

Community Economic Development Plan 1993

A solution to the Dilemma of the Afro-American Community

There is a wonderful paradox at work on the American economic scene: the same dynamic that is displacing millions of “obsolete workers” and dismembering whole industries is fueling the emergence of an industry that responds to and nurtures ambition and productivity!

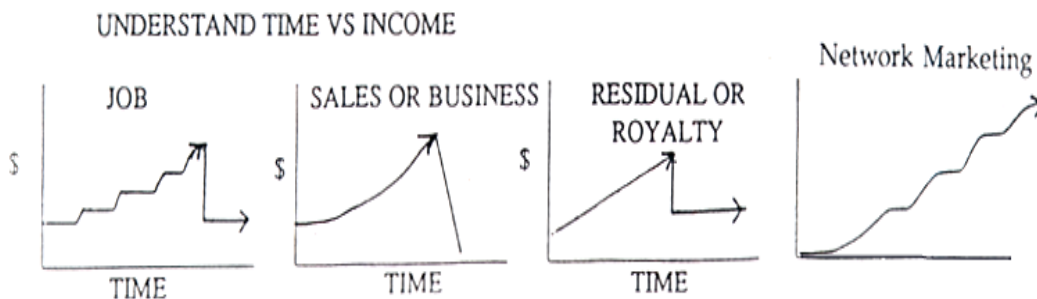
That industry, network marketing, is possibly that last bastion of free enterprise for the masses, an industry which offers those who participate a chance to escape the cramped, shrinking community and corporate economic environments and move into a new worlds of unlimited financial opportunity and potential.

WHAT NETWORK MARKETING IS NOT:

Network Marketing is not a pyramid scheme, rip off get-rich-quick, or lose-your-friends and hurt-other-people activity. When it is understood and properly done, network marketing is an innovative approach to the distribution of goods and services; and for those willing to pay the price, a real shot at financial freedom!

Pyramids are illegal in every state in the union. Pyramid scams are designed to generate money through selling distributorships and inventory for big bucks. There is little emphasis on quality products or distribution to the end-line consumers. Unlike a good marketing plan, a Pyramid won't offer a 90% inventory buy-back guarantee, for the first year.

WHAT NETWORK MARKETING IS:



Network Marketing is the opposite of traditional concepts of how capitalism, business and product distribution operate. Simply put, network marketing is a system which organizes and pays people in a geometric manner as they distribute useful products and services, direct from the provider to the consumer.

Major corporations, however, such as Gillette, Colgate-Palmolive, and Rexall have entered the network marketing arena, recognizing the explosive profit potential inherent in delivering products and services in a more direct and efficient way. What these successful business giants are acknowledging is that word-of-mouth recommendations by people we know and trust is the most powerful marketing vehicle known!

Individuals involved in the product or service distribution aspect of this industry become independent representatives or distributors, and through the use of the company's sales and marketing plan can develop independent distribution networks, sometimes very large ones. Those who choose to become involved with service companies have a company sales and marketing plan also but no hard products to purchase, or inventory to sell. Incomes derived from network marketing range from \$6 or less to \$30,000 a month and more, dependent upon individual effort, compensation plan, timing and the long-term marketability of the products or services. Even nominal success in this traditionally part-time industry can sometimes equal what is considered a "middle class" income.

No sign-up fee just to "Get Started", is a growing industry standard since 1993. Capital investment often is low, with many opportunities requiring less than \$500 to qualify. Most network marketing organizations provide free, often-times one-to-one support and training in the development of skills necessary to succeed. The network marketing philosophy is egalitarian there are no bosses, only individuals working together as a team toward the common goal of personal economic and time freedom!

Since its inception over 50 years ago, network marketing has gained the respect of economists, and business persons the world-over and it is taught in respected institutions of higher learning.

NETWORK MARKETING AS A WAY OUT

Network Marketing offers a viable solution to the institutionalized scarcity of economic opportunity that has been crippling our communities and continues to stunt the aspirations of our people. Members of the Afro-American community

have historically been limited in using their talents, and abilities to allow them to share in the bounty that is waved in front of their noses every day. Network marketing is also an option for those who have done what society has told them to do, completing their formal education and training even to the point of advanced degrees, only to find that the doors of real opportunity remains closed, as evidenced by the number of degreed and “prepared” individuals who are unemployed, under-employed or subsisting in dead-end, glass-ceiling occupations.

The very nature of network marketing insulates those who participated from the limitations imposed by prejudice or discrimination due to age, race, class, education, gender, physical challenges, or personal history.

THE PLAN

Afro-Americans have been kept at the bottom of the economic pyramid of America from Day One. There is no real hope for this institutionalized condition to change (for the benefit of the Black Masses) by efforts initiated from the top primarily because there is no incentive for truly doing so. *That’s just the way it is, folks!!*

Our economic position was assigned to us, and it is maintained by the many imagined and real benefits of this arrangement to the dominate society. This is the real reason our condition has remained unchanged for hundreds of years. Working for positive change from the bottom of the pyramid has been comparatively fruitless, and the frustration of our efforts leaves us with the powerful negative feelings of impotence, inadequacy, ineptness, and rage.

Individually and in community we must build the seven principles of empowerment:

1. Umoja – unity
2. Kujichaguila – self-determination
3. Ujima – collective work and responsibility
4. Ujima – family hood and responsibility
5. Nia – purpose
6. Kuuumba – Creativity
7. Imani – Faith

These principles only come alive with meaning and power when they are coupled with viable economic vehicles.

Strong societies are not built or maintained on jobs or degrees, but on entrepreneurial excellence and principled leadership which is prepared and willing to take full advantage of timing and opportunities for the collective greater good.

The Afro-American community is positioned in time and circumstances to capture the opportunity called network marketing! Network marketing is the industry of tomorrow and the opportunity of the day. To date, network marketing companies have produced more millionaires than any other corporate industrial mechanism in modern history. The Amway Corporation alone has the distinction of creating more millionaires than any other corporation in America and is now the number one exporter of American products to Japan. Those millionaires, and their colleges in other network – Multi-level – direct marketing endeavors, have simply taken advantage of the basic nature of the industry, working to achieve personal, residual wealth by assisting hundreds of others to experience the realization of their goals and dreams. ***It is impossible to achieve success in this industry without helping a lot of people succeed too.***

The secular and spiritual leadership of the community must be educated to focus their vast energies and resources to create economic development centers (EDC's) in every progressive church, organization and Black institution in America.

With each one recruiting and building from its own membership and supporter base, THE PLAN will not fail!

The EDC's will learn, teach, lead and preach this new empowering economic "GOOD NEWS" ... "I'M AN EDC, HOW 'BOUT YOU?"

Industry leaders will be eager to lend their time and talents to insure the success of their selected program because, it's in their interest to do so.

FOUNDING DISTRIBUTORS

Those given the honor of being invited to become "Founding Distributors" should be drawn from a list of the brightest and the best. The list should include business persons, local Multi Level Marketing (MLM) leaders and those with a history of economic and or personal achievements.

The Founding Distributors Become the EDC. They will invest, learn, teach, lead and profit. The success of the Founding Distributors will produce revenues for the

sponsoring organization of the EDC, which will provide substantial seed moneys for further economic development, investments and projects.

FUNDING

We have long held ourselves impotent, waiting on those who are unaffected by our problems to fund, approve, or provide solutions to them. The Afro-American community has all the resources needed to implement THE PLAN now! No Federal funds or grants are needed, desired, or beneficial to this endeavor.

The challenge before us is to move beyond pride and limited self-interest and put into action the true principles of community and brotherhood, seizing this moment in time, and making the impossible American dream real!

What if..? What if..? What if....?

Let the word go forth – ECONOMIC DEVELOPMENT CENTERS IS The ANSWER! and, We Don't Hafta Be Po' and Dependent (as a people) No Mo'!
For once, Let's... Just... Do... It! "I'M AN EDC, HOW 'BOUT YOU?"

IN THE PROCESS OF EVALUATING THIS CONCEPT, BE CREATIVE AND OPEN IN DEVELOPING ALTERNATIVE PROGRAMS AND OR PRODUCTS;
BUT STAY FOCUSED ON THE EDC AS A CONCEPT,
BECAUSE **IT WILL WORK!**

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