

# SUCCESS UP!



SCAN QR CODE TO  
ASK A QUESTION

**BUSINESS &  
ENTREPRENEURSHIP**





## 5 Notable Businessmen in the Bible

**Abraham** - live stock and goods

**Job** - live stock & held influence in the community

**Boaz** - wealthy land owner

**Lydia** - a successful business woman who sold purple cloth (a luxury item)

**Zacchaeus** - wealthy tax collector



SCAN QR CODE TO  
ASK A QUESTION

**BUSINESS &**  
**ENTREPRENEURSHIP**





## Black-Owned Business Statistics

- Black-owned businesses represent 3% of all U.S. businesses
- Black-owned businesses contribute just 1% of the gross revenue
- As of 2023, the buying power of Black consumers in the United States was estimated to be around \$1.6 trillion.



SCAN QR CODE TO  
ASK A QUESTION



## Successful people set **S.M.A.R.T** goals

**S**pecific - clearly define goals and make specific and achievable

**M**easurable - establish metrics to track progress and stay motivated

**A**ttainable - set realistic goals that challenge you but are still within reach

**R**elevant - ensure goals align with values and vision for your life

**T**imebound - set deadlines for achieving goals to maintain focus and accountability.



SCAN QR CODE TO  
ASK A QUESTION

**BUSINESS &**  
**ENTREPRENEURSHIP**







# Questions Successful People Ask Themselves – That You Should Too!



SCAN QR CODE TO  
ASK A QUESTION

**BUSINESS &  
ENTREPRENEURSHIP**







In Zuckerberg's first-ever public Q&A a few months ago, the question that stood out was, "Why do you wear the same gray t-shirt every day?"

## THE ANSWER

"I really want to clear my life so that I have to make as few decisions as possible about anything except how to serve this community best." – Mark Zuckerberg

# What Decisions Can You Stop Making?

DECISION MINIMIZATION



SCAN QR CODE TO  
ASK A QUESTION

**BUSINESS &**  
**ENTREPRENEURSHIP**





## What fears are keeping you from doing what you know in your gut you need to do?

- Steve Jobs embraced failure and took risks.
- Apple was on the verge of shutting down when he came back to the company in '96. He took a \$1 annual salary in his first year back at the company.
- Two years later, he released the fastest-selling personal computer of all time.

## THE ANSWER

“Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose.” – Steve Jobs



SCAN QR CODE TO  
ASK A QUESTION





**You won't always see what you're going to have to fight. Is winning really worth the public scrutiny?**

You've done so much over the last 25 years

- Written books
- Produced movies
- The first clergyman to have a syndicated talk show,
- Developed programs like T.O.R.I and United MegaCare
  - Deals with Lifetime, Sony, Amazon, etc.

## **THE ANSWER**

**"The award for success is attack." – T.D. Jakes**



SCAN QR CODE TO  
ASK A QUESTION

**BUSINESS &  
ENTREPRENEURSHIP**





## The Significance of Collaboration

Go Pro x Red Bull

Joy Bird x Sherwin Williams

Balenciaga x Crocs

Kanya x Adidas

Starbucks x Spotify

Apple x Mastercard

Levi x Pinterest

Nike x Apple

Taco Bell x Doritos

Air-B-n-B x Flipboard

BMW x Louis Vuitton



SCAN QR CODE TO  
ASK A QUESTION





## Real Estate & Credit

John Hope Bryant says in his new book that credit is a tool and not a toy. A study by the Urban Institute found that young adults in majority-Black communities had a median credit score of 582, which is considered subprime and can limit access to affordable financial services



SCAN QR CODE TO  
ASK A QUESTION

**BUSINESS &**  
**ENTREPRENEURSHIP**







# BUSINESS & ENTREPRENEURSHIP



SCAN QR CODE TO  
ASK A QUESTION





# ONE MORE THING BEFORE YOU GO...

Scan the QR code to take a quick survey!



Did you miss the offering?  
Text to sow a seed.

## Online

Text TDJM and amount to 28950  
(Ex: TDJM50 – for a donation of \$50)

## In-Person

Text PHC and amount to 28950  
(Ex: PHC50 – for a donation of \$50)

