



Forward Momentum

Celebrating Progress and The Future of Black Entrepreneurship → September 2025



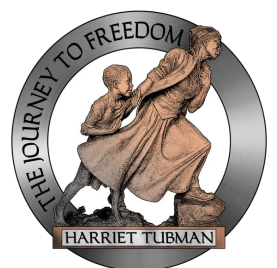
Harriet Tubman
“Mother Moses”

“To inspire the Black community to rise, unite, and build...”



Table of Contents

A Letter From Leadership: Empowering Black Businesses	3-4
*Leadership Council: PRESIDENT’S CLUB	5
Featured Affiliate: In Their Own Words	6
*Promotions and Rank Advancements	7-9
FEATURED BUSINESS: Product & Services	11
Black History / Harriet Tubman	12-13
America’s Tumultuous History	15-16
Black Excellence: Dr. George C. Frazier	19
Blacks Boycotting	20
UNITE Business Building Tip	22-23



"To inspire the resilient Black community to rise, unite, and build a lasting legacy of wealth, strength, empowerment and progress for generations to come."



The Vision of Unite: **Empowering Black Businesses**

In an era where economic disparity and systemic racism persist, **Unite** emerges as a beacon of empowerment for Black-owned businesses. Founded by a visionary, Unite is more than just a marketing platform and business directory—it's a movement. This initiative is built on the belief that Black communities can thrive in if we unite with purpose and action.

The Challenge

Black-owned businesses face many unique challenges in the marketplace, often stemming from a history of marginalization. Large retail corporations for example, once a champion of diversity, equity, and inclusion (DEI), have now begun rolling them back. Black customers are frequently profiled, harassed, or disrespected in these spaces, reinforcing the narrative that their patronage is undervalued.

Moreover, America's persistent anti-Black message perpetuates the idea that Black people are insignificant. Without intentional efforts of Black consumers to counteract these evil forces, Black-owned business and interest run the risk of fading into obscurity. This potential extinction would not only harm entrepreneurs but also erode the very economic foundation of the Black community and thus keep Black people ever-dependent.

Unite: Chief Objective & Mission

Unite seeks to address these challenges head-on by cultivating support, solidarity, and empowerment. The mission is simple yet profound: to ensure that Black-owned businesses are not only recognized but also given the need tools for success to grow and thrive.

Through an innovative affiliate marketing model, Unite creates a win-win-win scenario for businesses, affiliates, and customers. Affiliates are able to earn a residual income, bonuses, perks and incentives by recommending products and services offered by Black-owned businesses listed and featured on the nationwide directory. Customers gain access to high-quality goods and services knowing their purchases support an important cause.

The Importance of Solidarity

The Unite vision extends beyond commerce; it's about creating a unified front that amplifies the message that Black lives and Black owned businesses matter. Just as Asian and Latino communities have demonstrated the power of group economic and mutual support, Unite calls on Black people and their allies to pool resources and uplift one another.

This solidarity echoes the spirit of the Montgomery Bus Boycott, a pivotal moment in history where economic unity sent a powerful message of resistance against injustice. Similarly, Unite seeks to demonstrate that businesses and establishments that fail to treat Black people with respect are undeserving of their patronage.

Galvanizing Resources for Change

Unite has leveraged its growing online presence to create a centralized hub where Black-owned businesses can be easily found and supported. Even our premiere luxury metal business cards and our designer metal debit cards are products that symbolize both sophistication and empowerment. These offerings are not just functional—they are statements of pride and resilience.



By galvanizing resources, Unite ensures that Black-owned businesses have the visibility they need to compete in a challenging market. The directory is more than a listing; it's a life-line for businesses seeking to connect with customers who value dignity, respect, and community-driven commerce.

A Movement for the Future

While Unite recognizes that not all Black individuals will align with its vision, the founders believe this is a concept whose time has come. The movement is not just about survival; it's about thriving. It's about creating opportunities for thought leaders and influencers to earn income by advocating for Black-owned businesses and building a prosperous future together.

Unite stands as a rallying cry for change—a call to action for anyone who believes in the power of economic empowerment and community solidarity. By supporting Black-owned businesses, customers and affiliates alike can help build a legacy of success, and respect.

Inspire Others to Join the Movement

The time has now come to reclaim our share of America's economic power and to powerfully confront systems of oppression. Together, we can create a future where Black businesses are not only supported but celebrated, where communities thrive, and where respect is more than a slogan—it's a reality.

To Join Unite is to empower Black businesses and to strengthening communities while building your personal legacy of wealth.





IN THE SPOTLIGHT WITH

Ms. Jane T. Doe

Forward Momentum Magazine: Celebrating Affiliate Success and Business Growth

At **UNITE**, we believe in celebrating you and your achievements every step forward. That's why we created **Forward Momentum Magazine**, a publication dedicated to recognizing and honoring affiliates who are making strides in their businesses. Whether you're just starting your journey or reaching higher ranks of success, **your progress matters**—and we make sure the world knows it.

Every future issue of **Forward Momentum** will feature **affiliate rank advancements**, highlighting those who have worked diligently to grow their network to increase their impact, and uplift the community. We understand that success isn't just about making money; it's about **empowerment, perseverance, and inspiring others** to follow in your footsteps. Leadership is less concerned with followers, it's about developing other leaders in **UNITE**. Our goal is to document and share your victories and successes so that others can see what is possible when they commit to your own success and to the vision of **UNITE**.

Beyond rank advancements, the magazine will also shine a spotlight on **Black-owned businesses**. Whether it's an entrepreneur who has built a thriving storefront, an online retailer experiencing massive growth, or an affiliate who is utilizing **UNITE** to launch their own brand, **their story deserves to be told**. By featuring these businesses, we aim to **amplify their success**, drive more customers to their products and services, and show the power of economic unity in action.

At **UNITE**, your journey is not just about personal success—it's about **collective progress**. That's why we recognize and honor your achievements **every step of the way**. Through **Forward Momentum Magazine**, we ensure that your **hard work, dedication, and contributions** are celebrated, respected, and remembered. **Your rise through the ranks are more than just titles—it's a testament to the power of group economic empowerment and community-driven success.**



PRESIDENTIAL WEALTH SYNDICATE

Introducing A Vision for Leadership and Growth

The **UNITE Presidential Counsel** is designed to empower top-performing affiliates by providing them with a leadership role in shaping the company's future. Drawing inspiration from the most successful and top earning UNITE Affiliates who achieve the rank of President will serve as both an advisory board and an exclusive mentorship group for emerging leaders.

How It Works:

President-Based Membership: The counsel consists of the **12 top-earning affiliates** who have demonstrated exceptional leadership, integrity, and consistent success in UNITE. Members are inducted based on performance metrics, team growth, and contribution to their UNITE shopping organization.

Strategic Input & Decision-Making: Counsel members collaborate directly with company executives to provide feedback on compensation plans, product launches, and business strategies. Their insights help shape policies that benefit all affiliates.

Mentorship & Leadership Development: Presidential Counsel members mentor up-and-coming affiliates, sharing business best practices, personal experiences, and strategies for long-term success. This creates a culture of empowerment and support within the UNITE community.

Exclusive Incentives & Recognition: Members receive exclusive rewards, including leadership retreats, recognition at major events, and bonuses. Their influence extends beyond sales, as they play a key role in strengthening UNITE's mission and values.

By combining elements of **collaborative leadership, mentorship, and strategic influence**, the UNITE Presidential Counsel ensures that top affiliates are not just earning, but also **shaping the future** of the company.

UNITE RANK ADVANCEMENT



NAME



NAME



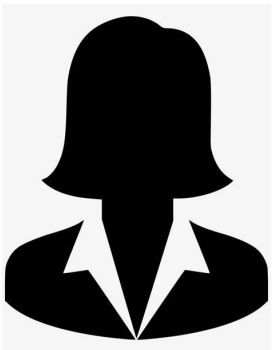
NAME



NAME

UNITE Brand Ambassador: TEAM of 12+

BONUS \$100.00



NAME



NAME



NAME



NAME

Reginal Director TEAM of 25+

BONUS \$200.00



NAME



NAME



NAME



NAME

National Director: TEAM of 50+

BONUS \$400.00

UNITE RANK ADVANCEMENT



NAME



NAME



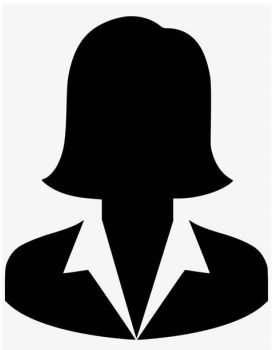
NAME



NAME

Senior Director TEAM of 75+

BONUS \$800



NAME



NAME



NAME



NAME

Chief Executive TEAM of 100+

BONUS \$1,000



NAME



NAME



NAME



NAME

Reginal Vice President: Member upgrade 100+ Personals & 1 Chief Executive

BONUS \$2,000

UNITE RANK ADVANCEMENT



NAME



NAME



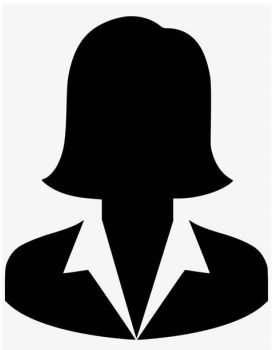
NAME



NAME

National Vice President: Member upgrade 100+ Personals & 2 Chief Executive

BONUS \$3,000



NAME



NAME



NAME



NAME

Senior Vice President: Member upgrade 100+ Personals & 3 Chief Executive

BONUS \$4,000



NAME



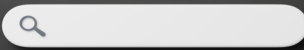
NAME

PRESIDENT: Member upgrade —100+ Personals -1k Network & 5 Chief Executive

BONUS \$10,000

[HOME](#)[ABOUT](#)[STORE](#)[JOIN](#)[CONTACT](#)

BLACK OWN BUSINESS DIRECTORY



Lazer Engraved Card



The **UNITE website** is more than just a business directory—it is a powerful **economic hub** designed to highlight and support **Black-owned businesses**. Visitors will find an extensive directory featuring businesses across various industries, from retail and restaurants to professional services and e-commerce. To further elevate and promote these businesses, the website features a **monthly spotlight**, showcasing a selected business that exemplifies excellence in service, innovation, and community impact. This rotating spotlight not only gives Black-owned businesses increased visibility but also encourages lots of our consumers to engage with and support them, cultivating economic growth within the Black community.

In addition to business listings, the UNITE website offers **custom-designed business cards** for business owners or anyone who wants one, available in premium materials such as **bamboo, aluminum, or sleek metal debit cards**. These high-quality cards serve as conversation starters, reinforcing the **UNITE brand** and making a lasting impression. Whether an affiliate prefers a minimalist look or a bold, eye-catching design, the variety of card options ensures that each member can represent their business in a way that reflects their style and professionalism. These unique cards will make it easier to introduce the **UNITE opportunity** to potential customers and partners.

To further assist affiliates in growing their network, the website features a cutting-edge **A.I. character** that serves as a **virtual guide**, explaining the UNITE opportunity to visitors. This AI-driven assistant ensures that anyone who lands on the site—whether through an affiliate referral or organic discovery—receives a **clear, engaging, and informative introduction** to how UNITE works. This tool is especially valuable for affiliates who may be hesitant about explaining the opportunity, as it allows prospects to learn about UNITE in an **compelling way**. By combining **technology, design, and economic empowerment**, the UNITE website is a game-changer in the world of referral marketing and Black business support.



"Sometimes You Forget You're Awesome" Keychain

As a small token of our appreciate for your success and influential marketing, UNITE is giving away this nifty little keychain in black or chrome to every active Affiliate who enrolls at least two (2) personal UNITE Affiliates or Customers into their network this month [MONTH] 2025, Gifts will be sent after theirs and your membership payment has been made for the following month



**Ordinarily
Retails for
\$4.79**

Just Enroll Two Customers or Affiliates or One of Each into UNITE This Month [Month, 2025] and You'll Receive This Small Gift To Remind You of Just How Awesome You Are!



unite BUSINESS IN THE SPOTLIGHT

Forward Momentum Magazine: Featuring This Month's Exceptional Business



UNITE Spotlights Exceptional Black-Owned Businesses

UNITE, a platform dedicated to uplifting Black-owned enterprises, is set to showcase one outstanding business from the **UNITE Black-Owned Directory**. Each feature will highlight a company that excels in key areas such as **innovation, community impact, revenue growth, or industry leadership**. By bringing well-deserved recognition to these high-achieving busi-

nesses, UNITE aims to **inspire entrepreneurs, increase visibility, and drive consumer support** for Black-owned brands.

This initiative goes beyond simple promotion—it serves as a **case study of excellence**. The selected business will be featured in **interviews, social media spotlights, and editorial pieces**, giving insight into the strategies behind its success. Whether a tech startup disrupting the industry, a fashion brand redefining style, or a local bakery fostering community, UNITE will highlight what makes them stand out. Through this feature, the platform not only celebrates achievements but also provides a **roadmap for aspiring business owners**.

By continuously recognizing businesses that excel, UNITE reinforces its commitment to **economic empowerment and sustainable success** within the Black business community. The initiative aims to **build networks, foster mentorship, and encourage collaboration** among entrepreneurs. As UNITE continues to spotlight exceptional businesses, it sets the stage for greater representation and economic advancement, ensuring that Black-owned and other minority owned businesses, along with Veteran's, Disabled and Allies with strong ties to the Black community receive the **visibility and opportunities they deserve**.

The Underground Railroad

Harriet Tubman's journey from bondage to becoming one of the most iconic liberators in American history is a story of unwavering courage and extraordinary resolve. Born Araminta Ross in 1822 in Dorchester County, Maryland, Tubman endured the brutal realities of slavery from an early age. Her quest for freedom began in 1849 when she escaped from her enslavers, risking her life to break the chains that bound her. This was only the beginning of a lifelong mission to liberate others.

Her decision to carry a shotgun was both practical and symbolic. The weapon served as protection against those who sought to recapture her and the people she guided. However, it also played a psychological role. Tubman was resolute in her mission, and the shotgun was a stark reminder to those she led that turning back was not an option. She knew the consequences of capture were dire, not just for the individual but for the entire group. Tubman's courage and decisiveness earned her the nickname "Moses," a testament to her role as a deliverer.

Tubman's escape was harrowing. Guided by the North Star and aided by the covert network known as the Underground Railroad, she navigated forests, rivers, and treacherous terrain. Despite the ever-present threat of capture, Tubman reached Philadelphia, a free state, where she could have lived out her days in safety. But freedom for herself was not enough. She believed her liberty was incomplete while others remained in bondage.

Returning to Maryland repeatedly, Tubman became a "conductor" on the Underground Railroad, leading dozens of enslaved people to freedom. Her journeys were fraught with danger; slave catchers, patrols, and the Fugitive Slave Act of 1850, which made it legal to capture escaped slaves in free states, heightened the risks. Yet, Tubman was undeterred.

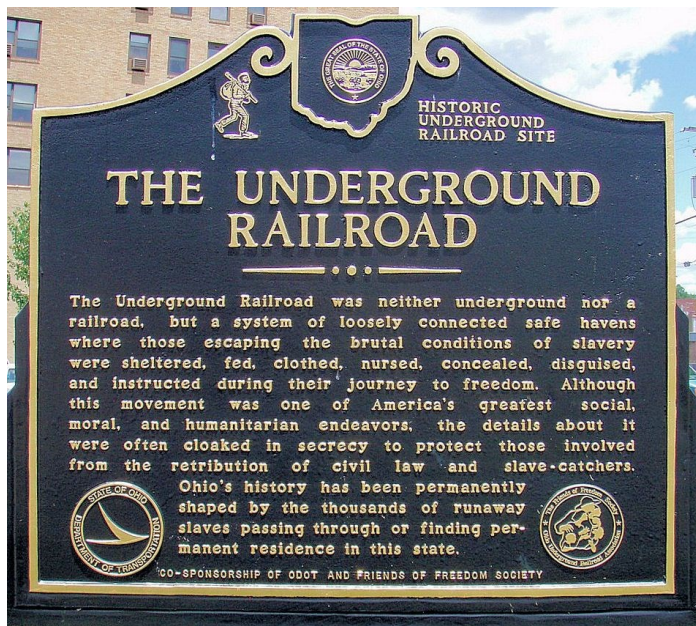
"Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world."

- Harriet Tubman



(January 29, 1820 — March 10, 1913)





The work in which UNITE is engaged is a testament to the enduring power of collective action. Just as Tubman relied on the Underground Railroad's network of allies to achieve her mission, Black businesses of every type today thrive through the support of individuals and organizations who are committed to progress. By recognizing and amplifying the impact of Black entrepreneurs, UNITE is not only honoring the past but we are also forging a future where the contributions of the often overlooked, yet exploited Black community is celebrated and sustained.

Despite her extraordinary efforts, Tubman often lamented that she could have freed more people if only they had realized they were slaves. This poignant observation underscores a profound truth: mental liberation is as critical as physical freedom. Many enslaved individuals were so conditioned by the system of slavery that they feared the unknown more than the oppression they endured. Tubman's words resonate beyond her time, highlighting the importance of awareness and self-determination in any struggle for justice.

Today, the spirit of unity and liberation that Tubman embodied finds echoes in modern initiatives like UNITE, a network marketing company dedicated to supporting Black businesses. By fostering connections between Black entrepreneurs and supporters who recognize their invaluable contributions to the American economy, UNITE aims to build a community rooted in empowerment and collaboration. This mission aligns with Tubman's legacy of uplifting others and creating pathways to freedom—economic freedom being a crucial component of equality in contemporary society.

Harriet Tubman's life is a beacon of hope and determination. Her story reminds us that true freedom requires courage, unity, and a relentless pursuit of justice. As we reflect on her legacy, we are called to continue her work in our own ways, striving to create a world where Black people can realize their potential and live free from oppression.





Custom Designed Business Cards or Debit Cards

Puts The **Power Right Back
into Your Hands**



America's Tumultuous History with Black People



America's relationship with African people is deeply rooted in a history of exploitation, oppression, and systemic racism. This legacy stretches from the days of slavery to the persistent injustices faced by Black Americans in the present day. While it is painful to confront this history, doing so is essential to making progress and avoiding the repetition of its darkest chapters.

The Necessity of Remembering History

Jewish communities worldwide have institutionalized the practice of remembering their history, including the horrors of the Holocaust, as a means of ensuring such atrocities are never repeated. Black people in America would benefit greatly from adopting a similar practice of intentional remembrance. Although this reflection may be painful, it is crucial for understanding the roots of systemic oppression and equipping future generations to challenge and dismantle these structures.

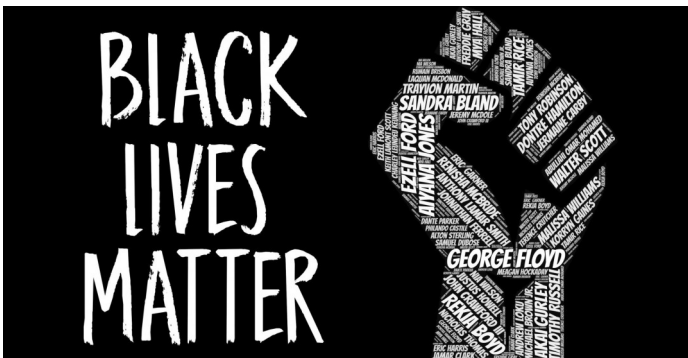
The Most Oppressed & Persecuted

From the moment enslaved Africans were forcibly brought to America, they were subjected to a system designed to dehumanize and exploit them. The labor of enslaved Africans was foundational to America's economic growth, enriching the enslavers while depriving Black people of their freedom, dignity, and humanity. However, even after the abolition of slavery, systemic efforts to oppress Blacks continued through various institutions and practices:

Black Codes: Laws enacted after the Civil War aimed to control the movement, labor, and behavior of freed African Americans, effectively designed to maintain a system of forced labor and oppression.



Slave Catchers and Law Enforcement: The origins of modern-day policing in America can be traced back to slave patrols, whose purpose was to capture and return escaped slaves. This legacy of racially biased policing continues to manifest in the disproportionate surveillance, brutalization, and killing of Black individuals by law enforcement.



Jim Crow Laws: These state and local laws enforced racial segregation and disenfranchised Black Americans, creating a system of legalized inequality that persisted for decades.

Redlining and Housing Discrimination: Federal policies and banking practices systematically excluded Black people from homeownership and wealth-building opportunities, segregating communities and entrenching economic disparities.

Segregation and Education Inequality: Even after the landmark *Brown v. Board of Education* decision, de facto segregation in schools and unequal access to resources have perpetuated disparities in education for Black students.

Systemic Oppression in America

America's institutions, from its founding to the present day, have been structured to exploit, oppress, and marginalize Black people.

This systemic racism is evident in:

- **Economic Exploitation:** From unpaid labor during slavery to wage gaps and employment discrimination today, Black people have faced economic exclusion and exploitation at every turn.
- **Political Disenfranchisement:** Voter suppression tactics, gerrymandering, and the criminal justice system have worked to suppress Black political power.
- **Healthcare Disparities:** Black Americans experience worse health outcomes due to systemic inequities in healthcare access and treatment.

Environmental Racism: Predominantly Black communities are disproportionately affected by environmental hazards, such as pollution and inadequate infrastructure.

Modern-Day Struggles

Despite significant strides, such as the Civil Rights Movement and the election of Black leaders to prominent positions, Black Americans continue to face systemic challenges. The killings of unarmed Black individuals by police officers, mass incarceration, and persistent racial disparities in wealth, education, and health are painful reminders of how far America has to go.

The Path Forward

To ensure meaningful progress, Black America must: Acknowledge and teach its true history, including the systemic oppression of Black people. Implement policies and a practice to address systemic inequities, such as reparations, criminal justice reform, and economic investment in Black communities at least for ourselves.

Encourage unity and solidarity among all to dismantle systems of oppression. By facing our history honestly and committing to change, America could begin to heal the wounds of its past, but if American never does then it is up to us to Unite and to create a future where Black people are truly free, equal, and empowered.





HARRIET TUBMAN T-SHIRT

UNDERGROUND RAILROAD AMERICAN HERO

SALE

\$19.95



Sizes

Small

Med

Large

XL

XXL

XXXL



Scan me

Website.com

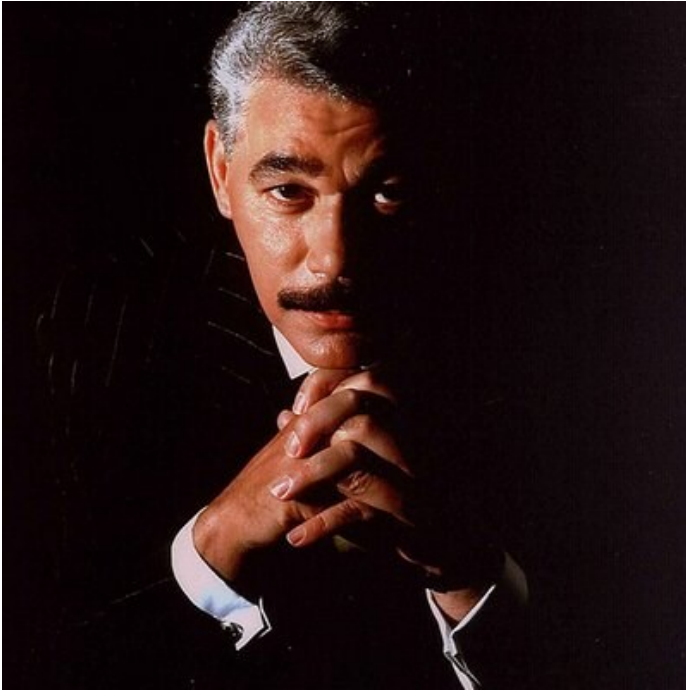
SELL 3 DEBIT CARDS or BUSINESS CARDS & GET YOUR CARD FOR **FREE**

When You Successfully Refer 3 Purchases of a \$100 UNITE Debit or
Business Card within Your First 30 Days, Yours Card is **FREE**

SELL 3
AND
GET 1
FREE



George C. Frazier: A Multilevel Marketing Trailblazer



ble, even in spaces where African American representation is minimal. By challenging the status quo, Dr. George Frazier opened doors for aspiring Black businesspeople to explore MLM and other entrepreneurial ventures.

More Than Business

Dr. Frazier's influence extended beyond his MLM success. He became a motivational speaker and author, sharing insights on entrepreneurship, personal development, and achieving success in business. His talks and writings inspired countless individuals to believe in their potential and pursue their dreams, no matter the obstacles.

A Lasting Legacy

Dr. George Frazier's legacy is not just about wealth or accolades—it's about impact. He paved the way for a more diverse MLM industry, encouraging inclusion and creating a model of success for future generations. Today, his story remains a beacon of inspiration, reminding people everywhere that determination and vision can break down even the toughest barriers.

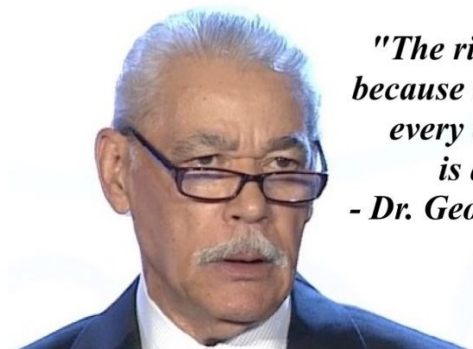
As the MLM industry continues to evolve, the trail blazed by Dr. George Frazier serves as a reminder of the power of representation and the importance of pushing boundaries to create lasting change.

When we think about pioneers in the business world, names like Rockefeller and Carnegie often come to mind. But in the realm of multi-level marketing (MLM), George Frazier stands out as a trailblazer who not only achieved extraordinary success but also shattered racial barriers in an industry historically dominated by white entrepreneurs.

Dr. Frazier's rise began in the 1970s when he joined Amway, one of the most well-known MLM companies in history. His charisma, strategic thinking, and ability to connect with people allowed him to build an extensive network of distributors, or "downlines," and earn a substantial income. In an era when opportunities for Black entrepreneurs were scarce, Frazier's achievements were groundbreaking.

Breaking Barriers

George Frazier's success in MLM was not just about personal gain—it was about breaking barriers. His achievements in a predominantly white industry sent a powerful message to the Black community: entrepreneurship is possi-



*"The rich get richer
because the poor think
every opportunity
is a scam"*
- Dr. George C Fraser



The Withdrawal of Black Dollars: The Power of Our Economy

UNITE is not just another business opportunity—it is a **movement** about economic power. Unlike traditional network marketing opportunities that focus solely on profit, UNITE has a **purpose-driven mission** to uplift communities, especially those who have been historically marginalized. While UNITE is open to **all people**, it places a **special emphasis on the economic empowerment of Black Americans**, recognizing the unique challenges that we face in a society that has systematically worked against our financial progress.

What makes UNITE truly unique is its **deliberate focus on redirecting Black dollars** into businesses that respect, uplift, and prioritize the Black community. Just as other nationalities and ethnic groups have created economic systems that primarily serve their own people, UNITE is establishing a network

that ensures Black consumers have **viable alternatives** to businesses that exploit us while giving little in return. This is not about exclusion—it's about **economic self-sufficiency** and ensuring that Black communities are no longer dependent on businesses that disrespect us. By strategically **withdrawing our support from certain establishments** and investing in our own, we create a **economic foundation for future generations**.

UNITE is **building an infrastructure that will last beyond individual success**. It's about **empowering the way Black consumers engage with the economy**. Through UNITE, members are not only able to **generate residual income**, but they also play an active role in creating **economic justice**. UNITE is an initiative goes beyond personal financial gain; it's about **building businesses, funding entrepreneurs,**

and ensuring that every dollar spent within UNITE contributes to the empowering Black families.

While UNITE is a business, it is also a **solution** to an age-old problem—economic exclusion and financial dependency on systems that aren't designed to benefit Black people beyond the products they sell. Just as every other racial and ethnic group prioritizes its own advancement, UNITE ensures that **Black economic empowerment is not just an afterthought but a priority.**

The world may continue to show hostility toward Black progress, but through collective economic action, **we reclaim our power, dictate our own financial future, and create a legacy of wealth and opportunity.** UNITE is more than just a company—it is a revolution in how we **spend, invest, and empower one another.**

The **Montgomery Bus Boycott** of 1955-1956 stands as one of the most powerful examples of how **economic withdrawal** can force real change. Black citizens of Montgomery, Alabama, collectively refused to ride city buses after Rosa Parks' arrest for refusing to give up her seat to a white passenger. For over a year, they walked, car-pooled, and organized alternative transportation to **cripple a system that disrespected and devalued them**. The result? A landmark Supreme Court ruling that ended segregation on public buses and proved that **Black dollars have power** when used strategically.

History Repeating Itself: Why Economic Withdrawal Still Matters

Fast forward to today, and **Black consumers** are still dealing with **disrespect and disregard** from businesses that readily take their money but fail to serve them with dignity. Whether it's being profiled in retail stores, denied equal service, or watching corporations exploit Black culture while ignoring real issues, the message is clear: **many businesses value Black spending power but not Black people**. Yet, despite recognizing this mistreatment, **the challenge remains**—where do we take our business? Many of the industries we rely on have **few Black-owned alternatives**, making it difficult to fully shift our economic power. This is where **UNITE steps in**.

UNITE: A Permanent Solution for Economic Independence

UNITE is more than just an alternative—it is a movement designed to **reshape the economic landscape for Black consumers and entrepreneurs**.

Our mission is to **redirect Black dollars to businesses that respect and uplift our communities** while systematically withdrawing support from those that do not.

A New Shopping Alternative: UNITE provides a growing list of Black-owned businesses where consumers can shop with confidence, knowing their money is circulating within the community and strengthening Black entrepreneurship. The goal is to have some owners **transition from online listings to brick-and-mortar institutions**.

Funding and Encouraging Black Entrepreneurs: Many businesses that once existed have closed down, leaving **economic voids** that are often filled by businesses that do not have the community's best interests at heart. UNITE seeks to **support and fund Black entrepreneurs** to open new businesses that can **replace failing or disrespectful establishments**, ensuring that Black people are self-sustaining.

The UNITE Black-List: Just as important as highlighting where to shop is identifying **where NOT to**

shop. UNITE will maintain a **Black-list** of businesses that have demonstrated anti-Black practices, discriminatory behavior, or exploitation. This list will not only expose these companies but will give the community **the power to collectively withdraw financial support** and demand accountability.

The Vision: Black Economic Empowerment on Our Terms

The Montgomery Bus Boycott showed us that **collective economic action works**. Imagine what would happen if **millions of Black consumers nationwide** strategically **diverted their spending** to Black-owned businesses while refusing to support companies that disrespect them. **Change would be inevitable**.

UNITE is committed to **building a future where Black economic power is recognized, respected, and reinvested into our own communities**. By participating in referral marketing and in this movement, we are not just choosing where to spend our money—we are choosing **dignity, self-sufficiency, and long-term generational wealth**.



The message is simple: If a business does not respect Black people, it does not deserve Black dollars. Join UNITE. Shift your spending. Build our future.



Introduce People to UNITE Without Overthinking It!

Starting a business with **UNITE** is **simple**, but let's be honest—it's not always **easy**. The concept is very straightforward: use your **unique debit or business card** in daily transactions, let people notice it, and take that opportunity to share UNITE. You can offer them a their very own impressive and unique card by leaving a brochure, or by inviting them to learn more about how they can **earn a monthly residual income** with their own membership.

But here's where many people **overcomplicate things**. Some hesitate because they don't want to feel like they're pressuring their friends. Others worry that their past experiences with business ventures make them look foolish.

And then there are those who have been part of the **NFL Club (No Friends Left)**—people who have pitched so many opportunities that their friends no longer take them seriously.

If any of this sounds like you, don't worry. Success in UNITE comes down to a **simple strategy: make a list, start with warm contacts, and grow your confidence as you go.**

Step 1: Build Your Contact List

Grab your phone, scroll through your social media, and **write down 100+ names** of people you know. Don't overthink it—just get names on paper. These could be family, friends, coworkers, old classmates, gym buddies, neighbors, or anyone you've had a conversation with.

Now, **divide this list into three groups:**

- **The Easy 12:** These are the people who are **supportive, open-minded, and least likely to reject you**. Start here. These are your warmest leads.

The Respect Circle: These are individuals you respect—people who may be successful, entrepreneurial, or business-minded. They might be harder to approach, but they **see value in opportunities** and what could be an opportunity for themselves as well as for who they know.



Now, **divide this list into three distinct groups**:

- **The Easy 12:** These are the people who are **supportive, open-minded, and least likely to reject you**. Start here. These are your warmest leads.
- **The Respect Circle:** These are individuals you respect—people who may be successful, entrepreneurial, or business-minded. They might be harder to approach, but they **see value in opportunities** and could be interested.

The Scary List: These are the people who intimidate you—maybe a former boss, a super-successful entrepreneur, or someone whose opinion you fear. This group will come later as your confidence grows.

Step 2: The First Contact – Keep It Casual: Many people **overcomplicate their approach** when introducing UNITE. They feel the need to explain everything upfront, which often overwhelms or turns people off. Instead, your **goal is to spark curiosity** and get them interested enough to check out a link or agree to a quick meeting.

Example Text Message: *"Hey [Name], I hope you're doing well! I just came across something that I think you'd find interesting—an easy way to earn extra income just by using a unique debit card. It's super simple, and I thought of you because [mention a reason—e.g., you're great at networking, always looking for smart opportunities, or could use an extra income stream]."*

No pressure, but check out this quick link: [insert website link]. Let me know if you're open to grabbing coffee or hopping on a quick call to chat more!"

Example Phone Conversation:

You: *"Hey [Name], how's it going?"*

Prospect: *"Hey! I'm good, what's up?"*

You: *"I came across something really cool and immediately thought of you. Imagine making money just by using a unique debit card—it's a simple concept, but the potential is huge. Have you ever thought about earning extra income without changing what you're already doing?"*

Prospect: *"Hmm, what do you mean?"*

You: *"It's a membership that lets you earn money when you and others use a special debit card. Super low effort, and people are already getting results. I'd love to send you a quick link or even meet for coffee to break it down. When's a good time?"*

This approach **removes pressure** and makes the conversation **natural and engaging**.

Step 3: Handle Objections with Confidence: Some people may hesitate, and that's okay. Here are some common objections and how to respond:

❓ **"Is this one of those MLM things?"**

❓ *"UNITE is different—it's not about just selling products, it's about getting paid for using you're a card like you're already using. No inventory to buy or push off on people, no hassle."*

❓ **"I don't have time for this."**
❓ *"I Totally understand! That's why this is great—it doesn't take extra time. You just use your card, share it when people ask, and let the system do the work."*

❓ **"I'm not good at sales."**
❓ *"You don't need to be! You're just sharing an opportunity. People are always looking for ways to make extra income, and this is one of the easiest ways to do it."*

Step 4: Follow Up & Stay Consistent: Most people won't say "yes" right away. That's normal! Follow up in a **non-pushy way** by checking in after a few days:

"Hey [Name], just checking in! Did you get a chance to check out the info? I'd love to hear your thoughts."

Consistency is **key**. Keep sharing, keep following up, and **don't take rejection personally**. Every "no" gets you closer to a "yes."

Final Thoughts: Keep It Simple & Take Action

Success with UNITE isn't about being the best salesperson—it's about **being consistent, confident, and willing to share the opportunity**. Don't overthink it. **Make your list, reach out, and let the system work for you.**

Your next business partner could be **one conversation away**. Take action today! ❓



As it pertains to a Muti-level Marketing (MLM) business these are activities and terms used to describe various aspects that one involved might hear:

1 across: A type of compensation plan that encourages the enrollment of 2 people

2 down: The way someone might describe their decision to join a business.

3 down: The particular product line of a MLM business.

4 down: What people might be called who participate in an MLM business.

5 down: Someone who just joined an MLM company.

6. down: The support above someone just starting in MLM.

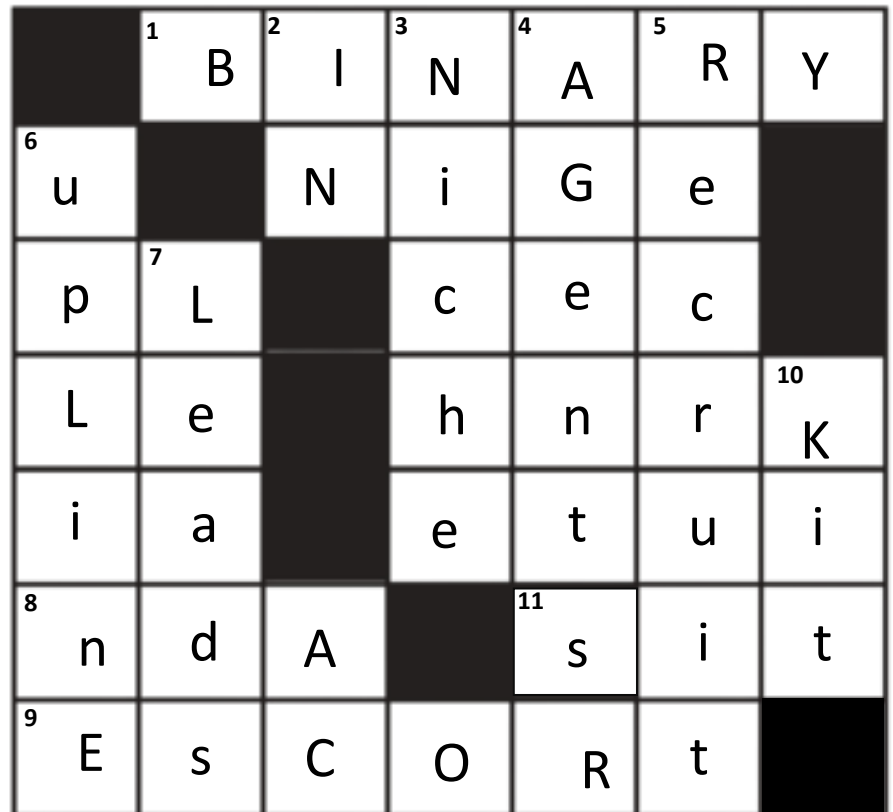
7. down: Possible prospects to talk to about UNITE

8 across: A document advising you not to discuss certain matters in particular.

9. across: Someone who might accompany you to a meeting or show you around.

10. down: A compilation of information about a MLM opportunity.

11. across: Something you are invited to do when attending a opportunity meeting.



Be amongst the first (3) Three UNITE Active Affiliates to find the exact location of a **SPIDER** like the one below in this magazine issue to receive a \$10 Subway Sandwich GIFT CARD



UNITE

6 SUPER EASY SMOOTHIES

PB&J



PIÑA COLADA



SUNSHINE DAYDREAM



GREEN DREAM



RAZZLE DAZZLE



SUPERFRUIT



Unlock the natural power of fruits and vegetables with juicing! Packed with essential vitamins, minerals, and antioxidants, fresh juice is a quick and delicious way to fuel your body and boost your health. Whether you're looking to detox, increase your energy, or support your immune system, juicing provides a nutrient-packed solution that's as refreshing as it is effective. Embrace the goodness of nature and start your day with a vibrant, nutrient-rich juice that revitalizes from the inside out!



"To inspire the Black community to rise, unite, and build..."