



Develop
the Focus and
Strategy to Uncover the
Life
You Want

CREATING
SUCCESS
from the
INSIDE OUT

EPHREN W. TAYLOR
with Emerson Brantley

CREATING SUCCESS FROM THE INSIDE OUT

DEVELOP THE FOCUS AND STRATEGY TO UNCOVER THE LIFE YOU WANT

EPHREN W. TAYLOR II

WITH

W. EMERSON BRANTLEY III

John Wiley & Sons, Inc.

Copyright © 2008 by Ephren W. Taylor. All rights reserved. Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For general information on our other products and services or for technical support, please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books. For more information about Wiley products, visit our web site at www.wiley.com.

Library of Congress Cataloging-in-Publication Data:

ISBN-13: 978-0-470-17713-6

Printed in the United States of America.

10~MS9~MS8~MS7~MS6~MS5~MS4~MS3~MS2~MS1

CONTENTS

Preface	000
Introduction Who Am I, and Why Should You Care about What I Have to Share?	000
A Disclaimer	000
Section I Begin Where You Are Now	000
Get Up Off of Yourself	000
More Than Business	000
Section II Taking Responsibility for Your Own Life	000
The Black Hole of Excuses	000
Excuse Number One: I Don't Have the Money	000
Excuse Number Two: I Don't Have the Time	000
Excuse Number Three: I Need an Education First	000
Excuse Number Four: The Lack of Information and Knowledge	000
Excuse Number Five: I Don't Have the Experience	000
Excuse Number Six: I Don't Have a Car	000
Excuse Number Seven: I'm Just Not Ready	000
Section III The Dark Hall of Fear	000
The Magic Bullet: Self-Confidence	000
—Fear of People	000
—Fear of Failure	000
—Fear of Loss versus Hope of Gain	000
—Choosing Failure. Choosing Success	000
Section IV Empowerment versus Victimhood	000
Responsibility and Power versus Blame and Powerlessness	000
Empowerment	000
Decisiveness and Determination	000
Change Your Life, Break the Cycle	000
Forgiveness, Key to Overcoming	000
Get Uncomfortable and Face Your Fears	000
Conventional Wisdom Is Almost Always Wrong	000
Section V Why Every Young Person Should Start a Business	000

What If I Don't Know What I Want to Do?	000
Start with What You Know	000
Don't Wait Until You're Old, or Even Grown Up	000
True Success and Giving Back	000
What Is True Success?	000
I Don't Do It for Money, Neither Should You!	000
Socially-Conscious Investing to Empower Urban Communities	000
Section VI Getting What You Need to Succeed	000
How's Your Starter Switch?	000
Where to Get the Information and Knowledge You Need	000
Information and Knowledge	000
Mentors	000
Section VII Don't Listen to Losers, Whiners and Naysayers—Believe in Yourself	000
Epilogue: Dream Bigger Dreams!	000
Index	000
About Ephren W. Taylor II	
Ephren W. Taylor II Time line	
About W. Emerson Brantley III	

This book is dedicated to my loving wife and number one supporter MeShelle Taylor, my two wonderful children Ephren and Madison, and my parents Ephren and Diane Taylor, whose encouragement, guidance, and love helped me to find my own path to success. A special thanks is due to our church family at the Johnson County Church of Christ, who loved us before and after our successes; when we had little and when we were blessed with plenty. And to the City Capital Team and to all those who have supported, invested, encouraged, mentored, and loved us along this road, may all the work we do continue to bring glory unto His name.

PREFACE

W. Emerson Brantley III

In October 2005 I received an e-mail from somebody who'd developed a real estate concept and wanted me to help him market the concept. That wasn't that remarkable, but 15 minutes later a second e-mail popped up from the same sender. He told me a little more about who he was and what he had accomplished, and finished by saying he wanted to retain me for the next 15 months to create a national marketing program. What made this e-mail especially unique was that I had never spoken to, or communicated with this individual before, yet there it was: "I'd like to retain you through the end of 2006." This caught my attention. I wanted to talk to this guy. He was either crazy, or trying to impress with his audacity . . . or he was an incredibly intuitive and decisive individual.

Within the first 10 minutes of our first call, I knew he wasn't crazy, and he wasn't trying to impress me . . . but he was extremely intuitive and decisive. He was very articulate about his goals and showed a higher level of business acumen than many multimillionaires I've known and worked with over the past 30 years. And he was also one of the most genuine people I had ever talked with in my entire marketing career.

Ephren was black and had just turned 23, I was white and 48. None of that mattered to him, or to me. Based solely on his visit to my web site, Ephren Taylor felt I was the person he wanted, and had made a business decision to retain me. Extraordinary qualities for someone about the same age as my daughters. I saw immediately the potential of his vision, and more importantly, that here was a man who would commit the effort, find the funding, and do whatever else it took to reach his goals. Extraordinary. I signed on, and within a few short months "fired" other long-term marketing clients to come onto the board and into the company.

So what makes Ephren Taylor tick? By almost any yardstick you care to use, Ephren Taylor is an unqualified success. He started his first successful company, Flame Software, at age 12 to develop 3D video games.. At 16, Ephren won the Teen TechFest Challenge, sponsored by Microsoft, and used \$1,000 savings to start a job search engine for teens. He then won a scholarship from the Kauffman Center for Entrepreneurial Leadership that allowed him to develop and hone his business skills. He personally raised over \$250,000 in private funding and his web site grew into the highly successful GoFerretGo.com, ranked by *YoungBiz* magazine as number 4 of the "100 Top Companies Run by Teens" nationwide.

Ephren then turned his attention toward creating profitable investments for churches. Using his father's church as a model, he began investing their endowment monies into the community around them, originally in pretty conventional real estate rehabs. He earned returns that in some cases matched a decade of money market or bank interest on church accounts. He was 19.

He began speaking at churches, teaching stewardship, financial concepts, and more, helping them learn to grow their money within the community by giving rather than taking. Congregations would give their money or use their credit so their church could purchase a property and earn cash flow and equity. Several civic leaders in various cities took notice and

began to offer him surplus properties that needed rehabbing for urban families, homes other investors were passing up in favor of big dollar developments. About the same time, people began to say, "I like using my money and credit to help my church, but can I get some of those returns for my retirement account, too?" That was the beginning of the investment programs that continue to be developed in today's City Capital Corporation.

Expanding on these concepts, four short years later, in the spring of 2006, Ephren became CEO of a multimillion-dollar public corporation: (City Capital Corporation: CCCN) with business interests throughout the United States and overseas. At age 23 the youngest African American CEO of any public company in history. He has earned a wall full of accolades and recognitions including State Champion and then National Champion of the Future Business Leaders of America in 1999, and Kansas Entrepreneur of the Year award in 2002. He has been asked to serve on national panels on housing issues, financial self-sufficiency within urban communities, national market conditions.

Ephren Taylor has an aggressive, proactive approach to everything he does and believes in surrounding himself with extremely high-quality individuals to form a strong team, to make the vision a reality. Today that team represents over 225 years of expertise in finance, marketing, development, management, and much more.

As of the writing of this book, Ephren Taylor is still only 24, yet his companies manage millions of dollars in assets including biofuels research, community development, and investment programs.

City Capital's mission of "**Socially-Conscious Investing to Empower Urban Communities,**" which originally focused on providing affordable homes for working class families, now has expanded its vision to include renewable resources and empowering people in other nations as well. While the company is a for-profit corporation, its roots are in the charitable sector, and it continues to plow significant portions of corporate profits back into local communities, in some cases as much as 40 percent. City Capital does this through partnerships with local, state and federal governments, community organizations, churches, and colleges. Ephren Taylor's story, and his companies' socially conscious agenda, have made him extremely attractive to local and national media. He is often invited as a guest expert on hundreds of local and national television and radio shows including CNBC's *Big Idea*, Tom Joyner's morning show on Fox News *Bulls & Bears*, and many more. He has served as keynote speaker for dozens of colleges and business organizations, and is regularly asked to address prestigious groups such as the Wall Street Economic Summit and the Congressional Black Caucus and others.

He never completed college, yet he is in top demand as a speaker in college business classes, high schools, Boys and Girls Clubs, and other youth organizations nationwide. Ephren Taylor has spoken before tens of thousands of all ages; from large auditoriums at national conventions, to small classrooms of children and teens, to national panels on housing and economic growth in our nation's capital and on Wall Street.

Ephren Taylor has spearheaded private summits that have included investors, boards of directors of major corporations, economic development group committees, government and community leaders, and even heads of state. His Urban Wealth Tour will visit 15 cities in

2007, where he will present his economic empowerment message to hundreds of thousands across America, and bring together educational, nonprofit, and government forces to create positive change in urban communities.

In April 2007, Ephren presented the largest donation ever to Cheyney University, the oldest historically black university in America, establishing the Ephren W. Taylor II Entrepreneurship Academy to bring real-world entrepreneurial skills to urban youth.

Ephren Taylor is especially interested in reaching young men and women and helping them find their own keys to success. For these, our future leaders, business owners, and employees, as well as those of us already in the business world, he offers this collection of the thoughts and insights that have driven this world-class entrepreneur and businessman.

Though still a young man, Ephren Taylor is a person who is admired and respected throughout the business community. Yet, what sets Taylor apart from most wealthy and successful businesspeople is his fierce commitment to improving communities and enhancing the lives of the less fortunate. Giving back to the community and supporting charitable projects is as much a part of his business plan as the quarterly profit and loss statements. In fact, those who know him best would say that this focus, backed by his deep faith and conviction, is how Ephren Taylor is “*Creating Success from the Inside Out.*”

INTRODUCTION: WHO AM I, AND WHY SHOULD YOU CARE ABOUT WHAT I HAVE TO SHARE?

There are really two introductions in order: one for this book, and one for me. I realize most Americans have never heard of me, and that's okay because you have now! I've been working since I was 12, not for publicity or fame, but to build businesses; businesses that have been successful, profitable, and have improved peoples' lives. This book shares the business and life philosophies I've developed along the way, and have repeatedly proven to be true in my own life. Principles that will change your life, if you're up to the challenge, and help you reach your goals.

Different people will find different areas of inspiration and education here. Your background will have a direct effect on how much this book influences you because we filter everything through our mind and our life experiences. I have learned that, in the end, **our perceptions truly are our reality**. I would like you to think about this for a few moments before going on. We'll talk more about it later, but right now ask yourself, "How have my perceptions created the realities of my life up until now, and how are they filtering everything around me today?"

So, who am I to be telling you all of this? I'm just a man. And a young man at that. I'm Ephren White Taylor II. I'm the son of Ephren Taylor Sr. and Diane Taylor. I'm the brother of Marcquest and Kedron Taylor, my two brothers, each of us four years apart. I'm the husband of MeShelle Taylor. And I'm the father of Ephren III and Madison Elise Taylor. As this book is being written, I've just turned 24.

People have called me a lot of things over the years: Dumb kid, nerd, dreamer, wunderkind, genius, smart guy, lucky. I've been given nicknames by the media such as "E-Money" and "E-Billions." I've been referred to me as a wealth engineer, activist mogul, a "high-performance visionary with the ability to make things happen, when nobody else can," "the Warren Buffett of the hip hop generation," And "Living Black History," among many others. I've also been accused of not being "authentic" or "genuine" because of my successes, like being black and smart or successful is somehow not "keeping it real." I've had my share of some other names that have been pretty derogatory, but I tend to let most of those roll off my back. I also don't let all this praise affect me or go to my head.

I've been a preacher, a teacher, an entrepreneur, a business owner, a CEO, and a chairman, a fundraiser, a developer, a public speaker, and more. I've been featured as a guest panelist and keynote speaker for conferences, and appeared on countless radio and television broadcasts nationwide. Hundreds of magazine and newspaper articles, maybe thousands by now, have been written about me and my meteoric rise in the business world, not to mention tens of thousands of Web page articles.

Since about age 19, most of my focus, and that of my companies, has been on connecting individuals, corporations, and churches to wealth. I have clients in Wall Street boardrooms; in South Central Los Angeles; in Anchorage, Alaska; Wichita, Kansas; Macon, Georgia; and in other cities and towns all across the United States. I've worked closely with Hip Hop icons such as Snoop Dogg and others. Along the way, I've made—and lost—millions of dollars, and I've helped change the face of entire communities.

Why Business?

I figured out pretty early that I couldn't dance too well, I couldn't hold a note to sing, and even though I was pretty good at football, a diagnosis of scoliosis ended my chances of becoming an NFL pro. For most black teenagers, that pretty much eliminates all the obvious legal options to make it big.

But I didn't buy into the notion that I had to do any of those things to succeed. **I refused to be a victim.** I didn't want to go to work for someone else, and I wasn't raised to think that the government owed me or my family anything. Because of my incredible parents, I knew I could achieve whatever I set my sights on, and I didn't listen to the clowns, the politicians, and the media personalities who tried to tell me anything different.

Motivational speakers like to say, "If I can do it, you can do it, too!" There's a lot of truth in that. The real core, the part that's often missed, is that while we may be able to do pretty much *anything* we set our minds to, consciously or subconsciously *we choose not to do most things*, including those that will lead us to success in life. In this book, I'll prove this to you: our minds literally keep us from success. Or make it all possible.

Sometimes these choices are simply our preferences, like I never wanted to flip hamburgers for a living. Other times there is something inside us that keeps us back, and that something—the things we like to avoid within ourselves—is what keeps success just outside our grasp.

True success begins when we simply find that inner spark, that talent, that passion in our lives, and go after it to the exclusion of all the other things.

God gave us all a living spirit, one in his likeness. He didn't create junk, or make you superior or inferior to anyone else. He did, however, give us certain talents. It's up to us to make up our minds to use the talents we have, and go for it!

A DISCLAIMER

Before we get into this any more, I want to be really clear about one point: I'm not here to give you a "How-To" guide to riches and fame. Anybody who tries to offer you his or her step-by-step "E-Z Guide" to achieving wealth is usually selling something of little value. In fact, the value is almost the inverse of the cost of the information: in other words, the more expensive the course, the less real-world value it often has.

On the other hand, there are loads of real information resources available, most of them inexpensive or even free. Napoleon Hill's *Think and Grow Rich*, Conrad Hilton's *Be My Guest*, Michael Gerber's *The E-Myth*, former GM head Alfred Sloan's book, *My Years with General Motors*, Kenneth Blanchard's *The One Minute Manager*, Collins and Porras *Good to Great*, and Dan Peña's *Building Your Own Guthrie* are just a few examples. If I were teaching a college course on success, I'd make them all required reading. One more I rely on constantly is the *Bible*. In it I've found the true keys to success, which are all based on *giving*. It has never failed to give me the guidance I've needed, even through some of the roughest, bleakest times I've faced.

I've found the Bible to be an incredible "user's manual" in my life. For example, in "I Samuel," this kid David had to take lunch to his brothers. He was around 14 or so, and had acne. (Yeah, I know, you never knew the Bible talked about stuff like that!) His brothers were soldiers, and they happened to be in a standoff with the giant, Goliath. David hears the soldiers talking about what the person gets who kills Goliath, and he was blown away. King Saul was giving away money, his daughter's hand in marriage . . . he'd even eliminate the champion's taxes for life. David jumps in and asks them to repeat the prizes, "WHAT!? What does the man get who kills the giant?" But his brothers get angry and tell him to go back to his sheep. Go home! Get outta here! This stuff ain't for kids!

The next moment is so rich, so real. I think of it every time I get dissed or someone tells me I can't do something. All the Bible says is, "**And he turned from him to another...**" Wow. Just like that. He didn't listen to those clowns . . . he just tuned them out and kept his eyes on the prize. He turned away and ignored them, and asked someone else for the information he needed. And you know the rest of the story.

So many times in our lives we are willing to listen to all the voices telling us why we "can't" do something. Why we're not smart enough, fast enough, rich enough, or whatever. We listen to all the Conventional Wisdom about how our age, or our race, or gender is a handicap. And more often than not the first key step toward our dreams hinges on this one moment: **Do we listen? Or do we turn from them to another?** I've done both. In every case, the turning away from the negative and toward my dreams and goals *always* led me to the information and resources I needed to succeed.

As we'll see, however, just having the right knowledge, experience, and other resources in your hands isn't enough. If it were that simple, everybody would be living in mansions on Easy Street driving BMWs and Hummers. There are other steps and strategies to keep us on track to success. If you'll let me, I'd like to spend the next few pages sharing my insights into "what true success is," and some of my life experiences, as well as some specific

ways to get your mind—and your life—aimed in the right direction. And then, how to follow through and stay on track until you reach your own dreams and goals in life.

What Makes Someone a Success?

First, let's talk about what you see as success and what I see as success. I find this is easier by first looking at the things I DON'T consider success, despite Conventional Wisdom (which as we'll see is almost always wrong anyway). To me it isn't wearing certain clothes, reading the right books, or going to a certain school that lifts a man or woman up in the world, it's his or her way of thinking. Many young people lose sight of this. They think that if they just had a cool car and a great house, everything would work out great and they'd have the kind of respect they deserve. Maybe if they had a brand new pair of \$200 sneakers or a lot of gold and platinum bling to show off, they'd be on top of the world.

So they set off pursuing these things—begging, borrowing, stealing, whatever—and no matter how many things they're able to collect, sooner or later they discover that *things* are not the answer. They are empty goals. Even when you get them, *if* you get them, you really have nothing. And often, after all their efforts *getting*, many people lose it all anyway. For some, that's what it takes to understand that it's not stuff that makes us somebody. It's the giving we do more than the getting. And some people never get it.

To me, your way of thinking is what ultimately makes you successful in life. That eight inches between your ears is all the ammunition, motivation, and creativity you need to make it. It controls whether you are a giver, or a taker; someone who's out for Number One only, or someone who's a team builder? What I would like to do is give you an idea of how I think and how other successful people think.

The way I look at it is this: I can't give you the road map for your life, but I can sure give you a compass and some powerful travel tips. A compass can't tell you which road to take but it will always tell you if you're headed in the right direction. And having a guide, someone who's been there, done that before you is always a big help. But ultimately, acting on the information and using the compass is all up to us, individually. Fair enough?