Yesterday's Entrepreneurs Are ***NOT*** Today's Entrepreneurs

Five perspectives on building
your entrepreneurial journey



DUANE BOWSER

Introduction and outro by Malcom Bowser

Find your starting point

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Know Thyself

A family business perspective by Malcom Bowser

It’s 2015, and I’m getting ready to graduate from college with a BA in History. I am completely beside myself with excitement. Not because I’m about to use that history degree for a thrilling career in a museum. I’m finally about to join the family business my father and stepmother created a decade before. The company is called MOME Publishing.

Now we’re about to embark on a journey to help sell my dad’s newest book, Know Thyself. Knowing yourself is the first step in any major endeavor. How can you expect to push past obstacles if you don’t know what motivates or drives you to be better, to do more? What do you want? Who do you want to become? I ask because it’s important.

Society has done a great job of tricking everyone into thinking we all want or desire the same things. That simply isn't true. We all see the world differently, and success looks and feels different for everyone. While society was busy playing that trick, the internet was busy playing a different one, playing on the hearts and hopes of millions: the allure of entrepreneurship.

"Make six figures in six months!" "Start a million-dollar business on your lunch break!" "Making passive income is easy!" "Anyone can be an entrepreneur!" Does any of this sound familiar? If you've been on the internet in the last decade, you may have seen ads like these promising you the world for a few dollars and minimal effort.

Your Family's Entrepreneurial Potential

Introduction by Malcom Bowser

Welcome to a journey of self-discovery and family empowerment. Entrepreneurship often gets presented as a one-size-fits-all pursuit. This book explores the different entrepreneurial mindsets that can exist within a family business. We aren't all moved by the same things. Success looks and feels different for everyone, including the people closest to you. Running a business can feel like going to war.

To succeed, you constantly need to plan, strategize, and adapt. You also need to know who you are dealing with. That begins with knowing ourselves: what drives us and what makes us want to be better. What follows is understanding how it can all fit together.

The first step this e-book introduces is identifying the entrepreneurial approaches you and your family members bring to the table. In these pages, you'll encounter five

concepts: the Startrepreneur, Partrepreneur, Artrepreneur, Corporatepreneur, and Contrepreneur. The first four explore different approaches to building a business, each with strengths and challenges.

The final concept examines people who exploit entrepreneurial ambition, a pattern your family needs to recognize and guard against. By recognizing the different ways you work, your family can better understand how to support one another and share responsibilities. At the end of each chapter, you'll find an illustrated companion page with a reflection question, a practical example, and actions to consider.

Take your time with them. Discuss where the ideas fit your own experience and where family members see things differently. The strength of a family business can come from the diversity of its members. Each person brings something valuable to the table. Understanding those differences gives you a place to begin working together. Are you ready? Let's begin.

Startrepreneur

Turning ideas into action



The beginning of the journey to become independent, self-sufficient and free is one that starts with a specific mindset. This mindset requires a different way of thinking when it comes to business, being organized and disciplined. These attributes start way before a business plan is even thought of. They start with how one approaches their everyday life.

Pay attention to those who are punctual, focused, great at saving, and have the ability to make calculated decisions. These individuals are perfect candidates for becoming startrepreneurs. The habits created early in life are the foundational tools needed later in life. A child who rarely misses school, hands in their assignments on time, does great

research, and is analytical usually carries these traits throughout their lives.

Think class president, the valedictorian or team leader. These individuals have a natural ability to lead. When they start something, they tend to finish it. When they face adversity they rise above the problem and emerge with solutions in a timely manner. Please do not overlook or underestimate the principles being discussed here because not everyone fits the criteria to start, maintain and complete projects.

This book is designed to help you recognize and identify those unique aspects of self or others capable of being startrepreneurs. These individuals always have bright ideas on how to improve or change a current situation. And they are willing and ready to act on those ideas. These individuals are usually self-motivated as well. They are optimistic.

Great ideas usually burn holes in their heads and must be manifested in some capacity or it will drive them insane. Parents pay attention to your children and their inquisitive ways. Pay attention to those who take an interest in the mechanics of things. They are not just interested in the fact that something works, they want to know why it works.

They want to know how it works. Allow their creativity to flourish. It starts with an idea. It starts with a vision. It starts with a plan. But most importantly, it starts! Being a

startrepreneur is acting on concepts and ideas that may lead to business ventures down the line.

Being a startrepreneur is never letting the naysayers plant seeds of doubt in the beginning process of formulating a plan. It starts with a clear intention to finish. So activate the startrepreneur within and start something amazing! The flip side to being a startrepreneur is one that hinders so many, and that is starting things and never completing them.

Always waiting for a specific date like New Year's, or a birthday to start losing weight or changing one's diet, or starting a business. Always starting a series of projects but never seeing any of them through to completion. Always making excuses. This aspect of a startrepreneur stagnates the growth of creativity.

It gives birth to new ideas and visions that are never nurtured, fed, or raised to fruition. And so they die, leading to years of regret. Our comprehensive program will assist you in overcoming the hurdles and obstacles of the dark side of being a startrepreneur.

Make it practical

Startrepreneur

A PRACTICAL EXAMPLE

You want to sell a journal. Instead of planning an entire product line, create one sample and ask potential readers what they would use it for. Their responses help you decide what to improve before producing more.

REFLECT

Which unfinished idea deserves one focused week of effort?

YOUR NEXT THREE ACTIONS

1. Describe the problem your idea addresses.

2. Choose one action you can finish this week.

3. Write down what the result will teach you.

A way to think about it

01 Describe the problem

02 Make a small sample

03 Ask for feedback

04 Choose the next task

Conceptual learning aid. Examples are hypothetical and do not promise business results.

MY NEXT STEP

What will I try, and when will I review what I learned?

Partrepreneur

Building a business alongside a job



A partrepreneur is one who gives a part-time effort towards their dreams of becoming a full-time entrepreneur. There may be many reasons for this approach. The most common one is due to the fact that they have full-time employment in which they can only dedicate or give a part-time effort into their true passions. You also have to factor in work schedule, financial obligations, family commitments, etc.

There are many benefits to starting a part-time business while being employed at an existing occupation. From a financial standpoint being able to invest slowly into a specific project without the strain of placing all of one’s eggs in the same basket alleviates so much pressure. A partrepreneur can make an

investment without the need for an immediate return on that investment.

This is due to the fact that their financial needs are already being met. Oftentimes the mindset of most entrepreneurs is focused on the financial aspect of starting a brand or business and not on building the foundational structure. Because the need to profit financially is of the utmost importance.

Another advantage of being a partrepreneur is being able to build the ideal schedule around your passion. You can work at your own pace, learning from the trials and tribulations of running a business or starting a brand. The term “crawl before you walk” truly applies here. Working intermittently is better than not working at all.

And it’s the ultimate litmus test to see if this is just a hobby or something that you truly want to pursue. Being a partrepreneur is hard work. Technically, they work time and a half. They have full-time jobs, but also have to devote time to their true passion.

One of my favorite aspects of being a Partrepreneur is the inside information one can learn from being in a structured environment of an existing business. It’s almost like being a spy. You get a front row seat in a corporate setting to see the inner workings of how a business is operated on a day-to-day basis.

From scheduling, to payroll, to taxes, even how to deal with coworkers. You get to see how supervisors deal with pressure situations and solve problems. These are all valuable attributes that will be needed when you take the next step from being a partrepreneur to becoming a full-time entrepreneur.

The downside to being a partrepreneur is not knowing when to make the full-time leap to becoming an entrepreneur. There comes a time when you can become stagnant due to the lack of effort needed to take your passion to the next level. A part-time effort could lead to part-time results. Knowing intuitively that you should be doing more is very common among partrepreneurs.

Partrepreneurs can become complacent and never benefit financially, emotionally or spiritually from their hard work and effort. Then the dream dies. This may only apply to those who see being a partrepreneur as a temporary thing. Some may just want to supplement their current income with additional funds.

This is OK. But for those who see this stage as a stepping stone to greater heights, it is important to excel beyond this stage. Or the dream dies. Our black family business program can help guide you through the many stages of becoming financially independent.

Make it practical

Partrepreneur

A PRACTICAL EXAMPLE

A clothing seller keeps their job while testing a small collection. Weekly work sessions cover customer conversations, product preparation, and order fulfillment. Actual demand helps guide the next investment.

REFLECT

Do you want a lasting side business or a path toward full-time ownership?

YOUR NEXT THREE ACTIONS

1. Reserve business hours on your calendar.

2. Set an affordable limit for your next test.

3. Choose a date to review demand and workload.

A way to think about it

Customer research / 2 hours

Create or prepare / 3 hours

Sales and delivery / 2 hours

Planning and records / 1 hour

Illustrative learning aid, not measured business results. Examples are hypothetical. The eight-hour schedule is a sample to adapt to your obligations.

MY NEXT STEP

What will I try, and when will I review what I learned?

Artrepreneur

Protecting the art while earning from it



The artrepreneur is one who puts art first at all costs but understands the need to financially benefit from their work. Artrepreneurs are usually out of balance due to them being over consumed with the creation process of that which matters most, their art. Art is expressed in many variations in today's world.

There are traditional forms of art which include but are not limited to dancing, acting, singing, rapping, painting/drawing, music production etc. Now we can add content creation to this

mix. The challenging part is understanding how to market, promote, and create a brand for one's art that does not jeopardize the integrity of the art. There is an artistic expression to cooking, speaking, craftsmanship and so much more.

And with the economy being as unpredictable as it is, more and more people are looking for alternative ways to earn a living. They are relying on things that they love and are good at or passionate about that they wouldn't usually associate with earning money.

TikTok, Facebook, and Instagram have breathed new life into the spirit of Artrepreneurs by creating suitable platforms to express, showcase and financially capitalize off of. If executed correctly it could lead to financial freedom and more importantly overall happiness. There is a healing, soothing, inspirational mechanism to art that most Artrepreneurs understand all too well. It's what drives them. It's their reason for living.

To them, it's sacred. They are very cautious and apprehensive when it comes to mixing their art with business. However the bigger word in the term music business is business. The bigger word in the term movie industry is industry. It is an unavoidable

truth. Fortunately these industries no longer have a firm grip on the avenues in which Artrepreneurs can thrive.

Social media has created organic streamlines that puts each artist in direct contact with potential followers and supporters. Most Artrepreneurs hinder themselves by not understanding how to leverage their artistic genius by converting it into a tangible, viable substance. We hold ourselves hostage from the potential of our work by not being able to let go and trust the process.

This is the downside to being an Artrepreneur. Having the necessary tools needed to safeguard one's art while financially benefiting from it is crucial. blackfamilybiz.com is a great place to start when it comes to developing the skills needed in this ever changing landscape of artistry and business. We teach you how to preserve the two without sacrificing the integrity of either.

Make it practical

Artrepreneur

A PRACTICAL EXAMPLE

A musician pairs a new release with a direct listening event and a clear purchase link. Audience feedback informs the next release, while the artist keeps the creative decisions connected to their purpose.

REFLECT

Which part of your art must stay true as the business grows?

YOUR NEXT THREE ACTIONS

1. Write down one creative boundary.

2. Describe one offer in a single sentence.

3. Choose a simple way to stay in touch with supporters.

A way to think about it

CREATE / Make work with a clear purpose.

OFFER / Explain what supporters can buy.

DELIVER / Provide the experience you promised.

LEARN / Use feedback to guide the next work.

Conceptual learning aid. Examples are hypothetical and do not promise business results.

MY NEXT STEP

What will I try, and when will I review what I learned?

Corporatepreneur

Applying corporate experience to ownership



Steve Canal, author, business owner, public speaker and influencer coined a term, “corporaterpreneur” which fuses the term entrepreneur with one who flourishes at a very high level in corporate America. I would be remiss if I didn’t add it to the lexicon of the new world of entrepreneurs.

This applies to those who have experienced high levels of tutoring and guidance from CEOs of major corporations. These individuals are usually highly paid for the knowledge and

leadership that they already possess, but have aspirations to become business owners and CEOs of their own.

Corporatepreneurs have a front row seat to the inner workings of the most highly intense environments when it comes to the corporate structure. They avoid a lot of mistakes that most of us would make. They know how to raise funding for ventures as well as recognize and avoid the pitfalls that derail most entrepreneurs. Most importantly, they are not afraid to “fail”.

They see it as an opportunity to improve on an idea or concept. These individuals are highly self-motivated. The only downside that can become apparent is when they stay too long at a specific company and begin to feel underappreciated or undervalued. Or the company is draining their light and energy and their ideas and vision are being used to further the advancements of someone other than themselves.

There is nothing like doing the work and someone else takes the credit.

Make it practical

Corporatepreneur

A PRACTICAL EXAMPLE

A project manager who wants to launch a service business uses familiar planning skills to define a service package, schedule delivery, and track costs. They simplify each process for a smaller operation.

REFLECT

Which skill from your career could solve a customer's problem independently?

YOUR NEXT THREE ACTIONS

1. Name a skill you can demonstrate.

2. Identify the customer who might value it.

3. Design a small test of a clearly defined service.

A way to think about it

Project planning / A clear delivery schedule

Budget oversight / A simple record of costs

Team leadership / Clear roles and expectations

Customer service / A consistent response process

Conceptual learning aid. Examples are hypothetical and do not promise business results.

MY NEXT STEP

What will I try, and when will I review what I learned?

Contrepreneur

Recognizing opportunity without integrity



This is a tough chapter to write but it is most necessary. The world of becoming an entrepreneur is filled with bright, honest, and worthy individuals with a plethora of knowledge and experience that can benefit those who are in the early stages of their development.

As well as benefit those with experience who are ready to embark on the next level of their journey to success.

Unfortunately, this type of environment also breeds opportunists who seek to take advantage of naive inept students looking to prosper and advance. They are masters of catering to one's emotional aspirations of being financially independent.

The contrepreneur knows all of the buzzwords and trigger phrases needed to ignite fire under the seat of unsuspecting victims. Their success is usually predicated on your willingness to furnish their dreams under the guise of pursuing yours. They will over exaggerate their success in the field that interests you and convince you that their program, course or method is the one that will provide you with financial freedom.

Once they get your money, those promises usually fall short of what was expected. These contrepreneurs are smart, articulate and very knowledgeable in many subjects related to business, finances, investments, real estate and so much more. But they lack integrity.

Make it practical

Contrepreneur

A PRACTICAL EXAMPLE

A seller promises a profitable business after a short course. Before paying, a prospective student asks for a syllabus, complete pricing, and the written terms. Vague answers become a reason to step back.

REFLECT

What would you need to see before trusting a business opportunity?

YOUR NEXT THREE ACTIONS

1. Write down the offer and its full cost.

2. Check the evidence behind the main promise.

3. Read the terms before making a commitment.

A way to think about it

WHAT IS THE CLAIM?
Describe exactly what the seller promises.

WHAT SUPPORTS IT?
Look for evidence and missing conditions.

WHAT AM I BUYING?
Read the deliverables, cost, and written terms.

Conceptual learning aid. Examples are hypothetical and do not promise business results.

MY NEXT STEP

What will I try, and when will I review what I learned?

The Next Chapter

Outro by Malcom Bowser

Congratulations on completing this journey of discovering the different archetypes of today’s new entrepreneur. You've explored the diverse entrepreneurial landscapes that exist within your family, and you're now equipped with the knowledge and tools to harness your collective strengths.

The path to building a successful family business is not just about individual achievement; it's about coming together, understanding each other's unique contributions, and working towards a common goal. As you reflect on the insights gained from this ebook, remember that this is just the beginning.

The real journey starts now, as you apply what you've learned and take concrete steps towards realizing your family's entrepreneurial dreams. It's time to move from discovery to action, from potential to realization. This is where the Urban X membership at www.UrbanX.nyc comes in.

Joining our community offers you the opportunity to connect with like-minded families, access exclusive resources, and receive ongoing support as you navigate the challenges and celebrate the victories of running a family business. Our membership is designed to provide you with the continuous guidance, inspiration, and tools you need to thrive in today's dynamic business landscape. So, are you ready to take the next step?

Are you prepared to transform your family's entrepreneurial vision into reality? Join us in the Urban X membership at www.UrbanX.nyc, and let's embark on this exciting journey together. With your family's unique talents and our supportive community, there's no limit to what you can achieve. Together, we'll write the next chapter in your family's legacy, a legacy of innovation, collaboration, and success.

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LEARNING ACTIVITIES

Practical examples, reflection questions, and action exercises accompany the manuscript. Examples are hypothetical; diagrams and sample schedules are learning aids, not measured business outcomes.

CONTINUE YOUR JOURNEY

Explore Urban X membership at www.UrbanX.nyc.