



# The 10 Commandments of Black Economic Power

By

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We're building a  
rocket to mars



The power of your  
orbital energy

How people think  
our solar system  
works



Most black people  
are prepped  
for slavery

- THE EDUCATIONAL SYSTEM
  - PREPARES THEM FOR STUDENT LOANS
  - PREPARES THEM FOR PRISON
  - PREPARES THEM FOR THE CORPORATE PLANTATION
  - ABUSES THEM, MISEDUCATES AND UNDEREDUCATES

# The media

- BREEDS FALSE SYMBOLS OF SUCCESS
- LEADS TO AN ADDICTION TO CONSUMERISM
- CREATES A CULTURE OF BLACK VICTIMHOOD
  - WHY BLACK MEN DIE YOUNGER THAN EVERYBODY ELSE



# Student loan Trap

- HALF OF ALL BLACK COLLEGE GRADUATES DEFAULT ON STUDENT LOANS
- MANY WILL DIE IN DEBT – NEGATIVE NET WORTH
- THE ONLY SOLUTION? GET A JOB FOR A CORPORATION
- YOU'RE BOXED IN – THAT'S THE GOAL

# Job seeker, renter, consumer culture

- BENEFITS OF YOUR LABOR GO TO THE CORPORATE PLANTATION
- BUYING A HOUSE FOR YOUR LANDLORD
- SHAREHOLDERS GET RICH WHEN YOU BUY CONSUMER PRODUCTS



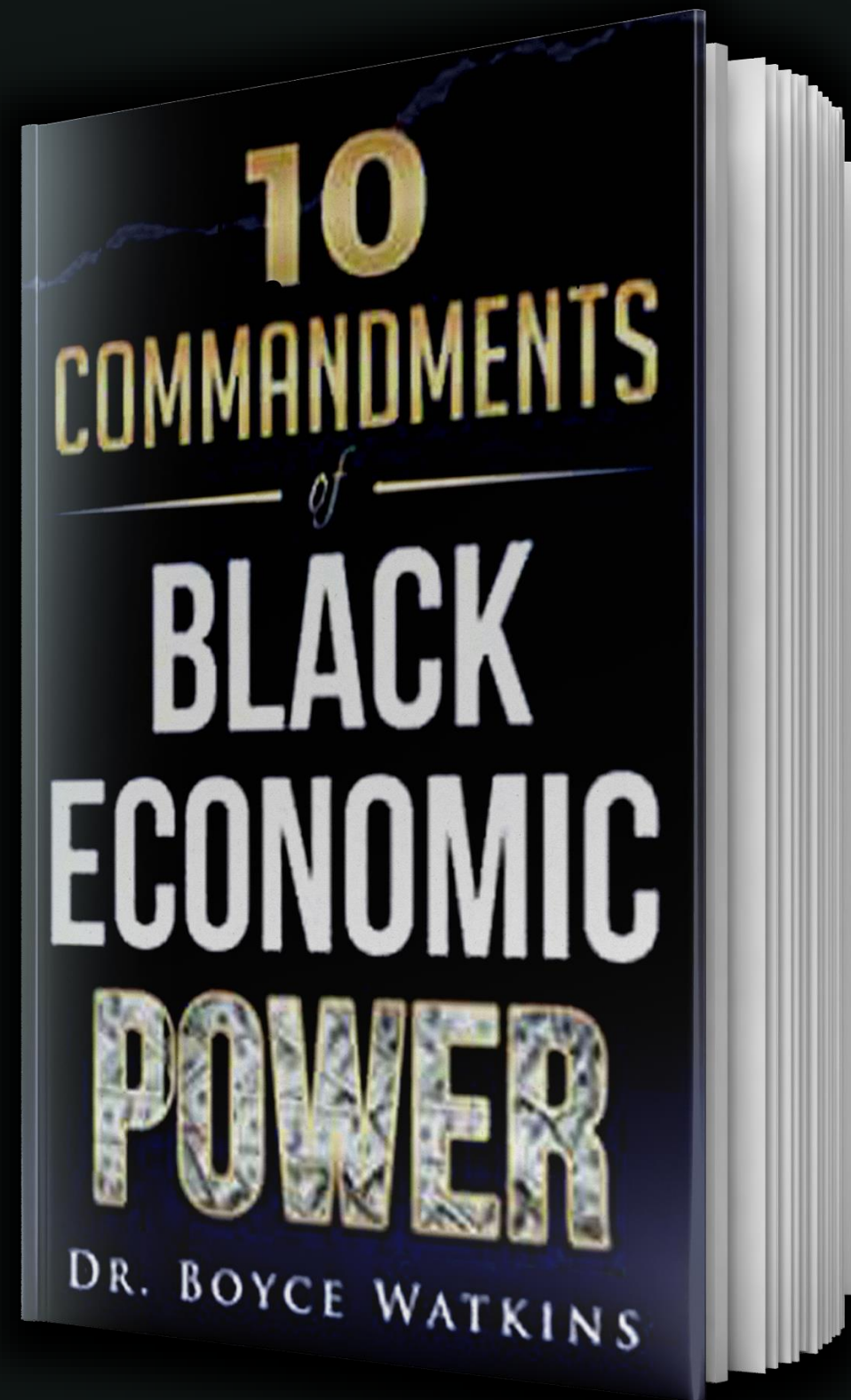
# The corporate plantation

- YOU'RE TRAINED TO GO TO WORK FROM THE TIME YOU'RE BORN
- YOU'RE VALIDATED BY THE LABEL RECEIVED FROM THE COMPANY YOU WORK FOR
- MONEY IS USED TO:
  - BUY CONSUMER ITEMS
  - PAY YOUR LANDLORD



# What are the solutions?

- LIFE INSURANCE AND INHERITANCE
  - DETERMINES WHAT ASSETS YOU HAVE TO FREE YOURSELF
- FINANCIAL INTELLIGENCE & LITERACY
  - DETERMINES WHAT YOU DO WITH YOUR MONEY AND OPPORTUNITIES
- STRONGER FAMILIES
  - DETERMINES WHO YOU CAN DEPEND ON TO CREATE YOUR OWN ECONOMIC OUTCOMES
- HIGHER SELF-ESTEEM
  - DETERMINES HOW YOU SEEK VALIDATION IN SOCIETY – ALL YOU NEED IS YOUR COMMUNITY (NOT CODE SWITCHING)



- DESIGNED TO WIN THE CULTURAL WAR
- CREATED SPECIFICALLY FOR BLACK PEOPLE
- BASED ON STUDIES OF WEALTHY CULTURES AROUND THE WORLD
- NOT A DEFINITIVE GUIDE
- SHOULD BE MEMORIZED BY OUR PEOPLE

# #1 — Always be an asset to your family

- YOUR CHILDREN ARE AN ASSET,  
UNLESS YOU CHOOSE OTHERWISE
- TRADE IS BETTER THAN CHARITY
- CORE VALUE: FAMILY SUPPORTS  
FAMILY AND WE HELP EACH  
OTHER SUCCEED

What this  
does.....

- WHEN SOMEONE STARTS A BUSINESS,  
OTHERS ADD VALUE
  - ENCOURAGEMENT VS DISCOURAGEMENT
  - INVESTMENT VS BLOOD SUCKING
  - SUPPORT VS DISDAIN/JEALOUSY
  - MARKETING VS MUTING
  - MODIFIES HOW WE PERCEIVE RISK  
(VS. "I TOLD YOU SO BEHAVIOR")



# When you send your kids to work for other people (Example)

- EACH CHILD EARNS **\$60,000** PER YEAR
- SIX KIDS - **\$360,000** PER YEAR  
IN INCOME
- AFTER 10 YEARS - **\$3.6 MILLION** PER  
CHILD = **\$18 MILLION**
- YOUR BOSS IS EARNING DOUBLE THAT  
AMOUNT FROM YOUR LABOR
- THAT'S **\$36 MILLION** IN ONE DECADE
- ADD COMPOUND INTEREST AND EXPAND  
TO A **50 YEAR PERIOD**, YOU GET.....

What's that  
family's labor  
worth?

\$ 1 7 4  
MILLION  
DOLLARS

# Methods of Implementation

- SUNDAY DINNER ISN'T JUST ABOUT DINNER
- QUID PRO QUO – IF YOU TAKE FROM THE FAMILY, YOU GIVE SOMETHING BACK (NO DEAD WEIGHT)
- I WILL NEVER STEAL FROM MY LOVED ONES
  - TRUST IS CRITICAL FOR BUILDING ECONOMIC SYSTEMS
- WE TURN BACK TO THE FAMILY WITH RESOURCES AND OPPORTUNITIES

# Why Geese run in flocks





# Key **takeaway**

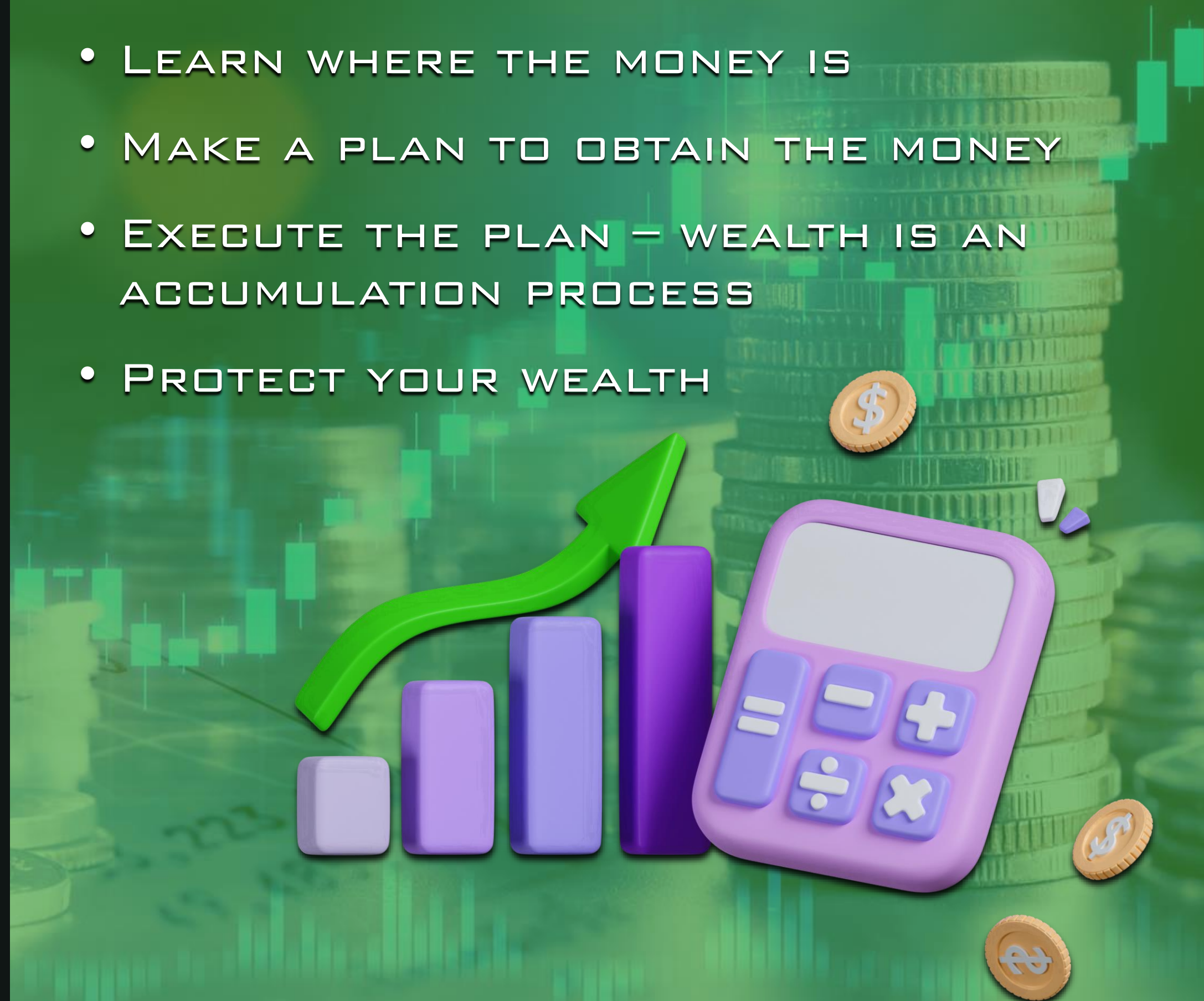
- MOST ECONOMIC POWER IS ACCOMPLISHED BY GROUPS
- COLLECTIVE WORK MAKES YOU SMARTER AND MORE EFFECTIVE
- STRONG FAMILIES ARE AN IMPORTANT ECONOMIC ENTITY

# #2 — Buy Black Whenever possible

- WHAT IT MEANS TO BE ECONOMICALLY WOKE
  - FINANCIAL CONSCIOUSNESS — MOST BUYING IS UNCONSCIOUS
  - UNDERSTANDING HOW MONEY WORKS
  - WHERE MONEY IS LOCATED
  - HOW TO OBTAIN THE MONEY
  - HOW TO PROTECT IT

# The four steps to Economic Power

- LEARN WHERE THE MONEY IS
- MAKE A PLAN TO OBTAIN THE MONEY
- EXECUTE THE PLAN – WEALTH IS AN ACCUMULATION PROCESS
- PROTECT YOUR WEALTH



# Strong black businesses do the following

- SUPPORT AND SUSTAIN SOCIAL MOVEMENTS (AG GHASTON HELPED FUND THE CIVIL RIGHTS MOVEMENT)
- BUILD STRONGER FAMILIES WITH SOLID ECONOMICS
- CREATE SAFE NEIGHBORHOODS
- FUND BLACK OWNED SCHOOLS

# How to turn \$1 dollar into \$5 dollars

- BILLY BUYS FROM SANDY - \$1
- SANDY PAYS TERESA'S SALARY - \$2
- TERESA BUYS FROM FRED - \$3
- FRED PAYS JOE'S SALARY - \$4
- JOE BUYS FROM HIS DAUGHTER'S BUSINESS - \$5
  
- MONEY IS SUPPOSED TO MULTIPLY,  
NOT DISAPPEAR

# Ways to support black-owned businesses in your family – fertile economic soil

- BUY THEIR PRODUCTS
- MARKET THE BUSINESS TO FRIENDS AND FAMILY
- OFFER ADVICE AND SUPPORT FOR IMPROVEMENT
- OFFER FREE OR LOW COST LABOR
- OFFER FINANCING
- SHARE IDEAS ON PRODUCT DEVELOPMENT OR EXPANSION
- PARTNER WITH THE BUSINESS IN JOINT VENTURES

# Why we were integrated into America

- THEY NEEDED MORE WORKERS
- THEY NEEDED MORE RENTERS
- THEY NEEDED MORE CONSUMERS
- THEY EVEN MAKE MONEY FROM FAILING SCHOOLS
- THEY'VE ALWAYS MADE MONEY FROM PRISONS
- THIS IS HOW CAPITALISM WORKS

# The **COST** Model

- CONTRIBUTE TO CAUSES THAT YOU CARE ABOUT
- OWN ASSETS BY ANY MEANS NECESSARY
- SAVE AND INVEST YOUR MONEY FOR FINANCIAL SECURITY
- TARGET YOUR MONEY TOWARD BUSINESSES IN YOUR COMMUNITY





# How to create your own economy — The Three C Model

- THE MARKET FOR CAPITAL
- THE MARKET FOR CONTRACTORS
- THE MARKET FOR CUSTOMERS



# The market for capital

- CAPITAL IS NECESSARY TO GET A BUSINESS OFF THE GROUND
- CAPITAL COMES IN MANY FORMS
- TYPICALLY CONSISTS OF BORROWERS AND LENDERS OR INVESTORS VS THOSE SEEKING CAPITAL
- BLACK PEOPLE TEND TO SEEK CAPITAL, NOT PROVIDE IT

# The market for contractors

- THIS IS A LABOR MARKET
- CONSISTS OF EMPLOYERS AND EMPLOYEES
- WE TEND TO BE EMPLOYEES, NOT EMPLOYERS
- THAT'S WHY WE ARE CONSIST JOB SEEKERS AND GIVE UP POWER

# The market for customers

- THIS IS A MARKET FOR CONSUMERS AND PRODUCERS
- WE TEND TO BE CONSUMERS, NOT PRODUCERS
- IF YOU FIND CONSUMERS FOR YOUR PRODUCT, YOUR BUSINESS STARTS TO SUCCEED

# #3: Black Wealth Must be a rite of passage

- EVERY BLACK CHILD IN AMERICA NEEDS TO UNDERSTAND THE FUNDAMENTALS OF WEALTH
- KIDS SHOULD LEARN WEALTH AS EARLY AS THEY LEARN ABOUT BASKETBALL, FOOTBALL, DANCING AND CHURCH
- SENDING THEM TO TRAINING EARLY GIVES THEM THESE THINGS:
  - A SENSE OF VALIDATION – YOU DEFINE THEM BEFORE THE WORLD DOES
  - EARLY EXPOSURE TO ECONOMIC CONCEPTS THAT SHAPE THEIR LIVES WHEN THEY GET OLDER & GIVES A COMPETITIVE ADVANTAGE
  - CREATES A FAMILY CULTURE THAT VALUES THE BUILDING AND PRESERVATION OF WEALTH

# What our culture teaches us about **JOBS**

- THIS IS THE ONLY WAY TO GET MONEY
- EVERYBODY HAS ONE
- THEY AREN'T PLEASANT
- MOST OF US WORK FOR WHITE PEOPLE

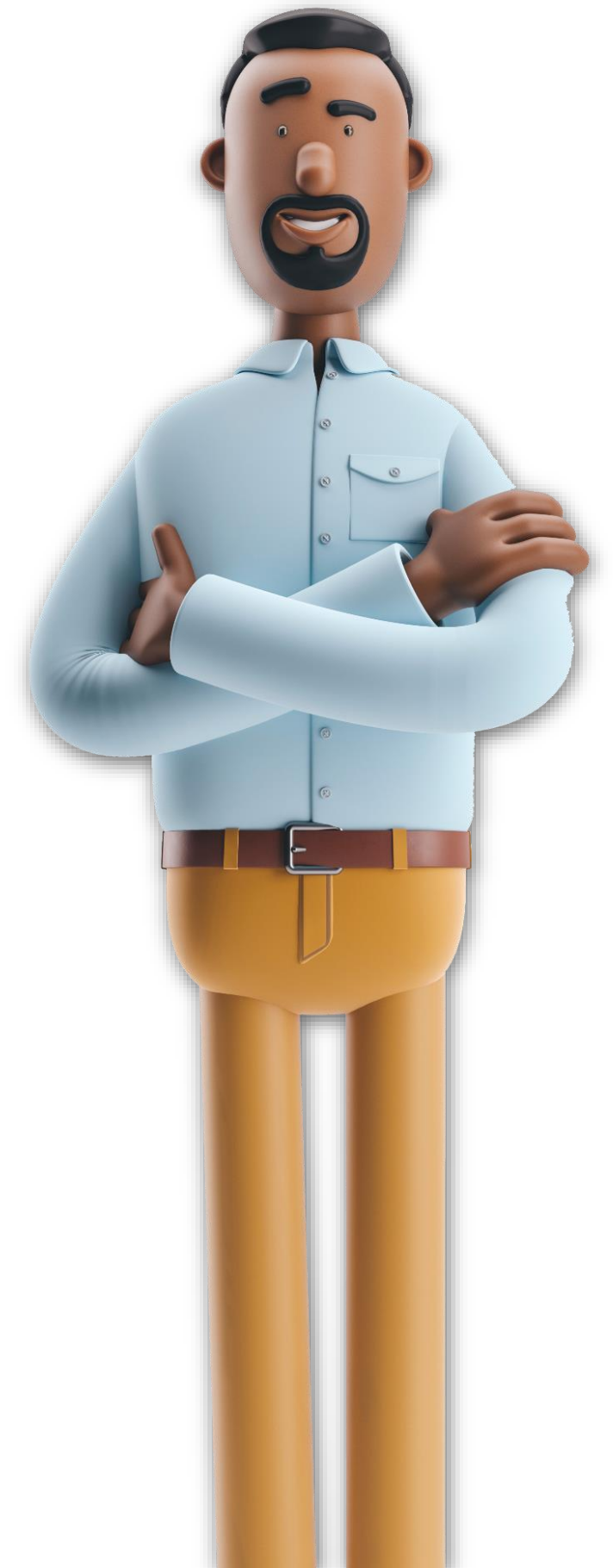


# Dr Boyce Rules for kids in **my house**

- JOBS ARE OPTIONAL
- I WILL GIVE YOU AN ENDOWMENT  
(\$5 A DAY PLAN)
- I WILL GIVE YOU ECONOMIC SKILLS
- I WILL GIVE YOU ECONOMIC VALUES  
THAT GUIDE YOUR DECISION MAKING
- THE REST IS UP TO YOU

# The POISE model of Black Economics

- PRODUCER
- OWNER
- INVESTOR
- SAVER
- ENTREPRENEUR





Don't be a  
**SCRUB**

- SPENDER
- CONSUMER
- RENTER
- UNDEREMPLOYED
- BORROWER



# P.O.O.R

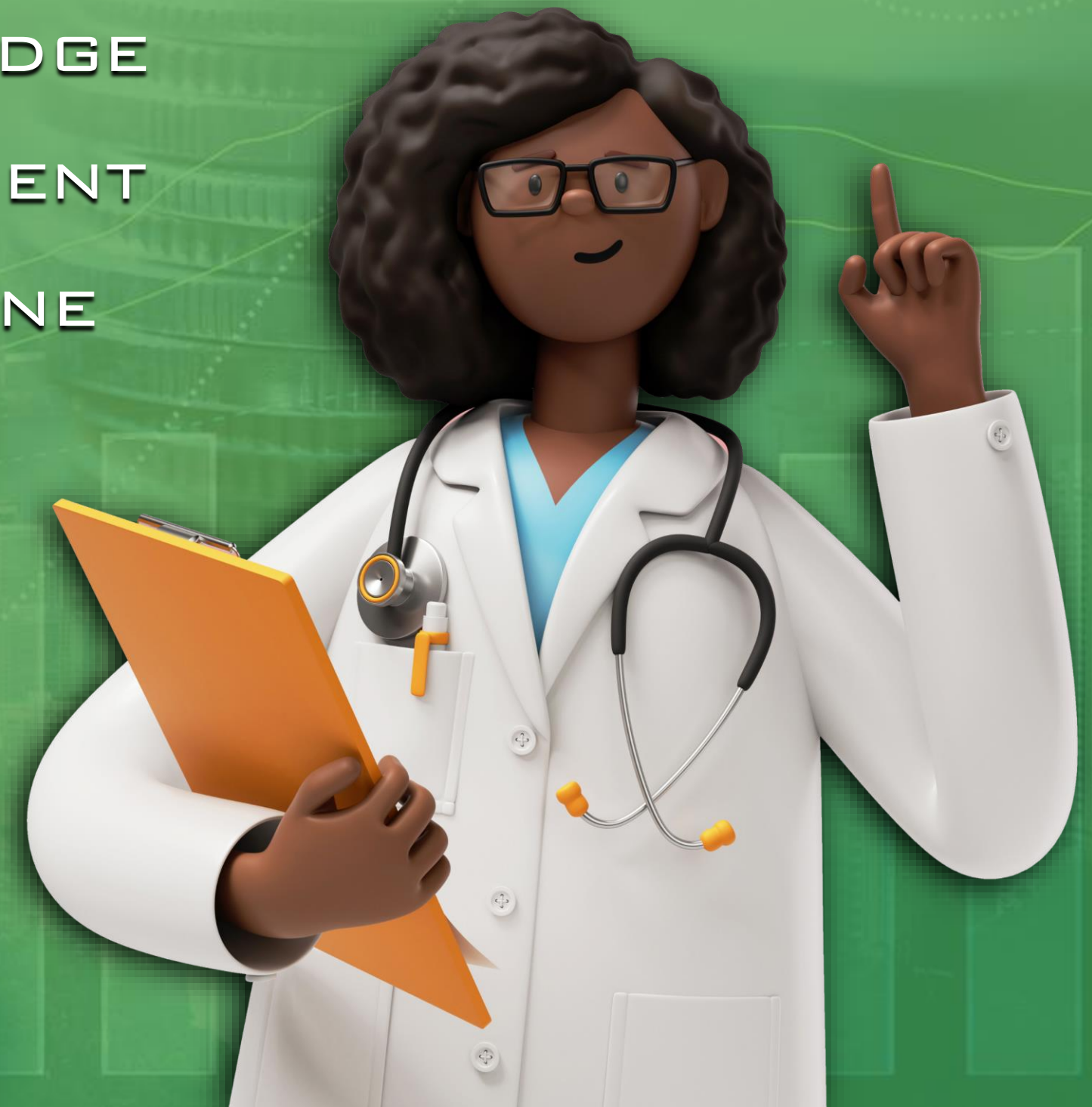
- PASSING OVER OPPORTUNITIES REPEATEDLY
- MY WIFE AND I WERE TALKING ABOUT “HOW LUCKY” SHE WAS TO MARRY ME AND START A BUSINESS
- BUT I’VE MADE THAT OFFER TO OTHERS BEFORE

# The truth about “Opportunities”

- IF YOU HAVE NO VISION, YOU WILL PASS THEM BY EVERY TIME
- IF YOU DON'T TAKE RISKS, YOU WILL NEVER BENEFIT FROM OPPORTUNITIES IN FRONT OF YOU
- IF YOU DON'T SHOW UP READY TO PUSH, YOU WON'T MAXIMIZE THE OPPORTUNITIES
- WELL-PREPARED, HARD WORKING PEOPLE TEND TO CREATE THEIR OWN OPPORTUNITIES

# The KID model — A Black Financial Vaccine for the P.O.O.R. Virus

- KNOWLEDGE
- INVESTMENT
- DISCIPLINE

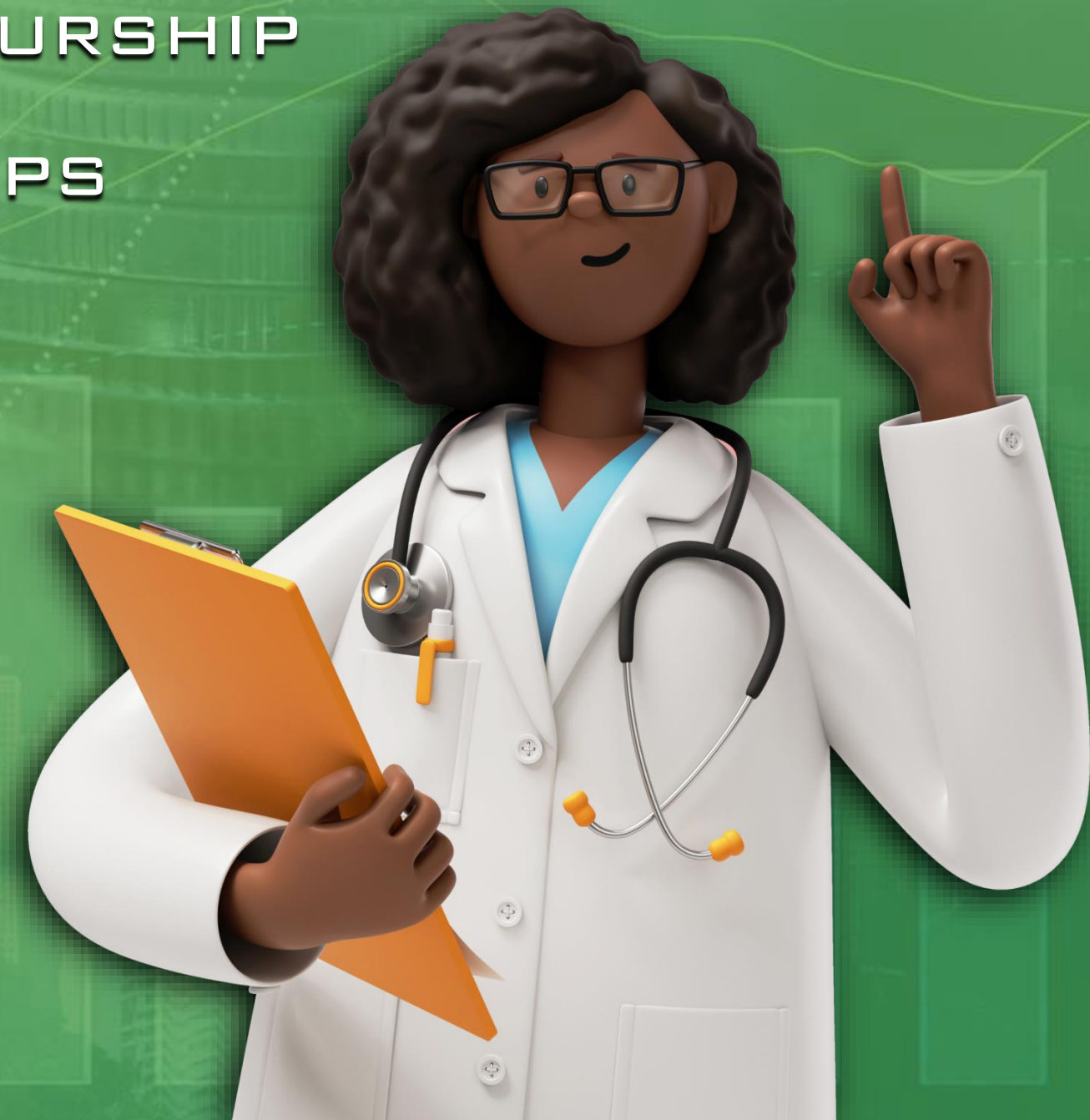


# The Black Core of Three

- EDUCATE OUR OWN CHILDREN
- CREATE OUR OWN JOBS
- SUPPORT BLACK OWNED BUSINESSES

# Building **STERDY** Children

- SYSTEMS
- TECHNOLOGY
- ENTREPRENEURSHIP
- RELATIONSHIPS
- DELEGATION



## #4: Create fertile economic soil for the family

- ECONOMIC MODELS FOR WEALTH ARE SIMILAR TO THE MODELS FOR THE GROWTH OF LIVING THINGS
- THINGS CAN'T GROW IN TOXIC SOIL OR BAD LIVING CONDITIONS
- BLACK WEALTH DIES DUE TO TOXICITY IN OUR HOME AND COMMUNITY ENVIRONMENTS

# Horrible Economic Fact

- 80% OF ALL BLACK OWNED BUSINESSES FAIL WITHIN THE FIRST 18 MONTHS
- ONLY 30% OF WHITE-OWNED BUSINESSES
- WHY IS THIS?



# Reasons Black Owned Businesses fail so quickly

- MOST GREAT BLACK BUSINESSES NEVER EXIST IN THE FIRST PLACE – JOB SEEKING BEHAVIOR
- LACK OF TRAINING
- LACK OF ACCESS TO CAPITAL
- LACK OF EMOTIONAL SUPPORT – FINANCIAL ANXIETY AND DEPRESSION

# More reasons black businesses fail so fast

- FEAR OF RISK TAKING IN OUR HOME ENVIRONMENTS (IMPACTS OUR RESILIENCE)
- LACK OF MARKETING SUPPORT/JEALOUSY
- INABILITY TO GET THE LABOR AND HELP YOU NEED
- LACK OF RESPECT FOR SMALL BLACK OWNED BUSINESSES VS FANCY WHITE CORPORATE JOBS (“THAT LITTLE JOB”)

# Solutions to the Economic Soil Problem

- ALWAYS GIVE ENCOURAGING WORDS, EVEN IF THE CHANCE OF FAILURE IS HIGH – THIS IS THE NATURE OF RISK (CLIMBING MOUNT EVEREST)
- INVEST IN THE BUSINESS WITH EITHER MONEY, TIME, NETWORKS OR LABOR
- ENCOURAGE A CULTURE OF OWNERSHIP AND FINANCIAL LITERACY FOR THE FAMILY
- SHARE, LIKE AND COMMENT ON SOCIAL MEDIA WHEN YOU CAN
- BUY A PRODUCT WHEN OR IF YOU CAN AFFORD IT
- RECOMMEND THE PRODUCT TO OTHERS IN YOUR NETWORK
- OFFER PARTNERSHIPS IF YOU CAN
- CONSIDER ORGANIZING FAMILY MEETINGS

Don't try to  
change the world  
in a weekend

- BIG, BOLD IDEAS ARE NICE, BUT RISKY
- BEFORE PURSUING THE BILLION DOLLAR IDEA, GO FOR THE THOUSAND DOLLAR IDEA
- PROOF OF CONCEPT CAN GENERATE MOTIVATION AND SUPPORT
- EARN YOUR FIRST \$10 BEFORE YOU TRY TO EARN YOUR FIRST MILLION

# Beware of the Negro Naysayer!

- ALWAYS FINDS A PROBLEM FOR EVERY SOLUTION
- BELIEVES THAT BLACK PEOPLE CANNOT SUCCEED WITHOUT THE BLESSING AND ADOPTION OF WHITE PEOPLE
  - THEY SUPPORT ECONOMIC AND POLITICAL PATERNALISM
  - THE IDEA THAT WHITES MUST CONTROL OUR SCHOOLS, OUR UNIVERSITIES, OUR CORPORATIONS, OUR MEDIA AND OUR GOVERNMENT
  - WE CAN'T DO THINGS WITHOUT THEIR GUIDANCE, SUPPORT AND PERMISSION
- SAYS THINGS LIKE “THIS IS WHY I DON'T SUPPORT BLACK OWNED BUSINESSES!”

# What is the Black Tax?

- A SMALL PREMIUM PAID TO SUPPORT A BLACK-OWNED BUSINESS OVER OTHER BUSINESSES
- A FORM OF ECONOMIC PROTECTIONISM THAT'S USED BY COUNTRIES AROUND THE WORLD AS A DEFENSIVE STRATEGY
- ALLOWS YOU TO KEEP ASSETS WITHIN YOUR COMMUNITY

# Why is the black tax necessary?

- BLACK OWNED BUSINESSES ARE THE ECONOMIC VERSION OF NEW BORN BABIES – A BABY MAY BE STRONG, BUT IT NEEDS AN INCUBATOR TO GROW
- BIG CORPORATIONS HAVE ACCESS TO GLOBAL SUPPLY CHAINS AND LOWER COST OF GOODS SOLD
- MANY BLACK BUSINESS OWNERS ARE FIRST GENERATION ENTREPRENEURS
- BLACK BUSINESSES ARE UNCAPITALIZED RELATIVE TO WHITE ONES SO CAN'T ALWAYS AFFORD TO TAKE LONG-TERM LOSSES
- DOLLARS SPENT WITH BLACK OWNED BUSINESSES MULTIPLY IF EVERYONE IS PLAYING THE SAME ECONOMIC GAME

# Protecting assets in your family economy

- ONLY LOAN MONEY WITH CONTRACTS
- DON'T INVEST HEAVILY IN A BUSINESS IDEA UNLESS IT'S SOLID AND NEVER INVEST MORE THAN 10% OF YOUR LIFE SAVINGS
- DON'T HIRE FRIENDS OR FAMILY YOU CAN'T DEPEND ON
- DON'T INVEST WITH FRIENDS OR FAMILY WITH A HISTORY OF UNETHICAL BEHAVIOR (AVOID FINANCIAL STDs)



Educational  
tools our  
children must  
have to build  
wealth

- THE ABILITY TO READ AND CONSUME INFORMATION
- THE ABILITY TO WRITE AND RELAY INFORMATION
- BASIC MATHEMATICAL SKILLS -TO COUNT YOUR MONEY
- A KNOWLEDGE OF BLACK HISTORY TO INSTILL PRIDE AND SELF-ESTEEM
- RELATIONSHIP MANAGEMENT SKILLS TO BUILD BUSINESS OPPORTUNITIES AND PROTECT THEM
- CRITICAL THINKING SKILLS TO AVOID MEDIA BRAINWASHING AND MAKE GOOD DECISIONS

# #5- Invest in healthy relationships and maintain them

- WEALTH BUILDING IS A TEAM SPORT WITH GANG AFFILIATION
- EXAMPLES: APPLE, NAFTA, LAPD, LABOR UNIONS
- AN ORGANIZATION IS DEFINED AS “A NEXUS OF RELATIONSHIPS.”

# Issues to consider with relationships are keys to wealth

- STRONG MARRIAGES ARE WEALTH BUILDERS – DIVORCE IS A WEALTH KILLER
- PROSPERITY AND MUTUAL SUPPORT ARE WEALTH BUILDERS – CHAOS AND WAR ARE WEALTH KILLERS (CONSIDER IMAGES OF WWII)
- MENDING RELATIONSHIPS IS A WEALTH BUILDER – DESTROYING RELATIONSHIPS IS A WEALTH KILLER
- TRAUMA GETS IN THE WAY OF HEALTHY RELATIONSHIPS – TAKE THE ACES TEST

# The cure for wealth loss due to unhealthy relationships

- THERAPY TO OVERCOME CHILDHOOD TRAUMA
- RELATIONSHIP COUNSELING FOR THOSE YOU CHOOSE TO BRING INTO YOUR FAMILY
- RECIPROCITY IN YOUR NETWORKING STRATEGIES – BE AN ASSET AND EVERYONE WANTS TO BE AROUND YOU
- FORGIVENESS, NOT MAKING ASSUMPTIONS, BRINGING POSITIVE ENERGY

# Leaders vs Bosses

- BOSSES CAN BE MEAN, CRUEL TOWARD THOSE WITH LESS AUTHORITY.
- THE BOSS DEMEANES YOU TO MAKE HIM FEEL BETTER ABOUT HIMSELF
- LEADERS UNDERSTAND THAT LEADERSHIP IS SERVICE.
- LEADERS ALSO UNDERSTAND THAT YOUR GOAL IS TO INSPIRE YOUR TEAMMATES TO BE BETTER

# The curse of the solopreneur

- OVER 95% OF ALL BLACK OWNED BUSINESSES HAVE NO EMPLOYEES
- THE SOLOPRENEUR HAS BOUGHT HIMSELF OUT OF THEIR JOB (CONGRATULATIONS!)
- BUT EVENTUALLY, YOU WORK YOURSELF INTO THE GROUND
- JACK OF ALL TRADES, MASTER OF NONE

# Solutions to the curse of the solopreneur

- DELEGATION
- TECHNOLOGY
- PARTNERSHIPS



# Warning: Toxic relationships are a **wealth drainer**

- FOUR TYPES OF TOXIC WEALTH DRAINERS:
- NEGATIVE PEOPLE WHO DEFLATE YOUR GOALS AND DREAMS WHILE CLAIMING TO “HELP YOU SEE THINGS MORE REALISTICALLY”
- THOSE WHO BORROW MONEY FROM YOU OR WANT PRODUCTS FOR FREE
- THOSE WHO CLAIM TO WORK WITH YOU AND DO A TERRIBLE JOB
- THOSE WHO ADD DRAMA AND DISTRACTIONS TO YOUR LIFE



# Managing toxic business relationship risk

- DISTANCE YOURSELF
- GET GROUP THERAPY
- CHOOSE PRODUCTIVE CIRCLES



# #6 — Keep it all in the family whenever possible

- REMEMBER — WEALTH GROWS MATHEMATICALLY THE SAME WAY FLOWERS GROW
- FLOWERS THAT GET WATERED AND FED GROW — THOSE THAT DON'T GET WATERED DIE
- BLACK OWNED BUSINESSES DON'T GET WATERED BECAUSE WE SPEND THE BULK OF OUR LIVES AT WORK

# Let's do the math

- ASSUME YOU SPEND **40 HOURS** A WEEK AT WORK
- THAT'S **2,000 HOURS** PER YEAR
- **20,000 HOURS** EVERY DECADE
- **100,000 HOURS** OVER A **50 YEAR** WORKING CAREER
- IF EVERY HOUR IS WORTH **\$80** TO YOUR EMPLOYER, THAT'S AN **\$8 MILLION** DOLLAR DONATION TO OTHER PEOPLE'S WEALTH
- WE THEN ARE TRAINED TO SPEND THE MONEY ON RENT AND CONSUMER GOODS, GIVING IT RIGHT BACK TO THE ECONOMY

My wife and I  
went to China  
before the  
pandemic

- WE TRAVELED FOR TWO WEEKS
- WENT TO SEVERAL REGIONS OF THE COUNTRY
- THEY TRIED TO SELL US EVERYTHING UNDER THE SUN FROM THE TIME WE ARRIVED
- MOST OF THESE SALES WERE SETUPS FROM PARTNERSHIPS
- THEY WERE OUTSTANDING ENTREPRENEURS
- MOST OF THEM NEVER WENT TO COLLEGE

# What I learned from watching Chinese group economics

- THE GROUP MATTERS MORE THAN THE INDIVIDUAL
- BEING PART OF A GROUP IS VERY IMPORTANT
- THEY KEEP THINGS WITHIN THE GROUP
- THEIR ECONOMIC TRAINING IS MORE CULTURAL THAN FORMAL – LIKE BLACK PEOPLE PLAYING BASKETBALL

I once tried to  
get a job teaching  
at Howard

- I WAS EXPECTED TO TAKE A MASSIVE PAYCUT
- I WAS ASKED TO DO TWICE AS MUCH WORK
- I WAS TOLD THAT I COULD NOT HAVE ANY ACTIVITIES OUTSIDE MY MAIN JOB
- I WAS INTERVIEWED BY A CHINESE MAN
- IF I WERE IN CHINA, WOULD AN AFRICAN AMERICAN MAN BE CHOOSING CHINESE FACULTY MEMBERS?

Don't open the  
window with the  
air conditioner on!

- WEALTH MUST BE ACQUIRED AND THEN PRESERVED
- THIS MEANS FINDING ALL THE WEALTH LEAKS AND CLOSING THEM (LIKE THE WINDOW WHEN THE AIR IS ON)
- IF NOT, IT BECOMES VERY EXPENSIVE AND YOU HAVE TO KEEP REPLENISHING

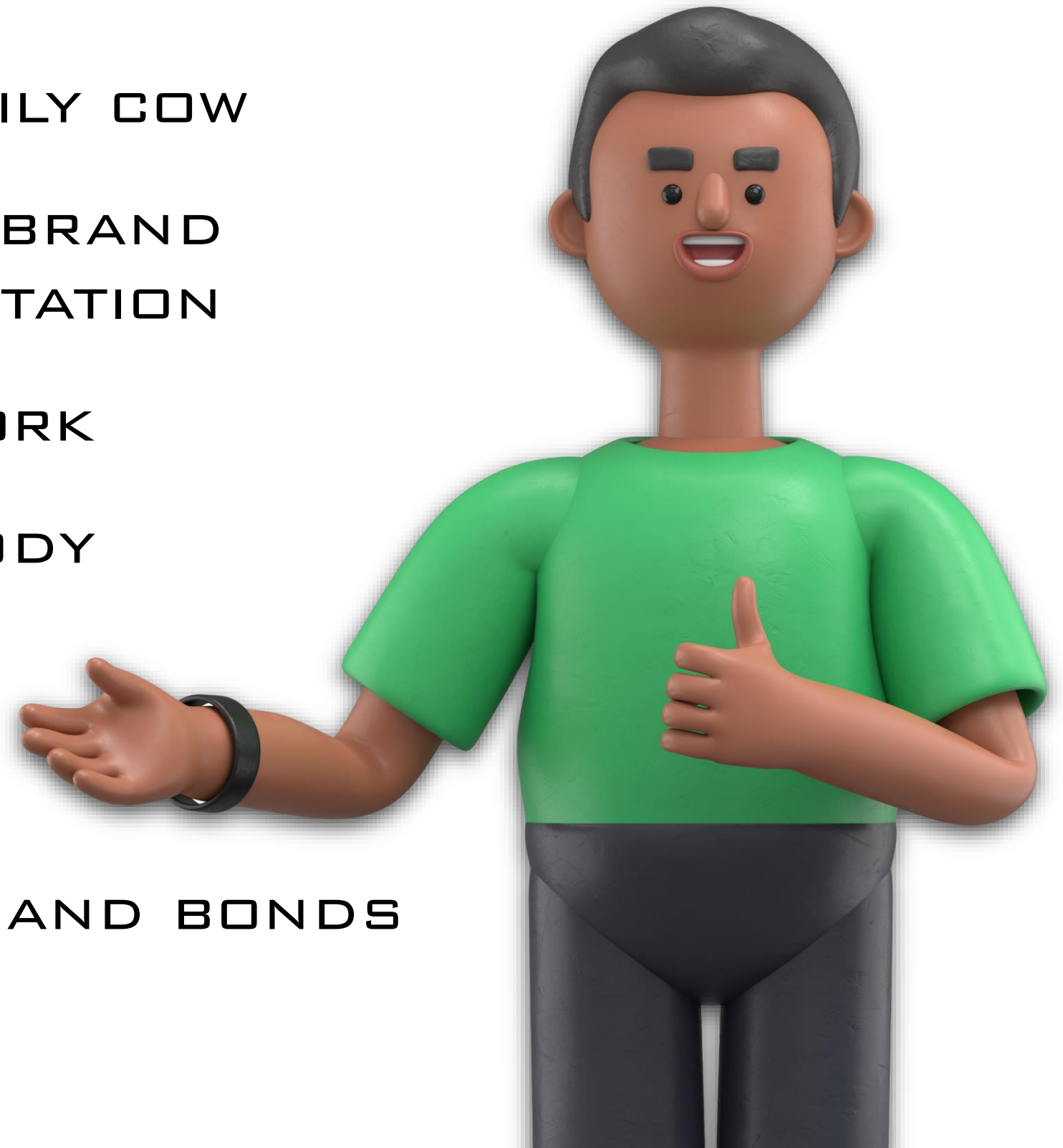
# #7 — Capital must be preserved, protected and efficiently used

- WHAT IS CAPITAL?
- ACCORDING TO PAUL SAMUELSON, CAPITAL IS “DURABLE PRODUCED GOODS THAT ARE IN TURN USED AS PRODUCTIVE INPUTS FOR FURTHER PRODUCTION” OF GOODS AND SERVICES.
- ACCORDING TO ADAM SMITH, CAPITAL IS “THAT PART OF MAN'S STOCK WHICH HE EXPECTS TO AFFORD HIM REVENUE”
- ACCORDING TO DR BOYCE WATKINS, CAPITAL IS “A COLLECTION OF RESOURCES THAT ALLOW YOU TO GET WHAT YOU NEED IN ORDER TO SURVIVE AND PROSPER.”



# Examples of capital

- REAL ESTATE
- LABOR
- THE FAMILY COW
- A NAME BRAND  
OR REPUTATION
- A NETWORK
- YOUR BODY
- CARS
- SKILLS
- STOCKS AND BONDS
- CASH



What's the most important job of the **quarterback**?

- TO THROW THE BALL?
- TO GET THE BALL DOWN THE FIELD?
- TO SCORE TOUCHDOWNS?
- NO! IT'S TO PROTECT THE BALL



Every black  
person **does NOT**  
need to run a  
business!

- BUT EVERYONE SHOULD OWN  
A BUSINESS
- EVERYONE SHOULD HAVE CAPITAL
- WHEN YOU HAVE NO CAPITAL, YOU  
BECOME A SLAVE TO CAPITALISM
- DON'T SELL YOUR CHILDREN  
INTO SLAVERY

# Why most families lose all their wealth in one generation

- 70% LOSE ALL THEIR WEALTH WITHIN ONE GENERATION
- 90% LOSE ALL OF THEIR WEALTH IN TWO GENERATIONS
- THE “THIEVES” ARE THEIR CHILDREN

# How do wealthy families **lose** their wealth?

- TAXES – POOR ESTATE PLANNING
- LAZY, UNFOCUSED KIDS WITH NO FINANCIAL SKILL
- A VERY POOR SUCCESSION PLAN

# Economic Immaturity

- ASK A FIVE YEAR OLD:  
WHAT DO YOU DO WITH MONEY?
- SPEND IT ON CANDY
- BUY TOYS OR SHOES

# What is money and what can you use it for?

- MONEY CAN BE USED AS A CAPITAL BASE
- THIS PROVIDES FOR YOU IN A TOUGH SITUATION
- IT CAN ALSO BE USED FOR
- SAVING
- INVESTING
- PHILANTHROPY

# What is a capital base?

- A SET OF RESOURCES YOU CAN USE TO GET WHAT YOU NEED
- FINANCIAL CAPITAL (STOCKS/BONDS, REAL ESTATE)
- HUMAN CAPITAL (EDUCATION, LABOR, ETC)
- SOCIAL CAPITAL (NETWORK, REPUTATION, BRAND NAME, ETC)
- UNIVERSITIES HAVE ENDOWMENTS, CORPORATIONS HAVE EQUITY – THAT’S THEIR ENDOWMENT
- THOSE WHO HAVE NO ENDOWMENT ARE FORCED INTO ECONOMIC SLAVERY



# How money makes you a target

- LAWYERS WANT TO SUE YOU
- YOUR FRIENDS BRING YOU  
DRAMATIC SOB STORIES
- SCAMMERS SEE YOU AS A TARGET
- EVERYONE WANTS TO SELL  
YOU SOMETHING
- YOU ARE OFFERED TONS OF  
HORRIBLE INVESTMENTS

Other ways  
money makes  
you a **target**

- YOU BECOME THE TARGET OF ROBBERY OR THEFT
- LOTS OF WOMEN SUDDENLY THINK YOU'RE HANDSOME
- FINANCIAL ADVISORS WILL TRY TO ROB YOU WITH FINE PRINT
- OLD FRIENDS SUDDENLY REMEMBER THAT THEY GAVE YOU YOUR BEST IDEAS

# Methods of Economic Protection

- A STRONG  
ESTATE PLAN
- USE OF LLCs AND  
OTHER ENTITIES
- DIVERSIFICATION



How black  
people are  
taught to be  
good **economic**  
slaves

- THE PUBLIC SCHOOL SYSTEM TRAINS US TO CHASE JOBS
- MEDIA TEACHES US TO CHASE MATERIAL POSSESSIONS
- FAMILY CULTURE ENCOURAGES US TO GO AFTER JOBS AND STUDENT LOANS
- WE FALSELY BELIEVE THAT INTEGRATION IS A SYMBOL OF SUCCESS

# What are the three pillars of wealth?

- STOCK MARKET INVESTING
- REAL ESTATE INVESTING
- ENTREPRENEURSHIP



# #8: Always plant seeds for the future

- MY FRIEND TOLD ME “I LIKE MONEY TOO MUCH TO GO TO GRADUATE SCHOOL”
- I SAID, “I LIKE MONEY TOO MUCH NOT TO GO TO GRAD SCHOOL”
- WHY WERE OUR PERSPECTIVES DIFFERENT?
- IT WAS THE PERCEPTION OF TIME
- I WAS THINKING LONG-TERM AND SHE WAS THINKING SHORT TERM.
- DELAYED GRATIFICATION IS THE #1 FACTOR THAT SEPARATES WEALTHY FROM NON-WEALTHY FAMILIES

Even your children  
are assets

- THE AVERAGE COST OF RAISING A CHILD? ABOUT **\$300,000**
- WE TYPICALLY VIEW CHILDREN AS LUXURY ITEMS – THIS LEADS TO A LOSS OF FAMILY WEALTH
- MY SIBLINGS AND I ARE PART OF OUR PARENTS' RETIREMENT PLAN

# What is the afterlife?

- IS IT HEAVEN?
- NOT NECESSARILY, IT'S WHAT HAPPENS AFTER YOUR LIFE IS OVER.
- THERE IS NO AGE WHERE YOU'RE TOO OLD TO START INVESTING
- IMAGINE IF YOU COULD GO BACK 100 YEARS – WOULD THAT MAKE A DIFFERENCE IN YOUR FAMILY WEALTH TODAY?



#9: Always  
leave a worthy  
inheritance

- WEALTH IS A RELAY RACE
- HOW BIG IS YOUR WEALTH RECTANGLE?

NUMBER OF  
TEAMMATES

BLACK WEALTH RECTANGLE

NUMBER OF YEARS

- THE WEALTH OF LOTS OF PEOPLE WORKING TOGETHER ACROSS SEVERAL GENERATIONS

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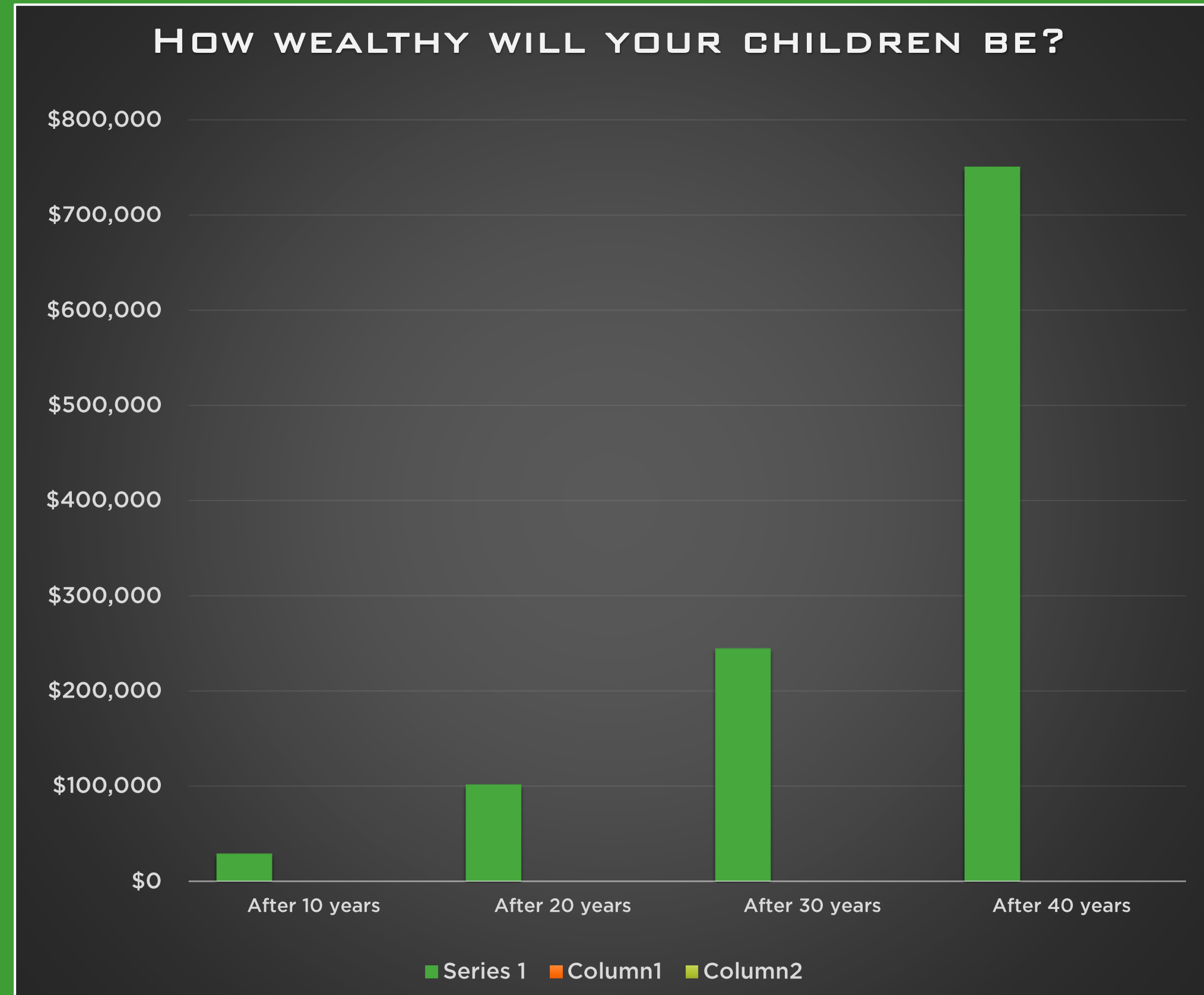
# Characteristics of a worthy inheritance

- BUY, BORROW AND DIE
- LIFE INSURANCE
- REAL ESTATE
- STOCKS, BONDS AND CRYPTO
- TEST: CAN YOUR KIDS QUIT THEIR JOBS IF THEY WANT TO?
- FINANCIAL KNOWLEDGE
- WEALTH BUILDING CULTURE

# The \$5 a day investing plan

- INVEST **\$35 PER WEEK** IN AN S&P 500 INDEX FUND
- NEVER STOP INVESTING
- DON'T SELL THE STOCKS
- PASS THE ASSETS TO YOUR CHILD AT THE AGE OF **30**

# Results of the \$5 a day plan



# Other things wealthy families do

- GROOM THEIR CHILDREN TO BE CEOs,  
NOT EMPLOYEES
- TALK ABOUT FINANCES AT AN EARLY AGE
- TEACH THEIR KIDS HOW TO BE STERDY
  - SYSTEMS
  - TECHNOLOGY
  - ENTREPRENEURSHIP
  - RELATIONSHIPS
  - DELEGATION

# What it means to be the CEO of your **last name**

- VALUING FAMILY ABOVE EVERYTHING ELSE
- RELATIONSHIP MANAGEMENT SKILLS AND SMART FAMILY PLANNING
- AN ENDOWMENT OF ASSETS TO MAINTAIN MEMBERS OF THE TRIBE
- A CODE OF ETHICS AND CONDUCT THAT MINIMIZES DISTRACTIONS
- THE ABILITY TO DELEGATE TASKS TO OTHERS AND LEAD
- SEEING VALUE IN WORKING WITH THE BLACK COMMUNITY

# #10 — Ownership is the key to power

- THE TYPES OF CAPITAL YOU AND YOUR DESCENDANTS WILL POSSESS:
  - HUMAN CAPITAL
  - CULTURAL CAPITAL
  - INTELLECTUAL CAPITAL
  - FINANCIAL CAPITAL
  - EMOTIONAL CAPITAL
  - RELATIONSHIP CAPITAL



Income of a  
venture is nice,  
but **what**  
**matters more?**

- YOUR EQUITY OWNERSHIP IN THE VENTURE
- THE SECURITY OF YOUR REVENUE STREAM
- THE NUMBER OF REVENUE STREAMS YOU HAVE
- YOUR INCOME RELATIVE TO YOUR EXPENSES

# What else matters?

- YOUR PERSONAL DEBT LEVELS
- YOUR QUALITY OF LIFE ON THE JOB OR OFF (I.E. IS THE JOB DESTROYING YOUR HEALTH?)
- HOW MUCH YOU HAVE TO WORK TO MAKE MONEY
- YOUR MOBILITY AND FLEXIBILITY IN INCOME EARNING VENTURES

# Conclusion and guide for the future

- GO THROUGH THESE SLIDES AGAIN
- FIND 5 – 6 CORE VALUES AND TRAIN THEM TO THOSE IN YOUR TRIBE
- FORGIVE YOURSELF FOR MAKING MISTAKES
- REMEMBER THAT YOU ARE MEANT TO WIN