

TONY BROWN'S COMMENTS

New Career Choices

by TONY BROWN

Higher taxes for the middle class, the loss of blue-collar working class jobs and corporate layoffs have created a new socioeconomic class too rich to be supported by the government and too poor to make ends meet.

Therefore, because of the structural pressures in the economy, more and more people need a reliable source of extra money and new career choices. Both can be achieved by a home-based network marketing business distributing high-tech products at reasonable prices.

And for those who are underfunded for the business of their dreams, cannot qualify for a loan or don't want to go further into debt, the best news is the minimal investment needed to start your own network marketing distribution business: Under \$100!

That's right — under \$100— is the minimum investment of capital you need. The amount of time required is also minimal — about eight hours a week, and perhaps, one weekend a month.

Of course, the more hours you invest, the more money you're likely to make. Furthermore, all of these businesses will be listed free on the Buy Freedom 900 (telephone) Network to receive sales leads nationwide.

The Buy Freedom Network kicks off a nationwide drive at the Black Expo in Atlanta this Friday, February 28, at the Georgia World Congress Center to start 50,000 new businesses using this plan.

The traditional criteria used in selecting and evaluating any business opportunity is: (1) Everyone wants or needs your product; (2) The product is reliable and of high quality; (3) The product provides good value; and (4) The business is potentially profitable. The home-based business opportunity and products I have in mind qualify on all counts.

In fact, technology is now available for the first time that provides the average Jane and Joe with the opportunity to utilize network marketing in a unique way. Ironically, where technology taketh away, it also giveth. In this case, it giveth us the opportunity as

entrepreneurs to become high-tech security equipment distributors.

While many, many workers will be left behind by our new technology age, many, many others will make a giant leap forward in a new career that has a big potential for profit.

A multi-billion dollar market for "security" is there. Everyone is a potential customer because everyone is concerned about their home being broken into, their car stolen and/or being personally robbed or attacked. And, although concerned, 99 percent of vehicles have no alarm; 93 percent of homes have no security system; and although every 33 seconds an aggravated assault takes place, 99 percent of people have no personal protection.

Your home-based business, in addition to creating extra income for your friends and neighbors, can also solve these problems and make your community a safer place.

And because this is network marketing, the people above you try to do everything they can to make sure that you succeed because their

success depends on yours. And those that you recruit will, in turn, receive your assistance because they will create income for you as well as themselves.

The absence of an economic base among some groups is reducing the quality of their lives. Over half of the jail population is Black males, most of whom are incarcerated for economic crimes; fewer than 25 percent of Black women can ever expect to be married because of the economic instability of the Black community.

"Community" is where the business foundation of America rests. The nation's seven million small businesses account for 40 percent of the gross national product and 80 percent of the new jobs. Jobs, as is very evident, come from the business in your community.

Since small businesses create 80 percent of the new jobs, it makes abundant sense to involve the total community in a small business creation effort. In fact, people can immediately become self-employed and later, with training, experience

and community support, grow into more substantial enterprises.

This community development plan also keeps children from growing up in poverty, in effect, breaking the poverty cycle. The best way to fight poverty is to keep people out of poverty.

And the best way to do that is to provide self-employment in the community that is affordable. We must also provide these self-help businesses with state-of-the-art high-tech products that are in demand.

Network marketing designed in this manner is community development. That's my self-help logic for starting this campaign to put 50,000 people in business.

For information on starting your own business for under \$100, write Buy Freedom at 1501 Broadway, Suite 412, New York, NY 10036 or call (212) 575-0876.

Tony Brown's Journal TV series can be seen on your local public television station, (PBS). For more information on video tapes or a video catalog, call (212) 575-0876; to order, call 1-800-524-3552.

CIVIL RIGHTS JOURNAL

African American Economic Empowerment

by BENJAMIN F. CHAVIS JR.

One of the highest priorities now facing the African American community is the necessity to define explicitly long term economic empowerment goals and to develop and implement a strategic plan to effectively reach those goals. One matter that has caused great concern has been the lack of a concerted national effort to really deal responsively to the economic injustices of American racism.

There is no magic formula to economic development. During the last thirty years there have been numerous efforts by civil rights and other organizations to launch various economic development projects and programs at the local and regional levels.

But the truth is that most, if not all, of those efforts have been too limited in scope and with too short of a time line. The reality is that there has not been an effective long term economic development strategy that has involved massive numbers of African Americans since the time of Marcus Garvey.

Again, this is not to belittle the good work of many organizations that are presently attempting to make a contribution toward the economic uplift of the African American community. The point here is to simply state the obvious: "All of the present efforts within and external to the African American community to enhance overall economic empowerment appear to be insufficient to meet the economic needs of the African American community."

While there are increasing

examples of tremendous individual economic success or in some cases the success of African American owned companies, there is still a growing economic disparity between the majority of African Americans and other Americans who have not had to endure the vestiges of abject racial discrimination and economic exploitation.

To be sure, we are not advancing a justification for "Hand-outs or crumbs from the table of the wealthy." To the contrary, we are emphasizing what we believe will be a major responsibility for the future of the Civil Rights Movement.

Economic justice must be demanded, yet, we must do more than just make a rhetorical demand for economic progress. Institutionalized poverty is a moral insult amidst a society where economic opportunity is mitigated by race and class. 1993 needs to be a year of sober reflection and strategic planning by all communities seeking a greater sense of economic justice.

In particular, the African American community and all those national and local organizations working to enhance the condition of the people most marginalized and exploited must band together like never before.

As more and more predictions are being made concerning an early upswing in the economy of the United States, will the economic lot of the African American community also improve? History has shown that the socioeconomic conditions of the African American community have not always improved at the

pace of economic growth for the nation as a whole. The trickle down theory has not worked to be benefit of the majority of thirty million African Americans.

First, African Americans must invest in the uplift of the community not for the short term but for the long term development goals of the entire community. The economic infrastructure of the African American has to be literally reconstructed to meet the new demands of the present historical moment.

Some of those who are advising President-elect Clinton on economic matters have routinely referred to investment as "creating something that will add to the economy's ability to produce later on." Too often the African American community is viewed only as "taking from the economy" rather than "contributing to the economy."

But what those who would economically discriminate against the African American community do not fully understand is that the spending of the African American community is more than a 300 billion dollar a year economic force in the nation's economy.

The problem is "spending" is not the same thing as "investing." We must invest not just in banks and other financial institutions. Our highest priority ought to be to invest all that we can in our youth: financially, educationally and spiritually.

What are our long term economic goals and how are we going to achieve those goals? These are the questions that must be answered

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Words of Life

The final interpretation of African history is the responsibility of scholars of African descent.

— John Henrik Clarke