



**THIS IS WHY, INC.**

T.I. Why Money, Marketing & Management (3M)

3M Masterclass Outline

*Prospering in Purpose*

## MEET YOUR INSTRUCTOR



**KINITE MCCRAE** is the Lead Visioneer (VISION'enginEER) of **This is Why, Inc.** which includes **T.I. Why Pub** – a ministry of publishing and **T.I. Why Money, Marketing & Management (3M)** – formerly Maxim Accounting & Business Solutions, LLC which is a full service managing authority that provides businesses with the essential financial, marketing and management tools needed to start, soar, sustain and succeed. Her 3M clientele boasts of several multi-millionaire business owners.

She is also an author, speaker, TV host, serial entrepreneur, licensed minister and philanthropist. She has received multiple awards for her endeavors, including the Community Servant Leader Award for Excellence in Philanthropy and the Women Who Impact Humanity Award.

In 2018, Kinite released her much-anticipated book, *I am a Christian, This is Why: A Logical Response to the Skeptic*. On its first day, the book ranked No. 1 in three major categories on Amazon. Within the first week, her book received high praise and reviews for its thought-provoking views and evidence-based answers on Christianity. This book laid the platform for the launching of This Is Why, Inc. where she equips new and seasoned authors to “*Publish with a Purpose.*” In 2019 Kinite continued to be vocal on her Christian faith and hosted a weekly online TV segment, *This is Why Thursdays Talk and Teach every Thursday at 10:30AM* on the WBGR Gospel Network *The show replays can also be seen on her ministry blog page at [www.authorkinite.com](http://www.authorkinite.com).*

If you are reading this brochure, that means you have taken the steps to begin or grow your career as an author or entrepreneur. Having authored and published a successful book on the first try, which is rare, Kinite has demonstrated that she has the **KEYS TO UNLOCK SUCCESS** in whatever she endeavors. With the unveiling of her new division of publishing, she and her team of skilled editors, typesetters, illustrators, cover designers and publicity experts are confident that they can help you to achieve your desired goals in this industry and beyond.

**This Is Why, Inc.** understands that entrepreneurship is a labor of love and this is why we are committed to helping aspiring and seasoned authors, as well as other industry entrepreneurs to *Prosper in Purpose* so that they can have a practical and purposeful impact on the world!



## PROSPER IN YOUR PURPOSE

### T.I. Why Money, Marketing & Management (3M)

#### *Making Money Matters*

For over 10-years, Kinite McCrae has been helping businesses achieve success with her "**MONEY, MARKETING, & MANAGEMENT**" approach to running a business **THE RIGHT WAY!**

Most entrepreneurs have great ideas and products that could make them a 6-figure plus earner, but they lack the strategy, structure, and sustainability to earn and maintain that income.

Remember, it's not just about how much money you make, rather how much you **KEEP!**

If you are an entrepreneur who is interested in owning and running a business, rather than just owning your own job...  
**VISIT OUR WEBSITE TO SCHEDULE YOUR FREE 15-MINUTE CONSULTATION TODAY!**

# get excited.

**3M MASTERCLASS**

**\$1200.00 Investment in**

(Ask how you can save \$400)



**DO YOU REALLY WANT TO BE A FULL TIME ENTREPRENEUR?  
BUT NEED SOME T.L.C?**

This Is Why, Inc provides a proven path to help you find and prosper in your purpose by developing the right *MINDSET*, increasing your *MOTIVATION*, and becoming *MONEY* conscious. And that is just the beginning...Your dreams will produce *MANIFESTATION!*

Our 3M Masterclass is packed with the *TLC (teaching, learning, coaching)* that you need to Succeed!

#### CLASS OUTLINE

Mind Matters	Developing the mindset that will make you MILLIONS
Successful Start	Employing strategies that produces MILLIONS
Account-Ability	Laying the foundation that maintains MILLIONS
In It, To Win IT	Offering the services that earn MILLIONS
Money Matters	Obtaining investments that are worth MILLIONS!

#### CLASS DATES

<b>Winter Session</b>	Monday Evening Course 7:00pm-8:30pm	Jan: 6 <sup>th</sup> , 13 <sup>th</sup> , 27 <sup>th</sup> Feb: 3 <sup>rd</sup> , 10 <sup>th</sup> , 24 <sup>th</sup> Mar: 2 <sup>nd</sup> , 9 <sup>th</sup> , 16 <sup>th</sup> , 23 <sup>rd</sup>	Wednesday Morning Course 10am-11:30am	Jan: 8 <sup>th</sup> , 15 <sup>th</sup> , 29 <sup>th</sup> Feb: 5 <sup>th</sup> , 12 <sup>th</sup> , 26 <sup>th</sup> Mar: 4 <sup>th</sup> , 11 <sup>th</sup> , 18 <sup>th</sup> , 25 <sup>th</sup>
<b>Spring Session</b>	Monday Evening Course 7:00pm-8:30pm	Apr: 6 <sup>th</sup> , 20 <sup>th</sup> , 27 <sup>th</sup> May: 4 <sup>th</sup> , 11 <sup>th</sup> , 25 <sup>th</sup> Jun: 1 <sup>st</sup> , 8 <sup>th</sup> , 15 <sup>th</sup> , 22 <sup>nd</sup>	Wednesday Morning Course 10am-11:30am	Apr: 8 <sup>th</sup> , 22 <sup>nd</sup> , 29 <sup>th</sup> May: 6 <sup>th</sup> , 13 <sup>th</sup> , 27 <sup>th</sup> Jun: 3 <sup>rd</sup> , 10 <sup>th</sup> , 17 <sup>th</sup> , 24 <sup>th</sup>
<b>Fall Session</b>	Monday Evening Course 7:00pm-8:30pm	Sept: 14 <sup>th</sup> , 21 <sup>st</sup> , 28 <sup>th</sup> Oct: 5 <sup>th</sup> , 19 <sup>th</sup> , 26 <sup>th</sup> Nov: 2 <sup>nd</sup> , 9 <sup>th</sup> , 16 <sup>th</sup> , 30 <sup>th</sup>	Wednesday Morning Course 10am-11:30am	Sept: 16 <sup>th</sup> , 23 <sup>rd</sup> , 30 <sup>th</sup> Oct: 7 <sup>th</sup> , 21 <sup>st</sup> , 28 <sup>th</sup> <b>*Nov: 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup></b>

\*The course will be 2-hours on Nov. 4<sup>th</sup>, 11<sup>th</sup>, and 18<sup>th</sup>

Course materials and information goes out 1-week before start date. Students receive three 30-min one-on-one coaching sessions

**Ask About our Referral Program: Receive \$50 for every person you refer to take the course**

# 3M Masterclass Outline

(outline subject to slight changes)

## 1. Mind Matters – Developing the mindset that will make you Millions

- Week 1 – Mental Motivation
  - Homework: Assessments
- Week 2 – Mental Motivation
  - Homework: Assessments

## 2. Successful Start – Employing strategies that produces Millions

- Week 3 – Write the Vision, Make it Plain
  - Write a Mission and Vision
  - Define or Refine Your Idea
  - Start Market Research
  - Branding Like Millionaires w/Gerry Foster
  - Homework: Assessment
- Week 4 – Build the House Right...Or Build it in Vain
  - Building a Strong Business Plan
    1. Deciding on a business name/ location/contact (phone)
    2. Market & SWOT Analysis
    3. Organization & Management
  - Homework: Assessment

## 3. Account-Ability – Laying the foundation that maintains Millions

- Week 5 – Suppose one of you wants to build a tower. Won't you first sit down and estimate the cost to see if you have enough money to complete it?
  - Review/Access your finances and resources
    1. Developing a budget
      - a. Potential Income
        - i. What is your product/service?
        - ii. What are your prices?
      - b. Potential Expenses
  - Business Banking and Banking Relationships
  - Accounting Support (bookkeeping and tax planning/prep)
  - Homework: Assessment
- Week 6 – Plans fail for lack of counsel, but with many advisers they succeed
  - Legal Support
  - Determine your legal structure
  - Obtain your Federal and/or State ID
  - Articles of Incorporation and Bylaws
  - State business and/or tax registration
  - Permits/Licenses/Occupancy
  - Trademarks/Copyright/Patents
  - Homework: Assessment

## Money Matters Masterclass (3M) Outline – Continued

(outline subject to slight changes)

- Week 7 – A good man leaves an inheritance to his children's children
  - Asset Protection and Insurance policies
  - Retirement & Succession Planning
  - Homework: Assessment

### 4. In It, to Win It – Offering the services that earn Millions

- Week 8 – Commit to the Lord whatever you do, and he will establish your plans
  - SOP – Standard Operating Procedures
  - All About Contracts
  - Customer Services
  - Homework: Assessment
  
- Week 9 – There is a time for everything, and a season for every activity under the sun
  - Social Media Marketing

### 5. Money Matters – Obtaining investments that are worth Millions

- Week 10 – Money Motivation - Do not wear yourself out to get rich, do not trust your own cleverness
  - Upon successful course completion. Students will have the opportunity to apply for start-up funding up to \$10,000
  - Coach/Mentor
  - Homework: Optional funding application

**There's a difference between money spent and money invested...Money spent is gone, but money invested returns to you with interest!" Kinite McCrae**

**NOW IT'S TIME TO INVEST IN**



**Enroll in the 3M Masterclass and  
GET STARTED INVESTING IN YOU!**

**THIS IS WHY, INC.**

**2300 North Pershing Drive, Suite 356, Arlington, VA 22201**

**Tel: 703-997-9203 / Email: [info@ti-why.com](mailto:info@ti-why.com)**

**LIKE US ON FACEBOOK @THISISWHYINC**