

Radio Show Interview: The 24 Hour MBA

Sermon Title: **Radio Show Interview: The 24 Hour MBA**

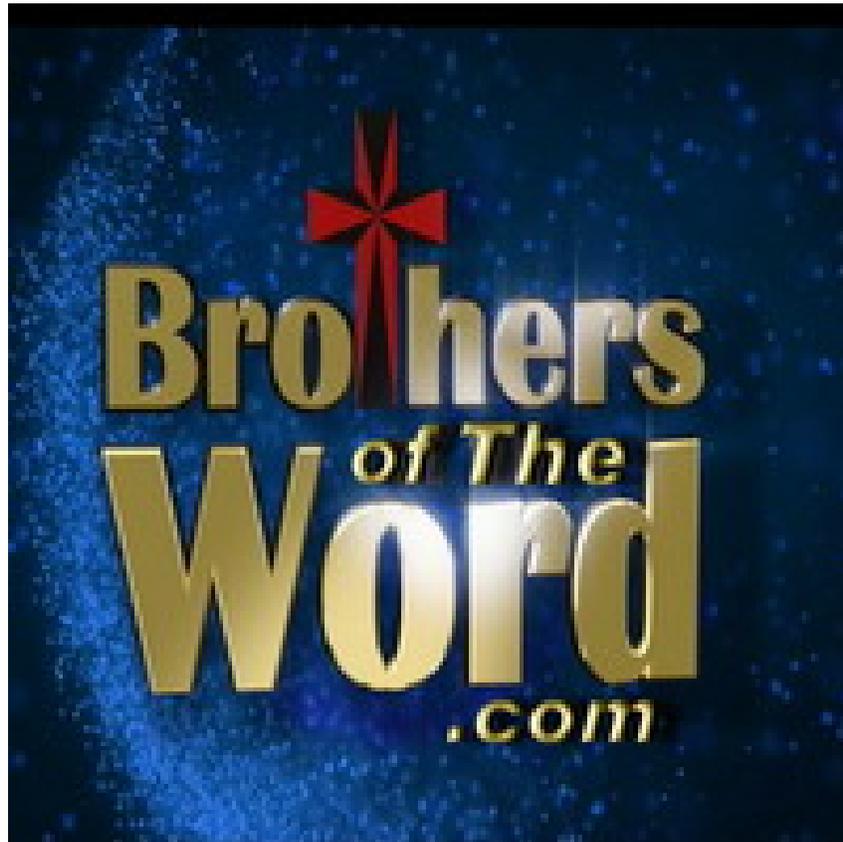
Sermon Number: **4037**

Speaker: **Nathaniel Bronner Jr.**

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Welcome back to News and Talk radio 1380 WAOK. The voice of the community. Financial Solutions with Rob Wilson. I have a great show this morning for you. Wow! A great show because kicking off year 2013 in our personal lives as well as in our business lives there are a number of things we must do to be focused. And I found out about a program that is taking place starting next month actually. But you are going to find out that you still have time to join this program and become a part of it. The 24 hour MBA. It's an amazing program; I started looking at the different workshops and everything. I was like we have to get this to the small business community here in Atlanta.

In the studio with me this morning is probably the most brilliant man that I know in small business. I don't know if he will say that about himself, but I will say that if no one else have ever told him that. But he has created a number of businesses of his own, products that are being sold all over the country, all over the world actually. I'm honored to have him here in the studio with me. In the studio is Nathaniel Bronner Jr.

Rob Wilson: How are you doing this morning?

Nathaniel Bronner Jr.: Fantastic Dr. Wilson

Rob Wilson: Nathaniel, tell me, you created this program. 24 hour MBA. What is that? Tell us about that.

Nathaniel Bronner Jr.: The 24 hour MBA is a series of training sessions that will train those in business how to effectively run business. I didn't create the program. God created it. I'm a business man, but I'm also a pastor of a church...a minister. I understand and have been in business now for a very very long time. And run very successful businesses, have had a lot of success. But I have also had a lot of failures. All of my successes have had a divine touch behind them. And even with the 24 hour MBA.

This was something that God instructed me to do, and to be honest about it, I didn't want to do it. I have enough to do already, and the last thing I wanted to do was really to be training people twice a month, early on Tuesday morning having to prepare and present that type of presentation. Because I just had enough stuff on my plate. But God was basically insistent that I do this. And that really is the origin of the 24 hour MBA.

Rob Wilson: Okay, now I'm a small business owner or entrepreneur out there and I'm listening to you talk about this. How would that benefit me? What is the intent of benefiting entrepreneurs and small business owners?

Nathaniel Bronner Jr.: Well, as you know we have been doing for the past three years a program called the Business Anointing. And we have anywhere from 700 to a thousand business people come on New Year's Day to be anointed with oil and a touch of the sword and a touch of the hand. That program has been extremely successful, but it anoints you with a divine blessing. But there is another level, which is the level of knowledge, wisdom, intellect and the right way of doing things.

And that is perhaps why God wanted me to do this program. Touching outside of the head is one level, but there is another level beyond where you put it inside the head. You have to know how to properly do things. I have a lot of people, because of I guess the high profile in the community, who come to me with business ideas. I lot of people who are already in business. You would be surprised how many business people have never been truly trained in the right way to do things.

Rob Wilson: And some have even been successful to some degree.

Nathaniel Bronner Jr.: To some degree...exactly. And you can be successful. My son for example, is training to be a great swimmer. He could swim before he even started with a professional. But when he got under a professional, the professional trained, first of all he changed the way he even trained. Then he changed his stroke, he changed what he wore, he changed the way he thought, he changed everything about what he was doing. And I'm a good swimmer myself; he could already out swim me.

But if he wanted to go to Olympic level, he had to go to a different level of training and knowledge. That's the way it is with the 24 hour MBA. God wants to take businesses to another level beyond where they are just paying the bills. But to the point of where they are prospering, and it's not just even about money. There are things that they will learn in the 24 hour MBA that will help release stress off them because most small business people wake up worried and go to bed worried. There is a level of business where the business takes care of you instead of you having to babysit the business. And that is what I want to train and teach them.

Rob Wilson: Because I'm thinking here I am, I'm a business man, I'm an entrepreneur and I have this pattern of how I do business. How I have always done business, and now I need to cut out 24 hours of the year to go to this workshop. Is there really going to be any value for me? And I did a piece recently called "Wealth Wisdom is more than just knowledge". And if you think about that, in my head anyway, what it means to me is I can get knowledge. I can have a lot of knowledge, it does not necessarily mean I will accomplish the feat and reach the magnitude of wealth.

Nathaniel Bronner Jr.: Exactly.

Rob Wilson: There is something else that needs to be a part of that knowledge base to help you formulate or create the foundation of wealth.

Nathaniel Bronner Jr.: Absolutely.

Rob Wilson: That's for every individual. It might be different for some at different levels, but it's for every individual. Would you agree with this?

Nathaniel Bronner Jr.: Well, you are talking about what I call a holistic life. Wealth is not just money. That's the first misconception. Wealth is absolutely not just money. The MBA however, will focus on financial things mainly. That's 90% of the focus of that. In my other parts of ministry I deal with other aspects of life. We have some sessions we are going to touch on, but mainly money.

Rob Wilson: We are going to talk about that when we come back. But do you want to get it? Do you want to get that part of you, that part of your business to that next level? We are going to talk more with Nathaniel Bronner Jr. We are going to talk more about the 24 hour MBA program. We are going to tell you about the type of classes and workshops. How you can participate. Give you the information when we return. I have to take a short break. This is News and Talk 1380 WAOK.

Rob Wilson: Welcome back to News and Talk radio 1380 WAOK. I'm your host Rob Wilson. The program is Financial Solutions with Rob Wilson. In the studio with me is Nathaniel Bronner Jr. I know a number of your companies; I don't know which one to identify you with. One that most people will associate you with would be with Bronner Brothers.

Nathaniel Bronner Jr.: That's correct.

Rob Wilson: But you also have many other companies.

Nathaniel Bronner Jr.: Well the main other one is Century Systems. That's the one where we manufacture and distribute Nutraceuticals or vitamins, health food products.

Rob Wilson: And that's all over the world isn't it?

Nathaniel Bronner Jr.: We are, I'm pretty sure, I don't know of any other African-American company that is anywhere that's even close to our size...not even close.

Rob Wilson: Wow

Nathaniel Bronner Jr.: Not even close.

Rob Wilson: And that's another part of business that a lot of people are completely unaware of...Century Systems.

Nathaniel Bronner Jr.: They are unaware of it for a reason. I don't publicize it because most of our clientele is not African-American. So that's one of the keys to business. You have to figure out who do you want to market to. And I want to market to the whole world. It's like the email that I publish daily, Mountain Wings. 80% of Mountain Wings subscribers all over the world are not African-American. So I want to change people and improve people's lives, and I don't care what color they are.

Rob Wilson: So are you saying that business has no color?

Nathaniel Bronner Jr.: Does money have a color?

Rob Wilson: Green.

Nathaniel Bronner Jr.: Well actually it does. It's not green. It's green on the back. On the front it's black and white. And that's a revelation that most people don't understand. Money is not green. It's black and white.

Rob Wilson: Now you just challenged me to go look at money and see what color it is on the front. That's interesting though because when we talk about creating wealth. Expanding and growing our businesses, oftentimes we have a vision of our own of how it should run. We don't seek the knowledge to allow us to go to that next level. You mentioned your son as an example of how now he is training with a professional.

Nathaniel Bronner Jr.: Yes.

Rob Wilson: Someone who can actually train his muscles, and his energy level, and his training process to get him to that Olympic level.

Nathaniel Bronner Jr.: He is training with someone who has done it. It makes a huge difference.

Rob Wilson: It does.

Nathaniel Bronner Jr.: Yes.

Rob Wilson: With that said, the program that you are involved in, the 24 hour MBA. We want to give that website out. It is: 24hrmba

Nathaniel Bronner Jr.: Well it is the 24hourmba. Anyway you type it will go there. So if you type in the24hourmba.com it is going to go there.

Rob Wilson: Okay, now that is designed to teach people actually what to do and how to do it.

Nathaniel Bronner Jr.: It is what we call street level business. An MBA is a good thing, but for most small businesses it is not that beneficial. Number one, it is going to cost them too much money. It is going to take them too much time. And it doesn't give you what I call practical realities. And a small business needs practical realities. The average MBA is hired by a Fortune 500 company. They are put into a niche to run something already set in a structure.

A small business doesn't have that; he doesn't have a structure. He is thrown into the mix and he has to figure out everything. So the 24 hour MBA is designed for a small business person. If you have from one to ten employees, oftentimes just one or two, and you don't have a Director of Accounting. You don't have a Director of Marketing, you don't have a Human Resource Manager. You don't have a Plant Manager, you don't have all of these different areas of expertise that an individual is responsible for just a narrow niche.

You have to run the whole shebang. For that you need the 24 hour MBA.

Rob Wilson: Now the program kicks off the first week in January, is that correct?

Nathaniel Bronner Jr.: It is the second and fourth Tuesday of every month. The second and fourth Tuesday of every month; it's at 8 o'clock in the morning.

Rob Wilson: If I wanted to register or get more information?

Nathaniel Bronner Jr.: the24hourmba.com

Rob Wilson: You have outlined a number of workshops, and you have the schedule on the website as well.

Nathaniel Bronner Jr.: Yes.

Rob Wilson: The first one is Leadership and Management.

Nathaniel Bronner Jr.: Well that is a category. There are actually four categories. The Leadership and Management is one of the four categories that fundamentally you need, because everything first of all begins with leadership. If the owner is not together, I can guarantee you the business is not going to be together. Anointing flows down, skill flows down. Vision flows down. If the leader is not together, the business is not going to be together.

So Leadership and Management, even in the first session, the session...they don't go in order with all Leadership and Management first. I basically tried to structure it where it's going to have a variety. The first session is under the Leadership and Management it's simply: Is entrepreneurship for you? The five questions every entrepreneur should ask. And then you learn the basics of how to master the mission statement, vision casting and your goals. So to be honest about it, in that first session I'm going to challenge people: do they really know that they need to be an entrepreneur? And if they do, vision, goals and their statement; do they have those things in place? So the first real question, to be honest about it most people are not cut out for entrepreneurship. They're not. And there are reasons why.

Rob Wilson: So is this course designed for startups, existing, or both?

Nathaniel Bronner Jr.: I'm learning a lot myself to be honest about it.

I go to a monthly meeting of CEOs. If I told you how much I paid for a meeting, it would shock you. But I sit around a table with all CEOs of multi-million dollar corporations, and I have to pay a ton of money for every meeting that I go to once a month. I still learn. I have learned more sometimes in one meeting that it paid for my whole year's fee for two years.

Rob Wilson: Hold up. I'm confused here. You are already, for lack of a better word, a multi-millionaire.

Nathaniel Bronner Jr.: Yeah, but that still has nothing to do with learning. I want to do stuff easier. I want to be able to transition this stuff to the next generation. I have projects that are still in progress, and there are things that I don't know. I have sense enough to go around people who have done it. See I may be worth a few million, but I sit around people who are worth from 50 to 100 million. So it's a different level of thought, and thinking, and expertise.

I have sense enough to go to someone who is higher, and who has more than I do so they can train me in some areas where I am lacking.

Rob Wilson: Do you think that is missing with small business owners who are not at your level, but at that critical level of thinking where you say 'you go to bed worried and you wake up worried'? Do you think that's one of the key elements? Well, I guess so you're saying you go.

Nathaniel Bronner Jr.: I think it's one of the keys that keep people small. And it keeps you small in all areas, it's not just business. How you think and who...there is a principle that simply says this: your income is generally the average of your five closest associates. So who you hang around even determines how much you earn. One of the reasons I had to start going to the CEO group, because everybody I knew

I made a whole lot more money than they did. I said I have to hang with some different people if I want something different.

Now if I want to stay the same, I keep the same folk. But if I want to change to a different level, I had to hang around folk who had more than I did. Because of my five closest associates, I had more than they did. So I changed and I went to learn some different stuff. So if you want something different you have to do something different. And the 24 hour MBA gives people the opportunity in effect to hang around somebody who has more than they do. And if you don't have sense enough to recognize that, you are going to stay small.

Rob Wilson: Wow. Wow, that is amazing because I am sitting here like 'Okay, I need to be at the class; I need to figure out how to get to the class'. Because again, wisdom...wealth wisdom is more than just knowledge. You just gave a prime example of that, because I'm thinking now and I'm looking at the schedule.

Developing and protecting the products and the services and the name. You have a tremendous amount of information that is going to be given to people. There is a price associated with it and it is on the website. But it is a minimal price.

Nathaniel Bronner Jr.: I mean the price is so ridiculous. It really is a ridiculous price, but it is a price that will stop some people.

Rob Wilson: Do you want to stop some people?

Nathaniel Bronner Jr.: No. Well actually yes, to be perfectly honest, yes. I would have done this at no charge because I teach people. Just like in ministry, I don't make any money from ministry. I put money into ministry so I would have taught this at no charge. God says no...\$70 and no one can enter. Even the people who usher, who are inside of the building, have to pay \$70. And when God speaks something to me I am going to follow it.

Now \$70, this is \$70 for the whole year; for 24 courses. That will stop some people because some people will say "I'm not going to spend \$70 to learn."

Rob Wilson: Wow. You know what, I know that to be factual. Alright guys listen, I want you to log on to The24hourMBA.com Log onto to that if you are a small business owner and you are ready to take your business to a new level of operation. A new level of business within just 24 hours. We are going to explain the 24 hour piece. Because it is 24 workshops, classes, training sessions in a 12 month cycle that will allow you and your business to grow. Log onto the website. If you have questions you want to ask Mr. Bronner as it relates to business and the 24 hour MBA program. Give us a call here in the studio. (404) 892- 2703. This is News and Talk 1380 WAOK.

Rob Wilson: Welcome back to News and Talk 1380 WAOK. The voice of the community. Financial Solutions with Rob Wilson. We are talking with Nathaniel Bronner Jr. A program for all of you business owners out there. Many of you have followed me for many many years. You have come to various workshops. Here is an opportunity. I want you to listen to this very carefully. If you have any questions call us now at (404) 892- 2703. If you are an entrepreneur or business owner and you understand you don't have all that it takes to get you to the next level; then this will probably be the most valuable commitment that you can make to yourself.

I worked the numbers out. It costs you \$5.83 a month plus an hour, two hours of your time. Well let's say four hours of your time. You have to get there...transportation. But the value of that is immeasurable. You cannot possibly understand the significance of what you can gain from such an event; such an opportunity. There are some seats available still. Workshops begin the second week of January. So if you have some questions, call us now and ask us. I'm going to ask Mr. Bronner, I'm going to play the advocate for you...the community; And I'm going to say: Mr. Bronner, I just got through Christmas, is the plan where I can pay half and half? What do I do? I want to come to this workshop.

First, let me back up. I know that they have to make a commitment. Are there any options for people who cannot commit to Tuesdays?

Nathaniel Bronner Jr.: There are options. There is no option for the \$70.00; \$70 and that's it. It's not \$69.95, it's not \$75. I'm going to stick to what God said, and I'm not varying on that a penny. So it's \$70 and like you said that is less than \$6.00 per month. There are many people who have contacted us already. They are somewhat out of the country; they are somewhat out of the state. They want to know how can they get this knowledge. Because we do have people who come to the Business Anointing, and they come from other states and they come from other countries.

They want the knowledge also. We will have available the audio of the files about two days after each session is finished. So we will have before the first session starts on the website where they can go and purchase for \$70 the mp3 downloads. And we will send them the link each month to that current mp3 file and they can listen to the entire seminar.

Rob Wilson: That will be mp3 now and there will be no video of it at this time? Or do you know?

Nathaniel Bronner Jr.: We will probably not do video until all of the sessions are finished, and we will put that into a DVD format. So we won't do that until everything is finished.

Rob Wilson: I would challenge the small business owners to want to sit in that room. Because there is nothing more powerful than being in fellowship amongst other business owners and sharing ideas, concepts and learning together. I found learning is easier when you are learning with a group versus individually.

Nathaniel Bronner Jr.: There is an energy that is present. My oldest son is 16. I am even pulling my son out of school. On the second and fourth Tuesday at 8 o'clock in the morning...he is going to be there. And the session is going to be over by 9:30, he will be able to get to school by 10 o'clock. But for two hours twice a month, I am pulling my son out of school because there is nothing he is going to learn in high school that is going to match what he is going to learn in the 24 hour MBA. So for anyone who has other schedule conflicts; if at all possible.

But you have to have the mental and spiritual awareness that first of all that you want to go to another level. You will never get to a mountain without a climb. The valley is easy. It's easy to get to the valley, but you will never get to the mountain top without a climb. Without some degree of difficulty. That is why Jesus...all of his speeches were on mountain tops. You wonder why he taught on the mountain? Why didn't he teach in the valley? Because he made people make a sacrifice to climb the mountain. And he knew you will never get higher level knowledge if you are not willing to make a sacrifice to make some type of climb.

Rob Wilson: The website?

Nathaniel Bronner Jr.: 24hrMBA.com

Rob Wilson: The workshops are going to start at 8 o'clock or 7 o'clock in the morning?

Nathaniel Bronner Jr.: We serve breakfast at 7 and stop at 7:50. The workshop will begin at 8 o'clock. We will teach for exactly one hour, and then have about a 25 minute Q & A session so people can actually ask their questions there, and we will spend about 20 to 25 minutes answering questions. It will be over at 9:30 sharp. So one hour of teaching twice a month on the second and fourth Tuesday for the entire year of 2013. That is where the 24 hours comes from. One hour twice a month...24 hours. And then we will have about 30 minutes of Q & A.

Rob Wilson: I have had the privilege of sitting before you a number of times. Going back years...a number of times. I remember I stopped calling you. I used to call you and ask you and throw things at you a couple of times. And you said something to me that just kind of like shut me up, knocked me down, pushed me back and made me realize I wasn't ready. To me that was so valuable because even though I didn't take that next step to reach out again immediately, I was learning and I was quoting you to other people because that was a lesson I learned in my life from you.

For people to have that opportunity to be in that room. I really do think you are the most brilliant mind.

Nathaniel Bronner Jr.: I appreciate that.

Rob Wilson: I am serious. I have encountered a lot of business people Mr. Bronner. I have. I have talked with bankers, investors, angel investors of all types. But none more practical and realistic than yourself.

Nathaniel Bronner Jr.: I appreciate that. That's the difference between doing business and dealing with the theory. Bankers are excellent at what they do, but bankers don't run businesses. They analyze businesses from the outside. They look at the financial data sheet. They make sure you meet certain criteria. But they don't run businesses. They run banks, but they don't run business. And a bank is a business, but there is a different level of inner tenacity or knowledge when you have to actually run your own business. And that's why this is going to be so valuable to business people.

This is practical stuff of how do you do it and what do you do. Not the theory.

Rob Wilson: Now there are a lot of business owners out there listening to us now, and I'm going to put Mr. Bronner on the spot. Right now you can tap into his brain. You have a business question...call him and ask him. I guarantee you there is nothing in business that you can consider or encounter that he doesn't have some great insight on. And if he doesn't have it, he will get it and give it to you precisely accurate. I honestly know that he will do that.

So call us at (404) 892-2703. Also in the next segment I have a special offer for someone. I'll tell you now. In the next hour, in the next segment I should say, I am going to offer to pay the cost for someone to attend the class.

Nathaniel Bronner Jr.: I appreciate that Dr. Wilson, but I would rather you not do that. And I understand the graciousness of it. You know me, I am a giver to my heart. [Rob Wilson: Yes you are sir.] But I don't want anyone in there who has not made that sacrifice. There is a principle behind it. That's why all sacrifice almost requires literal blood. And money is blood. I don't want anyone...that's why I said I wasn't going to even let Ushers in if they didn't pay the \$70.00 There is a principle, and I don't want them to lose the blessing that goes with it.

Because there is a higher level principle with that. If you pay it...I am not going to even pay my own son's way. He has to pay his own \$70.00 If you pay it, they enter without the sacrifice. And if they enter without the sacrifice there is a blessing that they won't get. I appreciate the offer, but I want everybody in there to pay and make that small sacrifice so they get the full blessing.

Rob Wilson: Alright guys you heard it, it was given and it was taken away.
[laughter] I have to take a short break.

Do you remember when you were broke? [singing to a song coming back from break]
(404) 892-2073 is the number here in the studio.

And I asked that question “Do you remember when you were broke?” I remember and I want to say Mr. Bronner, I got this from you. That broke is...you told me that there was a difference between being broke and being poor.

Nathaniel Bronner Jr.: Yes there is.

Rob Wilson: Share that with the community.

Nathaniel Bronner Jr.: My father had this statement that he said. He said that there was a difference between being broke and being poor. Poor is a state of mind, broke is a temporary condition. He said I have been broke many times, but I have never been poor. And that is a difference of changing thought patterns and mentality. The difference between being broke and poor. Poor is a permanent state of mind, broke is a temporary condition.

Rob Wilson: Is there any changing of poor? Being able to change that for a person?

Nathaniel Bronner Jr.: Of course you can, but it is simply not easy. You have to change thought patterns, behavior patterns and oftentimes what you have to change is generational curses. And that is different because usually when a person is poor, their Mama was poor, their Daddy was poor, their Grandma was poor. So usually the thing goes back generations deep. And you have to change generations of thinking, so even though it is possible, it is very difficult.

Rob Wilson: I will put some of my family business out there, I grew up poor and just how you described it. Most of my siblings are still in that state of mind.

Nathaniel Bronner Jr.: It is difficult.

Rob Wilson: I hate to use this example, but there were many days that we didn't have anything at home to eat. Banana sandwiches, mayonnaise sandwiches, syrup sandwiches, peanut butter sandwiches and sometimes just sugar sandwiches. I remember my mother used to wait on Saturday for the fish man to come by and she would buy one dollar worth of fish. We would turn the sofa over and the chairs over and buy a dollar worth of fish. And we would have fish.

And now when I go home, I go back to the very same community. I'm so disturbed because I grew up on the East Coast, on the ocean. A chicken neck, I can go out to the water now and put a chicken neck in the water early in the morning before the

sunrise and catch a dozen of crabs. I can leave it overnight and have a basket full of shrimp. Croakers, mullets and spots were right there for me to put a worm on the hook and throw it in the water, and we were poor. We were that close to being able to feed ourselves and we didn't even realize it.

Nathaniel Bronner Jr.: Absolutely.

Rob Wilson: It is a mindset. [Nathaniel Bronner Jr.: It's a mindset.] We have that same experience in business. Would you agree?

Nathaniel Bronner Jr.: Absolutely. Stuff is not just business, it's everything. There are three major areas of life in terms of the physical. Business or money, relationship, and health. We have them in all three of those areas.

Rob Wilson: The number is (404) 892-2703. Give us a call. Give everyone the website. And probably share with everyone why they should as a small business or entrepreneur attend.

Nathaniel Bronner Jr.: They should, well it is the 24hrmba.com, and you should attend if you want to be a big business, if you want to be a better business. If you want to handle business easier and more efficient, you should attend. Basically if you want to improve, that's it in a nutshell.

Rob Wilson: And if you have the commitment because it is about commitment.

Nathaniel Bronner Jr.: Everything is about commitment. It's like the three major areas. Every one of those areas is about commitment. If you don't have commitment you won't make it in relationship, you won't make it in health. Every one of the areas is about commitment. You can't do anything on any type of successful level without some serious commitment.

Rob Wilson: Okay, now you small businesses out there give me a call, (404) 892-2703. Now over the last five Saturdays we have been celebrating small business in our community. You guys have had an opportunity to talk about your business, your product and services. I know you are listening and here you have the opportunity to make a decision for 2013 to change the course of your business, to change the course of your future and to go to the next level in doing business.

The only thing you have to do is, one, log onto the 24hrmba.com; go ahead and register. At what point will you cut off? Do you have a cut off at this period? The reason I am asking that is if an individual doesn't register prior to the first class or the second class, say in the month of January, are you going to shut it off at that period? Or what is the situation?

Nathaniel Bronner Jr.: No, I don't plan on shutting it off unless we have no more room. But basically if they want to come to the last class in December. The very last class is December 24th, it is Christmas Eve. If they have not registered before Christmas Eve and they want to come to the last class, they are welcome to come and register for the last class but it is still going to cost \$70.00

[Rob Wilson: Okay [laughter]] For one class, whether it is one or 24, it is one price.

Rob Wilson: As you stated you don't need the money, so that is really about...

Nathaniel Bronner Jr.: I'm not getting any money from it. If I needed the money, I wouldn't be doing it this way, trust me. So this is not about money, if I needed the money I wouldn't be charging \$70 and feeding people breakfast for 24 sessions...not for \$70.00

Rob Wilson: Right. I'm just speechless because you have Leadership and Management, Sales and Marketing, Finance and Money Management, Operations and Human Resources; which is normally an area that is ignored a great deal.

Nathaniel Bronner Jr.: Which area?

Rob Wilson: Operations and Human Resources.

Nathaniel Bronner Jr.: It is not ignored because if you are in small business you have to operate and you deal with human resources. If you have even one employee you have a human resources issue. So it is not ignored, it is just never focused on and properly trained. All businesses fundamentally, whether you are a fruit stand or whether you are a Microsoft or Google, all businesses deal with fundamentally those four areas. Every business does. They are just not trained in them if you are on a fruit stand level.

Rob Wilson: Finance and Money Management in business is important.

Nathaniel Bronner Jr.: Absolutely.

Rob Wilson: Should it be the primary focus for small business owners?

Nathaniel Bronner Jr.: No, it is not the primary focus for the simple reason there are some other things that leadership and management, and the product development...if you get all of those things in order the money automatically gets in order. Money is actually a symptom of managing all of the other stuff right. It is not the cause, it is the symptom of managing all of the other stuff right.

It is like health, good health is the final result of doing all of the other stuff right. Money in the bank is the result of doing the other stuff right. Because even if you

get money in the bank, and you do all the other stuff wrong, your money in the bank will soon disappear.

Rob Wilson: So if your business is not generating an income right now, and you need money to flow in that business...then there is something in the other areas that is wrong.

Nathaniel Bronner Jr.: Absolutely.

Rob Wilson: The number is (404) 892-2703. Who do we have there Tanisha? Yes, Fred, you have a quick question for me?

Fred [caller]: Yes, I was calling and wanted to ask you and your guest when do you know it is a good time to walk away from a good paying job to pursue your business full time?

Nathaniel Bronner Jr.: That is an excellent question. That's one of the seminars even in business to know when do you know when to walk away from your job. You also need to know when to walk away from your business. That's a real good question that sometimes people don't know.

Rob Wilson: Now, let me ask you this because we have a break coming up in a minute. Can you answer that within a minute's time or do you want to do it on the other side of the break?

Nathaniel Bronner Jr.: I can answer that in a minute. The question he asked is when do you know when it's the time to walk away from your day job? You walk away from your day job when your side job can pay your bills. That's when you walk away. That's it in a nutshell. Don't depend on your side job if you have not developed it to the point where it can pay your bills.

Rob Wilson: And Fred you are calling out of Dallas. When I come back from this break, I'm going to have him give us some more information on that as well. Be sure to check out the website: 24hrmba.com
I have to take a short break. This is News & Talk 1380 WAOK.

Alright guys, welcome back to News & Talk Radio 1380 WAOK. The voice of the community. The show is Financial Solutions with Rob Wilson. I am honored to have a brilliant businessman in his own right, Nathaniel Bronner Jr. Who is a part of a new program for the year 2013. It is real simple folks. What he is asking you to do is commit two mornings, the second and fourth Tuesday of every month to business training, business development, and seeking a higher source of knowledge in terms of how to take your business to the next level. It is 24 hours but it is over a 12 month period. [Nathaniel Bronner Jr.: Right.] Two Tuesdays a month.

Nathaniel Bronner Jr.: Second and fourth Tuesdays. [Rob Wilson: Two hours pretty much.] From 8 o'clock to basically 9:30; 7:00 if you want breakfast.

Rob Wilson: 7:00 if you want breakfast. So basically you are giving up a morning Tuesday morning twice a month to gain knowledge in areas such as Leadership and Management, Financial and Money Management, Operations and Human Resources, and Sales and Marketing. You are going to cover all four of those areas with various topics over the 24 sessions?

Nathaniel Bronner Jr.: Yes, and they really need to go to the website and look at the topics. Those are the generalized topics, but under each is specific stuff and it will let you know what specifically will be covered in each session.

Rob Wilson: And you recommend entrepreneurs or small business owners who are looking to go to the next level make that sacrifice?

Nathaniel Bronner Jr.: Absolutely.

Rob Wilson: All of the information is on the website.

Nathaniel Bronner Jr.: the 24hrmba.com

Rob Wilson: Now is that 24hour? Does it matter?

Nathaniel Bronner Jr.: You can type it out. You can type out 20 and spell it out. Put the numbers 24. I don't care how you put it, it is going to the 24hrmba.com So anyway you type out 24hrmba.com or the24hrmba.com No matter how you put it, it will go to that website.

Rob Wilson: And folks I really ask that you make a commitment to yourself and to your business. Because there was a statement on the website that I saw about \$20,000 a month or \$4,000 a week.

Nathaniel Bronner Jr.: Well that statement came from, we were sitting with our banker one day, and I was telling the banker we are one of your smallest accounts because they handle all these big multi-national corporations doing all these billions. He said Mr. Bronner, you don't understand. This is one of those big big banks with branches all over the world. He said 98% of all of our business commercial accounts do less than one million dollars per year. I said wow. 98% of all of their businesses do less than one million dollars a year.

Now a million dollars a year, to be honest about it, and that's why I broke it down to where people could understand it; a million dollars a year is when your business is

doing \$20,000 a week. Most small businesses are not doing \$20,000 a week. So 98% of all businesses in this country, they are less than a million dollars a year. And most of them less than half a million dollars a year. So even out of the 2%, half of those don't do \$10,000 a week. So most businesses simply don't have the resources to go and get all...they don't have the resources.

Often the seminars that I go to, I'll fly to another city to go to the seminar. So I have an airplane ticket, I have a hotel room, then I have \$500 for a seminar. Most small businesses simply cannot afford that. And you have to spend all day. They cannot afford that. So what we wanted to do is really put, and we are going to give what I believe is higher knowledge. Better knowledge that they can use. The cost of it to be honest about it is just ridiculous.

Rob Wilson: It is, I agree with you on that. It is...\$6 a month.

Nathaniel Bronner Jr.: It's ridiculous, but it is still a cost. And I'm not going to budge for anybody. I'm not letting anybody in free, and I'm not letting anybody in on a time payment plan. You can come up with \$70 to buy you some shoes, you can come up with \$70 to put something in your head. If you can't come up with the \$70, you can't get in, simple as that.

Rob Wilson: I teach the audience that \$19.76 a week is \$1,000 a year. It doesn't take much.

Nathaniel Bronner Jr.: We come up with all the money for anything we want. This is some money you need to come up with for something that you need if, and that's a big word...if, you want to take your life and your business to the next level.

Rob Wilson: Website again?

Nathaniel Bronner Jr.: the24hrmba.com

Rob Wilson: Okay, I'm going to give you the last two minutes to give a closing statement to the audience.

Nathaniel Bronner Jr.: For all of those there who are running businesses, and even to those of you if you are managers in another business, it will still help you tremendously. Now the time is 8 o'clock in the morning, and for most people that may be a difficulty because you may be on a job. I didn't choose the time, if I had chosen it I would have put it at 8 o'clock in the evening where most people would have been off of work. God said 8 o'clock in the morning, Tuesday, second and fourth Tuesday.

I'm very diligent about following what I have been spiritually led to do. I have seen that lead to much success in business. So the thing that you are coming to is not out of my own mind or spirit. It is something that God breathed and something that God spoke. Whenever you are in the presence of something that God has birthed, there is a blessing for simply being in the presence of it. The furthest couple who came to the Business Anointing came from Denmark! They flew all the way from Denmark just to get the touch.

The Business Anointing, it's level 1, but the 24HR MBA is the next level beyond the touch, it's the knowledge. But knowledge is really only information, wisdom is putting information in action. But you must have the knowledge first. So we are going to be there at 8 o'clock, second and fourth Tuesday; 7:00 if you want breakfast and the breakfast is included in it. 7:00 if you want breakfast, 8:00 if you don't. Second and fourth Tuesday of every month in 2013. So go to the 24hrmba.com It's \$70.00

If you want the mp3 files, if you can't attend, if you are listening from another country or another state, simply hit the Contact Us and tell us you want to be notified when the mp3s are ready, and we will send you information and you can get the mp3 downloads.

Rob Wilson: The website again?

Nathaniel Bronner Jr.: The 24hrmba.com

Rob Wilson: The 24hrmba.com folks, that is the website for you to go and register. I hope to see many of you there. I'm going to be there. I can't take care of some of you but I'm going to take care of me!

Nathaniel Bronner Jr.: Well you wanted to, but I just wouldn't let you do it.

Rob Wilson: That's true.

Nathaniel Bronner Jr.: Let me tell you Dr. Wilson, I'm paying \$70. I'm paying \$70! Now I know you are saying that is crazy. No, I don't want to miss out on any blessing God has for me. And if he says everybody has to pay \$70, I'm part of everybody. So I'm paying \$70!

Rob Wilson: Well we will see you there guys. Log onto the website now. I'm going to also have it posted on my Facebook and my LinkedIn. Beginning January 8th will be the first class. 8 o'clock in the morning. [Nathaniel Bronner Jr.: 8 o'clock.] We will see you there. Well actually, I'm going to be there at 7:00 because I am going to get breakfast. I'm getting up that early.

Nathaniel Bronner Jr.: We are going to have a good breakfast for you too.

Rob Wilson: Listen guys, I have to take a break. Mr. Bronner thank you so very much. I am so honored. [Nathaniel Bronner Jr.: I am honored to be here.] I'm going to make this one of my best salesmen [referring to song playing] even though the workshops may not be available at that time, but I 'm going to make this my best salesmen and when I'm not here it is going to play for me.

Nathaniel Bronner Jr.: Amen.

Rob Wilson: Thank you so very much. I have to take a break. You are listening to the voice of the community News & Talk 1380 WAOK.

Alright guys, welcome back News & Talk 1380 WAOK. The voice of the community. Rob Wilson. Financial Solutions with Rob Wilson. I cannot put it in words guys. I finally got Nathaniel Bronner Jr. in my studio. I mean, I am speechless because I can go back to 1993, my first encounter meeting him. Most of you know the story. I'm not going to tell you the story again, I'll just give you the short version of the story. If I would have listened to Mr. Bronner in 1993, I would not be on the radio talking to you right now. I would be on an island somewhere, somebody fanning me and I'm drinking something with an umbrella in it. Somebody clipping my toes and feeding me grapes. I'm just serious. Okay, I went out there, I went there.

Here is the thing, if I would have listened to him in 1993, I would have been the proud recipient of 49% of \$16 billion dollars. You do the math. I would have been the recipient of \$16 billion dollars, 49% of that. Roughly I would have been worth about \$7 billion dollars if I would have listened to him. Whew! I still kick myself. But you know one of the things I have recovered from, you make mistakes in life. Some of them can cost you dearly, and I believe that that mistake cost me.

But it also rewarded me because I have a relationship with him, and I gained a lot of knowledge from him. I will be sitting in that class on Tuesday morning for 2013. I will be sitting there because the knowledge that you gain. Here is the thing, for those of you who have followed me for years, and you follow me when I talk about personal finance and money management, the knowledge that you will gain or that you can gain from listening to me on the very same subject matters that I talk about...it's valuable to you.

The great demonstration of that is years ago, before Al Sharpton and Warren Ballentine bumped me off the air, I used to tell you guys you will not know the value of the information I'm giving you until I'm gone. And then when I left, for 2 ½ years, people promoted nothing to you but bankruptcy and prepaid cards. And then you began to realize, wow, Rob was right about that. So sometimes we have to go

through a process. We have to go through a break to get through. To have a breakthrough. You have to break through something to have a breakthrough. Okay?

For those of you who are entrepreneurs and business minded folks, I mean a sacrifice of \$70.00? \$6 a month, less than \$6 a month, actually I think it worked out to be something like \$5.83 a month. You are going to get breakfast twice and you are going to get knowledge. You cannot put a value on that. For those of you who are serious in business and you want to go to that next level...this is powerful. Better yet, just sitting in the room. You know, Robert Watkins said it, you have this a million times in the last few months, if nine of your friends are broke...guess who number ten is. Alright?

So when do you begin to change the environment in which you are trying to elevate to? I do have some ignorant associates; I don't hang with them anymore. I don't. I have tried to elevate their level, and to have, put it this way, he was quite modest but I will say it for him. To be wealthy, in all ways, but to be a millionaire already, you are going to pay to sit in rooms with other millionaires and other CEOs to learn more about business. That should tell you something. That should tell you something.

So for you small business owners out there, if you are really committed and trying to be a real business owner, you are trying to break that monopoly of being broke. Not necessarily having the revenues to carry you month to month. You are dealing with overdrafts and you can't keep employees, and your sales are low. You don't have great leadership and you don't know how to lead a company that is great that you built. Because sometimes you can get in your own way, I got in my own way. It cost me 49% of \$16 billion dollars. 49% of \$16 billion dollars. I got in my way. I got in my own way. And many of you are small business owners right now listening to me, you may be in your own way, I don't know.

But I'm going to tell you where I am going to be every second and fourth Tuesday of the year 2013, I'm going to be over at The Ark of Salvation. 355 Georgia Avenue. I'm going to pay my \$70. I'm going to sit in that class. I'm not going to let a 16 year old kid outdo me when he should be in school and I call myself a businessman or businesswoman. Think about that for a moment. Yeah, I'm shooting you below the knees, and hitting you in the gut, and slapping you upside the head right now. But think about it for a moment. Would you be willing to allow a 16 year old high school student make a stronger commitment towards business, then you will and you are a business owner or aspiring to be a business owner right now? Think about that for a moment.