



iDOMINATE



Speakers Magazine
FEBRUARY 2024

2024

**Top Entrepreneurs
to Watch**

**Connecting with
Your Clients**

***Wasting Away:
Tackling Food
Waste***

**Unlocking Personal
and Team Success**

**The Rise of Socially
Conscious
Entrepreneurship**

***Leading with Love:
A Valentine's Story***

DR. GEORGE C. FRASER

A Legacy of Vision

iDOMINATE Speakers Magazine

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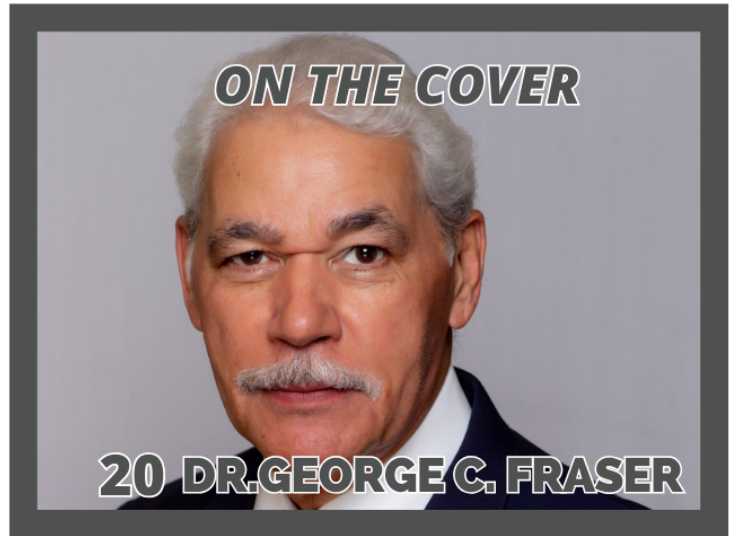
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DATES TO REMEMBER

- **Open Enrollment Genius Speakers Academy: GeniusSpeakersAcademy.com to enroll.**
- **GSA Members Only Monthly Call: 2/7/24, 4/3/24**
- **GSA Members Only Give Me the Quarterly Training: 3/1-3/3, 2024**
- **Master the Mic LIVE Speaker Training: June. 26-28, 2024 Visit MasterTheMicLive.com to register.**



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Editor's Note



Welcome to a brand-new year, welcome to 2024. I know for many of you 2023 was very challenging, we were just coming out of Covid for the first full year, and we were all trying to see what life was going to present to us. I had the opportunity to speak with many Entrepreneurs and Business Owners and 2023 was a hard year. No other way to look at it. But you made it, you survived. And now it's time to grab 2024 by the horns and WIN!!!

I'm so optimistic about 2024, not just because it's a new year, but I really believe the lessons we learned over the last 3 years are going to serve us well. I think companies, people and countries have centered their values, and they know what is important.

I'm not sure about you, but I'm ready to make the rest of my life the best of my life. It's no secret, I grew up in a rough neighborhood. Compton was called a war zone, and rightfully so. Hearing gunshots was a nightly occurrence. Getting the "Who got shot or killed report" was a daily conversation on the way to school. Not always knowing what I was going to eat for lunch or dinner was a weekly challenge. But you know what, just like many of you, I survived. My point to you and me, is that we are not only survivors, but WINNERS.

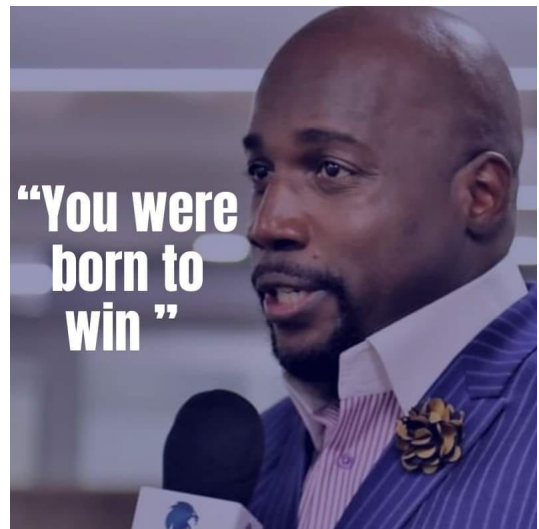
That's the mindset I want you to have going into 2024. You are a WINNER! I want you to think like a winner, act like a winner, dream like a winner, play like a winner and live like a winner.

This is your winning season. This is the year that you refuse to play small. That you show up like the champion you are.

In this issue, we introduce you to some winners. People playing at the top of their game. I want you to be inspired by them, follow them, and learn from them.

Our cover feature is an individual that has been winning for a long time. He is a mentor, friend, and legend. The amazing Dr. George Fraser. For over a decade I have followed Dr. Fraser and seen him accomplish some phenomenal things. His latest act will inspire you and challenge you to become the best version of yourself and see what is humanly possible.

I welcome you into 2024, your year of WINNING!!!



Dr. Will Moreland
DR. WILL MORELAND
DRWILLSPEAKS.COM

SAVE THE
date

UPCOMING EVENTS

Academy Members Only:

Monthly Training Call -

Feb 7, 2024, Apr, 3, 2024, May 1, 2024,

Give Me the Mic - Mar 1-3, 2024

Quarterly Virtual Training Event

Available to the Public:

Master the Mic - JUNE 26-28, 2024

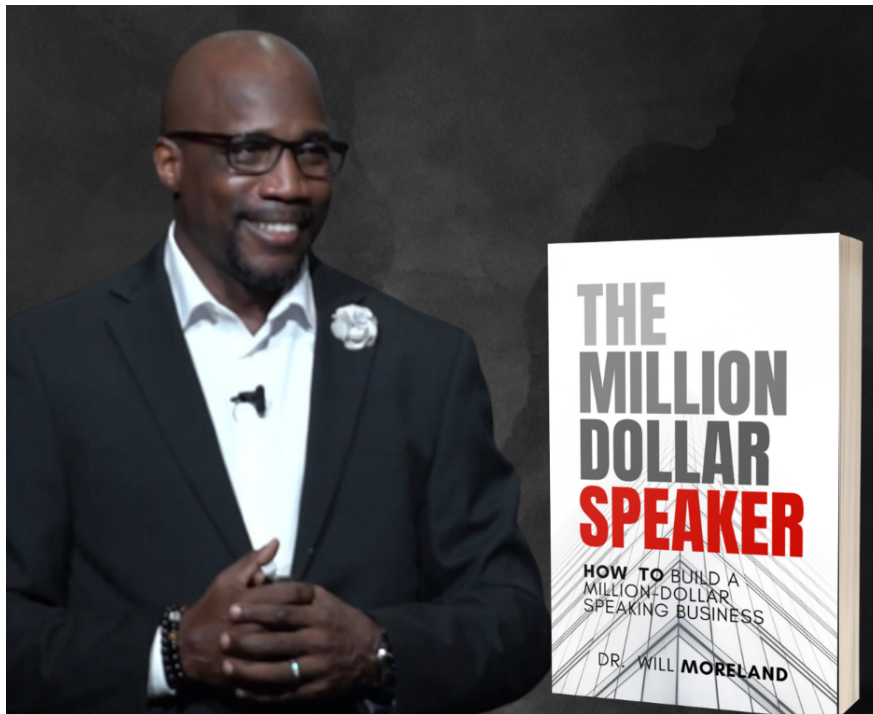
Signature Keynote In Person Training

masterthemiclive.com



Crafting Your Path to Prosperity

With The S.P.E.A.K.E.R Framework™



In his brand-new book, “The Million Dollar Speaker” Dr. Will lays out his formula for building a Million Dollar Speaker Business. With over two decades in the Speaking industry, Dr. Will is well equipped to share insights on this subject.

In the dynamic realm of professional speaking, success isn't merely about delivering powerful messages; it's about strategically positioning yourself, establishing expert status, gaining a competitive advantage, acquiring knowledge, executing plans flawlessly, and fostering meaningful relationships.

This journey is mapped out through the S.P.E.A.K.E.R Framework™ – a comprehensive guide that can lead you to the pinnacle of a million-dollar speaker business. In this article, we break down the S.P.E.A.K.E.R Framework™.

Strategy: Setting the Stage for Success

Every successful venture starts with a well-thought-out strategy. In the world of professional speaking, this involves defining your niche, target audience, and unique value proposition. Identify what sets you apart and craft a roadmap that aligns with your goals. A clear strategy

will serve as the foundation for your entire business.

Positioning Statement:

Making Your Mark
Crafting a compelling positioning statement is crucial for creating a distinct identity in a crowded market. Clearly articulate who you are, what you stand for, and the value you bring to your audience. Your positioning statement should resonate with your target market and make you memorable among potential clients and collaborators.

Expert Status: Elevating Your Profile

Establishing yourself as an expert in your field is paramount. Share your knowledge through speaking engagements, workshops, and publications. Position yourself as a thought leader by consistently delivering valuable content. As you build your reputation, clients will naturally gravitate toward your expertise, solidifying your status as a sought-after speaker.





Dr. GEORGE C. FRASER

A Legacy Of Vision

Dr. George C. Fraser

A Legacy of Vision

DR. WILL MORELAND

Editor's note: The Cover Story Interview is a part of our goal to bring you game changing individuals that are making a serious impact in their business and community. Editor-in-Chief Dr. Will Moreland will sit down with gamechangers, newsmakers, opinion shapers and undeniable achievers to find out what tools, strategies, habits, and wisdom they are using, that they can share with each of us.

In this interview, Dr. Will sits down with George C. Fraser, CEO of FraserNet Inc, and Founder Power Networking Conference. This Q&A has been edited for clarity and space considerations.



In our cover feature, I get to sit down with a true legend. Now I know this word is thrown around a lot. In today's social media world, everyone is a legend, guru, expert and so on. So, I need to set the tone for this interview and lay down some facts, some hard-core facts, and truths about the gentleman I'm getting ready to introduce you to.

Dr. George C. Fraser is originally from Cleveland, Ohio. He has been awarded over 350 awards and citations from around the world including 3 Honorary Doctorates, a Chaplaincy, and an Ambassadorship. He is the founder of the popular Power Networking Conference for

the past 24 years... which was selected by Forbes Magazine in 2015 as one of "The Top 5 Conferences in America Not to be Missed by Entrepreneurs". He is the founder of FraserNet, Inc. an "award-winning" 37-year-old global leadership network of 1.3 million Black professionals, business owners, and community leaders.

If that wasn't enough, in 2016 Dr. Fraser created and developed and then launched in 2019 WINDS; Wealth Building Centers and Curriculum, a faith-based and organizational initiative to provide Black people with a system to teach financial education.

So, when I say we are talking to a living legend, we are really talking to a man that has been a visionary leader and has helped transform the lives of millions.

Before I start the interview, I don't even know if Dr. Fraser remembers this, but I want to share it, because it speaks to the character and leadership this man demonstrates. Back in 2011 I believe it was, I was on a trip with the Black Chamber of Commerce to visit the White House. On this trip were some powerful individuals, Dr. Fraser being one of them. On the chartered bus ride to the White House, I had the privilege of sitting next to Dr. Fraser. He asked me who I was and what I did. I shared with him I had just returned to the United States from Germany, and I was building my consulting and speaking business. Dr. Fraser shared some wisdom and nuggets with me, then you handed me his card and said, "If you need anything, give me a call."

Several months later, I was starting a podcast, back then it was Blog Talk Radio. I knew I needed some heat for my first guest, so I

Un-Masking Imposter Syndrome



I'm sure if you are reading this, there's a reason that is probably deeply personal to you. One that you don't necessarily want to admit to and that you are even less likely to say out loud. I get it, it can be hard admitting to that nagging feeling and it's difficult to ask for help. Especially if you are the person who's supposed to "have it all together". Well guess what, this is more common than you may think.

Let's dive into the world of Imposter Syndrome – that sneaky self-doubt we often underestimate. I get it; I've been there. It's way more common than we think, and understanding it is key to personal growth, happy relationships, and professional success. Let me break it down for you.

Imposter Syndrome is living in fear of being seen as a fraud, despite having proof of your awesomeness. It relies on your insecurities to flourish and trust me; it messes with us big time. At its core, Imposter Syndrome is rooted in our twisted thoughts and the multitude

of different ways that we see ourselves as less competent than we really are. You might be dealing with it if you downplay your achievements, resist the spotlight for fear of being 'exposed.' Some other telltale signs are struggling to receive, comparing yourself to others constantly, or avoiding new opportunities due to a fear of failure.

If any of this sounds familiar, that's the Imposter Syndrome knocking at your door.



Several factors often contribute to this mental and emotional drama that you feel. Perfectionism, you think that nothing you do is ever good enough despite proof to the contrary. Exposure from your generational

system and other early life experiences can leave you feeling inadequate or incapable of succeeding at a high level. Cultural beliefs and expectations may also play a role, particularly as it relates to gender or social & economic class. Until you have mastered questioning your beliefs it can be easy to succumb to a false narrative and mindset that "people like me can't do X, Y or Z." Lastly if you are a perfectionist you may tend to set unrealistically high standards, making it tough to internalize success.

Imposter Syndrome is like a roadblock to change and personal growth. That fear of being exposed can make you avoid challenges, hindering self-discovery. Personally, and professionally, it messes with your achievements,

2024

Top Entrepreneurs to Watch

2024

Top Entrepreneurs to Watch

iDOMINATE Speakers Magazine is please to introduce you to this year's list of Top Tier Entrepreneurs to watch for 2024.

Amani Roberts

Ari Squires

Bro. Bedford

Charles McGill

Dr. Chere M. Goode

Cheryl Pullins

Dominique Pritchett

Freddy Jackson

Dr. James Dentley III

Jason Fischer

Jason Phillips

Justin Burns

Marcella Mollon- Williams

Michaiah Dominquez

Dr. Monikah Ogando

Dr. Nicole Arkadie

Robert Watkins

Shawn Dove

Teej Mercer

Turiya Hodge

Tyesha Miles

Willie Barney



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Top Entrepreneurs to Watch

Marcella Mollon- Williams

Marcella Mollon-Williams combines her passion for personal development and legacy building as a licensed Behavioral Financial Advisor and co-founder of Legacy Builder Group, LLC, a holistic coaching, and investment firm helping families build wealth with purpose.

She is also a Certified Master Mindset and Cognitive Behavioral Coach, as well as a Certified Flexibility Coach. With over 15 years of experience and a leading voice in the behavioral finance industry, Marcella provides a scientific approach to behavioral discipline that guides first generation 6+ figure families in consistently experiencing financial certainty by eliminating mental restraints around money and create an impactful multi-generational legacy.

In 2023, Marcella launched the company's flagship program, the Family Legacy Experience™- a 12 month elite membership providing in-depth coaching in money behavior, multi-generational wealth building strategies and estate planning principles.

Marcella has received numerous awards and recognition in finance and entrepreneurship. Her expertise in behavioral finance has been featured on several media publications, radio, and television such as The Wall Street Journal, U.S. News and World Report, TLC and NPR to name a few.

She is a contributing author of "The Glamourless Side of Entrepreneurship: What They Didn't Tell You About Being a Woman in Business" and "Money Talk\$: Vol III."

Marcella was born in Trinidad and Tobago and was raised in, and currently resides in Maryland with her husband of 26 years. She is the mother of two young adults.





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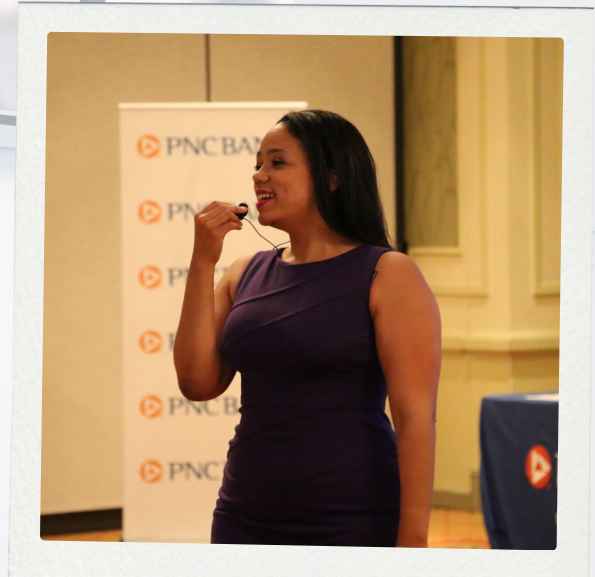
2024

Top Entrepreneurs to Watch

Dr. Monikah Ogando

Dr. Monikah Ogando is CEO and Founder of the award-winning firm CEO Mastery, an executive and leadership development firm working with exceptional leaders who want to elevate brand position, engage their people, and increase profits while honoring their true purpose. In addition to Dr. Ogando's success with CEO Mastery she took her first company to rank as one of Inc 500's fastest growing private companies in the United States. She is the author of three books, twice a TEDx speaker and keynotes in the areas of leadership, marketing, and communication. With a background in finance and holding two doctorates, in Psychology and in Comparative Religions, Dr. Monikah has become a foremost authority in building sustainable, leveraged, and profitable enterprises.

As an Organizational Psychologist & Leadership Coach, Dr. Monikah matches data with dharma, results with relationships and leadership with service. She has served as a mentor to entrepreneurs through MicroMentor USA, to emerging women leaders through Women for Women International, Girls, Inc., as well as Big Brother Big Sister, and she regularly mentors business owners through her Thrive Tribe growing online community.



Unlocking Personal And Team Success

In a world filled with diverse personalities and communication styles, understanding oneself and others can be a challenging yet essential task. The way we interact with people, make decisions, and respond to various situations is influenced by our unique personality traits. One valuable tool that can aid in this self-discovery journey is the D.I.S.C. Behavior Assessment.

This assessment helps individuals gain valuable insights into their behavior and communication preferences, ultimately leading to better self-awareness and improved interpersonal relationships.

The D.I.S.C. Behavior Assessment: A Brief Overview

The D.I.S.C. Behavior Assessment is a widely recognized tool used to categorize and analyze human behavior based on four primary personality traits: Dominance (D), Influence (I), Steadiness (S), and Conscientiousness (C). By identifying where individuals fall on this spectrum, they can gain a better understanding of themselves and others, as well as adapt their communication and interaction styles accordingly.

Dominance (D): People with dominant traits tend to be assertive, confident, and results-oriented. They are often seen as natural leaders who thrive in competitive environments and prefer taking charge of situations.

Influence (I): Individuals with influential characteristics are typically outgoing, sociable, and persuasive. They excel in building relationships, motivating others, and thrive in social settings.



Steadiness (S): Those with steadiness traits are known for their patience, stability, and a calm, composed demeanor. They value teamwork, prefer harmony and excel in situations requiring consistency.

Conscientiousness (C): People with conscientious traits are detail-oriented, analytical, and methodical. They prioritize accuracy, structure, and prefer well-thought-out plans and processes.

Understanding Yourself

Self-awareness is the cornerstone of personal development. Knowing your dominant personality traits can provide invaluable insights into your strengths, weaknesses, and areas for growth. Here is how understanding your D.I.S.C. behavior type can benefit you:

Self-Acceptance: Recognizing your dominant traits helps you accept yourself for who you are. It is a reminder that there is no one-size-fits-all approach to life, and embracing your unique qualities can boost your self-esteem.

Improved Decision-Making: Understanding your natural tendencies can help you make better decisions. For instance, if you have a dominant