations on a great PowerNetworking Conference. I feel empowered!"

- Cedric Varner, Montgomery, AL

"The Annual PowerNetworking Conference once again it was an extraordinary event. That's because George Fraser is an amazing Brother."

- Ron Daniels, New York, NY

"Thank you for a great conference! I learned much....which is spring boarding me to do much more than before. Wow! I'm getting connected today."

- Victoria Ashford, Helena, AL

"I have appreciated all the great things you have done for our world, our community, our families and me! Your mentorship from afar, and the conference opened my eyes to the possibilities and kept me going at times when I thought I wouldn't."

- Milton Burns, Stone Mountain, GA

"This was my first year attending the PNC. I was hesitant in attending, but it was truly worth the effort. I met many wonderful like-minded people and felt that your speakers spoke to my spirit

and soul and affirmed to me that I am on the right path and as long as - I do me and not worry about the naysayers all will be well."

- Denice Whalen-White, Bowie, MD

"Great Conference as usual, George!"

- Norman Pringle, Roswell, GA

"Thank you for the PowerNetworking Conference. I have developed new relationships that I want to keep for a lifetime. It was Super Amazing. Keep on going fearless leader!!!!"

- Jeanetta Hill, St. Louis, MO

"Really enjoyed the conference this past weekend. Also my clients I brought to the conference found it exceptionally helpful. Your staff was wonderful."

- Glenn Murray, Oakbrook Terrace, IL

"Happy Father's Day to a cool, brilliant, Black man! Still feasting off the conference in Atlanta. God bless you and your beautiful family."

- Shontelle Marie Plant, Baton Rouge, LA

"George, this was my first time attending the PowerNetworking Conference. I was absolutely blown away! The workshops, the coaches, the luncheon...everything was first class."

- Marcella Mollon-Williams, Bowie, MD

"These fine servants, made the conference rock this year. I salute you all, great job."

- Linda Morgan, Long Beach, CA

"Yes, yes, yes George...I had a wonderful time at your conference as I always do...and I encourage all black folk to get to the next one... and Kudos to you."

- Khadija Chapman, Cleveland, OH

"Mr. Cool Black and Brilliant Fraser - this was my first year at the Networking Conference and I can't stop speaking of how fantastic, over the top, exceeding my wildest imagination this conference was. As so many said to you publically, so shall I - thank God for George C. Fraser!!! Every speaker, every coach, every plenary, every workshop was absolutely necessary and beneficial!!! Thank you Lord for this man!"

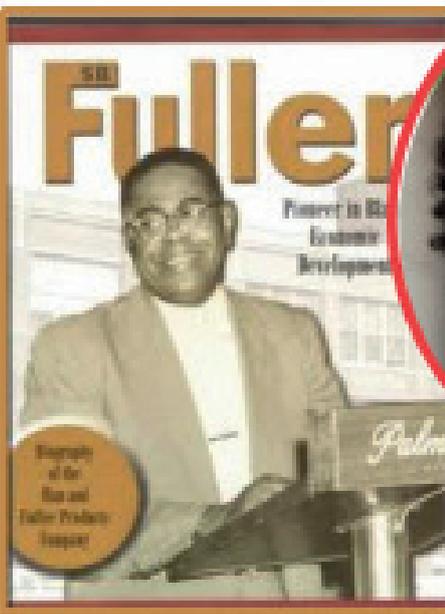
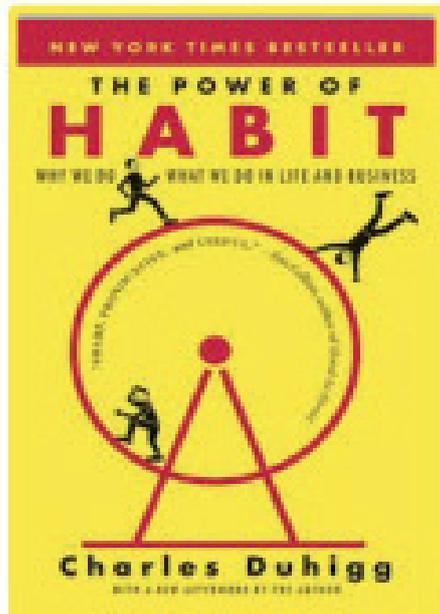
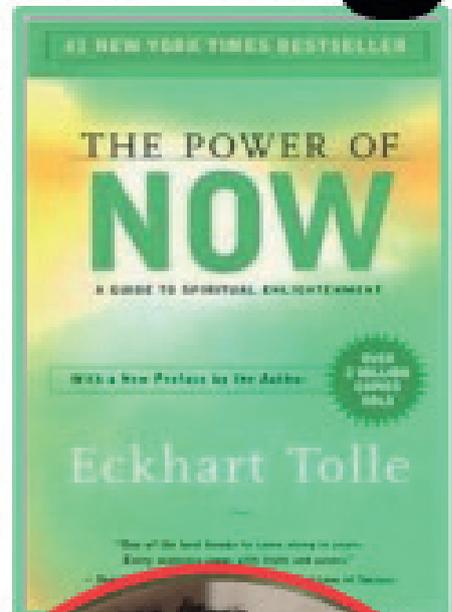
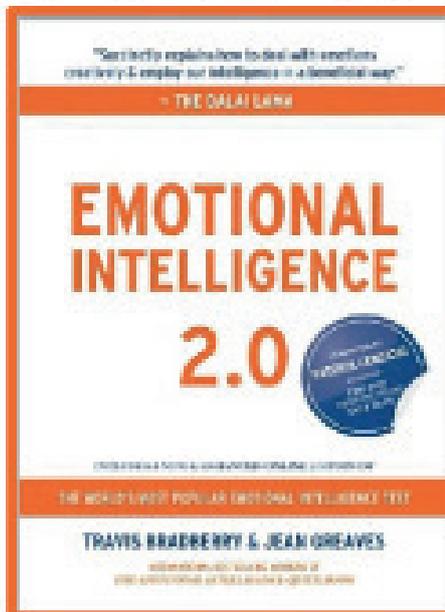
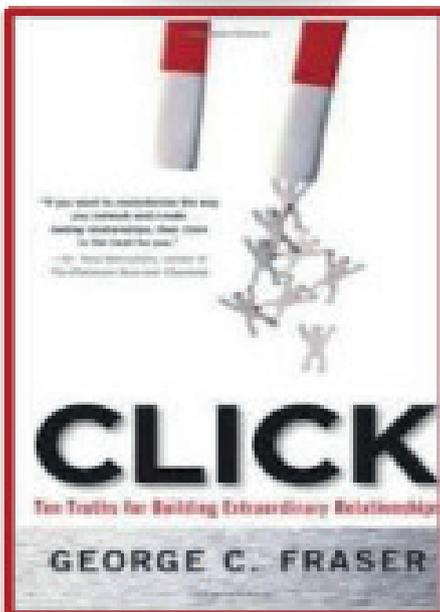
- Shontelle Marie Plant, Baton Rouge, LA

"Your PowerNetworking Conference allowed me to shake hands with individuals who are now shaping my future and when I contemplate this new direction and where it is taking my life, it is very difficult to move forward without properly acknowledging you."

- Dave Sampe, Washington, D.C. Power

5

Books You Should Be Reading



1. Click: Ten Truths for Building Extraordinary Relationships by George C. Fraser

One of America's foremost authorities on networking reveals how you can connect with other people to realize business and life goals. Personal growth guru Stephen Covey calls George Fraser a "masterful teacher." TV host and journalist Tony Brown calls him a "visionary with the rare combination of leadership and management skills." And each year, tens of thousands of people attend his seminars and conferences to learn how to move beyond networking and start truly connecting to take their relationships to the next level. Fraser shares the insider secrets that will help you to tap into the richest resource on the planet—other people—to achieve goals and share your talents in business and in life.

2. The Power of Habit by Charles Duhigg

In *The Power of Habit*, Pulitzer Prize-winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, *The Power of Habit* contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives.

3. Emotional Intelligence 2.0 by Travis Bradberry and Jean Greaves

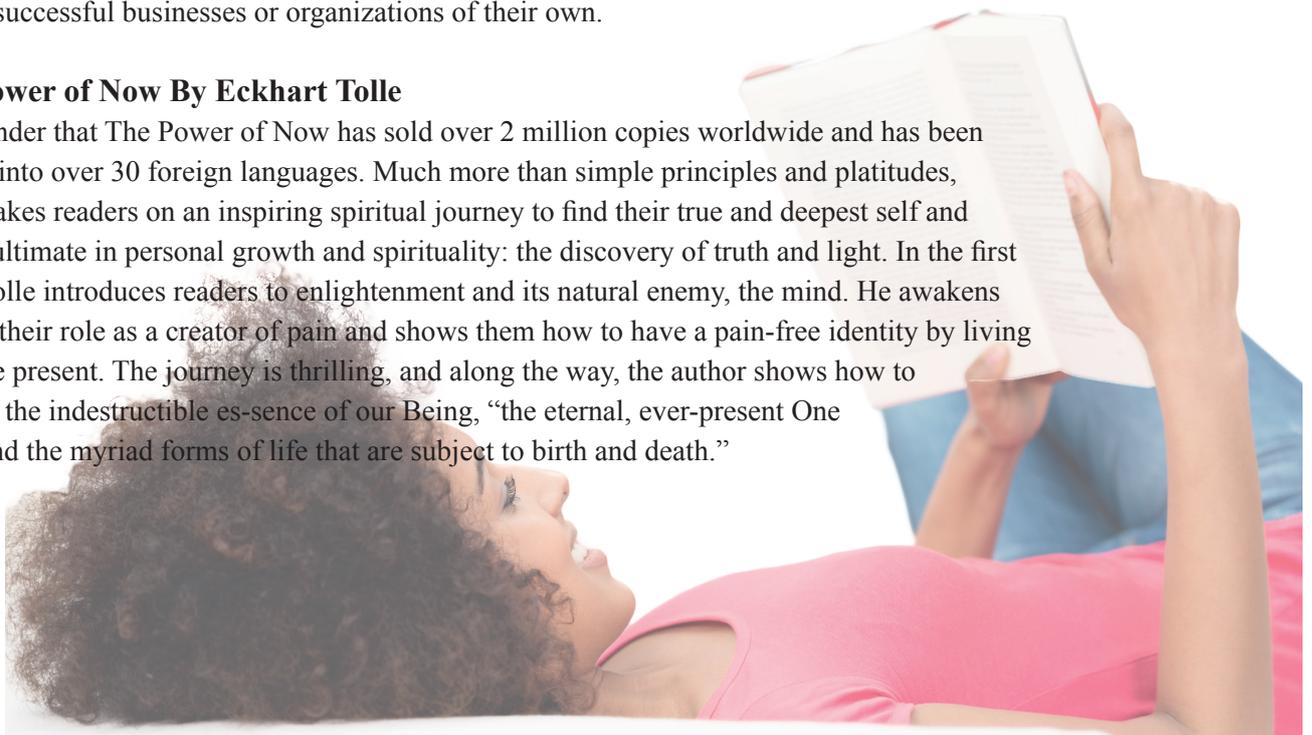
By now, emotional intelligence (EQ) needs little introduction—it's no secret that EQ is critical to your success. But knowing what EQ is and knowing how to use it to improve your life are two very different things. *Emotional Intelligence 2.0* delivers a step-by-step program for increasing your EQ via four, core EQ skills that enable you to achieve your fullest potential: Self-Awareness, Self-Management, Social Awareness and Relationship Management

4. S.B. Fuller: Pioneer in Black Economic Development by Mary Fuller Casey

This book captures both the life and accomplishment of S.B. Fuller during his lifetime and the effect his teaching and philosophy had on those 'Fullerites' who chose to follow and emulate him. S.B. Fuller was not just a dynamic and successful businessman. During his time he greatly influenced, trained, or aided legions of other Blacks to start, build, and grow successful businesses or organizations of their own.

5. The Power of Now By Eckhart Tolle

It's no wonder that *The Power of Now* has sold over 2 million copies worldwide and has been translated into over 30 foreign languages. Much more than simple principles and platitudes, the book takes readers on an inspiring spiritual journey to find their true and deepest self and reach the ultimate in personal growth and spirituality: the discovery of truth and light. In the first chapter, Tolle introduces readers to enlightenment and its natural enemy, the mind. He awakens readers to their role as a creator of pain and shows them how to have a pain-free identity by living fully in the present. The journey is thrilling, and along the way, the author shows how to connect to the indestructible es-sence of our Being, "the eternal, ever-present One Life beyond the myriad forms of life that are subject to birth and death."



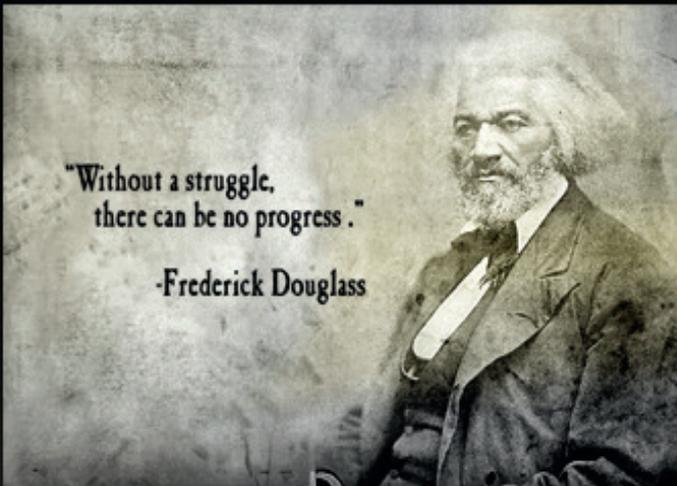
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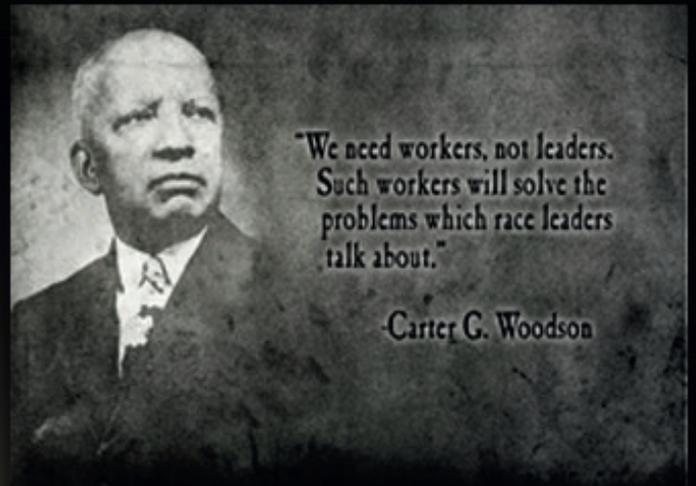
"The things we truly love stay with us always, locked in our hearts as long as life remains."

-Josephine Baker



"Without a struggle, there can be no progress."

-Frederick Douglass



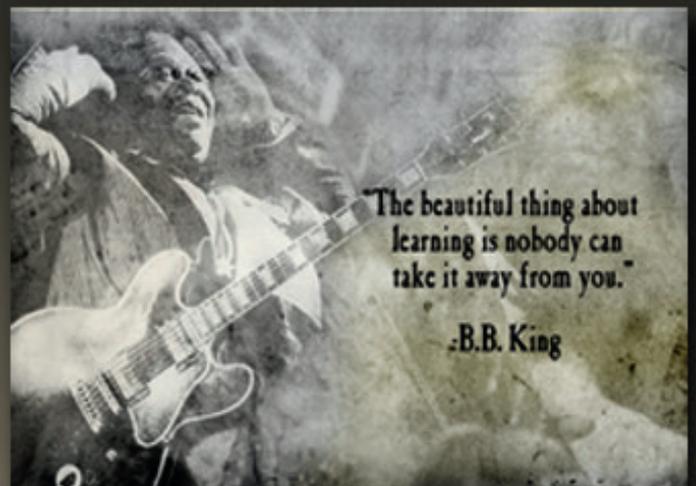
"We need workers, not leaders. Such workers will solve the problems which race leaders talk about."

-Carter G. Woodson



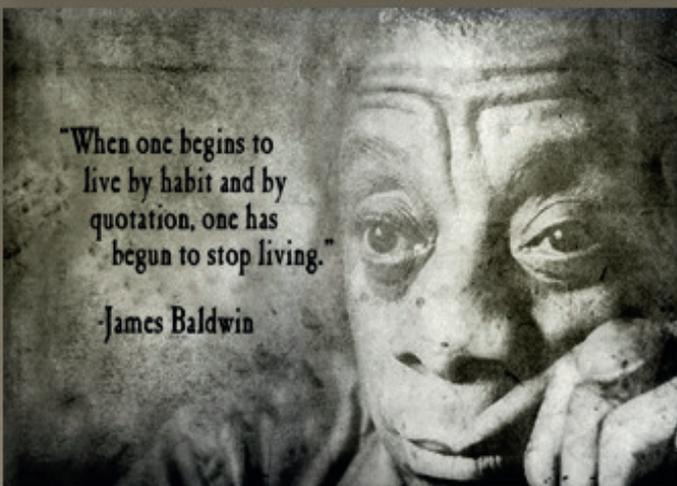
"A kiss that is never tasted, is forever and ever wasted."

-Billie Holiday



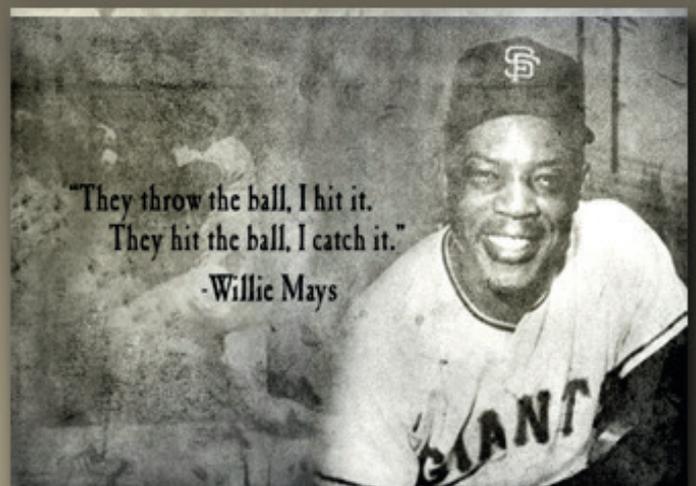
"The beautiful thing about learning is nobody can take it away from you."

-B.B. King



"When one begins to live by habit and by quotation, one has begun to stop living."

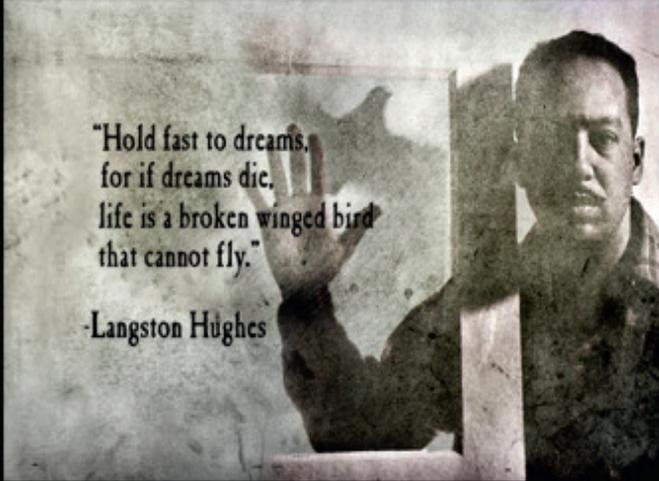
-James Baldwin



"They throw the ball, I hit it. They hit the ball, I catch it."

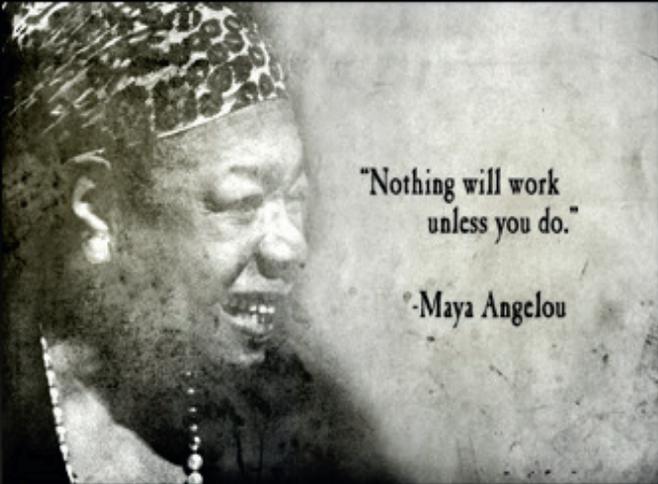
-Willie Mays

History Month



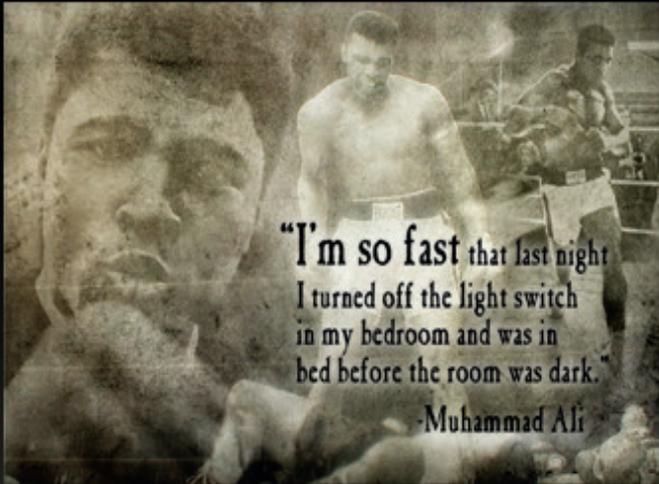
"Hold fast to dreams,
for if dreams die,
life is a broken winged bird
that cannot fly."

-Langston Hughes



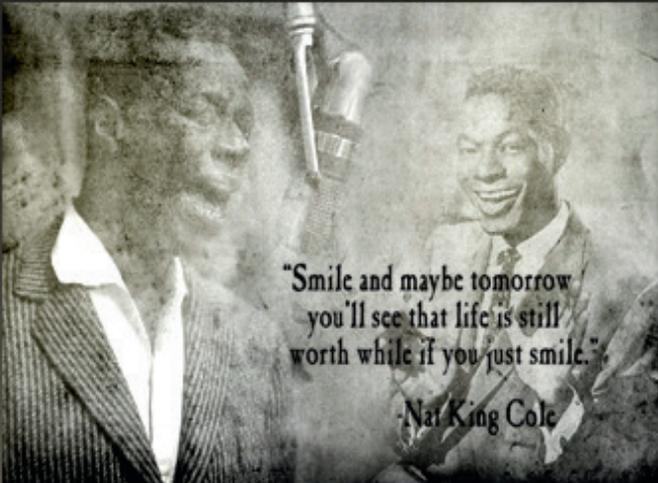
"Nothing will work
unless you do."

-Maya Angelou



"I'm so fast that last night
I turned off the light switch
in my bedroom and was in
bed before the room was dark."

-Muhammad Ali



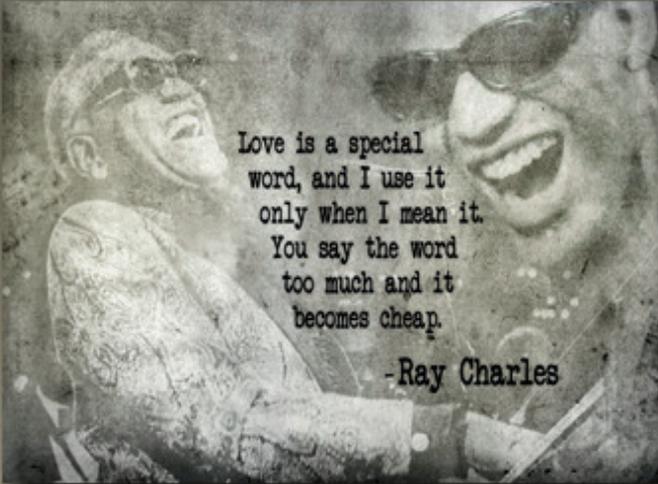
"Smile and maybe tomorrow
you'll see that life is still
worth while if you just smile."

-Nat King Cole



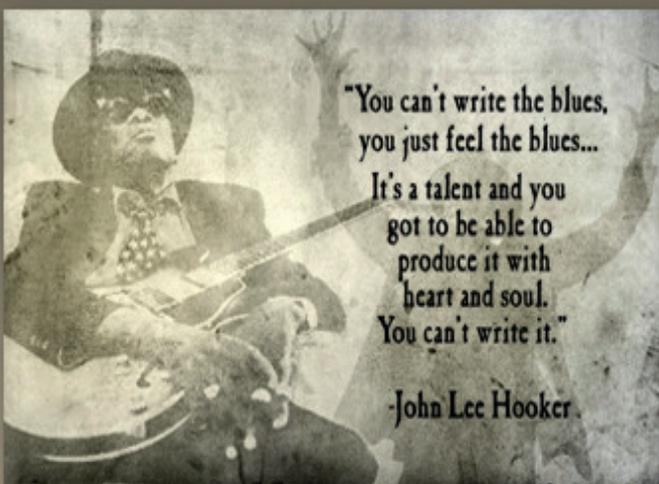
"Become the change
you want to see -
those are words
I live by."

-Oprah Winfrey



Love is a special
word, and I use it
only when I mean it.
You say the word
too much and it
becomes cheap.

-Ray Charles



"You can't write the blues,
you just feel the blues..."

It's a talent and you
got to be able to
produce it with
heart and soul.
You can't write it."

-John Lee Hooker



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HBCU Rankings: The Top 25 in the Nation by US News



Reprinted from: HBCUlifestyle.com

This U.S. News & World Report has released its 2014 edition of the Best Colleges Report. Included are several ranking lists. Among them is the HBCU rankings. The ranking data includes tuition, enrollment, retention, graduation rates, and college admission test scores. Drumroll please:

Spelman College	Atlanta, GA
Morehouse	Atlanta, GA
Howard University	Washington D.C.
Fisk University	Nashville, TN
Tuskegee University	Tuskegee, AL
Xavier University of Louisiana	New Orleans, LA
Clayton University	Orangeburg, SC
North Carolina A&T State University	Greensboro, NC
Clark Atlanta University	Atlanta, GA
Delaware State University	Dover, DE
Florida A&M University	Tallahassee, FL
Dillard University	New Orleans, LA
North Carolina Central University	Durham, NC
Johnson C. Smith University	Charlotte, NC
Tennessee State University	Nashville, TN
Tougaloo College	Tougaloo, MS
Winston-Salem State University	Winston-Salem, NC
Elizabeth City State University	Elizabeth City, NC
Morgan State University	Baltimore, MD
Alabama A&M University	Normal, AL
Lincoln University	Lincoln University, PA
Bennett College	Greensboro, NC
Oakwood University	Huntsville, AL
South Carolina State University	Orangeburg, SC
Bowie State University	Fayetteville, NC

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Suzan Hart is a master trainer, author and coach with over a decade of experience in counseling. She has worked extensively in women's services and child welfare and specializes in crisis and mediation. Personally, she's found that optimal health has lead the way to financial health and is passionate about sharing life-changing options and opportunities with those who need them most. Suzan believes that success is available to everyone if you are willing to work together and claim his or her freedom.

RECLAIM YOUR HEALTH, RECLAIM YOUR LIFE.

If you're not taking care of your health now, you will be later. It's largely your choice whether you start investing in wellness now, or whether you'll be dragged kicking and screaming to an emergency room, a specialist or your general practitioner.

Though we may age gracefully on the outside, something sinister is lurking below the skin. As a community we are digging our own graves with knives and forks every time we sit down to a meal.

Heart disease and diabetes are among the top four leading causes of death for African Americans according to the Centers for Disease Control and Prevention. The prevalence of obesity among African American adults is largest compared to other race and ethnicity groups. Furthermore, African American adults were nearly twice as likely to be diabetic than white adults. (reference link: <http://www.cdc.gov/minorityhealth/populations/REMP/black.html>)

The facts don't lie. We are killing ourselves slowly and needlessly. And it's not getting any better for our children. As The Voice reported earlier this year, many heavy kids think they're a normal weight and those false impressions were more common in black and Mexican-American children than in white children. (reference link: <http://theatlantavoice.com/news/2014/jul/25/study-many-heavy-kids-think-theyre-normal-weight/>)

The bottom line is that we can do better. Not just for ourselves, but for our children, our grandchildren and generations to come. And we have to start now. A New England Journal of Medicine study found that overweight 5-year-olds were four times as likely to become obese than their normal-weight counterparts. (reference link: <http://theatlantavoice.com/news/2014/feb/21/experts-obesity-often-starts-kindergarten/>)

It all starts with nutrition, choosing to fuel your body with the right nutrients and protect it from harm. Since the 1970s, fast food restaurants have more than doubled. We are constantly bombarded with opportunities to eat high-calorie, low-nutrition food and our choices are reinforced by enticing,

and sometimes misleading advertising. At the same time, 23 million Americans, over a quarter of them children, live in areas considered "food deserts" where they don't have easy access to grocery stores. (reference link: <http://www.fitness.gov/resource-center/facts-and-statistics/>)

When is enough, enough? What will it take for you to fight back and reclaim your health? What will it take for you to stand up to those around you and help them see the light?

These are big problems, but there are also big solutions. Good nutrition doesn't have to be exorbitantly expensive or prohibitively perishable. You can have access to quality food for your family and it can be easy to prepare, fast and portable. You just have to make the choice.

I would like to introduce to the F!T Is The New \$eXy Movement. We are black men and women who have drawn a line in the sand and have chosen to reclaim our health, co-create generational wealth and become a beacon of Physical and Financial fitness in the black community.

Our vision is to free families to live an extraordinary life of physical and financial fitness.

Physical Fitness focuses on health from the inside out. True fitness is not a result of a fad diet. It results from a daily journey of healthy eating and exercise as well as spiritual and emotional development.

Financial fitness is more than hustling to break even at the end of the month. It's learning how to attract wealth and make money work FOR us, instead of us working to chase money. Our focus is on community cooperation, reinvestment, and having our dollar go to work within our families and communities to create generational wealth.

Sexy is an energy that comes from the inside out. True sexiness cannot be put on like a tight dress, or a pair of pants. It cannot be found in the perfect weave, manicure or hair cut.

So why is F!T the new \$eXy? Because when you feel healthy and energetic, you reclaim an internal power and confidence. Sexy is the energy we each put into the world when we are confident in our ability to produce results and secure our own financial foundation.

We invite you to lock arms with us. Commit to your Health. Commit to your opportunity to create generational Wealth.



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ASK A BUSINESS COACH

Dear Coach,

Question: I own and run a company, but my leadership skills are sometimes lacking. My Senior Team refers to me as “Mr. Softy,” because I fail to discipline those who breach company policies. I am having particular difficulty with my VP of Sales. While he does bring in new accounts, he consistently enters them incorrectly and causes all sorts of problems for production staff. My team keeps telling me to “let him have it,” but I am not sure what to say. How do I make him accountable without simply firing or threatening to fire him?

Answer: Congratulations! You are already demonstrating great leadership wisdom by seeking solutions aside from threatening job loss. The accountability you want would never develop from firing or threatening to fire, anyway. Exceptional leaders build accountability and empower their employees by asking them questions. My philosophy of leadership is “ask, don’t tell.” Although you have identified the VP of Sales as causing the current problems, make sure you have all the facts. This could be a great opportunity for you to build accountability – not just in this employee, but in all your employees.

I suggest holding a company-wide meeting, focused on the big picture of how sales orders are processed. Use the situation with the VP of Sales as an example, and ask, “Is this order representative of how this company functions?” Either everyone will agree, or an interesting discussion will ensue between the disagreeing parties. Sometimes, your role as a leader is to stay out of the middle and simply facilitate. The managers of your various departments likely understand the facts better than you do, and it is perfectly ok to admit this. Enter the meeting with an open mind. Even if your employees begin by arguing and finger-pointing, they will eventually work through to the facts. You may need to pepper the conversation with questions, but try not to give answers.

Once the group has pinpointed the actual problem and the individual(s) involved, begin discussing solutions. Ask simply, “How would you like to solve this?” Even if you have solutions in mind, great leadership requires you to trust others to develop their own answers. Given this is the first time you have undergone this process, I suggest you stay in the meeting. Continue to only ask questions, and if asked your opinion, refrain from giving it. Remind your managers that you trust them to run their departments and make money for your company, so surely you trust them to solve issues, such as this one. Initially, this entire process may be extremely time-consuming and frustrating for everyone involved. Be confident that you are moving in the right direction! Your employees will soon become more energized as they feel empowered, and the time will prove well worthwhile. By the end of this process, you too will find your power and realize you built accountability by merely asking questions. Remember: Ask, don’t tell.

The appetite for high-quality video content is growing...ARE YOU IN???



WILLIAM N. BYERS JR.: DIRECTOR OF PHOTOGRAPHY - EDITOR - DIRECTOR

William is an award winning southern California based independent filmmaker, which has shot, directed and produced hundreds of corporate videos, documentaries and travel stories around the world. Visit William on www.explorerstudios.com

Video is taking content marketing by storm, but you'll have to do more than just make one to realize its full potential

With online video quickly becoming a key means for people to satisfy their information and entertainment needs, small businesses that fail to include it in their internet marketing strategies will do so at their peril.

Video is the future of content marketing. That is, if it's not the here and now. Various studies show more than half of companies are already making use of the medium – a figure that's predicted to rise as more and more realize the possibilities. Nielsen claims 64% of marketers expect video to dominate their strategies in the near future. It's not difficult to see why.

When it comes to potential reach, video is peerless. YouTube receives more than one billion unique visitors every month – that's more than any other channel, apart from Face book. Video can give you access to all this. Video done well can give you a slice of it. What other form of content can do the same?

Currently 70% of the buyers journey is done online. Video Content marketing is a great way to influence the buyer while on that journey. By the time they actually interact with someone, they have been exposed to at least 10 forms of content including, posts, reviews, ratings, blogs and video. The

persona of the individual will determine which type of content will be the most influential.

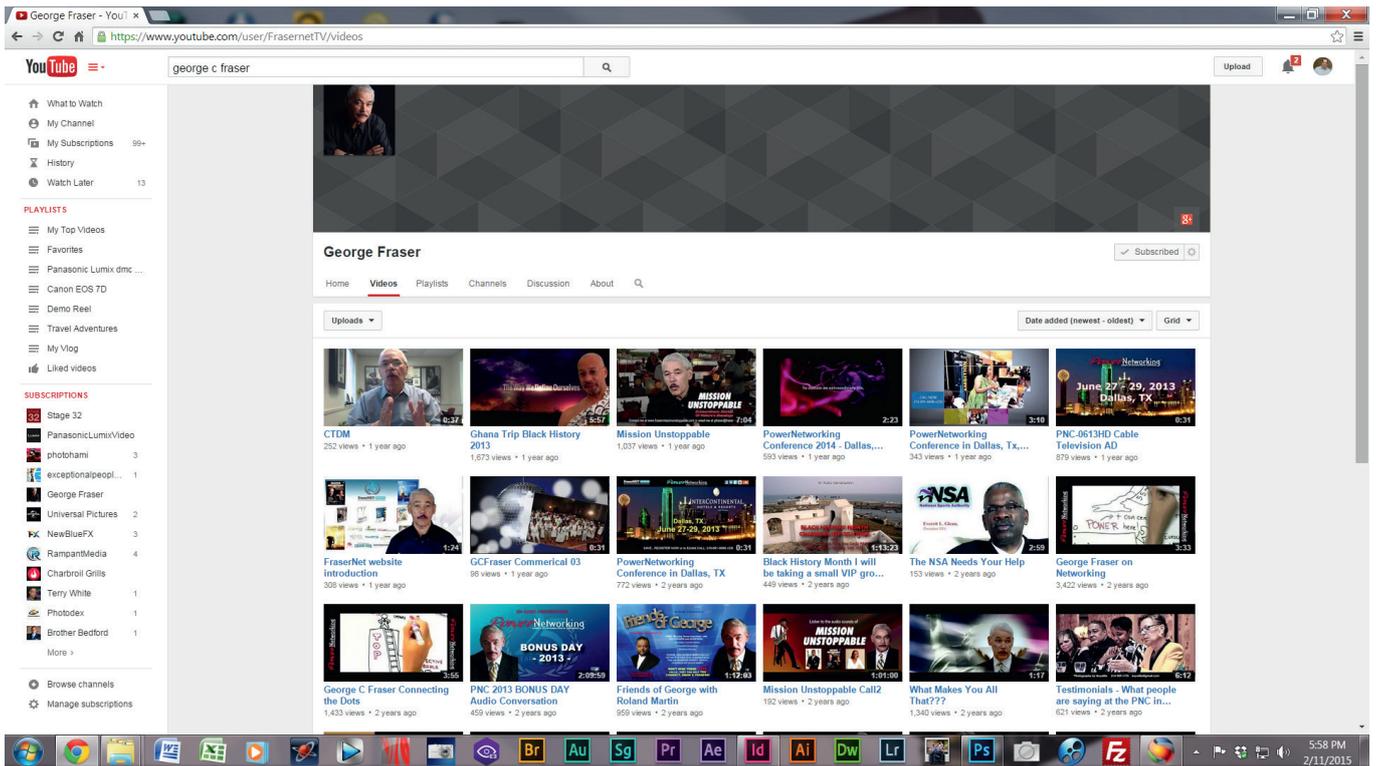
Video content should, inform, delight, entertain and inspire the onlooker to take action. It helps to build trust

When you use video on your website, you have a powerful tool that can increase the popularity of your web pages. Whether you want to earn money, share your knowledge or increase page views, you can use video to create a dynamic web site the attracts and keeps visitors. Listed below is 10 way to use video content for your business.

1. *Enhance Your Website*
2. *Demonstrate a Product or Activity*
3. *Share Your Expertise*
4. *Drive Traffic to Your Website*
5. *Earn Money*
6. *Promote a Sale or Special Event*
7. *Give Your Business a Personal Face*
8. *Engage Customers With Your Brand*
9. *Encourage Regular Visits to Your Website*
10. *Stand Out From the Competition*



While video content can help a site with search engines, images that are not handled correctly can damage a sites ranking. Sites lacking links an automated "spider" program can follow end up being ignored by search engines. Creators of video content



who do not keyword-optimize the content negate any SEO work on the no multimedia portion of the site. As a result, the site appears lower in search results, which affects its overall traffic flow.

The success stories of videos that have gone viral are legend. A recent campaign from Volkswagen, for example, saw a trio of its videos viewed a combined 155 million times. If such numbers seem out of reach for companies without 12-figure revenue streams, they at least demonstrate video's inherent share ability. Engage viewers and they will share the video with others. They will spend longer on your website and more time interacting with your brand. For any social media campaign, any SEO exercise, video is without doubt one of the best tools in the kit.

It is naturally engaging and, in an age of information overload, it's vital for small businesses to offer content that is easy to digest; if not, consumers will simply move on. Video does this very well. **If a picture paints 1,000 words then one minute of video is worth 1.8 million**, seven in 10 people view brands in a more positive light after watching interesting video content from them. But is video really possible for small businesses? Absolutely. Production

costs have fallen significantly in recent years and you no longer need to be a technical whiz to work out how to use it. Apps such as Twitter's Vine, with its six-second maximum clip length, have dramatically increased the opportunity for businesses on a limited budget to get stuck in. Nevertheless, if you're to realize a decent return on your investment, you will need to bear the following in mind.

Always consider the audience you are trying to reach and ensure the video is relevant to them. If it's not the most appropriate means of getting your message across, you are probably wasting your time.

Do not neglect social media and be sure to promote across multiple channels. If you want to fully realize video's potential, you must make it easy for users to find and share it. Don't neglect mobile either. Ooyala has claimed a tenth of all video plays happen on mobiles and tablets, and it's an increasingly important segment, with mobile phones holding 41% more share of video consumption at the end of June 2013 than at the start of that year.

Digital video audiences and revenues are on the rise, and they show no signs of slowing down.

Finally, be creative, not only with the videos themselves but in the campaign strategy you build around them. As my production team likes to say, creativity and quality wins over the cost of production every time. Get that bit right and video won't just be the future of content marketing, it'll be the future of content marketing for you.

The question is... **Are You In?**

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We look forward to hearing from you and working with you in the future and as George C. Fraser says, "Stay the course."



Blogs on Fire

Blogs are a great way to find information about various subjects from various vantage points. Here is a list of stand out blogs with great information.

- Rosssimonds.com
- Ciarapressler.com
- Getrichslowly.org
- Succedasyourownboss.com
- Fourhourworkweek.com
- Doublesavingdivas.com
- Workhappynow.com
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Easy Ways To Increase Your Search Engine Ranking

The methods employed to increase your search engine rankings may seem like rocket science to you, so you have probably avoided dealing with this is-sue. I am here to tell you – the time has come to face your website! A high search engine ranking for your website is so essential that if you have the slightest desire to actually succeed in your business, there is no way you can continue to avoid this issue.

At least 85% of people looking for goods and ser-vices on the Internet find websites through search engines such as Google, Yahoo, and Bing. The idea of optimizing your pages for high search engine rankings is to attract targeted customers to your site who will be more than likely to make a purchase. The higher your page comes up in search engine results, the greater the traffic that is directed to your website. That’s what search engine optimization is about.

You can immerse yourself in all the technical information available online to figure out how to optimize your web pages to achieve higher rankings. Or you can look at a few simple items on your pages, make some small adjustments, and most likely see improved rankings quite rapidly. The first item you should examine is the title bar on your homepage.

The title bar is the colored bar at the top of the page. Look at the words that appear there when you access your home page. To increase search engine rankings, the words on your homepage’s title bar should include the most important keywords or phrases, one of which would include your company name.

Then click on all your links and examine the title bars on the pages you access. Each title bar on every single page of your site should contain the most important keywords and phrases taken from the page itself. However, avoid

very long strings of keywords, keeping them to six words or less. Avoid repeating keywords more than once in the title bars, and make sure that identical words are not next to each other.

The next item to put under your microscope is your website content. Search engines generally list sites that contain quality content rather than scintillating graphics. The text on your site must contain the most important keywords - the words that potential customers will be typing into search engines to find your site.

Aim to have around 250 words on each page, but if this is not desirable due to your design, aim for at least 100 carefully chosen words. If you want to achieve a high ranking on search engines, this text is essential. However, the search engines must be able to read the text, meaning that the text must be in HTML and not graphic format. To find out if your text is in HTML format, take your cursor and try to highlight a word or two. If you are able to do this, the text is HTML. If the text will not highlight, it is probably in graphic form. In this case, ask your web-master to change the text into HTML format in order to increase your search engine rankings.

Next we come to what is called meta tags. I know this sounds like something out of science fiction, but it is really just simple code. Many people believe that meta tags are the key to high search engine rankings, but in reality, they only have a limited effect. Still, it’s worth adding them in the event that a search engine will use meta tags in their ranking formula.

To find out if your page is set up with meta tags, you must access the code. To do this, click the “view” button on the browser menu bar, and select “source.” This will pull up a window revealing the underlying code that

created the page. If there are meta tags, they usually appear near the top of the window. For example, a meta tag would read: meta name=”keywords” content=. If you do not find code that reads like this, ask your webmaster to put them in. This may not do much for your search engine rankings, but any little boost helps.

Lastly, we come to the issue of link popularity. This is a factor that is extremely important in terms of search engine rankings. Almost all search engines use link popularity to rank your website. Link popularity is based on the quality of the sites you have linked to from your links page. If you type in “free link popularity check” in a popular search engine, the search engine will then show you what sites are linked to your site. In the case that there aren’t many sites linked up to yours, or that the sites that are linked up have low search engine rankings, consider launching a link popularity campaign.

Essentially, this entails contacting quality sites and requesting that they exchange links with your site. Of course, this requires checking out the rankings of the websites you want to link up with. Linking to popular, quality sites not only boosts your search engine ranking, but it also directs more quality traffic to your website.

Search engine rankings are extremely important for a successful Internet marketing campaign. Before you go out and hire a search engine optimization company, try taking some of the simple steps listed above, and see if you can’t boost your rankings yourself. Don’t ever ignore this all-important factor in Internet marketing. Remember, the higher your search engine ranking, the more quality customers will be directed your way.



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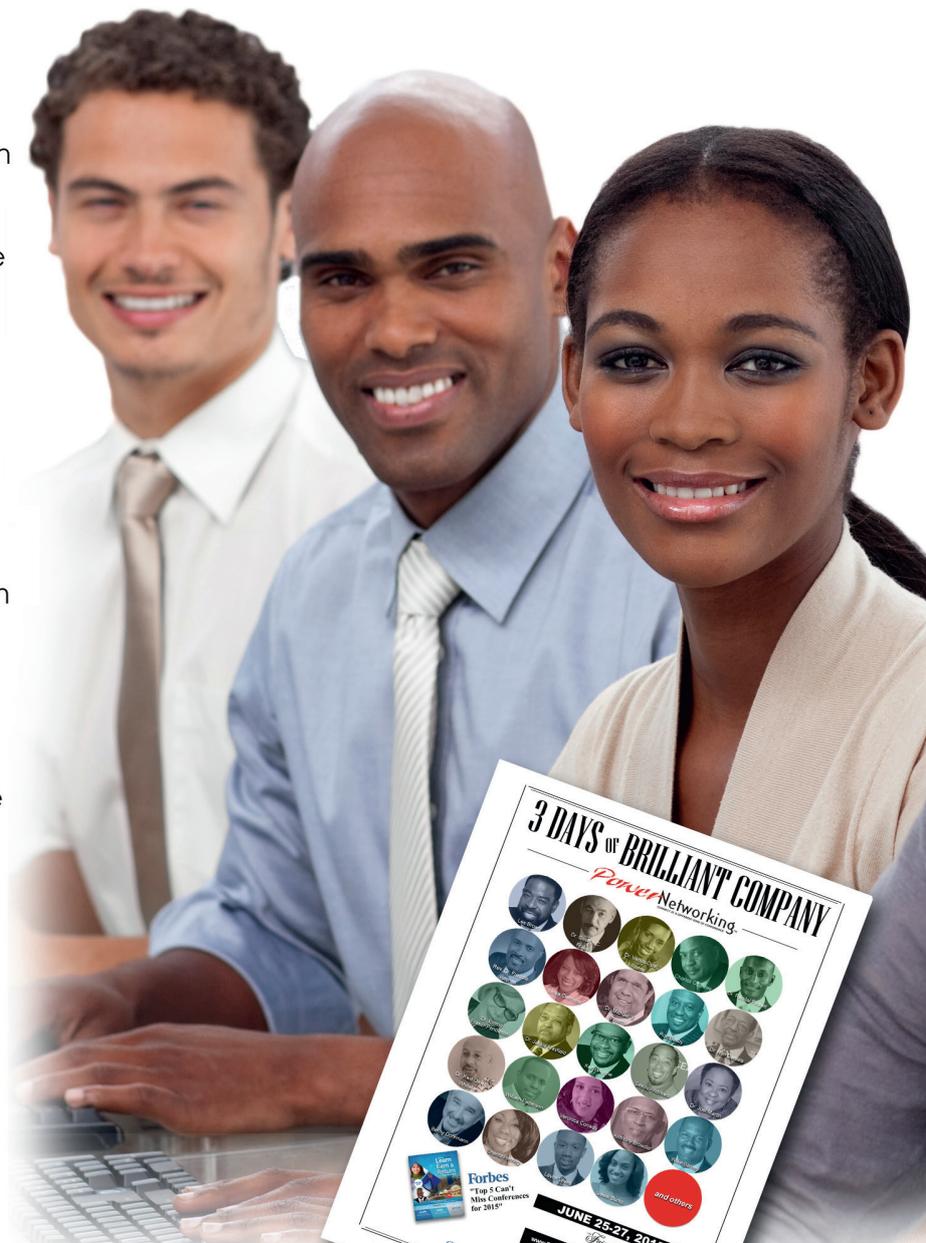
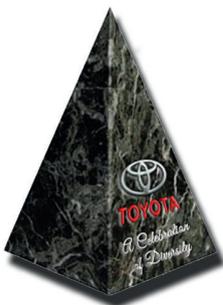
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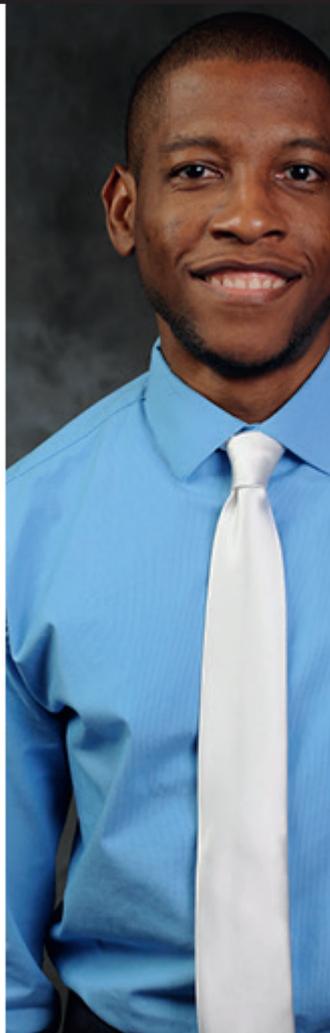


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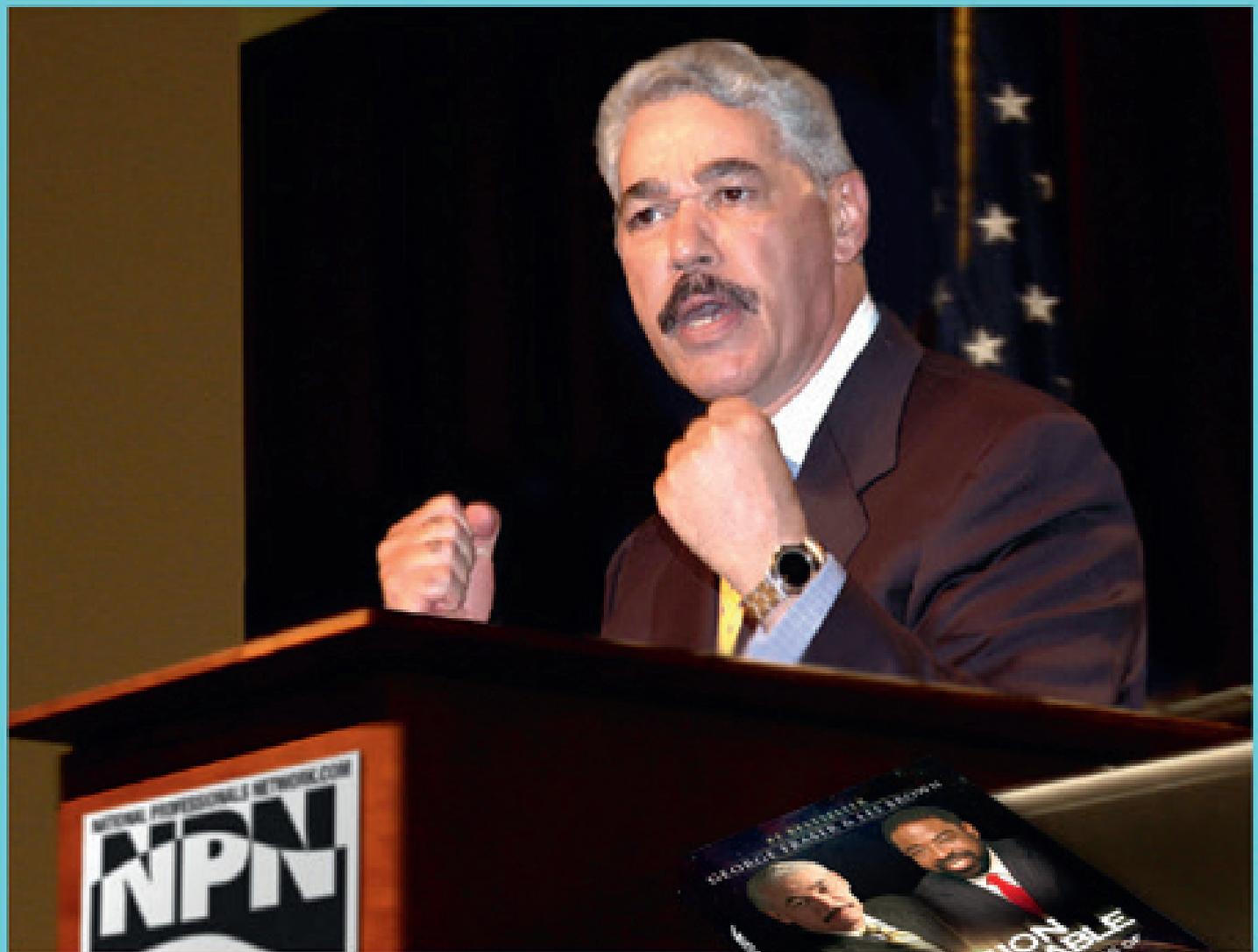




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Are You Ready To Start A Business?

4 Key Questions You Should Ask

Every year millions of people answer “Yes” to that question and every year that answer costs many of them money, time, confidence, and heartbreak. The Small Business Administration estimates there are 580,900 new small businesses opening each year and that number does not include the small one-person entrepreneurs that pop up every day. However, even if you are your business’s sole employee then there is still something to be learned from the SBA’s numbers.

According to the SBA, two-thirds of new businesses survive at least two years and 44 percent survive at least four years. Two of the key factors in the businesses survival and ability to thrive: the owner’s education level and the owner’s reason for starting the firm in the first place.

How can you make sure that you are among the winners rather than the losers in this high stakes game? The answer is inside of you. You must ask yourself four key questions to determine whether your own small business will survive and thrive.

1. Am I Ready? Have you mentally prepared yourself for the switch from employee (or student or whatever label fits you currently) to boss. You are going to be the one making decisions now about everything from office products to product line. This total control is one of the driving forces behind many people who take the plunge into starting their own business but it is also one of the elements that drives new entrepreneurs crazy. When you start out there is an endless list of decisions that need to be made and new questions crop up every day.

Even more important you will need to remember that in a small business you will wear many hats. Even if you manage to start out with one or more employees you will each fulfill more than one role in your new business. And if you are running a one-man or one-woman show then you serve in every capacity from file clerk to maintenance crew to salesman to CEO. Can you handle switching from task to task and role to role like that? Are you willing to make those switches? Similarly, have you prepared your family and friends for this switch in attitude. Your life is going to change — probably pretty drastically — and that change can have a positive or negative impact on your family life and social interactions. It will make things much easier if your friends and family are supportive going into the process.

2. Where Is Your Niche? Have you identified your niche yet? One of the rea-sons many businesses fail is that they fail to focus on a target audience. Yes if you are a major discount chain then you can sell everything from peanuts to wallpaper, but this type of business requires vast re-sources that just aren’t available to the small business. But small businesses

dominate the marketplace (creating more than 50 percent of the private gross domestic product last year) by finding a different approach — a niche. Knowing your niche means you are better able to find, target, and maintain your customers as well as provide the best possible goods and services to that customer base. That focus is one of your best chances to not only survive but to thrive in a very competitive marketplace.

3. What Is Your Plan Of Action? Another key factor in the survival and ultimate success of your business is how much planning you do before you open your electronic or physical doors. You need to decide if your business will be based on the internet or include more traditional models. Are you going to work full-time or part-time at your new business? Are you going to hire help or go solo? Have you written (or at least outlined) your business plan?

Dreaming, thinking and planning can save you much trouble and waste later when things are hectic and problems strike. Planning can also help keep you focused and to balance your spending and time.

4. Who Are You Going To Call? At some point, no matter how experienced a business person you are, you will need help. You will need support, advice, tools, or information — or all of the above. One of the beautiful, and most frightening, aspects of growth is that it can lead you to places you never imagined. No matter how much planning and experience you bring to your new position as CEO the unexpected will arise. How will you cope with this? It is important to recognize that no business is an island. It is not failure to seek help. Failure is when your business shuts down because you didn’t get the help you needed.

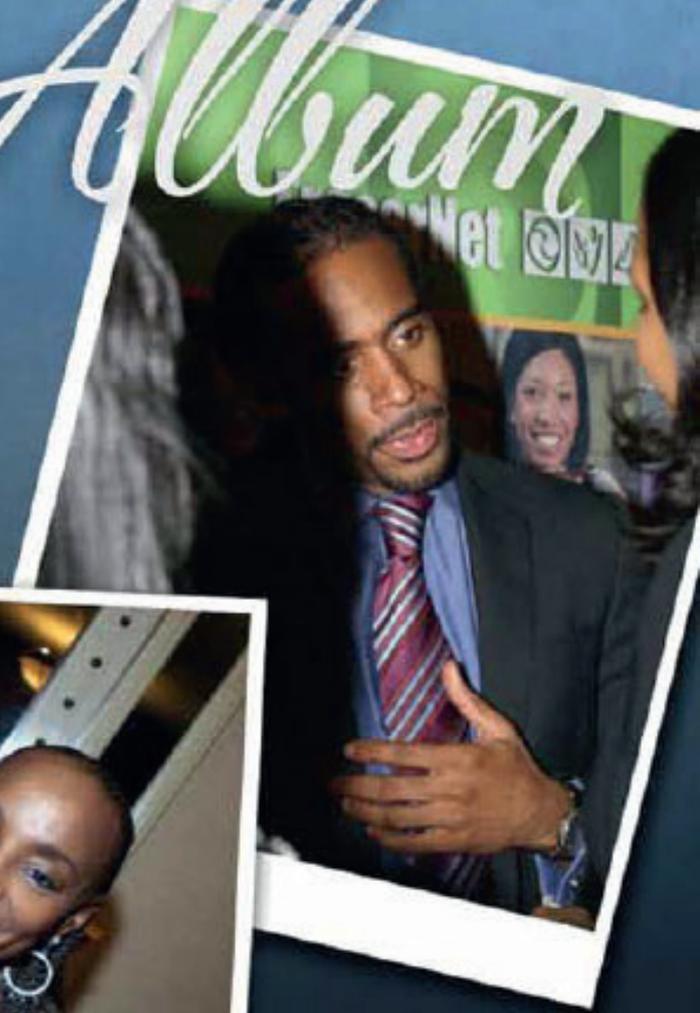
The best way to get timely help is to work on your support system while you work on building your business. That way you will already have a ready list of resources available that you can quickly tap into when emergencies strike. In today’s world there are many marvelous resources available to you no matter what your business model may be.

These include: ~ Publications (newsletters, magazines, books) ~ People (professional advisors, mentors, teachers, consultants) ~ Networks (organizations and forums in your niche as well as general business and marketing) ~ Education and training (tutorials, courses, and seminars)

After you have answered these four key questions you are now ready to ask yourself that one big question again — are you ready to start your own business?

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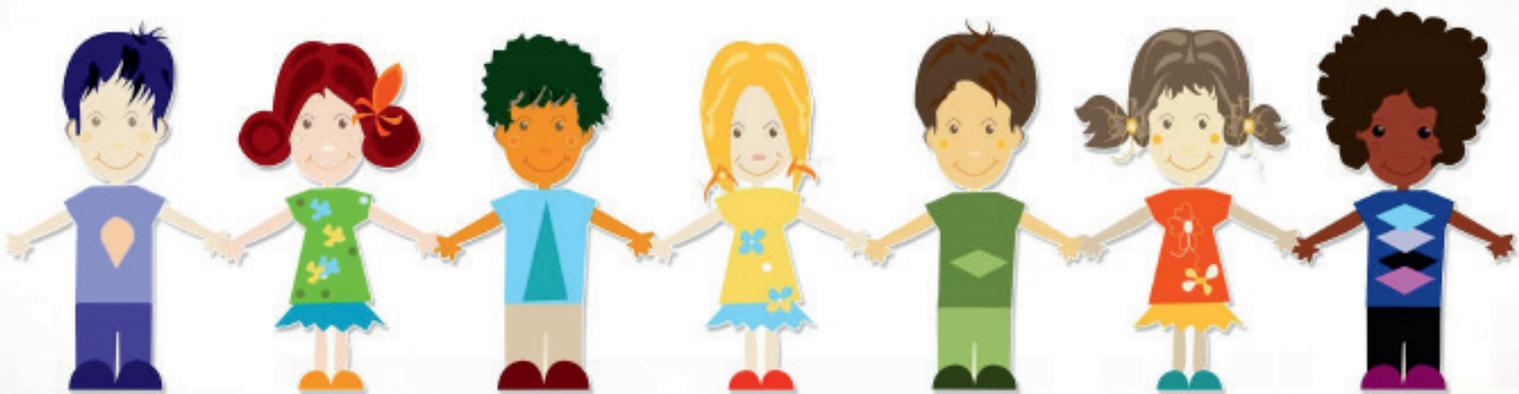
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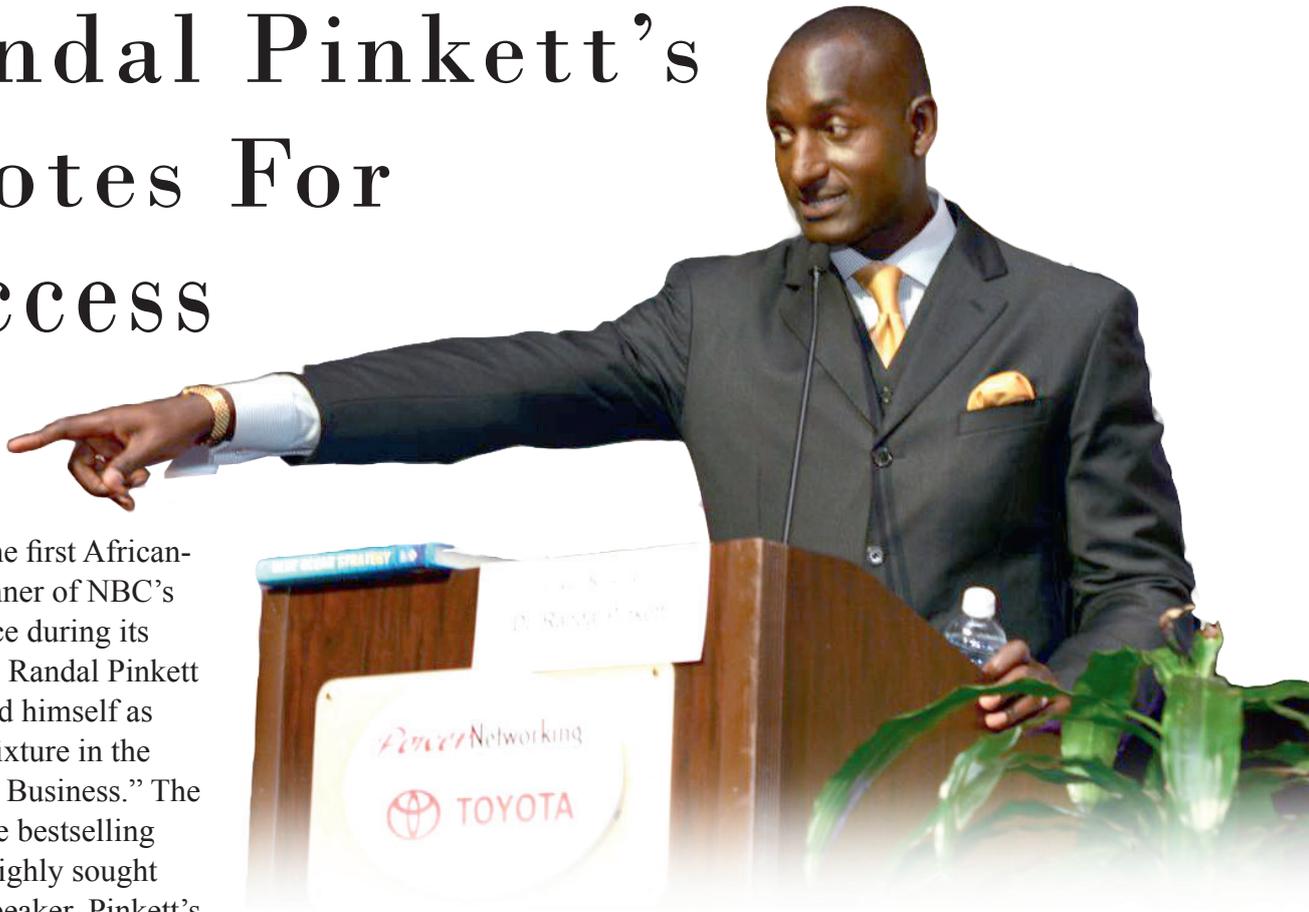
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Randal Pinkett's Quotes For Success



Since being the first African-American winner of NBC's *The Apprentice* during its fourth season, Randal Pinkett has established himself as a permanent fixture in the world of "Big Business." The author of three bestselling books and a highly sought after public speaker, Pinkett's company (BCT Partners)

recently landed billion dollar contracts with the U.S. Department of Health and Human Services.

Donald Trump has described Pinkett as an amazing leader who leads through niceness. But Pinkett's "niceness" is only one of the many keys that have lead to his great success. Here are a few quotes from Pinkett that give a peek into what makes him tick.

- "I frequently tell audiences not to let anything or anybody limit their possibilities"
- "I try to live according to the 7 F's: Faith, Family, Friends, Fellowship, Fun, Fitness, and Finance"
- "Everything hinges on your performance after you earn positions of visibility, power and authority"
- "You must dare to be in the driver's seat of your destiny"
- "The mindset of passion, creativity, resourcefulness and resilience is not just the recommended mindset of the 21st century; it is the mandatory one."

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WEDNESDAY: June 24th @ 9:00 PM

1. "FOR MEN ONLY: "A Rites of Passage": Who Are You...Really? Leadership Mandates African-American Men Must Embrace to Emotionally "Cover" Our Women and Save Our Children": Dr. Kwa David Whitaker
2. "FOR WOMEN ONLY: The Secret Sauce to Long-Term & Empowering Relationships": Dr. Emma Fraser Pendleton
3. "Learn How to Create a Million Dollar Net Worth in 12 Months Using Real Estate Tax Lien Certificates": David Anderson
4. "Fit Is the New Sexy: High Energy, High Performance: Fueling a Better You" Part 2: Suzan Hart
5. "Google Hangout: "Learn How to Maximize the Latest Google Tools to Increase Your Business Productivity Ten Fold": Jewel Burks
6. "How to Use Internet Marketing to Turn Clicks into Clients, Customers & Cash!": Brother Bedford
7. "Design a Power Team, Minimize Stress and MAXIMIZE Results!": Dr. Stacie N.C. Grant
8. "Getting It Done...Stepping Up...Standing Out: 5 Positive Habits to 360 Your Life": Dr. Robert Scott

THURSDAY: June 25th @ 9:30 PM

1. "Unleashing YOUR Personal Power for Peak Performance: Accelerate Profits by Getting Clear Focused, On Track, & ON FIRE to Achieve Beyond Your Current Success Set Level" Part 2: Veronica Conway
2. "Turn Clicks into Clients, Customers, & Cash: How to Really Use the Internet to Make BIG Money!" Part 2: Brother Bedford
3. "Closing the Wealth Gap Through Real Estate and Equity": Emerick Peace
4. "Learn How to Make Money Buying and Selling Stocks": J.R. Fenwick
5. "Rites of Passage, Family Trees, Histories, & Broken Identities: Using Actual DNA to Get Peace from the Broken Pieces of Slavery": Dr. Kwa David Whitaker, Gina Paige & Anthony Browder
6. "Fit Is the New Sexy: Age Is Just a Number, so Defy It" Part 2: Suzan Hart
7. "The Fifth Bottom Line: An African Perspective on Emotional Intelligence and How It Can Benefit You and Your Business": Earl Erasmus
8. "Let ComproTax Put You in the Income Tax & Bookkeeping Business For: Financial Independence, Distinguished Service and Professional Prestige. Learn a System to Propel You to MILLIONAIRE Status!" Dr. Jackie Mayfield

FRIDAY, June 26th @ 9:00 PM

1. "Saving the Black Family; Moving from Disgrace to Distinction": Dr. Emma Fraser-Pendleton & Guest TBD
2. "Caring for Your Crown: Lies the 500 Billion Dollar Black Hair-car Industry Has Told You & What You Can Do to Nurture Your Crown BACK to its Full Glory!": Dr. Crystal Porter
3. "Let ComproTax Put You in the Income Tax & Bookkeeping Business For: Financial Independence, Distinguished Service and Professional Prestige. Learn a System to Propel You to MILLIONAIRE Status!" Dr. Jackie Mayfield
4. "The Wealth Mindset and Strategies That Create Millions": William R. Patterson
5. "Learn the Secret Hundreds of Thousands of People Have Used to Transform Their Lives. DISCOVER THE KEY To Getting Any Job, Relationship, Career and Outcome You Say You Want!": Dr. Joel Martin
6. "Unleashing YOUR Personal Power for Peak Performance: Accelerate Profits by Getting Clear Focused, On Track, & ON FIRE to Achieve Beyond Your Current Success Set Level" Part 3: Veronica Conway
7. "Black Women Millionaires: Inner Secrets from Seven-Figure Sisters so YOU Can Live Your Worth OUT LOUD!" Dr. Venus Opal Reese
8. Young Professionals Program: "How to Become Unstoppable with Your Mission and Calling in Life by Using The 5-Step C.E.O Maximum Achievement System!" Part 2: Dr. Antoine Moss

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1. "Mr. Cool Black and Brilliant Fraser – this was my first year at the Networking Conference and I can't stop speaking of how fantastic, over the top, exceeding my wildest imagination this conference was. As so many said to you publicly, so shall I – thank God for George C. Fraser!!! Every speaker, every coach, every plenary, every workshop was absolutely necessary and beneficial!!! Thank you Lord for this man!"
 - Shontelle Marie Plant, Baton Rouge, LA

2. "This is my first year attending the PNC. I was hesitant in attending, but it was truly worth the effort. I met many wonderful like minded people and felt that your speakers spoke to my spirit and soul and affirmed to me that I am on the right path as long as I do not worry about the naysayers all will be well."
 - Denice Whalen-White, Bowie, MD

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