

Become a Mogul

7 Major Success Principles For The Urban Entrepreneur

by Charles Major (C-Major)

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On-Air Interview Questions:

1. What was the motivation for you to write this book?
2. What makes you a Mogul?
3. There are a ton of success books out there. What's different about yours?
4. You talk about taking 100% responsibility for our lives. But what happens if I had a bad childhood or I live in a bad neighborhood?
5. In your book you say that "we're the average of the five people we spend the most time with." Does that mean we should only hang out with successful people? Should we get rid of our struggling friends?
6. I liked the part in the book about networking events-haven't we all gone to some boring parties where it just seems that people are there to collect as many business cards as they can and then get home to watch 106 and Park? You take a different approach to those events-tell the listeners what you see as the true objective to attending a business networking event.
7. How can business owners do a better job of describing what they do instead of just spouting of a job title or professional designation so that people don't pre-judge them?
8. There are a lot of strategies covered in the book. Do you have to do all of them or can you pick one or two that would work for your business?
9. The stereotype of Hip-Hop Moguls— is that they're ruthless and don't trust anybody. Would you say this is true or false?
10. Out of the 7 Major Success Principles in your book, if you had to leave us with just one tip, what would it be?