

Business Briefs

Business Profile

Businesswoman teaches the keys to a successful life

By CAROLE RAGINS
Community News Editor

Mainstream society focus most of its attention on the alienation, frustration and hopelessness filling the hearts of many African-Americans, but a local entrepreneur has developed a pragmatic solution to alleviate those pains.

Bessie Singletary is founder and president of Manipulating Your Intra Conversation (MYIC), a local consulting business that initiates training, motivational and personal workshops for corporations and businesses throughout the city and nation.

Singletary says she conceived of the idea to launch MYIC in 1983 when she was at the crossroads in her life and wanted to change careers.

"I asked myself, do you want to watch people live the life of a dream or do you want to create the dream?" she said. "I started praying and seeking for understanding in what is my purpose.

"It's a sad thing to live a whole entire life and not leave something on this earth that someone could say Bessie Singletary was here."

Singletary had a successful 10 1/2 year career in banking and finance at First Citizens Bank but was frustrated with her position. "I was tired of getting pushed over. I was tired of not getting promotions and I knew it had to be up to me to do something about it. I had outgrown banking and was tired of the corporate status," she said.

Shortly after completing her degree at High Point College in

1986, Singletary says she left her banking job to fully develop her business. The challenge of creating a successful business was enough for Singletary to take the risk. "Without a challenge, I don't have anything to overcome. I have nothing to gain knowledge from, therefore I cannot grow," she said.

While working on her business, Singletary also worked at the Winston-Salem Urban League and developed programs such as the Reading Olympiad, a computer class, and the mentoring program, Med-Law. These programs are currently in full force at the Urban League.

In January 1991, Singletary says she decided to place all of her energies into her business. After clinching contracts from major corporations such as AT&T and Food Fair, Singletary built her clientele base. She has continued to conduct workshops for employees on all scales of management — from engineers to janitors.

Singletary says she teaches individuals techniques on how to manipulate their conversation. "The conversation is so much a part of our being that we tend to ignore it and the importance of it. You can make it or break it through your conversation."

Singletary found through her research that successful people followed a similar pattern which was through self-identification. Singletary says it is most important for people to like themselves from the inside and create their own positive environment to grow in.

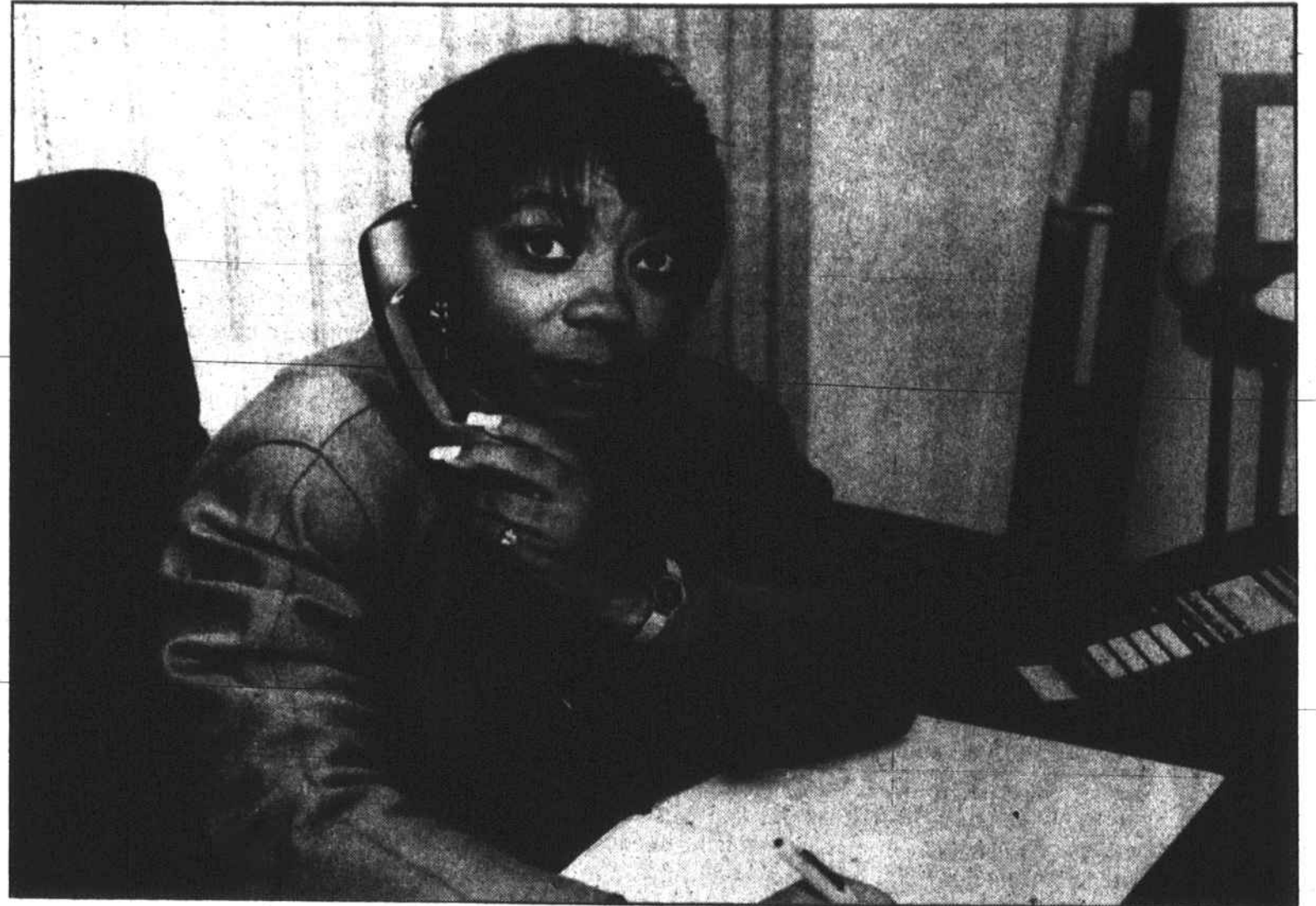
"Once you begin the confi-

dence of liking yourself, your self-esteem increases," she said. "I teach individuals if you can look a person straight in the eye and say I am good at what I do you have made it as far as your self-identification is concerned. Otherwise, if you say you're not good, then you really aren't good. That's the bottom line."

Singletary says the most apparent problem that people create for themselves is wasting time tending to other people's business. "We waste more time trying to run other people's lives when we don't have our own together. When you do that, you don't have time to focus on your own life. I tell people, God has not given me anything that he hasn't given you. You have to get in tune with yourself and once you do that, you know your strengths and weaknesses and then you are able to work on your personal characteristics."

"I try to tap an awareness through my personal development workshops. I help people tap into their subconscious minds and bring it to the conscious mind to make a person aware of who they are from the inside," she said. "I try to change people's thinking patterns and show them how to work smart."

Singletary has conducted workshops in Mississippi, Florida, Puerto Rico, and Las Vegas. She is optimistic that the company will continue to grow and be a significant link



Bessie Singletary is busy setting up appointments and making travel plans to conduct motivational workshops in all parts of the country. She believes that everyone has the potential to excel. She says all it takes is reaching from within and visualizing your fate.

in the motivational workshop arena.

Singletary also has a teller program called Bankers Assistance, where she gives training to people interested in banking and finance. She also operates three other busi-

nesses within MYIC. They are Besire Group, a marketing and consulting business, Perry and Associates, a public relations firm and Unique Travel, a travel agency.

Singletary's business partner,

Irene Perry, helps her to manage the Besire Group and Unique Travel Agency businesses.

Although Singletary has her hands full, she is available by appointment.

MONEY WATCH

By THEODORE R. DANIELS



Insurance check up

Do you know how much life insurance you really have? If you don't, you need to get out your life insurance policies to see if they are worth as much as your insurance agent said they would be at this time of your life. What you don't know about your insurance policies can hurt you or your family's standard of living should you prematurely die.

The computer-generated projections or illustrations related to the build-up of cash values or savings that insurance agents and insurers use to sell life insurance do not always come true. Over the past ten years or more, insurance companies have moved to enhance the investment appeal of cash value life insurance policies. In doing so, insurance companies have shifted a large part of the risk to policyholders. The total cost and benefits of a life insurance policy bought today will depend on other variables, such as future interest rates and the insurer's ability to keep its operating costs down. The particular policy's death benefit and saving value could only come true if the assumptions about interest rates, expenses, and the like hold true in the future.

An aggressive or anxious insurance agent who is trying to make a sale may not discuss with you the risk of a policy underperforming in a low interest rate period such as one that we are currently experiencing now. The current recession is causing interest rates to remain low which will have a negative impact on the projected earnings of the savings or investment features of your life insurance policy as presented in the illustration given to you by your insurance agent.

In light of the current economic condition in this country, you should contact your insurance agent and ask for a new or second illustration based on the interest rate the insurer is currently paying on the savings or investment features of your policy. This is very important for individuals who have universal or variable life insurance policies that were purchased when interest rates were high. Because purchasers of universal or variable life insurance policies might have to pay higher premiums to keep the same amount of coverage. If they don't, the value of their policies might go down or the death benefit could be reduced or the insurance coverage could even be canceled.

When you call your insurance agent, tell him/her that you would also like to look at interest rate history and how well other life insurance policies have performed over the years. This will help you determine if you have the best life insurance policy available to meet your needs. And while you are with your agent ask him/her what is guaranteed by your policy and what is not.

It may also be wise to have an independent company to evaluate your current life insurance policy or one that you plan to purchase. The National Insurance Consumer Organization will evaluate cash value life insurance policies. The organization calculates the rate of return on a policy for \$30. It will charge \$20 for each additional policy. This service is worth the investment. The National Insurance Consumer Organization is located at 121 N. Payne St., Alexandria, Va. 22314.

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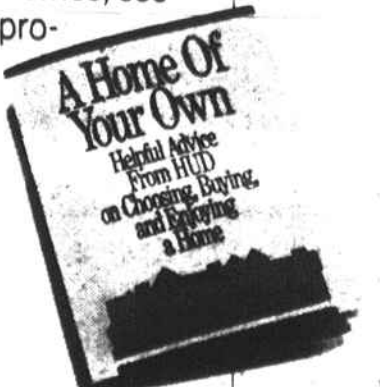
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