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THE FOCUS MAGAZINE

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## Years of The Focus Magazine



EDITOR'S MESSAGE



# HELLO

The Focus Magazine has been a voice for a group of innovators to project the positivity we desire to see, and make it manifest

## I'M TOM A. PAGE-ROSE

We have entered the second quarter of the calendar year. This is the moment we are putting our energies and efforts into connecting the pieces. Very similar to NCAA Basketball big tournaments we are "balling" right now.

As always we keep you abreast of the things going on in the capital city. Some interesting moves coming from the governor, let's see how it all plays out. The music game is going crazy with new music from the "Queen B" and the rap beefs between the big 3 is what everyone has been talking about.

Very happy to get an article from Little Miss Roanoke and her journey during Roanoke Fashion Week 2024.

Make the most of the time and STAY FOCUSED MY FRIENDS!

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## THE TRUTH IS

"The Focus" Magazine is a rising star among regional publications that reflects a new and balanced perspective on Arts, Entertainment, Sports, Business, and Community. We stay FOCUSED through support from communities that want to know more about what's happening around them.

Each month "The Focus" spotlights small businesses, entrepreneurs, community events, political topics fashion and the arts. With our headquarters located in the heart of the Star City (Roanoke, VA), we are cultivating markets in Richmond, 7 cities, and Northern Virginia. With our media presence, we are poised to stay relevant and influence what people are talking about and doing.



# MULTIGENERATIONAL HOUSING MAKING A COMEBACK IN THE US

## The Wealth is in Family

The resurgence of multigenerational housing in the United States is becoming a prominent trend. In the past, it was common for Americans to live in homes with multiple generations, and now it seems to be making a comeback. Layla Ahmed, a responsible young adult who works at a nonprofit in Nashville, is a prime example of this phenomenon. Despite being financially stable and hardworking, Ahmed moved back in with her parents after graduating college in 2022. She shared her experience on the

Today, Explained podcast, highlighting the misconception that young adults living with their parents are lazy or unmotivated.

Ahmed's situation reflects a larger trend in America. According to the Pew Research Center, a quarter of adults between the ages of 25 and 34 now live in multigenerational households, which are defined as households with two or more adult generations. This number has been

steadily increasing since the 1970s and has seen a significant rise in the last 15 years. The US Census, which defines multigenerational households as three or more generations living together, also confirms this trend with an almost 18% increase from 2010 to 2020.

Further analysis by RentCafe, an apartment listing and resident services company, focused on Generation Z and found that 68% of individuals over the age of 18 still live with their parents. Additionally, 20% of millennials have either moved back in with their parents or never left. Considering the negative perception associated with living with parents, it begs the question: what is driving this trend?

Financial reasons seem to be the primary driver behind the increase in multigenerational living. When Pew surveyed individuals living in multigenerational homes, a majority cited financial issues as the main reason for their decision. Student loan debt remains a significant burden, and although there has been a slight decrease in recent years, inflation and the high cost of homeownership continue to pose challenges. Donna Butts, the executive director of Generations United, a nonprofit focused on researching and advocating for multigenerational households, suggests that this trend allows individuals to save money for various goals, such as buying a home or pursuing further education.

Major macro disruptions, such as recessions, housing busts, and the Covid-19 pandemic, have historically led to an increase in multigenerational living. However, contrary to expectations, the numbers have not decreased significantly after these events. The pandemic did cause a slight dip in younger adults living with their parents, but many individuals moved back in and decided to stay. Rising costs and labor shortages in caregiving have also contributed to the rise in multigenerational housing, with nearly a

third of survey respondents mentioning caregiving as the primary reason for living in such a setup.

Another factor driving the increase in multigenerational housing is the changing demographics of America. As the country becomes more diverse, with a growing Hispanic and Asian population, extended family living arrangements are more common in these cultures. Black families also have a history of embracing multigenerational living. In many parts of the world, living with multiple generations under one roof is considered the norm, even after marriage.



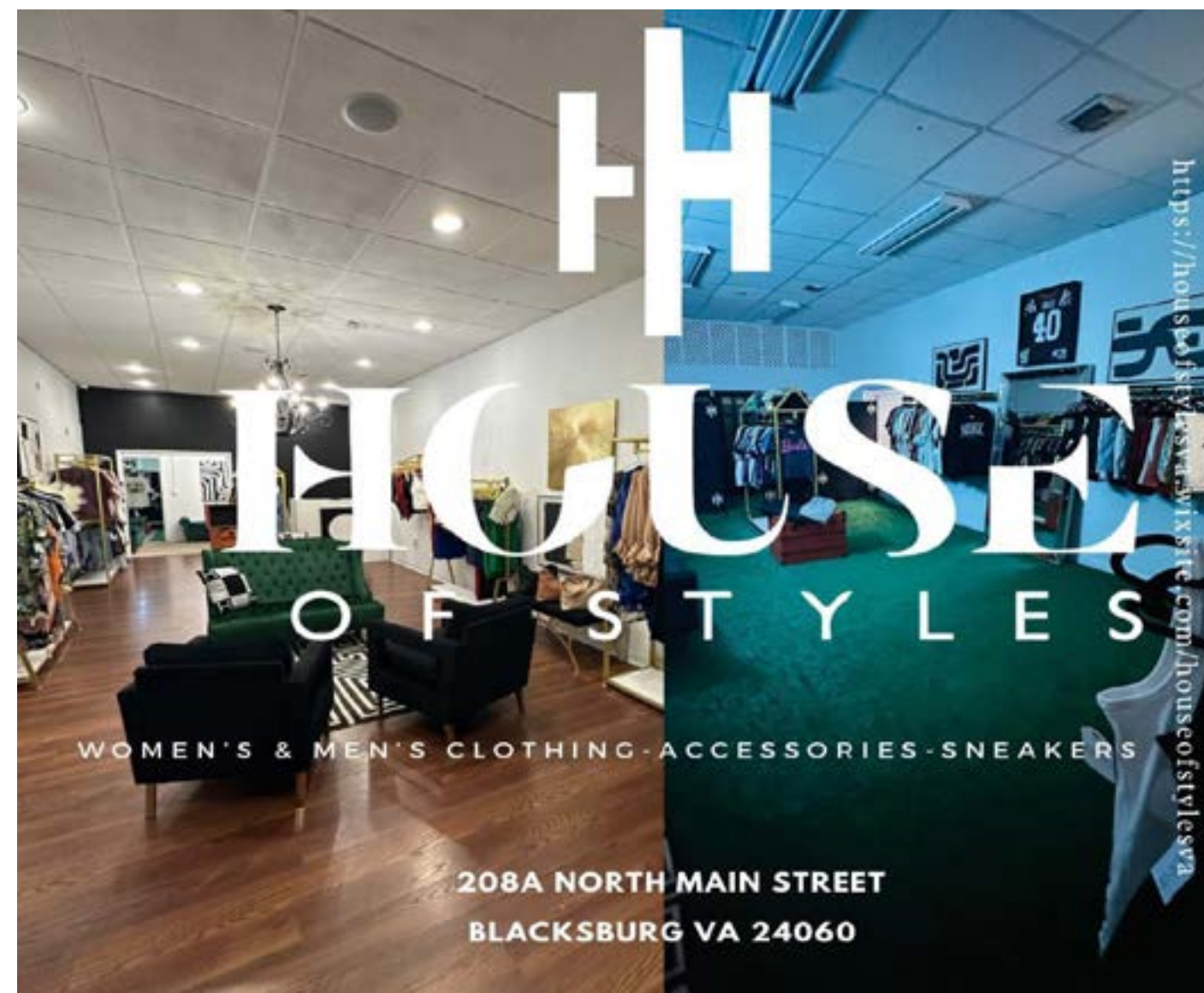
Despite the increase in multigenerational living, there is still a portion of the population that views it negatively. Pew's research shows that a little over a third of Americans believe this trend is "bad for society." However, there are variations in opinion based on race, gender, age, and political affiliation. White individuals are more likely to view multigenerational living as negative compared to

Black, Hispanic, and Asian individuals. Men, older people, and Republicans also tend to be less receptive to this living arrangement.

Dave Ramsey, a popular personal finance personality known for advocating aggressive saving and homeownership, provides some perspective on the topic. While he emphasizes the importance of independence and career choices, he acknowledges that living with parents temporarily to pay off debt can be a practical solution.

Donna Butts reminds us that multigenerational living was prevalent before World War II and became less common as people pursued individual independence. However, she believes that we need to recognize the value of interdependence, whether it's for caregiving, companionship, or financial support. Pooling resources in multigenerational households can also have positive environmental impacts.

In conclusion, the resurgence of multigenerational housing in America reflects various factors such as financial challenges, changing demographics, and a shift in societal attitudes. While some may view it negatively, there is a growing recognition of the benefits that come with living in multigenerational households. It provides individuals with the opportunity to save money, receive caregiving support, and foster a sense of community within the family.





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# WHAT'S UP IN VIRGINIA

In a surprising move, Governor Glenn Youngkin of Virginia has vetoed two major pieces of legislation: one that would have established a retail marijuana market in the state, and another that would have raised the minimum wage to \$15 per hour. These vetoes come on the heels of the governor's failed proposal to bring a professional sports arena to Alexandria, which was met with widespread community opposition and questions about its financing. With these actions, Youngkin has now vetoed a total of 86 bills that were passed by the General Assembly earlier this year.

The contentious atmosphere in Virginia politics in recent weeks has raised doubts about the possibility of any high-profile legislation gaining bipartisan support, and Youngkin's latest round of vetoes only further reinforces this skepticism. In a lengthy veto statement, the governor expressed his concerns about the potential harm to society that legalizing recreational marijuana sales could bring. He cited worries about the impact on children, increased crime rates, and the potential for an uptick in "psychosis" if marijuana becomes more easily accessible in

Virginia. Youngkin argued that instead of establishing a regulated marketplace, it would be more prudent to address discrepancies in

enforcement and not further endanger the health and safety of Virginians.

Democratic lawmakers who sponsored the marijuana bill criticized Youngkin's veto as "reckless and negligent." They argued that public servants have an obligation to address pressing issues, regardless of their origin or culpability, and cannot pick and choose which problems to tackle. The decriminalization of small amounts of marijuana took place in 2021 under former Governor Ralph Northam, but the legislature failed to reach a consensus on establishing a retail marketplace before Youngkin took office in 2022. As a result, Virginia's marijuana laws are currently in a state of confusion, with possession and home

cultivation allowed, but recreational sales still prohibited.

Furthermore, Youngkin cast doubt on the effectiveness of legalizing retail marijuana sales in reducing the underground market. He pointed out that states with legal markets have struggled to transition their existing black markets into legal, regulated, and taxed ones. Democratic Delegate Paul Krizek argued that the veto would only strengthen the illegal marijuana industry in Virginia, posing greater risks to schools and public safety.

Given the slim majorities held by Democrats in both legislative chambers, it is unlikely that the marijuana veto will be overridden when lawmakers reconvene in April. This suggests that advocates may have to wait for the next governor to have a realistic chance of passing a retail marijuana bill. Although Youngkin will still be in office for the 2025 General Assembly session, any future marijuana bill sent to him would likely face the same fate.

In addition to vetoing the marijuana bill, Youngkin also blocked a bill that would have raised Virginia's minimum wage gradually over the next few years. The governor argued that the free market for salaries and wages is effective and that a mandated wage increase would impede market freedom and economic competitiveness. He highlighted the significant cost-of-living differences between regions in Virginia and deemed a "one-size-fits-all mandate" unworkable. Democrats, however, criticized the governor's veto as a blow to the

working class and accused him of prioritizing tax cuts for the wealthy over helping struggling families.

Overall, Governor Glenn Youngkin's recent vetoes of the retail marijuana and minimum wage bills have sparked controversy and raised questions about the future of these Democratic priorities. The strong opposition expressed in Youngkin's veto statements suggests that advocates may face an uphill battle in achieving their goals during his tenure. As the political landscape continues to evolve in Virginia, the fate of these important issues remains uncertain.

Despite the controversy surrounding Governor Glenn Youngkin's recent vetoes of the retail marijuana and minimum wage bills, it is important to note that he has also taken positive actions that benefit the community. One such action is his decision to donate portions of his salary to nonprofits throughout the state to support their missions. Two organizations that received these donations are the Bradley



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Free Clinic and their HOPE Initiative, as well as Straight Street Ministries, both located in Roanoke, VA.

The governor personally presented checks to a crowd of community leaders, highlighting his commitment to making a difference in the lives of Virginians. This gesture demonstrates Youngkin's recognition of the important work carried out by these nonprofits and his willingness to support their efforts.

The Bradley Free Clinic and their HOPE Initiative play a crucial role in providing healthcare services to underserved populations. Through their programs, they ensure that individuals in need receive medical care and support for various health issues. The donation from Governor Youngkin will undoubtedly help the clinic expand its reach and provide even more comprehensive care to those in need.

Straight Street Ministries is another organization that received support from the governor. This ministry focuses on empowering young people and providing them with resources and guidance to make positive life choices. By investing in Straight Street Ministries, Governor Youngkin is investing in the future of Virginia's youth and demonstrating his commitment to creating opportunities for success.

While Governor Youngkin's vetoes of the retail marijuana and minimum wage bills have been met with criticism, it is essential to recognize that his actions extend beyond these decisions. By supporting nonprofits like the Bradley Free Clinic and Straight Street Ministries, Youngkin is actively contributing to the betterment of his community. This demonstrates a well-rounded approach to governance, where he is considering various aspects of society and striving to make a positive impact in multiple areas.

As the political landscape in Virginia continues to evolve, it will be interesting to see how Governor Youngkin's actions shape his tenure and the future of the state. While his veto decisions may have sparked controversy, his support for nonprofit organizations showcases a commitment to community welfare. It is crucial to recognize both the positive and negative aspects of his leadership, as this provides a comprehensive understanding of the governor's approach to governing Virginia.



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## Kevin Keatts: From Ferrum College to the Final Four

In the world of college basketball, there are few stories as inspiring as that of Kevin Keatts. The head coach of the N.C. State Wolfpack has captured the hearts of fans with his relentless determination and unwavering commitment to his

craft. Keatts' journey to the Final Four has been marked by his time as a player for the Ferrum College Panthers in the early 90s, his invaluable experience as an assistant coach under the legendary Rick Pitino at Louisville,

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and his successful tenure at UNC Charlotte before ultimately landing the prestigious position at N.C. State. Now, with his recent contract extension, Keatts is poised to lead the Wolfpack into a new era of success until 2030.

Kevin Keatts' love for the game of basketball was ignited during his time as a player for the Ferrum College Panthers in the early 90s. As a point guard, Keatts showcased his leadership skills and relentless work ethic on the court. His passion for the game was evident, and it was during these formative years that he began to lay the foundation for his future coaching career. The lessons he learned at Ferrum College would prove to be invaluable in shaping his coaching philosophy and approach.

After his playing career, Keatts embarked on a journey as an assistant coach, eager to learn from the best in the business. His path led him to the doorstep of coaching legend Rick Pitino at the University of Louisville. Under Pitino's tutelage, Keatts honed his coaching skills and developed a keen basketball mind. He absorbed Pitino's strategic brilliance and instilled it into his own coaching style. Keatts' time at Louisville was instrumental in preparing him for the challenges that lay ahead.

In 2015, Kevin Keatts took on the head coaching position at UNC Charlotte, where he quickly made his mark. With his signature high-energy style of play and an unwavering commitment to player development, Keatts transformed the program into a formidable force. His teams at UNC Charlotte displayed a relentless defensive intensity and a fast-paced offensive attack. Keatts' success at UNC Charlotte caught the attention of the college basketball world and set the stage for his next big move.

In 2017, Kevin Keatts was named the head coach of the N.C. State Wolfpack, a program hungry for a return to its glory days. Keatts wasted

no time in instilling his winning mentality and infectious enthusiasm into the team. Guided by his leadership, the Wolfpack quickly regained their competitive edge and became a force to be reckoned with in the ACC. Recognizing Keatts' potential, N.C. State recently rewarded him with a contract extension that ensures his presence on the sidelines until 2030.

Under Kevin Keatts' guidance, the N.C. State Wolfpack has now achieved what seemed like an insurmountable feat – a berth in the Final Four. This accomplishment is particularly significant as it marks the program's return to the



national semifinals for the first time since the iconic 1983 team led by the legendary Coach Jimmy V. Keatts' relentless pursuit of excellence and his ability to inspire his players have propelled the Wolfpack to new heights.

N.C. State's incredible journey to the Final Four continues as they extend their winning streak to nine games, solidifying their place in college basketball history. Led by their dominant big man, D.J. Burns, the Wolfpack outmatched Duke in the Elite Eight matchup of the NCAA



**Tournament. N.C. State's victory ends 40 plus years of not playing in the Final Four, a historic achievement celebrated by head coach Kevin Keatts cutting down the nets.**

**In a remarkable display of skill and determination, D.J. Burns delivered his best performance on the grandest stage. He showcased his all-around ability by contributing 29 points, four rebounds, three assists, and two blocks. Burns converted an impressive 13 of his 19 field goal attempts, propelling his team to a convincing 76-64 triumph over Duke. This victory marked the second time in recent weeks that the Wolfpack had defeated Duke, following their win in the ACC Tournament quarterfinals.**

**Another standout performer D.J. Horne, who continued scoring prowess. Horne during his 38 minutes on the court, solidified his status as one of the team's most dangerous players throughout the season.**

**The Wolfpack's defense proved to be a formidable force, stifling the Duke offense and preventing them from finding their rhythm. The Blue Devils struggled from beyond the arc, converting only five of their 20 three-point attempts (25%). Their overall shooting performance was equally poor, with a field goal percentage of just 32.2%. Such poor shooting numbers are rarely enough to secure a victory, especially in the NCAA Tournament.**

**Reflecting on N.C. State's journey to the Final Four, D.J. Burns expressed his amazement at the team's accomplishments. The Wolfpack's hopes in the ACC Tournament had appeared bleak in the closing minutes of their semifinal game against the Virginia Cavaliers. However, a miraculous buzzer-beating three-pointer by Mikey O'Connell propelled them to victory in overtime. They subsequently triumphed over UNC in the ACC Tournament Championship, securing their spot in the NCAA Tournament.**

**This remarkable run has been a testament to the coaching prowess of Kevin Keatts, who has transformed N.C. State's basketball program. Keatts' first coaching experience began at Hargrave Military Academy, where he not only served as the head coach but also took on responsibilities such as driving the team bus and washing jerseys. The Wolfpack's journey to the Final Four has been nothing short of extraordinary, exemplifying the unpredictable nature of college basketball, particularly in this unprecedented year.**



**former for N.C. State was to exhibit his explosive performance on the court, further solidifying the team's most dangerous player of the season.**

**proved to be a formidable offense and preventing the Duke offense from finding their rhythm. The Blue Devils converted only 13 of 50 attempts (26%). Their shooting performance was equally poor, with a field goal percentage of just 32.2%. Such poor shooting numbers are rarely enough to secure a victory, especially in the NCAA Tournament.**

**journey to the Final Four, amazement at the team's accomplishments. The ACC Tournament had appeared bleak in the closing minutes of their semifinal game against the Virginia Cavaliers. However, a miraculous buzzer-beating three-pointer by Mikey O'Connell propelled them to victory in overtime. They subsequently triumphed over UNC in the ACC Tournament Championship, securing their spot in the NCAA Tournament.**



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# First Families of VA

The First Families of Virginia (FFV) refers to the early English settlers who established prominent and influential families in the Colony of Virginia during the 17th and 18th centuries. These families played a significant role in the development and governance of the colony and later the state of Virginia.

The FFV were primarily wealthy and aristocratic landowners who held positions of power and influence in Virginia society. Many of them were descendants of the

original colonists who arrived in Jamestown in 1607. These families were often linked through intermarriage, creating extensive networks of familial and social connections.

Some of the notable First Families of Virginia include the Randolphs, Lees, Carters, Byrds, Fitzhughs, and Washingtons. The Washington family, in particular, gained prominence through George Washington, who became the first President of the United States. Other FFV families, such as the Lees, also produced important figures in American history, in-

cluding Richard Henry Lee and Robert E. Lee.

The First Families of Virginia held vast land holdings, operated plantations, and owned slaves, which were integral to the colony's economy, particularly the cultivation of tobacco. They were also involved in politics, serving in the Virginia House of Burgesses and later the Virginia General Assembly. Their influence extended to areas such as law, military service, and education.

Over time, the FFV families expanded their influence and wealth, maintaining their social prominence for generations. Their legacy can still be seen today in Virginia, with many historic estates, landmarks, and institutions associated with these families.

It is important to note that the term "First Families of Virginia" is often used in a more narrow sense to refer specifically to the families who were members of the Virginia Historical Society's organization known as the "First Families of Virginia" or "F.F.V." This organization, founded in 1910, required members to prove their descent from a member of one of the original Jamestown families.

Was Colonel John Page one of FFV?

Yes, Colonel John Page was indeed part of the First Families of Virginia (FFV). He belonged to one of the prominent and influential families in Virginia during the colonial and post-colonial eras. Colonel John Page was born on April 28, 1628, in England and later immigrated to Virginia.

The Page family can be traced back to the earliest English settlers in Virginia. Colonel John Page himself was a descendant of Francis Page, who arrived in Virginia in the early 17th century. The family acquired significant land holdings and played a notable role in the social, economic, and political development of Virginia.

Colonel John Page held various positions of influence within the colony. He served as a

member of the Virginia House of Burgesses and held military appointments, including the rank of colonel. He also played a role in local governance and was involved in the development of the Williamsburg area.

The Page family's prominence continued in subsequent generations. John Page's son, Mann Page, Sr., served as a member of the Continental Congress and the Virginia House of Delegates. Another notable descendant, John Page, became the Governor of Virginia in the early 19th century.

Overall, Colonel John Page and his family can be considered part of the esteemed First Families of Virginia, with their contributions and connections shaping the history of the colony and the state.

The term "First Families of Virginia" (FFV) encompasses numerous prominent families who played significant roles in the early history of Virginia. Listing all the FFV families would be an extensive task, but here are some of the notable ones:

1. Washington - The Washington family includes George Washington, the first President of the United States, and his ancestors who settled in Westmoreland County, Virginia.
2. Lee - The Lee family produced notable figures such as Richard Henry Lee, a signer of the Declaration of Independence, and General Robert E. Lee, a prominent Confederate military leader during the American Civil War.
3. Randolph - The Randolph family, known for its extensive land holdings, produced influential figures such as Peyton Randolph, the first President of the Continental Congress.
4. Carter - The Carter family, led by Robert "King" Carter, was one of the wealthiest and most powerful families in Virginia during the colonial era.
5. Byrd - The Byrd family, represented by William Byrd II, played a significant role in the

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political and economic development of Virginia.

6. Fitzhugh - The Fitzhugh family, descendants of William Fitzhugh, held large estates in Virginia and were involved in politics and military service.

7. Mason - The Mason family included George Mason, a key figure in the drafting of the Virginia Declaration of Rights and the United States Constitution.

8. Page - The Page family, represented by figures like Governor John Page, made notable contributions to Virginia's political and social spheres.

9. Burwell - The Burwell family, represented by Lewis Burwell I, held influential positions in the Virginia colony and later the state.

10. Harrison - The Harrison family produced Benjamin Harrison V, a signer of the Declaration of Independence, and William Henry Harrison, the ninth President of the United States.

These are just a few of the many First Families of Virginia who contributed to the early history and development of the state. The FFV community is extensive, and numerous other families also played significant roles in shaping Virginia's history.



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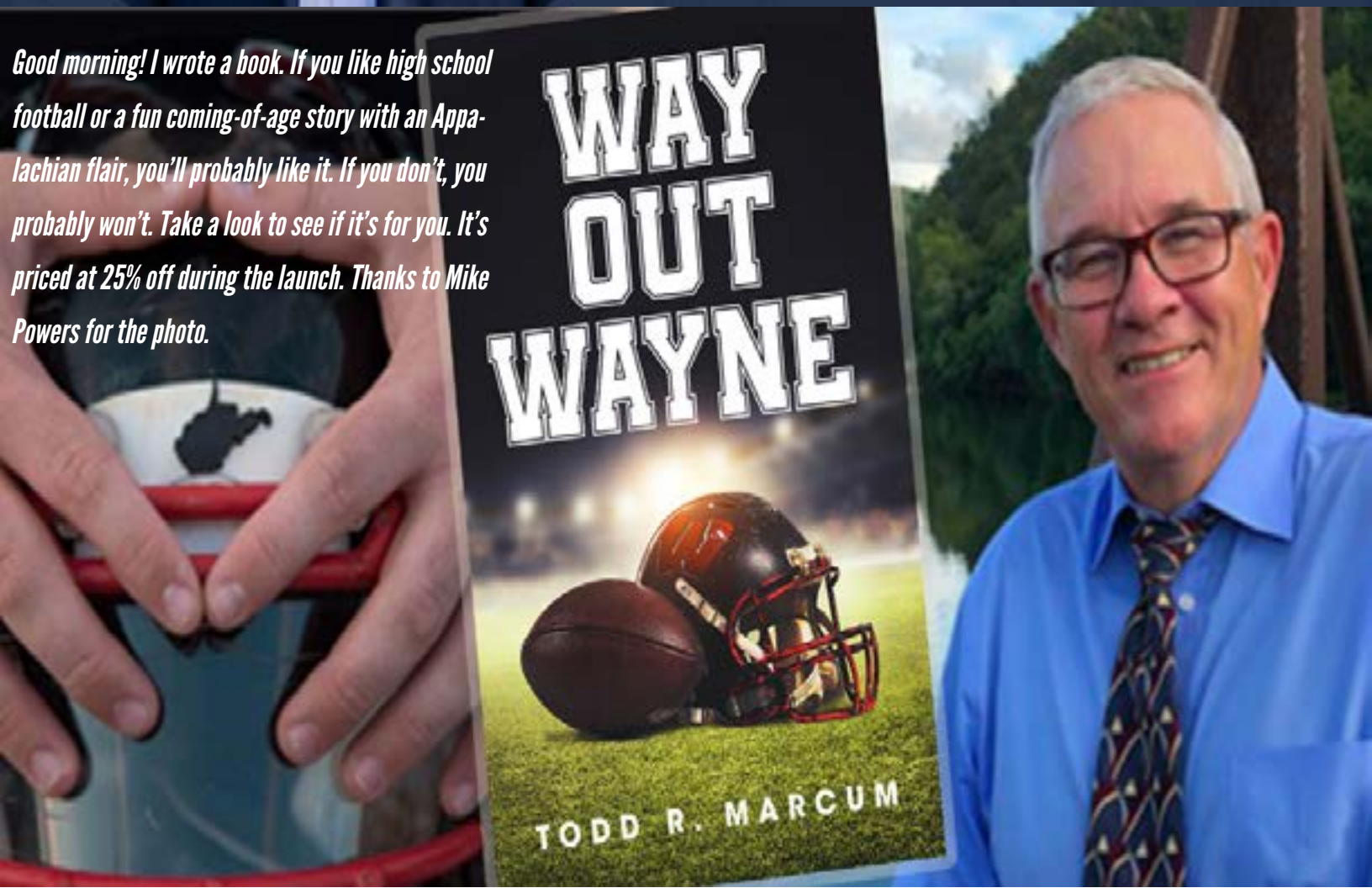
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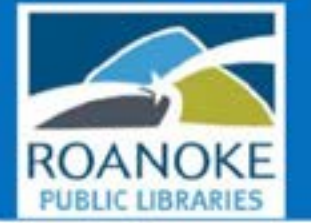
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# What's Beef?

Plenty of music coming from the big 3 of HipHop and more

The recent diss track released by Kendrick Lamar has ignited a firestorm in the rap world, aimed and hitting intended targets: J Cole and Drake, two prominent figures in the industry. However, to truly understand the depth of this beef, it is essential to delve into the history between “the big three.”

Let's start with J Cole's strategic move at his Dream-

ville Festival, where he took the stage to apologize. This act can be viewed as a calculated move to extinguish the flames before they consume him entirely. It is undoubtedly a smart public relations tactic, but the question remains: will it be sufficient to pacify Kendrick's blazing fury? Only time will reveal the answer.

On the other hand, we have Drake, who wasted no time in responding with his own diss track titled “Push Ups.” Drake is no stranger to engaging in beefs, having previously faced off against formidable opponents such as Meek Mill and Pusha T. His swift and powerful counter-attack demonstrates that he is not one to shy away from confrontation.

To fully appreciate the current beef between Kendrick, J Cole, and Drake, it is crucial to examine the legendary rap feuds of the past. Think of iconic battles like Tupac versus Biggie, Nas versus Jay-Z, and even 50 Cent versus Ja Rule. These rivalries shook the very foundations of the rap game, fueled by personal vendettas, street credibility, and exceptional lyrical prowess.

In contrast, today's beef between Kendrick, J Cole, and Drake incorporates elements of personal rivalry while also being heavily intertwined with social media, streaming numbers, and marketing strategies. The rap landscape has transformed, and these artists are navigating uncharted territory. However, at its core, the essence of rap beef remains the same: a raw and unfiltered competition where only the strongest can prevail.

The history between “the big three” is an age-old story with past encounters, collaborations, and subtle jabs hidden within their discographies. Each artist has left breadcrumbs for their fans to decipher, creating a dynamic web of connections that add layers to their current feud.

Kendrick Lamar, known for his thought-provoking lyrics and social commentary, has previously collaborated with both J Cole and Drake. These collaborations, while successful in their own right, may have sown the seeds of rivalry. Fans scour their previous tracks for hidden messages and subliminal shots, trying to unearth the roots of their current animosity.

J Cole, the introspective and conscious rapper, has often been compared to Kendrick Lamar. Their similar styles and lyrical prowess have fueled debates among fans about who is the superior artist. This constant comparison, combined with the competitive nature of the rap industry, could have contributed to the tension between them.

Drake, the enigmatic and versatile artist, has always been a dominant force in the rap game. His ability to effortlessly switch between singing and rapping, coupled with his undeniable commercial success, has made him a formidable opponent. It is possible that Kendrick and J Cole view Drake's mainstream appeal as a threat to their artistic integrity, leading to a clash of egos.

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As the beef between Kendrick, J Cole, and Drake continues to unfold, it is evident that the rap world is witnessing a clash of titans. The past encounters, collaborations, and subtle jabs between “the big three” have laid the foundation for this intense rivalry. While the landscape of rap beef may have evolved with the advent of social media and streaming platforms, the essence of raw competition and lyrical prowess remains at the core of this ongoing feud. Fans eagerly await the next move in this captivating saga, as only time will reveal the ultimate victor in this battle of the giants.



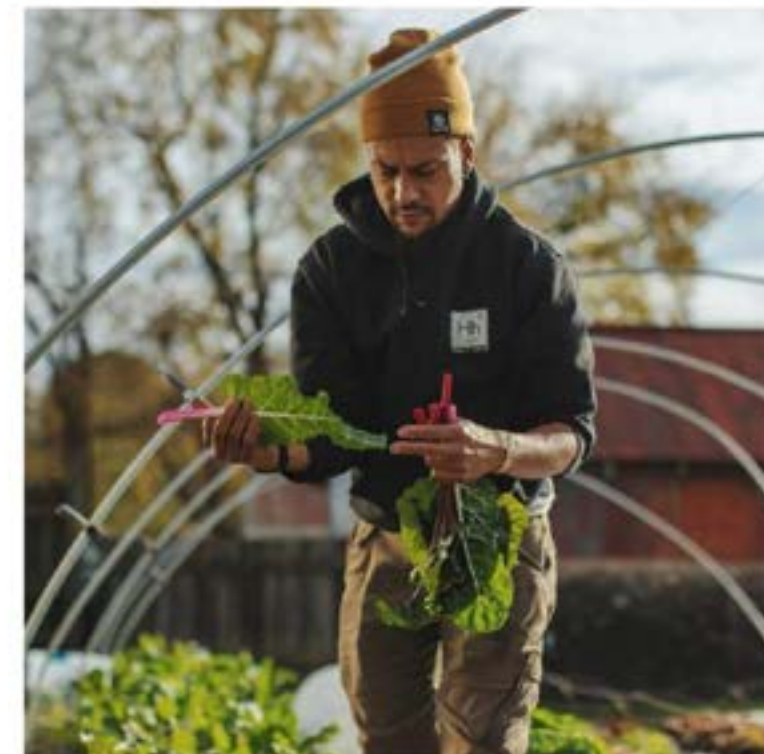
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## Beyoncé Cowboy Carter is Calculated Excellence

Indulge me as I give my take (non-beehive but musical connoisseur) on the symbolic and direct implications of the album #BeyoncéCowboyCarter:

The horse Beyoncé is riding on the album cover is a Lipizzan horse breed that is born black but, as they mature,

turns white, and that tells the story of country music.

She had the foresight to recognize that a Renaissance dance album was what we needed post-Covid, even though she had already completed most of this album, allowing her time to also market this album, making it undeniable

to AOTY.

American Requiem was a direct response to the disrespect Beyoncé was given at the #CMA by country artists. As you all are listening to her musical tracks and you want to give credit for her rock influence to Bohemian Rhapsody, take a moment and listen to Bettye LaVette and Betty Davis (wife of Miles Davis).

The Blackbird song is premised on black women being undervalued during the Civil Rights Movement.



Linda Martell was not only recognized by Beyoncé but also identified as a song writer and singer; she will now receive revenue to provide for herself because she was racialized out of the genre.

She chose to engage two white singers, who have been genre-bending and have not received the same negative outcry.

The current climate of the music sales industry is a complex and ever-

changing landscape. With the rise of streaming platforms and the decline of physical album sales, artists are constantly adapting and finding new ways to connect with their audience and generate revenue.

In the midst of this shifting industry, Beyoncé has consistently stood out as an artist who not only embraces change but also drives it. Her impact on the music industry is undeniable, and her tenure as an artist has been marked by both critical acclaim and commercial success.

One of the most remarkable aspects of Beyoncé's career is her ability to seamlessly cross genres and push boundaries. From her early days as a member of Destiny's Child to her solo ventures, she has explored various musical styles, from R&B and pop to hip-hop and even country. This versatility has allowed her to appeal to a wide range of listeners and establish herself as a force to be reckoned with in the music sales industry.

Beyoncé's influence extends far beyond her own music. She has been a champion for artists of all backgrounds and has used her platform to elevate marginalized voices. Whether it's through collaborations with up-and-coming artists



we set the culture...

or shining a spotlight on forgotten legends, Beyoncé has consistently shown a commitment to diversity and inclusivity in the music industry.

One example of Beyoncé's impact is her latest album, #BeyoncéCowboyCarter. The album showcases her willingness to take risks and experiment with new sounds, while also paying homage to the roots of country music. By incorporating elements of country and highlighting the contributions of black artists to the genre, Beyoncé challenges traditional notions of what country music can be and opens doors for future artists to explore and innovate.

Furthermore, Beyoncé's dedication to social justice and activism cannot be overlooked. Through her music and her actions, she has brought attention to important issues such as racial inequality, feminism, and the empowerment of black women. She has used her platform to spark conversations and inspire change, making a lasting impact on both the music industry and society as a whole.

Beyoncé has had an immense impact on the music sales industry throughout her career. From her genre-defying music to her commitment to diversity and social justice, she has continuously pushed boundaries and set new standards for artistic excellence. As a music writer for an urban contemporary magazine, I am grateful for Beyoncé's contributions to different genres and her unwavering dedication to her craft. Thank you, Beyoncé, for your artistry, your passion, and your indelible mark on the music industry.



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# Automate Your Busy-work with These 8 ChatGPT Prompts

In September, Wharton professor Christian Terwiesch conducted an experiment to test the effectiveness of ChatGPT in generating product ideas. The AI-powered model outperformed business school students by generating 200 ideas in just 15 minutes, compared to the students' average of 5 ideas. Terwiesch recommended using ChatGPT as a co-pilot to generate ideas based on its high purchase probability of 47% compared to the students' 40%. This article explores eight unique ChatGPT prompts that can automate and streamline various tasks for busy entrepreneurs.

## 1. Enhance Email Communication

Crafting effective emails takes time and effort. Instead of spending hours perfecting every word, entrepreneurs can leverage ChatGPT as an email editor. By providing a prompt such as, "Act as an editor for an email that will be sent to a manager/colleague/client. Ensure the tone is professional, the message is clear, and check for grammatical and spelling errors," ChatGPT can quickly edit and enhance email drafts. It can even be trained to learn the entrepreneur's writing style for a more personalized touch.

## 2. Generate Content Ideas

Creating compelling content regularly can be challenging. To save time and ensure high-quality ideas, entrepreneurs can rely on ChatGPT to generate content ideas. By providing context such as role, industry, target audience, content type, and goal, the prompt, "Generate 10 blog post ideas for the company website targeting prospective customers in [region]. Each idea should be 50 words or less," can help entrepreneurs brainstorm creative and engaging topics.

## 3. Craft Product Descriptions

Writing captivating product descriptions for marketing materials can be daunting. ChatGPT can provide instant descriptions that entrepreneurs can use as a starting point. By prompting, "Generate a description of my [product or service] to be used in marketing materials. The tone should be [fun and engaging/serious and professional/etc.]. Use the following text to create the description: [brief description of your product/service]," entrepreneurs can quickly obtain compelling descriptions. However, it's important to note that editing the results for accuracy is still necessary.

## 4. Brainstorm Marketing Ideas

Entrepreneurs without dedicated marketing specialists or teams can rely on ChatGPT to generate innovative marketing ideas.

By prompting, "Generate ideas for growing a company's user base. The company is [description] that serves clients in the [region]. Provide five ideas, each in 50 words or less," ChatGPT can help entrepreneurs kickstart their marketing campaigns and reach new cus-



**5 Mental Models to Develop Thick Skin**

- 1. Spotlight Effect (Cognitive Bias)**  
We think people are paying far more attention to us than they are.  
**Hard truth:** Your feedback begins the day you realize nobody is thinking about you.
- 2. The 10% Rule**  
The other day I received the comment that I was "really, really, really" positive.  
**Tip:** Your feedback begins the day you realize nobody is thinking about you.
- 3. No is Normal**  
Your feedback begins the day you realize nobody is thinking about you.  
**Tip:** Your feedback begins the day you realize nobody is thinking about you.
- 4. The "Procedure or Perception" Bias**  
When you receive negative feedback, ask yourself:  
→ Should I change my procedure?  
→ Or should I change my perception?  
**Tip:** Ask "constructive" feedback from people who will never construct anything.
- 5. Growth Mindset**  
A growth mindset is a belief that you can improve your abilities through dedication & hard work.  
**Tip:** Your feedback begins the day you realize nobody is thinking about you.

tomers.

### 5. Create Engaging Social Media Posts

The success of content relies heavily on the reach of social media posts. Entrepreneurs can use ChatGPT to generate catchy captions and hashtags for various social media platforms. With a prompt like, "Generate five captions for [content type] to be shared on [platform]. The [content type] is about [description], targeting [description of the target audience]," ChatGPT can help entrepreneurs craft concise and attention-grabbing social media posts.

### 6. Develop Ad Copy

Compelling ad copy is crucial for launching a business. ChatGPT can assist founders in generating initial drafts, which can then be refined, tested, and optimized. By providing a prompt like, "Generate engaging ad copy for my company's [product/service]. Emphasize [the specific purpose of the ad or unique selling point of the product]. Target audience: [describe target audience]," entrepreneurs can save time and effort in creating impactful ad campaigns.

### 7. Find Solutions to Problems

Entrepreneurs face numerous challenges daily, and finding solutions can be overwhelming. Instead of immediately hiring an expert, entrepreneurs can use ChatGPT to generate ideas and initiate research. By asking, "How can I solve my [issue] problem? Provide five suggestions," entrepreneurs can leverage ChatGPT's problem-solving capabilities to kickstart their problem-solving process.

### 8. Innovate for Customer Value

Entrepreneurs can use ChatGPT to generate ideas for new products and services based on existing offerings. By asking ChatGPT to review the company's current products and services and generate additional ideas, entrepreneurs can expand their range of offerings. The prompt could be, "Review the company's products and services and provide 25 ideas, each with descriptions of 30-50 words. The target audience is [demographic]," allowing entrepreneurs to discover new ways to add value for their customers.

By automating these tasks with ChatGPT, entrepreneurs can save time, increase productivity, and focus on more meaningful aspects of their businesses. While ChatGPT is not error-free, its ability to generate ideas and provide assistance can significantly benefit busy entrepreneurs.



### About me

I have close to 30 years in the Financial Services Industry. I also have Restaurant Management and Foodservice sales experience. I love to help people succeed.

*Steve Martin*

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