



TSP LIVE

PLAYBOOK 2022

TSP MASTERMIND MEMBER

follow
the
money

X

JUNE 23-25



WELCOME
HOME

TSP Live is the ultimate learning experience for Black business owners committed to building wealth and we are excited that you have joined us this year.

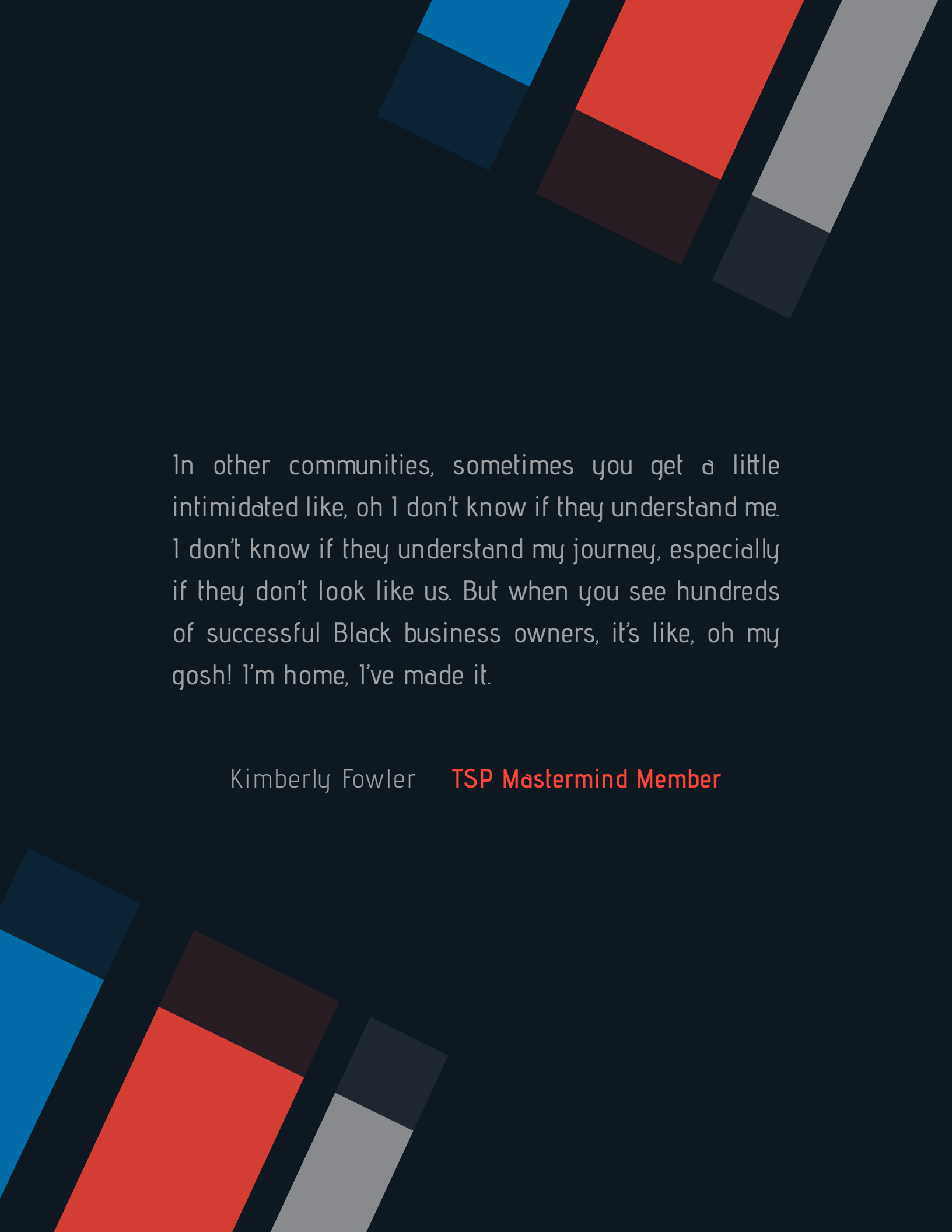
Our focus is to provide you with powerful strategies, tools and resources to accelerate your revenue and increase your impact by the end of this event.

During these 3 days, you'll be given an all-access pass to the most exclusive training content for Black business owners on the planet. You'll hear game changing strategies & resources from the industry's leading experts and people doing the actual work, just like you!

I celebrate you for stepping away from the day-to-day grind, to not just work in your business, but to work ON your business. This is how millions are made!

This event will be a gamechanger for you, so buckle up and get ready.



The image features a dark background with several overlapping, semi-transparent geometric shapes in shades of blue, red, and grey. These shapes are arranged in a way that they appear to be part of a larger, abstract design, possibly representing a stylized 'T' or a similar letterform. The shapes are located in the top right and bottom left corners of the page.

In other communities, sometimes you get a little intimidated like, oh I don't know if they understand me. I don't know if they understand my journey, especially if they don't look like us. But when you see hundreds of successful Black business owners, it's like, oh my gosh! I'm home, I've made it.

Kimberly Fowler **TSP Mastermind Member**



TSP

Manifesto

We are the manifestation of the work, sweat and tears that our ancestors dreamed about.

We don't look outside of our community for a hand out, we look inside to provide a hand up.

We have a fierce dedication to continual learning.

We don't expect to receive business because we are black. We receive business because we operate in excellence.



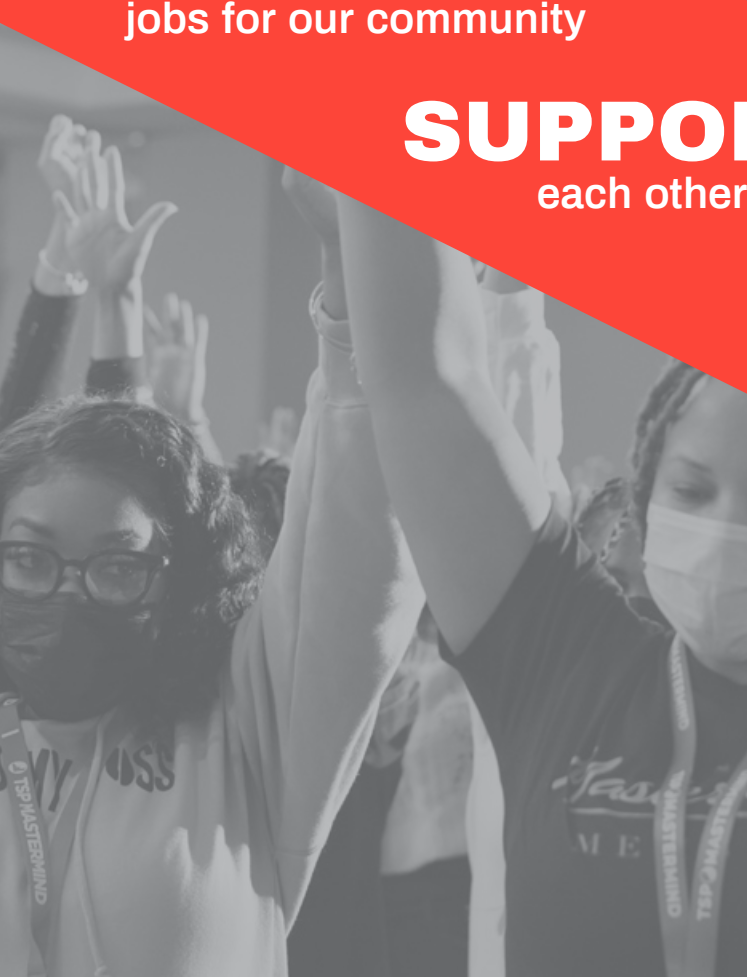
CREATE
jobs for our community

SUPPORT
each other

PROVIDE
economic impact

SHIFT
the narrative

WE



THURSDAY

JUNE 23, 2022

Welcome + Intro + Intention

Brandy Woods-Smith

From Flywheel to Fortune:
How to Make More Money Faster
With Less Time and Less Effort

Lamar Tyler

**From Building a Brand
to Curating a Culture**

Charis Jones

lunch

Creating Six-Figure Content

Marketing by Monrae

**The Holy Grail: Increasing C.P.R.
and Valuation with Rock Solid
Monthly Recurring Revenue**

Lamar Tyler

night session

Six-Figure Panel

Watchen Nyanue

I Choose the Ladder

Shemika Jackson

Kafune Amor Hair

Cecily Habimana

Sew Creative Lounge



Success Story

Andy Henriquez
Master Storyteller Academy
[@showupforyourlife](#)

Dr. Casandra “Coach Cass” Henriquez
Inspire Many
[@inspiremany](#)



ANDY: Before joining the Mastermind, I knew it was time to plug into a community. We have a strong group of friends and family. But we didn't have a strong community of other entrepreneurs.

COACH CASS: I attended the TSP Game Plan online, and I just said, “Babe, this is a really good place to be.”

ANDY: We knew right away that we had made a great decision by joining. We were with other entrepreneurs who were making things happen, who had similar core values, who looked like us. Many of the entrepreneurs in the Mastermind were also couples, so we were able to have conversations that stemmed beyond just business to include marriage and faith.

COACH CASS: When I came into the Mastermind, I had some accountability groups in my business, and there were some leaks. One call with Coach Victoria helped me to figure out a fix. Since being a part of this community, I've had my most successful challenge. I had an event that wasn't selling at all, and Lamar gave me a tip to change my price. I was then able to fill the event with 50 people. It's just been beautiful to get feedback and then be able to act on it and follow up.



ANDY: One of the things that I did right away was check out some of the resources and training around the challenges. Those resources gave me some things to tweak so that my very first challenge ended up earning six figures.

Later, in Cabo, we sat down with another couple in the Mastermind and ran a challenge playbook day. We opened up our playbooks and said, “This is what we did. These are the exact numbers. This is what we learned.” It would typically cost thousands of dollars to have somebody break that down for you.

COACH CASS: We were able to break it down for one another. Being able to tap into the different coaches and Q&As has helped me with my mindset. It’s helped me understand what I tell my clients. They’ll say, “That last date didn’t work out,” and I will ask them, “Did it kill you? Are you dead yet? If not, go ahead and get on the next date.” This has been the same in that it’s taught me to keep going. Don’t just hang your hopes on the first challenge, but do the next challenge. Don’t just give up because the first one didn’t work out the way you thought it would.

ANDY: Proximity is power, and it is so important that when you are looking to get to that next level, you get yourself in close proximity to people who are already there or on a similar path. The Mastermind creates close proximity to people with large visions. You can be on an island by yourself, struggling and trying to figure it out, which is why many people who attempt that path don’t make it. Or you can lock arms and be in close proximity to other people who are part of their own climb that inspire you.

FRIDAY

JUNE 24, 2022

**How to Build a
7-Figure Business Home**

**Ariel Fuller &
Dee Collins Mallory**

The TSP Awards

**The 5 Secrets to Growing
Then Scaling Your Business
to Massive Profits**

Lamar Tyler

lunch

**From the Basketball Court
to the Boardroom**

Earvin "Magic" Johnson

**The Seven Levers to
Increase Online Sales**

Janice Fredericks-Spell

night session

Seven-Figure Panel

Andy Henriquez

Master Storyteller Academy

Cassandra Smith
Blanks Galore

Amelia Thomas
Empire Capital Ventures



Success Story

Cecily Habimana

Sew Creative Lounge

@sewcreativelounge

In 2019, I was invited to a Mastermind session, and I was completely impressed with the amount of information shared. I left with a long list of the things that I wanted to implement and was excited to have found a community of people going on the same journey with me.

I was just transitioning to working full-time in my business, and I knew that I wasn't in a place to join right away. In 2021, I hired my first full-time employee, and I knew then that I had the capacity to be able to participate.

When I joined, the first thing that I did was launch my Sew Much Soul conference, a three-day virtual conference where we taught various sewing techniques and led projects from our virtual sewing studio. I downloaded the online templates from the Mastermind portal, and those became my marching orders. I attended the call, the lives, and my coaching. I did all of that and had a very successful conference. I had about 12,000 people register, 2,000 people attended, and I converted 200 of them to become my members. Since then, I've seen really strong growth in my company because those same people have been the lifeline and the support. We are in the middle of launching our second virtual conference, and we see the same types of numbers.

The biggest win from being in the Mastermind is normalizing what I'm doing. I've had constant increases in revenue since joining. I'm in a community where it's normal for growth, and it's also normal to have the issues that come along with owning a company. Just being able to say, "What do you guys use for payroll?" or, "Where are you getting your bags from?" and getting 50 responses. None of my friends are buying one thousand bags at a time, but these are the kinds of conversations that you need to have in order to keep things going. The biggest value I get from it is the relationships and having that community.

When I started my business, I only desired not to be a financial burden to my family. I left a full-time job and thought if I could match the salary that I was leaving, that was fine. It wasn't until I was in Mastermind around all these other people that I thought I could increase my goals. I could be a force and provide a space that brings large groups of creative people together. This development in my business has allowed me to really reconsider my whole purpose and why I'm doing this thing.



SATURDAY

JUNE 25, 2022

Anatomy of a
Seven-Figure Launch

Jamal Miller

The Million Dollar Fast Track

Myron Golden

lunch

Hiding in Plain Sight...
3 Sure Fire Ways to Make
More Money Using LinkedIn

Adriane Simpson

The Six Systems Required
to Run a Multiple
Seven-Figure Business

Lamar Tyler

night session

Pulling it All Together!



Success Story

Dacia Woods
Ronetta Liggett

Ladies and Luggage

[@ladiesandluggage](#)

We joined the Mastermind in June 2021 and from then until now, being in the mastermind has been nothing short of amazing. The camaraderie, the support, our coach—we love Coach Michelda!—the calls with experts and being able to ask Lamar questions on the weekly Wednesday night calls have gotten us to seven figures in less than a year.

The travel industry is different when it comes to hosting challenges and those types of things. We had to sit down with our coaches and come up with a plan to do a challenge on the travel side.

Figuring out how to have a challenge in the travel industry has been the thing that has catapulted our business. At first, we said, “Maybe we’ll host a challenge four times a year,” but Coach Michelda said, “Absolutely not. It will be once a month,” and that has really, really helped us grow our community. We reached seven figures through this monthly challenge and it has really been the success of our business.

Our next step is not just about getting to eight figures. We want to leave a legacy. We want to hire staff and be able to employ other people. We want to show others that being an entrepreneur is difficult, but it’s possible if you put your mind to it and you work towards it.

We would like to expand into other areas in the future. Not just to offer travel, but to have a luggage line and a travel apparel line. We want to be known not just for taking women across the world, but taking them there while they carry our luggage or wear our outfits. Maybe one day we will even have our own hotel or resort. The sky is the limit.





we
are
the
nes

SCAN to buy merch from the
TSP Store
Represent the brand that
represents excellence in
entrepreneuership





Success Story

Jennifer Jasper

God Ain't Petty, but I Am

@godaintpettybutiam

I was previously in another mastermind specifically for t-shirts that was coming to an end. At that time, I was using Facebook ads to grow my business. With the iOS changes and looking at what I was doing with my business, I knew I needed more help. I couldn't just do it on my own.

When I attended TSP live last year, I knew the Mastermind is where I needed to be. There are a lot of places, a lot of coaches, and a lot of groups out there, but I liked the fact that you got a coach and a community as well.

The first thing Coach John told me to do was to drop more designs. When I came into Mastermind, my whole idea was that every shirt was going to say, "God ain't petty, but I am" and they would all just be in different colors. That was my whole strategy. Coach John and Lamar were like, "No, that's not it! Keep dropping new designs." That in itself was a light bulb moment.

The second thing that Coach John told me was, "Get them to buy one shirt. That's your focus." And so that became my focus. Don't give them any friction to check out, just get them to buy the one shirt and then you can try to upsell them after that.

My goal really was just to become a six-figure business. By the time TSP Live is here, I will be there. As of this writing, I have \$5,000 to go. And if you would've seen my July to December numbers, you'd think, "she's not gonna make it."

I'm just so grateful that I persevered, I kept going to the office hours, kept being in the group, and kept popping up. After going through the Game Plan, Lamar said, six figures is not the goal; seven figures-plus is the goal. I have internalized that like never before. My goal really is now to make this a seven-figure business.





January 26th - 28th

The Hotel at Avalon | Alpharetta, Georgia

The Ultimate Product/Service Creation & Sales Event for Black Entrepreneurs

At TSP Game Plan, you'll be focused on creating a twelve month plan to make next year your best year. You'll get the tools and skills necessary to drive more traffic and leads to your website, convert more sales of your products and services, and increase more profit in your small business.

This is the ultimate three-day, deep-dive sales and marketing boot camp for leaders looking to take their companies to the next level. Learn directly from experts that have proven results who can help you get there faster.

The TSP Game Plan is a workshop based event to break down a strategy and plan for your upcoming business year in 4 areas:



People

(Team building and staffing)

Projects

(Planning and organization)

Products

(Product and service creation and sales)

Profit

(Cashflow and revenue)



THURSDAY

Lamar Tyler

MAIN POINTS

NEXT STEPS TO TAKE

HOW IT RELATES TO
MY BUSINESS

ADDITIONAL NOTES

Charis Jones

MAIN POINTS

NEXT STEPS TO TAKE

HOW IT RELATES TO MY BUSINESS

ADDITIONAL NOTES

THURSDAY

Marketing by Monrae

MAIN POINTS

NEXT STEPS TO TAKE

HOW IT RELATES TO
MY BUSINESS

ADDITIONAL NOTES

Lamar Tyler

MAIN POINTS

NEXT STEPS TO TAKE

HOW IT RELATES TO MY BUSINESS

ADDITIONAL NOTES

THURSDAY

night session

6-FIGURE PANEL

MAIN POINTS

NEXT STEPS TO TAKE

HOW IT RELATES TO
MY BUSINESS

ADDITIONAL NOTES

More Notes

DAY I

Action Items

List what you want to accomplish by the end of this conference

Eat lunch & dinner with someone new today

Post your favorite moment or biggest takeaway from today on social media tagging [@lamartyler](#) and [@trafficsalesandprofit](#) using the hashtag [#TSPLive2022](#) for a chance to win prizes

Send follow up emails to at least 3 people you met today

Grab your TSP merchandise at our pop-up shop!



WE
are
Jobs

FRI
24
2022

FRIDAY

Ariel Fuller & Dee Collins Mallory

MAIN POINTS

NEXT STEPS TO TAKE

HOW IT RELATES TO
MY BUSINESS

ADDITIONAL NOTES

Lamar Tyler

MAIN POINTS

NEXT STEPS TO TAKE

HOW IT RELATES TO MY BUSINESS

ADDITIONAL NOTES

FRIDAY

Earvin “Magic” Johnson

MAIN POINTS

NEXT STEPS TO TAKE

HOW IT RELATES TO
MY BUSINESS

ADDITIONAL NOTES

Janice Fredericks-Spell

MAIN POINTS

NEXT STEPS TO TAKE

**HOW IT RELATES TO
MY BUSINESS**

ADDITIONAL NOTES

night session

7-FIGURE PANEL

MAIN POINTS

NEXT STEPS TO TAKE

**HOW IT RELATES TO
MY BUSINESS**

ADDITIONAL NOTES

DAY 2

Action Items

List your 3 top goals for the remainder of the year

Eat lunch & dinner with someone new today

Post your favorite moment or biggest takeaway from today on social media tagging [@lamartyler](#) and [@trafficsalesandprofit](#) using the hashtag [#TSPLive2022](#) for a chance to win prizes

Send follow up emails to at least 3 people you met today

Grab your TSP merchandise at our pop-up shop!



SAT
25
2022

Jamal Miller

MAIN POINTS

NEXT STEPS TO TAKE

HOW IT RELATES TO MY BUSINESS

ADDITIONAL NOTES

SATURDAY

Myron Golden

MAIN POINTS

NEXT STEPS TO TAKE

HOW IT RELATES TO
MY BUSINESS

ADDITIONAL NOTES

Adriane Simpson

MAIN POINTS

NEXT STEPS TO TAKE

**HOW IT RELATES TO
MY BUSINESS**

ADDITIONAL NOTES

SATURDAY

Lamar Tyler

MAIN POINTS

NEXT STEPS TO TAKE

HOW IT RELATES TO
MY BUSINESS

ADDITIONAL NOTES

night session

PULLING IT ALL TOGETHER

MAIN POINTS

NEXT STEPS TO TAKE

**HOW IT RELATES TO
MY BUSINESS**

ADDITIONAL NOTES

DAY 3

Action Items

List the first actions you'll take from what you've learned at this conference

Eat lunch & dinner with someone new today

Post your biggest takeaway from today on social media tagging [@lamartyler](#) AND [@trafficsalesandprofit](#) using the hashtag [#TSPLive2022](#)

Send follow up emails to at least 3 people you met today

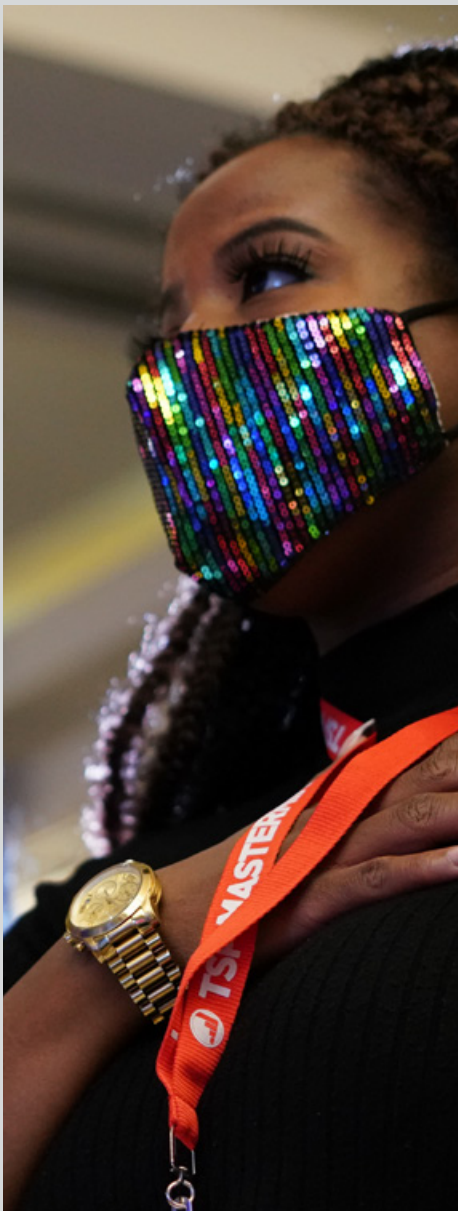
Grab your TSP merchandise at our pop-up shop!

notes

notes

notes

notes





T S P

Mastermind

MEMBER

www.TrafficSalesandProfit.com