



# AfroEconomics™

## Our Black Wealth Matters

A STRATEGIC FINANCIAL  
PROGRAM DESIGNED FOR  
THE ADVANCEMENT OF  
BLACK WEALTH IN  
AMERICA AND ABROAD

CREATED & WRITTEN BY  
**JB BRYAN**

## Introduction

# AfroEconomics™

A Strategic Financial Management  
Program Designed for the  
Advancement of Black Wealth

*“I believe that a financially strong Black community will create a stronger nation for us all.” — JB Bryan*

I wrote *AfroEconomics™: Our Black Wealth Matters* because I know knowledge is power—BUT only when applied properly. AfroEconomics™ is an opportunity for me to enhance the distribution of financial information in my Black community. I believe we have been oversold and under-EM-POWERED when it comes to financial matters. We spend lots of money. AfroEconomics is our opportunity to accept and acknowledge that it does matter HOW and WHY we spend our money. I have been a financial professional for decades but writing this book is by far the BEST way for me to articulate my sincere insight and desire to help you build wealth.

I can NOT guarantee that my book will make you rich — but I promise it will empower you and your family !

The AfroEconomics™ program is based on timeless financial principles. I believe rules change, but sound financial principles are here to stay. Principles like establishing your Legacy, Organizing and Planning, Knowledge of Financial Instruments, Integrity, Self-Reliance, and Accountability are all relevant regardless of the year or decade. Honestly, AfroEconomics™ at its core is about YOU and I – all of us - focusing on the development of good financial habits daily. Good financial habits benefit the RICH and the not so RICH.

AfroEconomics™: Our Black Wealth Matters can benefit you for generations to come. AfroEconomics™: Our Black Wealth Matters is based on you being MOTIVATED about exploring your financial goals, discovering how you're going to get there, and taking steps to make sure you continue to grow. In this book, I will show you how and why our wealth does matter. You deserve financial independence and confidence—but it takes your time and commitment to wealth development.

AfroEconomics™ is an opportunity to repeatedly acknowledge that our Black wealth matters. It's not just a saying. It is important that the Black community realizes the impact that we make in society, and what we do with our lives and our money makes a difference, no matter where you live on this planet.

The world knows that Black people spend a lot of money and now we must realize that our Black wealth matters. This means our income is important, our tax dollars are important, our investment decisions are important, and our retirement savings are important. If we don't take care of ourselves and prepare for our futures other family members will be forced to take care of your responsibilities and that practice has hurt our community - we deserve to take care of ourselves. We also deserve the opportunity to NOT depend 100% on Social Security income for our retirement. This is the

case far too often today.

AfroEconomics™ teaches us steps we can take to build our financial lives. BUT I have to acknowledge the fact that knowing is NOTHING without action. AfroEconomics™ reminds us that that we are responsible for our own financial future. We deserve to be self-reliant and financially independent. By eliminating our financial fears we can make our family, our Black community, our country, and world stronger. I hope you enjoy reading the book as much as I've enjoyed writing it for you. ♦♦♦



Principle

# YOUR LEGACY

## Discovering YOUR “Why?”

*What is AfroEconomics™?*

It is a strategic financial management program designed for the advancement of Black wealth in America and abroad. The first principle of AfroEconomics™ is to build your Legacy by discovering your “why. Your “why?” means what do you want to engrave and cement on this planet — what is the footprint you want to leave? In my opinion knowing your “why am I doing this?” is more important knowing your “how” I am going to do it The “why” is your LEGACY while the “how” is your faith in making your goal — your legacy — happen.

YOUR legacy is about more than just the accumulation of money and leaving assets behind — though we all know that is VERY important. The legacy is built on understanding the impact your daily choices make on your family’s future. Your legacy includes your reputation of excellence, your good character, establishing your good name, and your service to

your community. Our legacy is how we LIVE our LIVES during our lifetime. We must live righteously for the benefit of the next generation. In my opinion, I represent more than just myself and it is not just about the material things — I want to make the world a better place while I am here by living out God’s purpose for my life. I believe I represent you, my family, and the future of all Black people, women, mothers, and so on... I believe we are all role models. We don’t need to be famous to have an amazing impact on the world. I don’t believe that all that I want to accomplish can be done in my lifetime BUT I can get the dream started.

“*We don’t need to be famous to have an amazing impact on the world.*”

So, in order to discover our goals and establish a legacy we can begin by answering the question “*Why?*” Why do you do the work you do? Why do you have your current priorities? Are your current financial priorities helping your build long term wealth?

Why is legacy the beginning of AfroEconomics™? Because we cannot effectively go from day-to-day and make wise financial decisions without knowing exactly what we are doing, why we are doing it, and for whom we’re doing it. We must begin our financial process with the end in mind because this makes a huge difference in our day-to-day lives and how we make financial decisions. Knowing WHY you're doing what you do is very important.

Even if our goals are not specifically focused on the end, we need to be mindful of

the end. Which means that even though we are involved in setting goals for the future, we realize it's our day-to-day habits that will get us there. We need to make a clear plan for each day, and our actions and choices of each day lead to our ultimate goals—and our legacy. But without taking proper steps, or without including in our thoughts “what I do today affects my future”. Take your financial habits seriously so that way what you do has a real long term impact. Otherwise, there will be no legacy, no why, and nothing to inherit. Of course, since legacy includes the transfer of wealth, we need to make sure that our day-to-day activities are also leading to the accumulation of wealth and leaving behind an inheritance for many generations to follow.

Your legacy, your future planning, or your strategy for your life's purpose truly comes back to not just looking at the end of your life and thinking of it as a far off point, but instead think about your legacy as a line. It's a line that's made up of a series of good financial decisions and that line can continue past the point of your life's end. But all throughout life we need to have our daily habits lead to the legacy of our dreams.

AfroEconomics™ encourages us to avoid debt. Assets can be purchased without debt. A great legacy to leave is an estate with no debts or tax liabilities. Too often we purchase using credit instead of saving and setting a goal to purchase down the road. Building REAL wealth takes time – LOOKING wealthy is easy. We need to make a commitment through the AfroEconomics™ program that we understand that living within or below our means may mean we will have to plan. Credit satisfies the desire for instant gratification. We can avoid having a large credit card balance. It is possible to build wealth, purchase assets and limit your debts along the way.

### **Starting Your Day-to-Day Planning**

First, you need to take a look at how you are spending your money. For some of you, it may mean that you have to utilize technology and make sure that you get the phone app that's connected to

your banking institution so you're able to see what's going on in your account on a frequent basis. Or making sure that you go to your bank's website each day and check your account's debits and credits. For some of you, it could be something as simple as using cash instead of debit and credit cards for your day-to-day transactions. Get in touch with what you're spending because often it is the small things that we buy daily that we don't take into account. For example, going out to eat too frequently during the month or for lunch every day during the week. Are you spending money on frivolous things at the shopping mall that we feel we "must" have, but really don't need?

Poor daily habits can add up to a lot of money over a year's period of time. You could be using that money for an additional retirement plan contribution. Or take that extra few hundred dollars toward paying off credit card debt. These types of day-to-day activities are important to think about because if you only focus on the long-term you will miss out on today. It's today's habits that build your legacy.

Your day-to-day financial plan is your legacy and it becomes your future. And these are also the habits that pass down to your children, grandchildren and great-grandchildren. You live on through them, through your legacy.

Your Legacy — Your "Why" includes protecting your family through income protection, life insurance, your emergency funds, your pension, and retirement accounts. They are all a part of how you protect yourself, your family, and your future generations.

## **Estate Planning is Just Part of Your Legacy Plan**

Yes, it's important that you get involved in the estate planning process, but that's just a part of your legacy plan. You must have a will, a power of attorney, a medical directive, and other important legal documents. An estate planning lawyer can make sure you have everything legally in place for your legacy plan. Your legal documents tell which assets you want transferred and how, completing beneficiary forms and making sure everything is correctly titled,



and trusts to name a few. The AfroEconomics™ Legacy Principle is bigger than legal documents. It also includes developing a strong financial mindset that will help many generations to come.

AfroEconomics™ Principle of Legacy everything that you want your life to represent, how you envision your retirement, your goals for any training or education you want to give to your community. If you have your own business, what do you want your succession plan to be when you retire? But you need real thinking based on the whole footprint that you want your life to leave on this planet. ♦♦♦

Here are some points about Legacy and Discovering Your Goals to consider:

1. Decide and present to the world what values define your life and what drives you to leave a powerful footprint on the planet.
2. Identify, appreciate, and acknowledge the important relationships in your life and how you can help them while living and upon your death.
3. Develop your personal vision, mission, and purpose statements for your life and legacy.
4. You are responsible for the unique fingerprint God has made for you that identifies who you are and what you were meant to do in this world.
5. Create your day-to-day financial plan and live it.
6. Manage your money, insure your assets and valuable personal items so they will be a blessing to future generations if your documents are organized and clear.
7. Create a personal Legacy Plan with the help of a skilled financial advisor and attorney.

The next Principle, “Self-Reliance and Financial Independence,” will give you additional ways to become financially empowered and build financial confidence.

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AfroEconomics™ is a strategic financial management program developed for the advancement of Black Wealth in America and Abroad. Created by Ms. JB Bryan the President and Chief Investment Officer of JB Bryan Financial Group, Inc., a Registered Investment Advisory Firm.

This material is here to serve and empower YOU! New information is available through the AfroEconomics™ App for iPhone or Android. Download today!

## The AfroEconomics™ Core Principles

1. Legacy and Discovering YOUR Goals
2. Organization and Planning
3. Knowledge and Financial Education
4. The Soul of YOUR Money: Integrity & Community
5. Self-Reliance and Financial Independence
6. Check Yo' Self: Accountability & Review
7. The Fearless Entrepreneur
8. Health & Wealth
9. Credit Scores and YOU
10. Defining YOUR American Dream



Author.  
Public Speaker.  
Entrepreneur.  
Financial Planner.  
Community Leader.  
Mother. Daughter. Friend.

J.B. Bryan earned her Bachelor of Science degree from the University of Virginia, and received her Master of Science degree from Virginia Commonwealth University

She founded J.B. Bryan Financial Group, Inc. in 1995 and celebrates more than 20 years of serving investors and educating the community.