

BLACK BUSINESS HONORS

P.O. Box 16343 L.C. 70616

ISSUE 6

BLACK BUSINESS BULLET POINTS

The Black Business Honors Newsletter

Points to help Plan, Promote and Prosper your business.

www.blackbusinesshonors.com



Heaven On Earth Network, Inc team members at the 2020 Black Business Honors Ceremony

A POINT FROM THE PUBLISHER

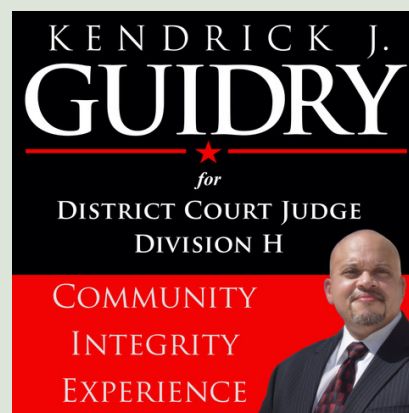
Larry W. Robinson, Publisher

Thank you for reading this issue of Bullet Points, the newsletter of the Black Business Honors. I am passionate about business, and I am passionate about Black people.

The objective of this newsletter is to encourage Black people to pursue their passion in an enterprising way. I believe when you start and develop a business, you make your "soul" happy in a way that only the freedom of business building can bring.

Business is a gift from God! The Black Business Honors boldly proclaims, "that there really is no competition in the Universe, only assignments". Also, "there is an ordained audience for every gift", including your business. Affirming that truth, I decree and declare that you will receive flourishing contracts, clients, customers, cash, and "coins" in your business in the days ahead. Prosperous Blessings to You!

Helping Black-Owned businesses grow their reach and revenue. | www.blackbusinesshonors.com



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Teresa & Derek Bellard, BBH 2020 Honorees

STRAIGHT TO THE POINTS...

CUSTOMER LOYALTY:

- Discover what your customers want and ensure that you are providing services that match their desire.
- Have integrity, keep things simple, listen, communicate effectively and keep your promises.
- Remember the Golden Rule: Treat your customers like you would like to be treated. Exceed their expectations!
- Reward your loyal customers. Treat them like you're serving them for the first time, every time!

EFFECTIVE NETWORKING

- Be prepared to answer the questions who you are, what you do and how to best get in touch with you.
- Try not to be too salesy in a networking space. Listen for people pains points and see if your product or service can solve them or take note of who in your network you can recommend.
- Be memorable. Be it your introduction, attire, business card etc, do something that makes you stand out from everyone else.
- Do not be thirsty or desperate for business. Don't go to networking events with a I am broke and need clients and customers mindset, go because you have an incredible product or service and you simply love telling everyone about it.

MOBILE & ONLINE MONEY:

- Business has changed. In the last three months, billions of dollars have been exchanged for products and services online or through mobile devices.
- Make sure your business is set up to securely do business online or via mobile device.
- Listen to your customers and understand how they like to pay. Most people are not carrying cash and if you're demanding that people only pay you cash you are missing out on potential revenue.
- Ensure that your business has at least one or two digital payment networks or systems to accept funds.

4 ENTREPRENEURIAL SIGNS:

- You're not a fan of working solely for someone else.
- You suck at being an employee.
- "Job security" or the lack thereof doesn't scare you. You love finding ways to prosper in any economy.
- You don't mind working hard, but you do mind not having control of your time.
- You have a natural curiosity about how things work.
- You are an independent starter and don't mind times of isolation.

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My Ka'Llection owners as a vendor at the 2020 Black Business Honors Ceremony.

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Eddie Earl Lewis, 2020 BBH Barber of the Year

BLACK BUSINESS HONORS VIRTUAL MIXER



Recently Larry W. Robinson hosted a virtual mixer as guests Stephanie Morris, Tangelia Harrington and Darius D. Clayton shared business advice for established as well as aspiring entrepreneurs. This is a continuous initiative of the Black Business Honors to educate and empower business owners. Other guest contributors include: Kendrick J. Guidry, Faith Hooks, Pastor Braylon Harris, Marshall Simien, Linda Taylor, Rhonda Eglin Jourdan, Judge Sharon Darville-Wilson, Malinda Reese Stevens, Bishop Richard Harper and others.

For these and other engaging conversations visit us on Facebook: <https://www.facebook.com/blackbusinesshonors/> and then visit the video section of our page.

HERE ARE MORE POINTS...

BUDGETING:

- Pay attention to your financial statements. Keep track of your income as well as expenses.
- Which brings me to this bullet point; ensure that your business has a system to create and maintain financial statements. You want to be able to obtain a Profit and Loss Statement as well as a Balance Sheet at a moments notice.
- Pre-plan purchases. Do your research. Make sure you are getting the best deal for your financial investment. And don't always look for the cheap product. Oftentimes a quality product will serve you better and longer than a cheap one will.

By Nypheteria R. Clophus -
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CLOSING THE SALE:

- Stop Selling. Start encouraging buying by helping your customers discover the best buy for their dollar. Be their Hero!
- Make your product or service a sure win. Make sure it serves a need and adds value for the financial investment.
- Customers are often times busy and pulled in many directions. Make getting your product or service Quick and Easy As 1, 2, 3. Notice, I didn't say cheap either. Provide quality and charge a fair price, but don't complicate the process.

By Malinda Reese Stevens -
Author and Home-based
Business Expert



LOOKING AHEAD...

- The 2021 Black Business Honors will be held on Sunday, February 28th, 2021 at 3:00 p.m. Venue and Location to TBA.

SPECIAL NOTE:

- Photo Credit for all Black Business Honors event photos used in this as well as the June 2020 issue of this newsletter belongs to Revelation ALM Studios | (337) 244-1684 | www.revelationalmstudios.com



Kendrick J. Guidry with founder Larry W. Robinson on the 2020 Black Business Honors red carpet.
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This issue features bullet points on:

Customer Loyalty

Mobile & Online Money

Effective Networking

4 Entrepreneurial Signs

Budgeting

as well as

Closing the Sale!

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Call, text or email us today!

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FROM THE OFFICE OF
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