

- LEGENDS EDITION -

# MADE

A FAME PUBLICATION  
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ENTREPRENEURS | THE ARTS | LIFESTYLE

## Will Packer

PRODUCER OF  
**8 #1 BOX OFFICE  
HITS & COUNTING**

### GAME CHANGER:

"Power" Producer  
**Courtney Kemp**  
Explains How to  
Rev Up Your Engine  
for Greatness

### MADE MOMENTS:

Success Highlights  
of 2016

**REVEALS HOW  
TO ACHIEVE  
LEGENDARY  
STATUS**

**COMMON &  
CHANCE THE  
RAPPER**

Return to Uplift  
Chicago at Aahh Fest!

# PRODUCERS ISSUE

NOVEMBER / DECEMBER 2016

Create a life that leads to  
legendary success

# FOUNDER'S ROW

Founder's Row is a community for creative entrepreneurs of color whose mission is to provide entrepreneurs a first-row seat to entrepreneurial success. Our mission is to share practical solutions and opportunities with founders representing start-ups in the tech and creative industries through a variety of online and in-person forums. Follow the column to hear from more of founders' stories.



**IVAN LAND Jr.,**  
Brand + Marketing Strategist, Startup Consultant, &  
Creative Director

### 1. BE A CONTRIBUTOR.

We all benefit from the countless mounds of free information on the internet that teach us everything from best entrepreneurial branding practices to gaining more clientele. But – the most fulfilled and successful creatives have learned to be contributors more than consumers. It's our job as entrepreneurs to help our peers excel while empowering our successors.

The Point: Don't Be an Info-Hoarder, Give Back Every Chance You Get.

**2. BE A GOOD "BUSINESS PARENT"**  
Don't make your business decisions

based on what you, the person, would do – think deeper. Because the honest truth is: if your business is only grown within your capacity, unlike actual children; it'll die when you do.

\* *The Point:* Always Look for Room for Growth Beyond Yourself

### 3. CREATE FOR: EVER.

If you're not building something with the intent of it growing and one day being self-sustainable, essentially you're self-sabotaging instead by not giving your ideas the opportunity to live and grow beyond you (or your fifteen minutes of fame.)

The Point: Create Solutions That Solve Future Problems.

**1.ABSENCE MAKES THE HEART GROW STRONGER.**

Journey outside of your comfort zone in exploring new geographical areas, building new relationships, and learning new skills. Feeling vulnerable and uncomfortable is one of the greatest ways to learn and empathize.

**2.PRESS PLAY. PAUSE. PRESS PLAY AGAIN.**

Know when to scale fast, slow down and sometimes pause. We must gauge our momentum as we are growing an organization and always be willing to receive feedback to ensure that the product or programs we are growing are resonating with the community and making an impact.

**3.IT'S ALL ABOUT US.**

Change your use of pronouns from “I” to “We” and from “My” to “Our”. It’s a simple change, but one that demonstrates that it is a team effort and not just all about one person.



**ALICIA GONZALEZ**  
Founding Executive Director  
at *Chicago Run*

## FOUNDERS AT *Go Dutch Today*

Alexandria Willis, Olamide Bamidele, Alysia Sargent



**1. BE FLEXIBLE.** In the early stages of business your mind and body should be nimble. Obstacles as well as opportunities will present themselves, despite having a plan, and you will need to adjust or pivot in order to do what's best for your business. Being flexible is also an attitude so it is best to respond to unexpected change with poise and control.

**2. BE RESOURCEFUL.** You don't need to have a ton of money to start your business, validate or market it. There are numerous ways to execute on your business by being resourceful, do your research, understand your market, target and competition and don't be afraid to speak up and tap into your networks to help you achieve your goals.

**3. BE YOUR OWN CHEERLEADER.** You are not going to win every deal, competition, or potential user/customer and people will not always believe in your business, but do not let that discourage you. Celebrate your own successes, losses and milestones throughout your journey. By maintaining a positive outlook, stay focused and your business will continue to grow and attract supporters.

A professional headshot of Dimma Elissa, a woman with dark, curly hair, wearing a black blazer over a pink and white striped collared shirt. She is smiling slightly and looking towards the camera. A diamond earring is visible on her left ear. The background is a plain, light grey color.

**DIMA ELISSA**  
CEO & Founder  
at VisMed3D

**1. TIME KILLS ALL DEALS – AND OPPORTUNITIES –**  
Execute, execute, execute. The learning from trying different things is what informs you, quickly. The art of iteration and pivoting is what gives you the advantage in conquering your market opportunities.

**2. YOUR NETWORK IS YOUR NET WORTH - YOU CAN'T DO IT ALONE –**  
Build a network of trusted friends and colleagues to help you in areas that compliment your skills. You can't know everything or everyone, so get out there, network, meet people build a cadre of expertise across every area of business, marketing,

finance, promotion, operations, funding, etc.

**3. ORGANIZE INTRO MEETINGS INTELLIGENTLY**  
– So everybody wants to get 5 Minutes with you. We all get request to meet people, from prospective vendors to colleagues and investors. **BE SMART ABOUT YOUR TIME** --- Find a regular weekly slot that is able to bring in those folks for an initial meeting, if possible in a more social cadence so you can evaluate whether more of your time is necessary. I use happy hour every Friday to invite people all at once, so I'm vetting them for further interest. This protect my most valuable resource. **TIME.**

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