



ISSUE 13

BLACK BUSINESS BULLET POINTS

The Black Business Honors Newsletter

Points to help Plan, Promote and Prosper your business.

www.blackbusinesshonors.com

MEET YOUR SUCCESS STRATEGISTS!

BLACK BUSINESS BULLET POINTS

DISCOVER BLACK PEOPLE THAT ARE EMPOWERING OTHER BLACK PEOPLE IN BUSINESS AND IN LIFE!

LARRY W. ROBINSON
Syndicated Media Personality,
Author, and Life Coach

SHAYNNE WITHERSPOON
Minister and Life Coach

ROCHELLE JOHNSON
Business Consultant,
Strategist, Coach, and
Author

CASSANDRA MOORE
CEO and Business Consultant

JAMES JACOBS
Entrepreneur and
Philanthropist

A POINT FROM THE PUBLISHER

Larry W. Robinson, Publisher

Welcome to this special edition of our newsletter, curated to provide you with an insider's glimpse into the 'Think Tank Brunch.' I, **Larry W. Robinson** of **The Larry W. Robinson Show**, am thrilled to co-host this enlightening event alongside distinguished professionals like **Rochelle Johnson** of **RJS Global Consulting**, **James Jacobs** of **YaLife Media & Marketing**, **Shaynne Witherspoon** of **BCI Houston**, and **Cassandra Moore** of **Moore Financial Solutions**. Presented by **Reaching Houston** and **YaLife Media and Marketing**, our gathering promises an enriching blend of insights on **AI**, **Grant Writing**, **Creative Sessions**, **Business Networking**, and personal interviews with each participant. As we pave the way for innovation and collaboration, I invite you to dive into the details and get to know your accomplished co-hosts. Here's to an inspiring connection and a transformative experience!

As always, this issue of **Bullet Points**, the newsletter of the **Black Business Honors**, is short, sweet and to the Point. Read it, then read it again. But most of all, implement what you read and watch your business as well as life flourish!

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STRAIGHT TO THE POINTS...

MEET LARRY W. ROBINSON

Larry W. Robinson is a syndicated media personality, hosting **The Larry W. Robinson Show**, and he is also an author and Life Coach. As the publisher of **Gospel Updates** magazine, newsletter, and podcast, he passionately serves others by uplifting and inspiring through various media channels. To engage with Larry's transformative content or explore collaboration opportunities, reach out via his official website www.larrywrobinson.com today.

Larry's Business Bullet Point:

- *"In 2023 and beyond, Solopreneurs and Creatives should focus on building authentic relationships with their audience through consistent engagement and personalized content, leveraging emerging technologies and platforms to stay adaptable and responsive to rapidly changing market trends."* - Larry W. Robinson

MEET SHAYNNE WITHERSPOON

With over 23 years of experience in education, I currently serve at **Houston ISD**, where I utilize both my Life Coach and Training Specialist certifications to help others reach their full potential. God has graced me with the opportunity to be the founding minister of **V.O.W. Ministries** and to serve as the Lead Facilitator for women in ministry leadership through **INSPIRE WOMEN Academy** in Houston, Texas. I am also a Master of Divinity candidate at **Regent University**, focusing on Christian Discipleship to deepen my faith and better serve my community. Additionally, I am the presiding President of the **BCI Houston Chapter**, where Christians from various areas collaborate, using God's power of influence to improve the world around them.

Shaynne's Business Bullet Point:

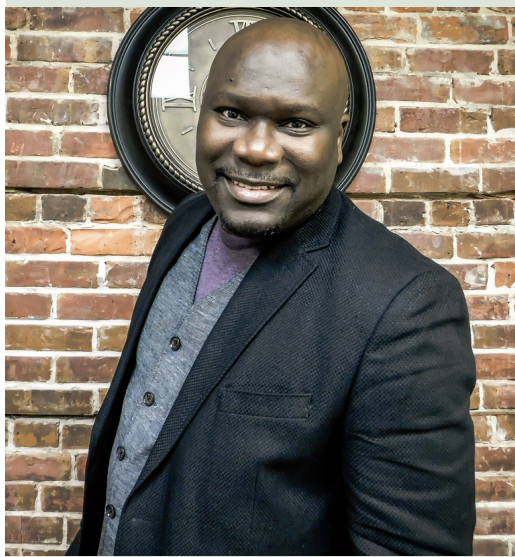
- *"Never feel obligated to rush your progress trying to compete with the trends, because fads fade, but quality is the most substantial."* - Shaynne Witherspoon

MEET JAMES JACOBS

James Jacobs is the CEO and Founder of **YaLife Media and Marketing**, an all-inclusive marketing company committed to turning your ideas into reality. With services ranging from strategic planning, securing venues, and staffing to specialized areas like Graphic Design, Web Development, Video Editing, and Software and App Development, **YMM** operates with a spirit of excellence. Whether you're looking for personalized graphic artwork or a fully-functional, mobile-responsive website, **James** and his team provide professional care to execute your project perfectly and meet your unique needs.

James' Business Bullet Point:

- *"Embrace an end-to-end marketing approach in 2023 and beyond, focusing on personalized branding, strategic planning, responsive web design, and innovative digital solutions to not only align with current trends but to build a timeless quality that sets your business apart."* - James Jacobs



Larry W. Robinson
Syndicated Media Personality, Author, and Life Coach



Shaynne Witherspoon
Minister and Life Coach



James Jacobs
Entrepreneur and Philanthropist

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HERE ARE MORE POINTS...

MEET ROCHELLE JOHNSON

Rochelle's firm focuses on leveraging the wide experiences and perspectives of small business owners to create sustainable success. **Rochelle** spearheads the operations with an innovative business mindset. Rochelle helps all clients, both For-Profit and Non-Profit, understand challenging business problems from a variety of perspectives.

Rochelle is a skilled listener with an ear for the central themes of organizational challenges, which she combines with a facilitated and collaborative approach to help clients find the right balance between freedom and focus that drives individual productivity and lasting business results.

Rochelle's Business Bullet Point:

- *"In 2023, it is important that Solopreneurs and Creatives remain consistent. It is easy to get really excited about new ideas but they may struggle with day-to-day tasks. Successful small businesses need consistent upkeep."* - **Rochelle Johnson, MBA, CTCM**

MEET CASSANDRA MOORE

Cassandra Moore is the owner of **Moore Financial Solutions, Inc.**, providing diverse financial solutions for business, home, and personal life. With over 10 years of sales experience, she's also a certified Business Consultant, assisting companies in enhancing operations, and a licensed insurance agent for over 8 years, offering products like Medicare, Financial Planning, and Life Insurance. Passionate about serving small business owners and building community relationships, she also mentors underprivileged youth and sponsors holiday provisions for local families. A native of Houston, TX, Cassandra started her sales journey at age 12 and enjoys spending time with her family in her free time. Visit www.moorefinancialsolutions.net for more information.

Cassandra's Business Bullet Point:

- *"Invest in personalized financial planning and align your business strategies with your unique vision and community engagement, leveraging tailored insurance and financial solutions to ensure stability and growth for your business in 2023 and beyond."* - **Cassandra Moore**



Rochelle Johnson
Business Consultant, Strategist, Coach, and Author



Cassandra Moore
CEO and Business Consultant

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FROM:

ISSUE 13

This issue features:

Larry W. Robinson of The Larry W. Robinson Show

Rochelle Johnson of RJS Global Consulting

James Jacobs of YaLife Media & Marketing

Shaynne Witherspoon of BCI Houston

and Cassandra Moore of Moore Financial Solutions

TO:

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Email Address: rochelle@rjsglobalconsulting.com

Phone Number: (832) 401-8219

Mailing Address: 4830 Wilson Rd. #300, PMB #578, Humble, TX 77396

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