

OPP and The Maggie Anderson Show



Maggie Anderson, JD, MBA

www.AuthorMaggieAnderson.com

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Hello Optimal Planning Partners! John has been introducing you to the possibility of OPP being a part of the new, revolutionary national TV project focused on financial freedom, entrepreneurial development, and economic empowerment and justice in and for communities of color. It's The Maggie Anderson Show ("TMAS"), which will be seen on Apple TV, Amazon Fire, Roku TV, Hulu, and more!

The Mission of The Maggie Anderson Show: Financial Freedom and Intergenerational Wealth

The mission of The Maggie Anderson Show is three-fold. First, we are poised to drive support to outstanding Black owned businesses, like yours. Second, we intend to showcase success stories that defy negative stereotypes about Black professionals and entrepreneurs, like you. The third goal is to present experts, owners, business leaders who can deliver tips, tools, resources... the kind of targeted information and inspiration that will hasten the development and success of BIPOC-owned businesses, and the closing of the wealth gap. The ultimate goal is to prove the unique contributions of Black professionals and businesses, while facilitating *financial* freedom and *economic* empowerment for communities of color.



Yes, that's a big ticket! But since I've been doing all of that, in support of and in partnership with some of the largest financial institutions in the world, like American Express, New York Life, American Family Insurance, Empower and more... The odds of success are in our favor!





17TH ANNUAL
CAAFP | 2023
CONFERENCE OF AFRICAN AMERICAN
FINANCIAL PROFESSIONALS

Reclaiming Black Wealth

Back by Popular Demand...
Four-time CAAFP Keynote Speaker
Maggie Anderson, JD, MBA presents
Special Empowerment Session!



And as the host of The Maggie Anderson Show, with full creative control, you must know that we will present and achieve that lofty mission in a stylish, sophisticated, smart, and soulful way worthy and representative of the show's name!



The Maggie Anderson Show is on Tour!

TMAS is on the road to feature my favorite businesses, stories, and cities. I am asking you to participate in our Chicago tour stop. You'll be in good company.

On February 26-28, we are in Miami to tape on location from the luxurious, Black culture-themed Dunns Josephine Hotel, one of the few Black woman owned hotels. It is owned by my friend **Kristin Kitchen**, a sponsor for that visit. I'll also interview **celebrity chef, Marcus Samuelsson**, at his new Red Rooster restaurant, and **Teri Williams Cohee**, the owner of the largest Black owned bank, **OneUnited Bank**.

Then **DC** to sit with the family who owns the iconic **Ben's Chili Bowl**, and **Cathy Hughes**, owner of the



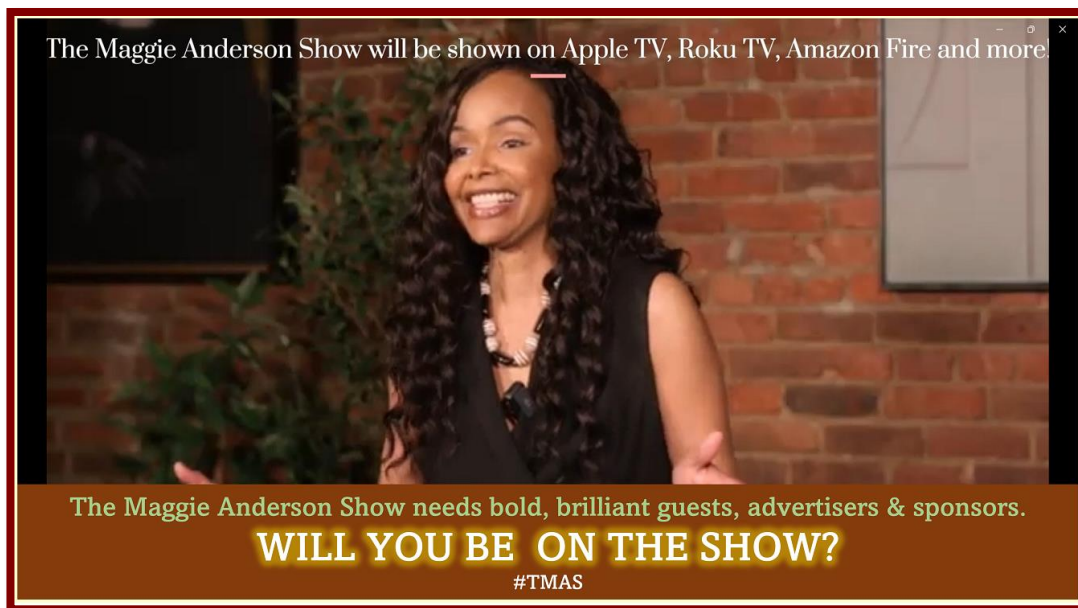
Urban One media empire. **Howard University Business School** wants me back, too! A visit to **Charlotte** is also in the works to tape from **Harlem Brewery** owned by my friend **Celeste Beatty**. We will also sit with **Paul Mitchell**, owner of the **largest Black owned paper company, South Coast Paper** and **Optus Bank**.



And we close this season in **Chicago**, where I expect to sit with my former boss, **Don Thompson**, the **first and Black CEO of McDonald's**; **Cheryl Harris**, **SVP and Chief**

Procurement Officer at Allstate; my fellow University of Chicago B-School alum, **multi-millionaire philanthropist and tech CEO, David Dillon**; and **Congressman Jonathan Jackson**... just to name a few.

Will you be a TMAS Sponsor and Special Guest?



FOUNDING SPONSOR BENEFITS:

My Founding Sponsors are special because they know me and are supporting the show early on. You can leverage deep discounts and more lucrative advertising packages.

We plan to bring The Maggie Anderson Show home to Chicago this summer! TMAS will be welcomed with a VIP welcome reception. We also hope to accommodate a live studio audience of a select group of my Chicago-based VIP friends and supporters. During the tour stop, we also plan to tape feature segments about OPP and my other Founding Sponsors. It will be amazing, as John will be my co-captain for that tour stop, of course.

In exchange for your show of love, support as a Founding Sponsor, I would love to:

1. Have you a guest on the show, where OPP will be on set along with many iconic leaders and personalities.
2. Feature you in the TMAS credits aired after each show.
3. Create and air your own OPP commercial that will air during my show and other national TV shows on the QuaHZ network. (Premium benefit. Minimum \$3000.)
4. Honor you during our VIP Welcome Reception in Chicago.
5. And of course, before and after it airs, your episode and feature segment will be yours to keep! Promote our interview and your sponsor status however you want.

Founding Sponsors are family. If you ever need me, I am here. John will testify to that! Most of all, this sponsorship of \$2000 or more will go a long way in growing and perfecting this show... and ensuring its success as the Black community's global voice of financial freedom and economic empowerment. The TMAS mission, our mission, does not work if it is not grounded in, and founded by, amazing business owners like you!

OPP's Success is TMAS' Success!



TMAS is the perfect platform to show how OPP is revolutionizing the financial planning industry; and how your partners and products facilitate financial freedom, entrepreneurial development, and economic empowerment in the Black community and beyond. **I can't wait to bring your story, your success and your business to the world!** I can't wait to be your ambassador as I have been for so many entrepreneurs like you and businesses like yours for the past 16 years, since my historic stand and study living off Black owned businesses for an entire year and my acclaimed book, "Our Black Year: One Family's Quest to Buy Black in America's Racially Divided Economy". I can't wait to see you in our huge studio in Chicago!

"We were happy for the opportunity to sponsor Maggie's tour and her message of self-help community economics. She was magical at increasing exposure for, and growing the business of, our 1000+ Black agents and improving the company's brand reputation as a whole. Maggie was the company's best possible ambassador to the Black community because she represents our target market and passionately endorsed our agents and products."

- Eugene Mitchell, Corporate VP, New York Life and Founder, Manager, New York Life African American Marketing (retired), author "Closing the Racial Wealth Gap: 7 Untold Rules for Black Prosperity and Legacy"; CEO, Wealth & Equity – Insurance Literacy.

More about Maggie Anderson, JD, MBA

I know that John's endorsement is priceless, but to help you along, I include some materials about the show, QuaHZ TV, and me.

The famous video about The Empowerment Experiment – my family's famous year of Buying Black – which was covered by CNN, FOX News, MSNBC, CBS News, BET News, C-SPAN and front pages all over the world. Watch it here:

<https://www.youtube.com/watch?v=Y9XukKUINHE>



My viral TED Talk, called "My Black Year", which has been viewed by millions, from every race, color, ethnicity, all over the world. Watch it here:

<https://www.youtube.com/watch?v=nFBEoIQutSc>



Praise about my book, "Our Black Year" from the biggest literary critics and the biggest names in business and social justice. See them here:

<https://authormaggieanderson.com/praise-and-reviews>



Author Maggie Anderson has appeared on CNN, MSNBC, Fox News, BET News and CBS Morning News, among many other national television and radio shows. She has become the leader of a 'conscious consumerism' movement that supports quality black businesses and mainstream companies with substantive supplier diversity.

"[A] dynamite subject ... an effective probe into how African Americans spend so much money that flows so overwhelmingly out of their community."
—**Publishers Weekly**

"Both heart-wrenching reality check and urgent call to action, *Our Black Year* is an inspiring and often mind-bending case study of what it takes to make self-help economics a reality of day-to-day living for African Americans. The economic odyssey of the Anderson family is nothing short of heroic."
—**ALFRED EDMOND JR.**, editor-at-large, *Black Enterprise*

"An important book that provides a path for others to follow."
—**MARC MORIAL**, president and CEO, *National Urban League*

"An eye-opening book that should be read by anyone interested in the nation's racial and economic divide."
—**Huntington News**

"Blistering, honest... [a] clear-eyed perspective on how African Americans got to where they are today."
—**Book Page**

"Anderson's book successfully illuminates the roadblocks faced by Black business owners and the racial divide that continues to persist in the U.S. economy... [T]his book will appeal to students of sociology and economics as well as those looking for inspiration to effect positive change in their communities."

—**Library Journal**

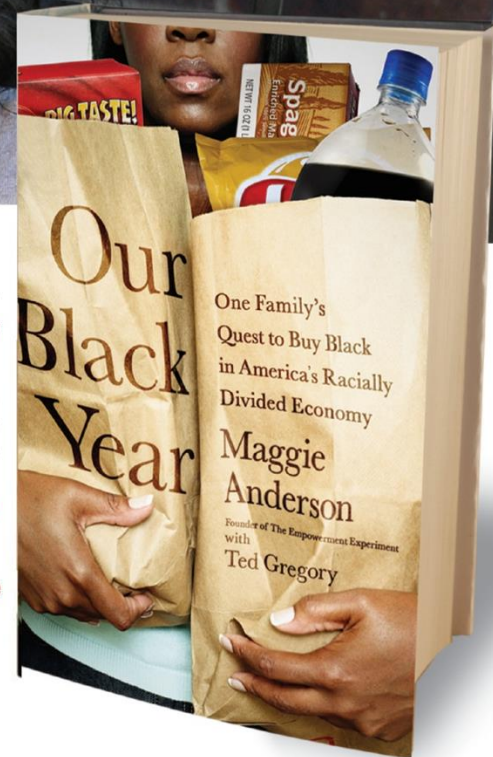
To inspire more Americans to support Black-owned businesses...

To stimulate more supplier diversity in corporate America...

To support companies that depend on diverse suppliers...

To economically empower their community...

One African American family made a year-long commitment to shop only from Black-owned businesses



"The Empowerment Experiment is a movement that the African American community needs to embrace."

—**RON BUSBY SR.**, president, *U.S. Black Chamber, Inc.*

"Thank God for this level of commitment to our Black community. *Our Black Year* is an incredible documentation of what we all could do, if we just made up our minds to do it."

—**CATHY HUGHES**, founder/chairperson, *Radio/TV One, Inc.*

More about TMAS and QuaHZ TV



TMAS SHOW ANNOUNCEMENT

<https://youtu.be/M8bGggRs6lI?si=o5VMTOFvdeY-W6KT>

MY MESSAGE TO TMAS FOUNDING SPONSORS

https://www.youtube.com/watch?v=RZDZohA_SLQ&t=6s

SNEAK PEEK - TMAS OFFICIAL TRAILER 1

https://www.youtube.com/watch?v=cNdElRmwWS8&list=PLwiONpZyNJvmiSGrR5Uo_tx3otc_vzcB-w&index=5

A short promo video about QuaHZ TV. Watch it here:

<https://www.youtube.com/watch?v=userUgwys4w>



Some promo pics of some of QuaHZ TV's current and past programs. It's a smaller network, but its reach is tremendous. See below.





Please say yes! I am available to chat if there is anything else you want to know about me, the show, or your sponsorship benefits. And my team at QuaHZ TV would be happy to answer any questions as well.

With my sincere love, thanks, respect...

Maggie Anderson, JD, MBA
Host, "The Maggie Anderson Show"
CEO, The Empowerment Experiment Foundation
Author, "Our Black Year"
www.AuthorMaggieAnderson.com

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