

LIFE AND TIMES

“The Business of Living... Work, Play, Style!”

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Who Says?

“When the audience responds to your dreams then you’re in heaven.”

– **Mel Brooks**
on NBC News

“Your strength is in your strength as well as your struggles.”

– **Bish. T.D. Jakes**
On CNN

Commentary

How Obama Makes Money!

“Pretty amazing to watch Democracy and Capitalism at its best and sometimes at its worst.” That was the point made by a TV Commentator as he was asked about the different ways that people are cashing in on the Obama name. There have been ads in the media for everything from magazine cover pages, to decorative plates to even basketball sneakers. He went on to say, “it’s a good thing that Obama makes his own income as President and as an Author.”

With the inauguration of President Obama now behind us let’s recap what we just witnessed. Four years ago the country was introduced to a young man with a funny name at the Democratic National Convention. At that time he was the junior Senator from Illinois who spoke with clarity of conviction. Two years ago he announced his candidacy for President and took to the high-

ways and skyways with a slogan of “Yes We Can!” His early Election Primary/Caucus wins in States that are not urban or considered democratic strongholds proved to be a turning point.

During the campaign, Obama touched on some hot-button social issues like Fatherhood. This made some in Black America mad. His overall campaign was built on a premise and promise of change. Many Politicians choose change as a campaign theme because it conveys the message of *out with the old ideas and in with the new*. Out with the Old Boy’s Network and in with some new blood. However, he was able to capitalize further on this *change message* in a new and exciting way.

First he made it known that change was going to occur from the ground up, not the top down. Why was that significant you ask? Because he was able

to change the way people see change. Our human nature is to resist change. People think change is good as long as they’re not the ones having to make the change. It’s been said that you can’t change people. You can only change yourself and watch people or the situation change around you.

So we witnessed Obama make history in becoming the first African-American President of the United States. *You go Bro!* We have seen signs of him beginning to make change from his time of campaigning through his transitioning role into the Presidency. Now we have to support our President as he works towards making good on his campaign pledges and on the long-standing promise of America. “*All men are created equal with certain Rights, granting them Life, Liberty and the Pursuit of Happiness.*”

Today’s Trends

Jazz-up Your Hair or Jeans.

There are different ways to enhance your appearance for a *cool & cute* look. The more traditional involves doing a wardrobe makeover. This might mean adding a few new pieces to your collection. An upgrade in designer or price is a good place to start depending on your budget.

The more contemporary forms of style makeovers these days seem to revolve around your

hair or jeans. Where I grew up, there was a time when dreadlocks were looked down-upon as unbecoming. Those who wore locks were seen as either radically entertaining or entertaining a radical point of view. But, haven’t things and times changed?

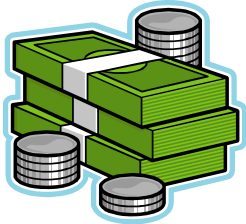
If new hair or no hair is not your first choice then maybe new jeans will do. In cities like Atlanta, there is a growing market for high-end Jeans.

Some customers are looking for the right fit to bump their assets. Brands like *Diesel*, and *True Religion* are quickly cornering the market for urban-inspired jeans.

So, if you’re considering a career makeover chances are you’re looking for a new job or new dream. However, if a style makeover is where you’re trending then this might be a good time to jazz-up your jeans or hair.

Career Trac

What's The Color of Your Money?



The color of money is changing! So it might have been said by some who feared the election of Barack Obama as the nation's first African-American President. There were many more similar examples of untruths and lies that were shared during the campaign season. The woman at a McCain campaign rally saying "Obama is Muslim," remember that?

The color of money is not changing, but the color of making money is. For many years the American worker has been de-

scribed as being White Collar or Blue Collar. White collar workers typically work in an office environment. They serve in administration or other management capacities.

Then there are Blue Collar workers whose assignments are normally rough and tough. They tend to be the machinists and mechanics whose hard labor helped advance the industrial revolution. The Blue Collar worker takes pride in being part of a Trade Union and the heart and soul of the nation's economy.

The 21st century workplace has introduced the Pink Collar worker who specializes in network marketing. These professionals work with the Amways and Mary Kays of the world. There is also the Green Collar worker, a new breed of environment-savvy professional. Many believe this area is the new frontier for growth opportunities because Mother Earth needs products and services too. So, if you want to position yourself for multiple streams of income then consider how you can best serve the interests of White, Blue, Pink and Green of humanity.



Notes & Quotes

Tune-up Your Business. (Black Enterprise Report Interviews Andrew Morrison)

Q: How can businesses attract more customers?

A: Find ways to turn prospects into customers by having an offer. Communicate your pitch using key words that reduce risk resistance. The word "guarantee" is a good example.

Q: How do you spot these opportunities?

A: Make the library your second home. Look at industry reports and watch for trends. Maybe

there's some deregulation going on in a certain industry which could mean new opportunities.

Q: How do you make the best use of your time?

A: I suggest looking at specific areas of your business and dedicate a block of time. Set aside 90 minute blocks in the day and focus on one thing. This could be sales and marketing, finance, training, operations, management, etc.

Q: Can marketing trends profit your business?

A: Use technology to present your product/services to more people. Try to automate, delegate or eliminate tasks. Use conference calls to meet with people across the country from your office. The key is to use technology to convert, entertain or educate your prospect. This will make it easier for them to take advantage of your services.

"Make your prospects or customers an offer that they would want to buy, learn more about or act on for mutual benefit."

- Andrew Morrison,
SmallBusinessCamp.com

Soul Food

Let Your Dreams Live!

The true story is told of a Minister who had a near-death experience. It was a rainy morning as he was driving across a bridge in his hometown. The last thing he remembers about his commute is being comforted by a Paramedic. He would later learn that he had a head-on collision with a tractor-trailer. He writes in his book about the recovery process where he discovered he went to Heaven met

with God and was sent back to earth. It's like God had more for him to do so he let this Minister live.

While a near-death experience is not something you wish upon anyone, there are times when some days are like a near-death experience for your dreams. You want to give up and pack it in. You want to get started but can't find the spark. If you've ever felt this way then let your dreams live

because God has more in store for you. Just think about the life of Joseph the Dreamer and you'll find a way to make it through another day.

The story of Joseph reminds us how good can come from pain. Here's a guy who was hated by his brothers. He was sold into slavery, left to die at the roadside.

Cont'd on pg. 4.



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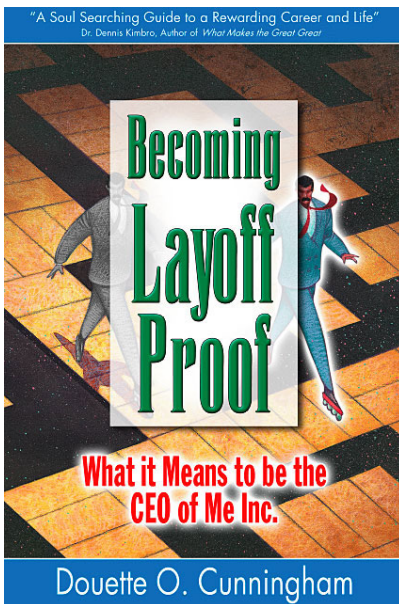
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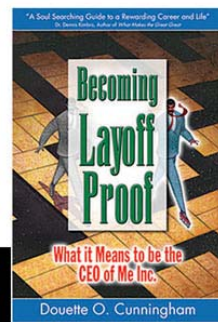
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ALL WORK AND ALL PLAY MAKE FOR FULFILLMENT ON PAYDAY.

Written in a friendly, conversational tone, it builds upon the premise that your career will rise to new heights once you begin to see yourself as the "CEO of Me Inc."



This will position you to:

1. Recognize the "Handwriting on the Wall."
2. Ready yourself for new opportunities.
3. "Raise the bar" on your skills and abilities.
4. Release a new sense of purpose and passion in your life.

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LIFE AND TIMES

Publisher's Points

Maybe less than five percent of student athletes make it to the pros. The other 95% or so will find careers off the playing fields. This is true as well as for those who never excelled in sports. The greatest plays in the game are not limited to the playing fields. They can also be found in the halls of education, business, entertainment and public service by those who put their passion to work some magic.

In this issue we share:

1. A near-death experience that was life-changing.
2. A mindset for generating multiple-streams of income.
3. A chance to make this the year you've been dreaming of.



As always, we welcome your feedback and look forward to celebrating your victories!

Regards,

Douette 'Doc' Cunningham
Publisher, Author, Speaker & Career Makeover Coach
www.PurposefulLivingVentures.com

Soul Food—Dreams Cont'd from pg. 2.

He was falsely-accused of making sexual advances and eventually put in prison. Even through all this pain Joseph was able to rise to high office as a government official because of his gift for interpreting dreams.

Let your dreams live by turning your pain into something that pays. Let your dreams live by knowing that there is a higher purpose at stake. Let your dreams live by letting your passion flow to all ends of the earth. When you remain true to your purpose, God will elevate you to a higher position of service that might baffle the minds of those who thought you were dead.

Sports Page—Life Lessons from the Playing Fields!

The Greatest Plays in the Game.

Which athlete has been most featured on the covers of Sports Illustrated Magazine? Is it Michael Jordan, Kobe Bryant, Tiger Woods or LeBron James? If you guessed Jordan you're right. Not that the other athletes are trying to be like Mike, but it might have a lot to do with Jordan having produced some of the most memorable plays in sports. What do the greatest plays in the game reveal about putting your passion to work?

Hands – Our hands are probably the most active parts of our body. We use them to balance our walk, to type, to build and even in some cases to talk. Jordan showed through his many plays as a Point Guard that he had good hands. He was able to make shots even when the ball was slipping out of his hands. A steady hand, a healing hand or a tough hand are all valuable in turning your passion into a hand-some income.

Eyes – Many moderately talented athletes have been described as having an eye for the game. In one sense it means they are able to see beyond the play in order to make great plays. They are able to see through the defense and adjust their offense. The added bonus is when they also have good hand-eye coordination. Putting your passion to work in your career means more to you when you can see through or beyond the problem and thereby produce a winning solution.



Mind – Athletes spend much of their practice time working on the fundamentals. For a basketball player it might be shooting free throws. For a football player it might be kicking or catching the ball. But what we often overlook is that these athletes also

spend hours looking at video tape of past games. This helps them to study the strengths and gaps of the opposing team. To produce great plays as a working professional also involves spending time in personal development by reading or watching/listening to tapes. This will grow your mind, close some gaps and cause others to praise your strengths.

Soul – In every sport there are some intangibles that don't get into the stats. These intangibles can make or break a game. In your work-life there are some things that might never be recognized for what they're worth. However, putting your soul into your work produces a similar effect to how a Chef might be described as putting his "foot into the food." That's what Soul food and your soul's purpose are all about. It just doesn't get any better than that!