

# ENTREPRENEUR'S WORLD

## THE MAGAZINE

**Entrepreneur Spotlight  
– Steve Balmer**

**This Is the No. 1  
Thing To Do To Build  
Wealth**

**The 10 Best Places  
to Retire in the U.S.  
in 2023**

**Passive Income - 6 Smart  
Ways to Turn It Into  
Steady Passive Income**



**This  
Entrepreneur  
is Shaking up  
Hollywood**

**Christina Cooper as a  
Producer, Actress and  
Film Director**



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## About Entrepreneur's World

Welcome to Entrepreneur's World by BBV2M-Media.



Our information is designed to give insight and motivation to current, future and any with interest in being an Entrepreneurs. Stories, advice, quotes and anything that can help you be the best entrepreneur you can be.

BBV2M-Media is a product of Brothers Brooks Vision 2 Mission LLC.



## Featured Story

# Shaking Up Hollywood

You might be familiar with Christina Cooper as a producer, actress and film director (otherwise known for her BET network movie “South Central Love”), but now Cooper is stepping into the streaming network world to compete with platforms such as Netflix, Hulu, Amazon Prime, Disney Plus. You may recognize her from BET Network’s “South Central Love,” which she wrote, produced, and directed. She also plays Miko on the hit Emmy-nominated Netflix series “Dear White People.” Christina has recently created Cooper Cinema TV, a new television streaming platform that will reach over 5 million households worldwide. She has worked with networks such as BET, Netflix, Disney, and Peacock. Christina Cooper is the founder and CEO of CCPLA University, an online-based institution that offers several courses ranging from marketing, advertising, and self-publishing, to film production. She is also the executive producer of Christina Cooper Productions, always incorporating her experience into the course material. CCPLA University understands that life is a continuous learning experience. They believe that nobody is too old or young to be educated



Featured Story - Continued

## Shaking Up Hollywood

The courses provided at CCPLA teach students how to:

Produce their own movies.

Write, format, & copyright original items.

Self-publish books or novels on platforms like Barnes & Noble and Amazon.

Generate residual income after publishing.

Start a successful e-commerce business.

Market their brands using digital advertisements.

Fund films, and successfully pitch them to a television networks.

Christina Cooper's company recently hit a 6-figure mark, just six months after it was established. It's success confirms her resilience and efficiency in management. She often reminds herself about the importance of philanthropy as a means of inspiring others to achieve similar things. Christina is always teaching her students how they can find their financial freedom and sustain residual income.



# THE MIND OF AN ENTREPRENEUR

**REVISIT YOUR  
VISION ON A  
DAILY BASIS**

**READ ON A  
DAILY BASIS**

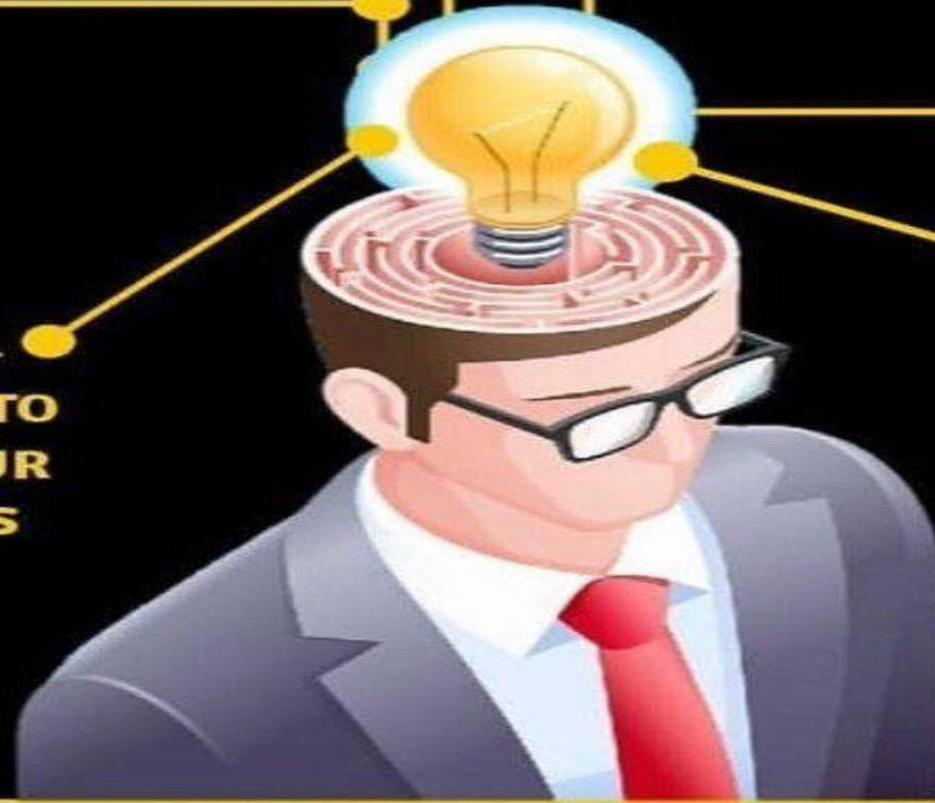
**PUT YOURSELF  
IN CHALLENGING  
SITUATIONS**

**APPROACH  
PROBLEMS  
FROM ALL  
SIDES**

**ALWAYS BE  
IN MOTION:  
PROVIDE VALUE**

**USE NET-  
WORKING TO  
BUILD YOUR  
BUSINESS**

**FAILURE IS A  
PART OF THE  
PROCESS**



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**This Is the No. 1  
Thing To Do To  
Build Wealth**  
•By Mark Cuban



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*Mark Cuban is an American businessman known for his work as a shark on “[Shark Tank](#)” and for his ever-growing portfolio of businesses. He is the owner of the NBA’s Dallas Mavericks and the founder of Cost Plus Drugs, a pharmaceutical company that provides pharmaceutical drugs at a reduced cost to customers in need.*



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***What's the No. 1 thing everyone should do to build wealth?***

*Have appreciable assets. Whether it's a home or a mutual fund — something that can appreciate in value over the long term*



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***What metrics do you look for/what research do you do to determine if a company is a good investment? Are there also non-quantitative factors you look for?***

*For private companies, it's a lot of things. Is it a great entrepreneur, is it a strong product, is it differentiated? For public companies, I recommend people focus on investing in funds. Investing in individual stocks has gotten harder over the years because there is so much money chasing stocks.*



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***What advice would you give someone wanting to start investing but unsure where to begin?***

*Learn as much as you can but be patient. There are no shortcuts.*

This article originally appeared on [GOBankingRates.com](https://www.gobankingrates.com/mark-cuban-says-this-is-the-no-1-thing-to-do-to-build-wealth/): [Mark Cuban Says This Is the No. 1 Thing To Do To Build Wealth](https://www.gobankingrates.com/mark-cuban-says-this-is-the-no-1-thing-to-do-to-build-wealth/)



BE THE BEST

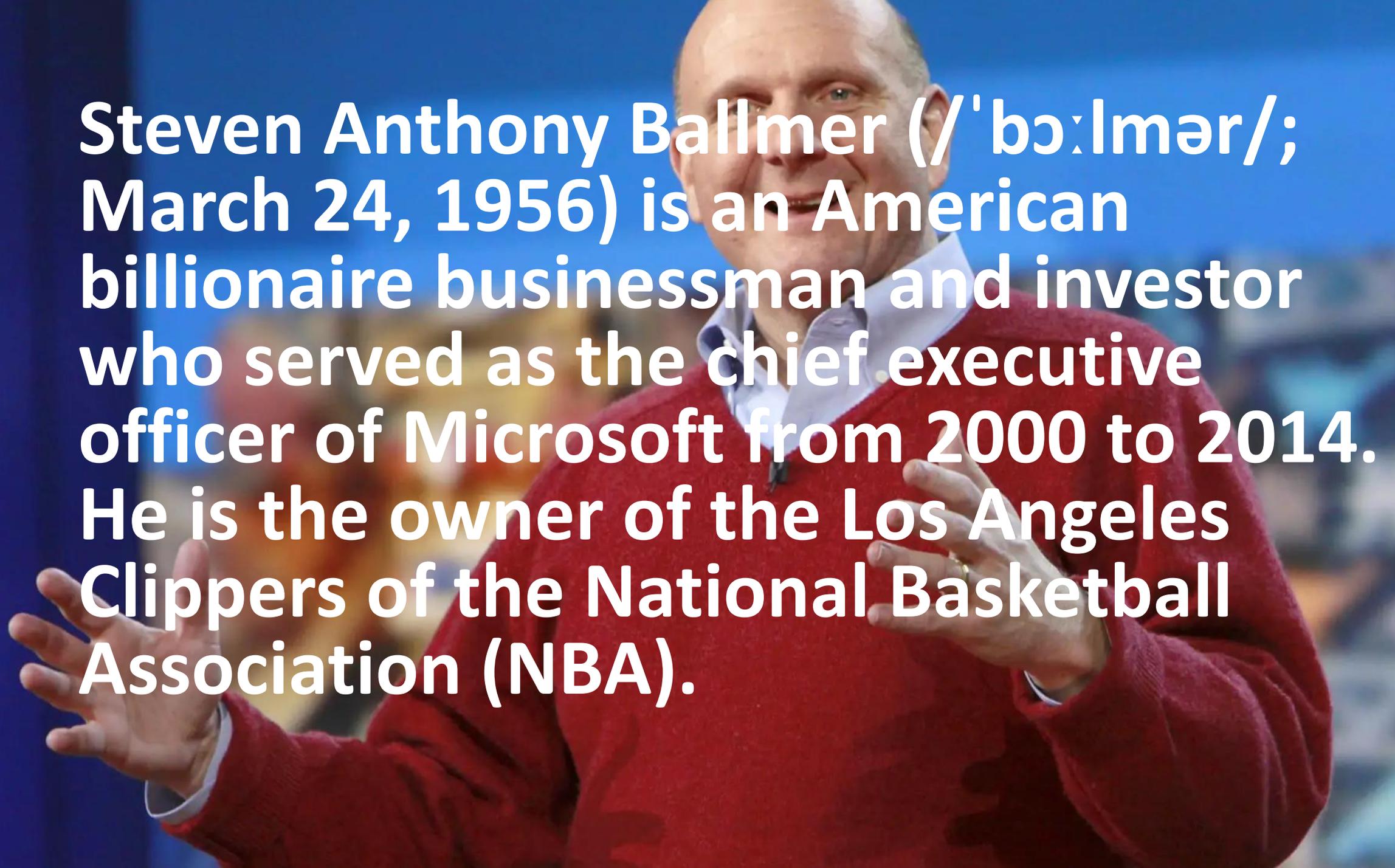
VERSION OF

You!



# Meet Steve Ballmer

American billionaire  
businessman and investor  
Owner of the Los Angeles  
Clippers



**Steven Anthony Ballmer (/ˈbɔːlmər/; March 24, 1956) is an American billionaire businessman and investor who served as the chief executive officer of Microsoft from 2000 to 2014. He is the owner of the Los Angeles Clippers of the National Basketball Association (NBA).**

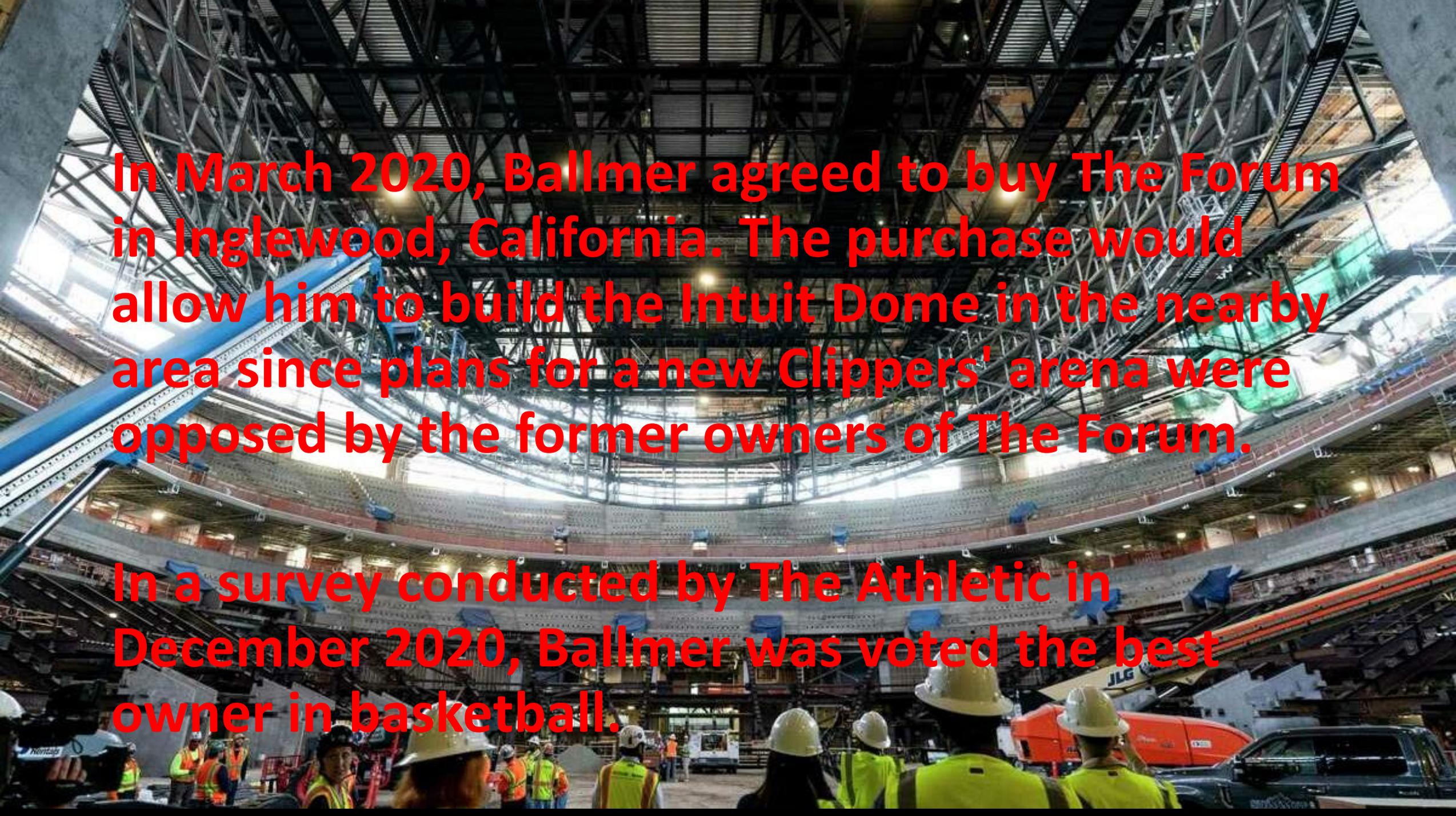
rk Times

The New York Times

DealBook

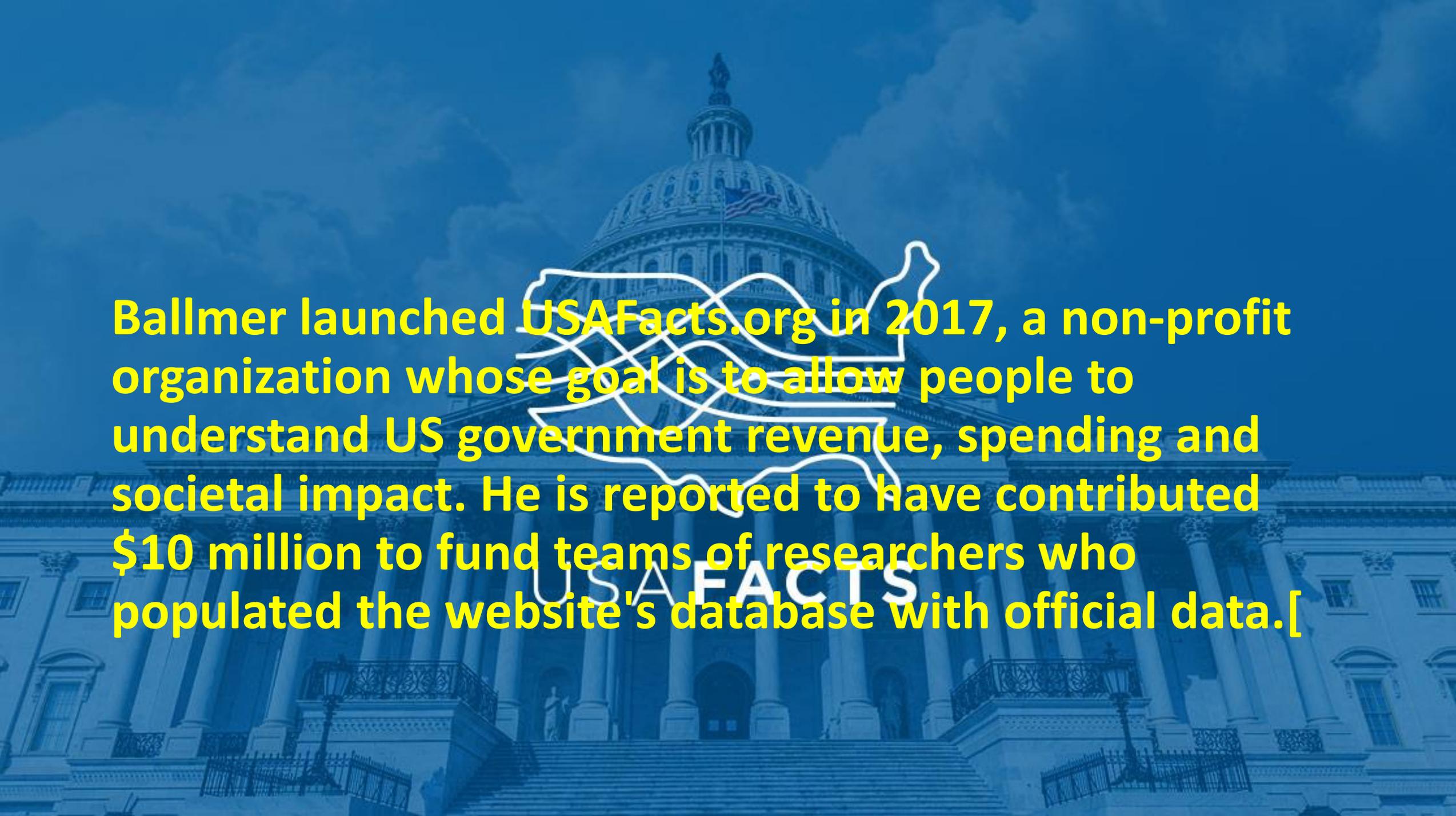
As of June 2023, Bloomberg Billionaires Index estimates his personal wealth at around \$119 billion, making him the sixth-richest person in the world.

Steve

The image shows the interior of a large arena during construction. The most prominent feature is the intricate steel truss structure of the roof, which is partially completed. The arena floor is visible, and several workers in high-visibility vests and hard hats are seen in the foreground. A large blue crane arm is visible on the left side. The overall atmosphere is one of active construction and industrial scale.

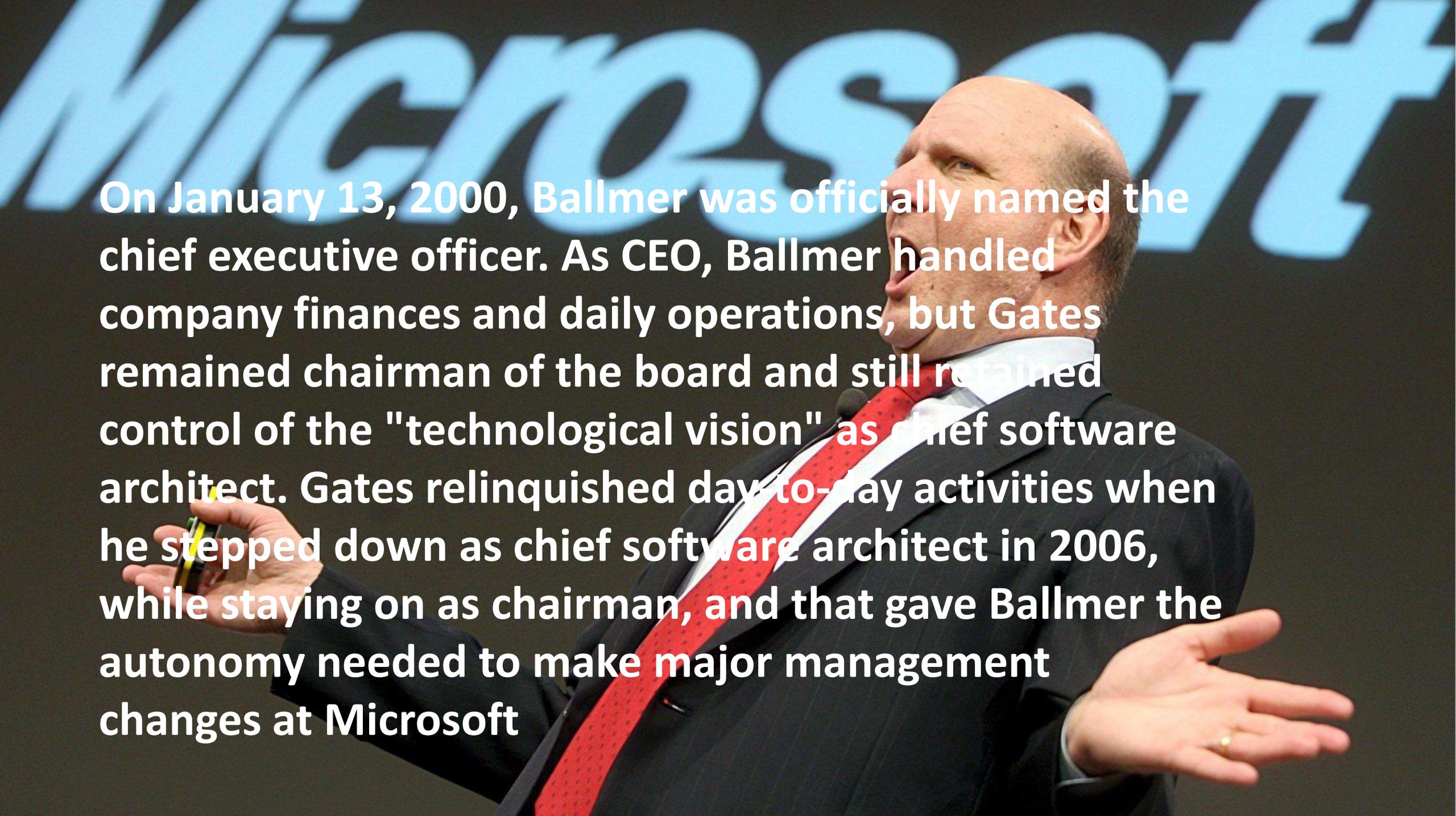
**In March 2020, Ballmer agreed to buy The Forum in Inglewood, California. The purchase would allow him to build the Intuit Dome in the nearby area since plans for a new Clippers' arena were opposed by the former owners of The Forum.**

**In a survey conducted by The Athletic in December 2020, Ballmer was voted the best owner in basketball.**



**Ballmer launched USAFacts.org in 2017, a non-profit organization whose goal is to allow people to understand US government revenue, spending and societal impact. He is reported to have contributed \$10 million to fund teams of researchers who populated the website's database with official data. [**

**USAFACTS**

A photograph of Steve Ballmer, former CEO of Microsoft, speaking at a podium. He is wearing a dark suit, a white shirt, and a red tie. He is gesturing with his hands while speaking. The background features the Microsoft logo in large, light blue letters.

On January 13, 2000, Ballmer was officially named the chief executive officer. As CEO, Ballmer handled company finances and daily operations, but Gates remained chairman of the board and still retained control of the "technological vision" as chief software architect. Gates relinquished day-to-day activities when he stepped down as chief software architect in 2006, while staying on as chairman, and that gave Ballmer the autonomy needed to make major management changes at Microsoft

NEW

innovation

Leadership

# ENTREPRENEUR

VENTURE

owner

solutions

Plan

ENTERPRISE

Startup

BUSINESS

MANAGEMENT

Risk

ideas

INITIATIVE

OPPORTUNITY

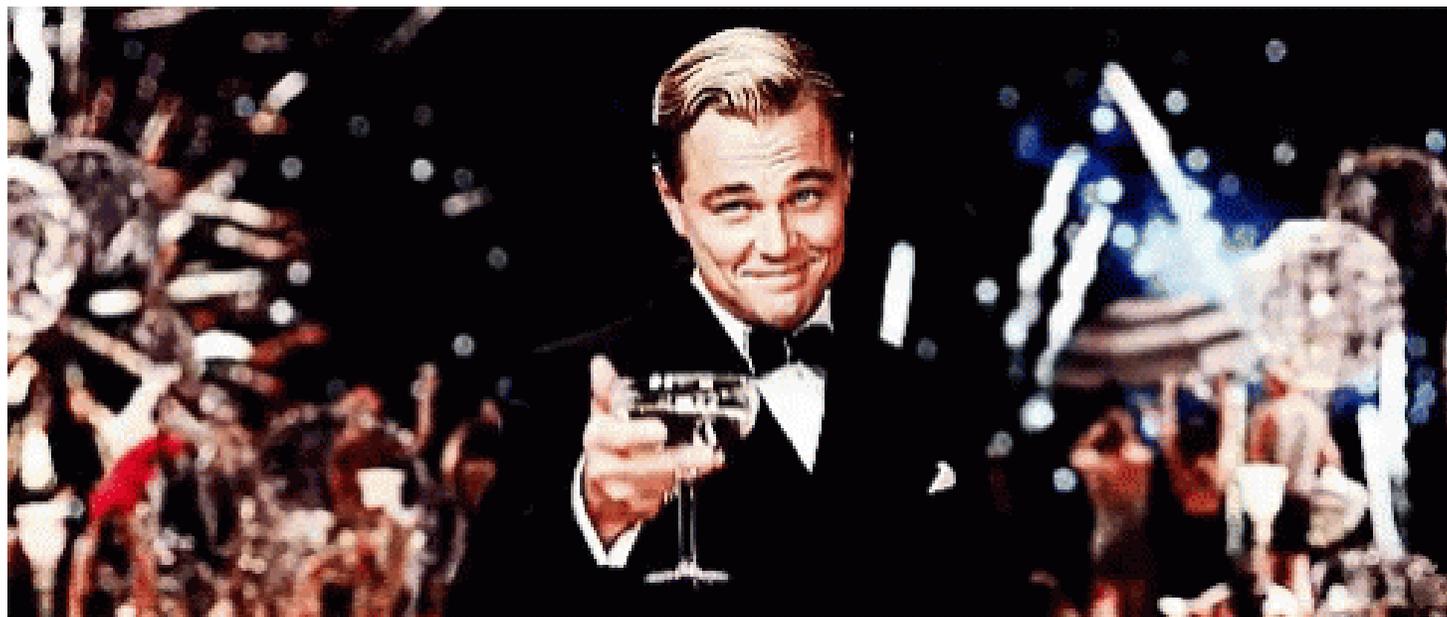




# THE 10 BEST PLACES TO RETIRE IN THE U.S. IN 2023

**Affordable housing helped to propel several Pennsylvania cities to the top of the 2022-2023 rankings, including Harrisburg, York, Allentown and Reading. The highly ranked Pennsylvania cities typically also have high-quality health care and residents who report liking where they live.**

**Florida cities ranking in the top 10 places to retire include Pensacola, Tampa, Naples and Daytona Beach due to consistent housing costs and a continuing high desire to retire in Florida. Many Florida cities have high desirability ratings based on a U.S. News online survey about where people age 45 and older are most interested in retiring.**





# Lancaster, Pennsylvania



heart  
merica



# Harrisburg, Pennsylvania



# Pensacola, Florida

E.W.  
Entrepreneur's World





# Tampa, Florida





# York, Pennsylvania





# Naples, Florida





# Daytona Beach, Florida





# Ann Arbor, Michigan





# Allentown, Pennsylvania





# Reading, Pennsylvania





Entrepreneurs don't finish  
when we are tired. We  
finish when we are done.

Robert T. Kiyosaki





**Your talent and the right opportunities open the first few doors but your attitude opens the rest.**

**Sneh Sharma**

Founder and CEO of Ittisa

A hand is shown in the foreground, pointing towards the text. The background is a blurred image of a person in a white shirt and dark tie, with a blue and white bokeh effect.

# **PASSIVE INCOME**

**6 Smart Ways to Turn  
It Into Steady Passive  
Income**

The background of the image is a dense, overlapping pile of US dollar bills. The bills are of various denominations, including \$100, \$50, \$20, and \$10. They are arranged in a way that creates a sense of depth and abundance, with some bills partially obscured by others. The colors are primarily green and white, with yellow bands visible on some of the bills.

**If you have \$20,000  
or even less**

• If you're looking to receive passive income with your investments, there are many ways to do it. While your best choice will depend on certain factors, such as your age and risk tolerance, there are many ways to invest \$20,000. The right investment options for you are going to depend on what your goals are for the long haul. You can also work with a financial advisor to help you pick your investment options. Here are 6 ways to make it work for you



## Invest in a Retirement Account

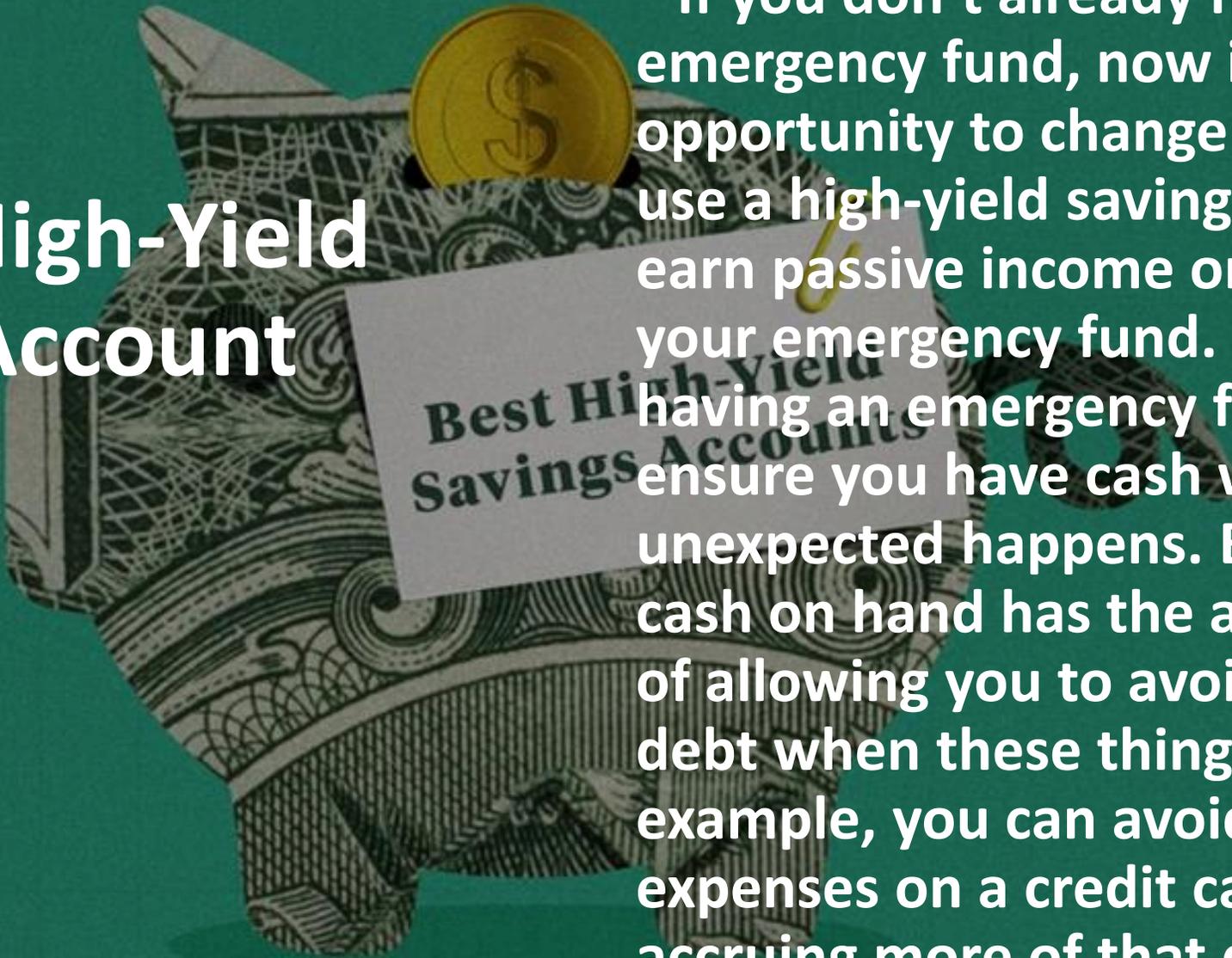
- Investing in a retirement account is often one of your best options, especially if you haven't invested much yet. Retirement accounts, like a 401(k) or individual retirement account (IRA), have tax advantages as an incentive to stash your money in them. That means you get to keep more of your money.



## Pay off Debt

- You may not consider paying off debt as an investment, but it can be a great move. If you have a lot of debt and receive \$20,000 in a lump sum, wiping out your debt could provide the best return. For example, you might have a lot of credit card debt with 15-20% APR. Unfortunately, even the savviest of investors can't earn returns that high – at least not consistently. Paying off your debt can set you on the right path; not only will it put you in a better position today, but it means you'll have less interest to pay going forward.

# Open a High-Yield Savings Account

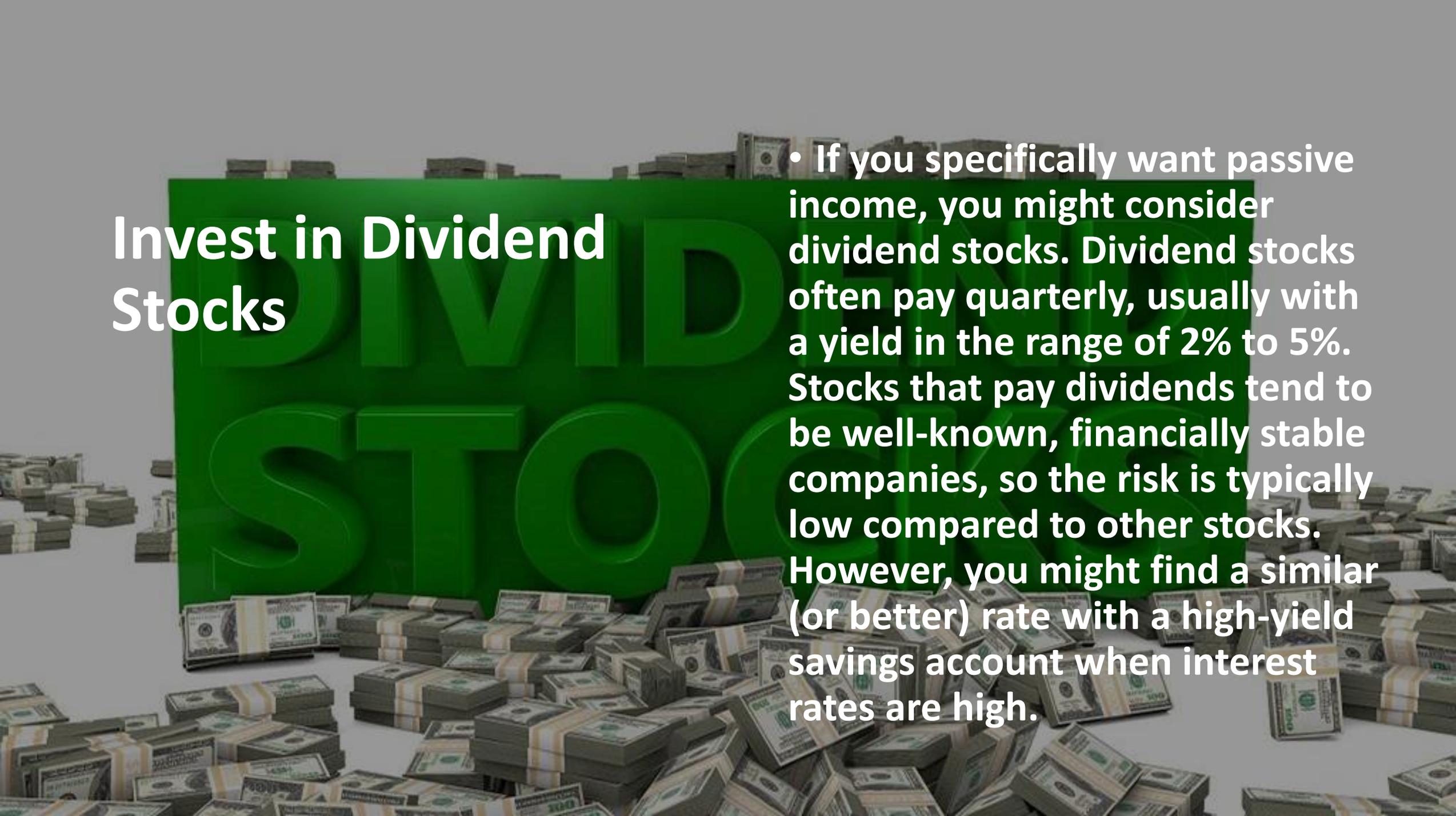
A piggy bank made of US dollar bills with a gold coin on top and a paperclip holding a note that says "Best High-Yield Savings Accounts".

- If you don't already have an emergency fund, now is the perfect opportunity to change that. You can use a high-yield savings account to earn passive income on the money in your emergency fund. Of course, having an emergency fund will help ensure you have cash when the unexpected happens. But having cash on hand has the added benefit of allowing you to avoid high-interest debt when these things happen. For example, you can avoid putting big expenses on a credit card, thus accruing more of that debt we discussed earlier.

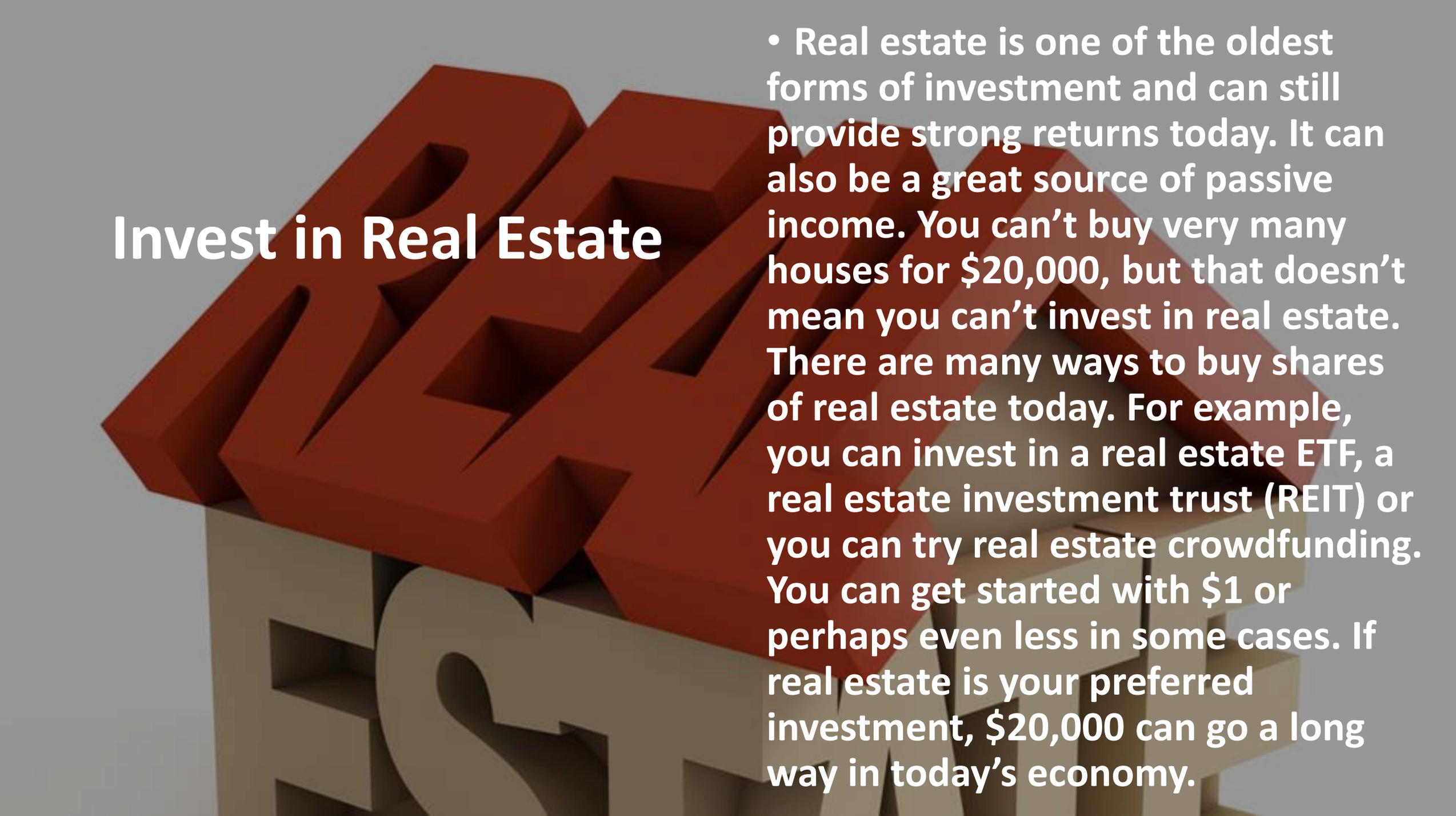
# Invest Using a Brokerage Account

- Brokerage accounts are investment accounts you open with a broker, such as an online broker. These brokers often have minimal fees. They can also offer even more freedom than an IRA as they have no early withdrawal penalties. But they also lack IRAs' tax advantages, so brokerage accounts tend to be best for investing money you'll need before age 59 ½. Nevertheless, having diversity in your tax strategy can be beneficial. You can withdraw money slowly as your investments grow, providing you with some passive income.

# Invest in Dividend Stocks



- If you specifically want passive income, you might consider dividend stocks. Dividend stocks often pay quarterly, usually with a yield in the range of 2% to 5%. Stocks that pay dividends tend to be well-known, financially stable companies, so the risk is typically low compared to other stocks. However, you might find a similar (or better) rate with a high-yield savings account when interest rates are high.



# Invest in Real Estate

- Real estate is one of the oldest forms of investment and can still provide strong returns today. It can also be a great source of passive income. You can't buy very many houses for \$20,000, but that doesn't mean you can't invest in real estate. There are many ways to buy shares of real estate today. For example, you can invest in a real estate ETF, a real estate investment trust (REIT) or you can try real estate crowdfunding. You can get started with \$1 or perhaps even less in some cases. If real estate is your preferred investment, \$20,000 can go a long way in today's economy.

# BOTTOM LINE

## The Bottom Line

• Generally, creating significant passive income takes a lot of time, a lot of money or both. \$20,000 won't create enough passive income to sustain you, but it can give you a great head start. You might choose to pay off debt, open a high-yield savings account or start investing. No best strategy works for everyone; getting started is most important. That way, you start earning passive income with your \$20,000 as soon as possible.

A chalkboard background with a lightbulb in the center. The lightbulb is unlit and has a yellowish glow. It is surrounded by several hand-drawn circles and lines in white chalk. The text is centered over the lightbulb.

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Bob Haegele on Smart  
Assets.com

**THE ENTREPRENEUR**  
always searches for change,  
responds to it, and exploits it  
———— *as an* ————  
**OPPORTUNITY**



*Peter Drucker via Gecko&Fly*



Our vision is to be the best in helping all people excel in all aspects of life. Our Mission - Vigilant in our Non-Profit, Extraordinary in our Media Delivery and Timely in our Youth and Adult Development. Our Branding includes: Brothers Brooks Vision 2 Mission LLC® BBV2M-Media, The Wallaroos Learning and Adventures LLC, EEP, What If? Just A.S.K.®, W.I.J.A.-What If? Just A.S.K.® W.I.J.A.-NNECT, BBV2M Professional Development, RodTV65, Entrepreneur's World, W.I.J.A.-2BA Christian, Books by Author Rodney D. Brooks, and BBV2M LLC Non-Profit





**E.W.**

*Entrepreneur's World*

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**The Magazine**