

BLACK RIVERS DIGITAL MARKETING MENTORSHIP INVITATION



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A Personal Invitation — For You or the Teenager in Your Life

One month. Four sessions. A community and team for life.

EMAIL SUBJECT LINE OPTIONS

- A. "The Black Community Needs This — And I Built It. Here Is Your Invitation."
 - B. "Black Rivers — A Personal Invitation for You or Your Teen"
 - C. "One Month Could Change the Direction of Your Family's Future"
 - D. "Not a Sales Pitch. A Real Invitation — For You or Someone You Care About."
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THE LETTER

I need to be honest with you about something.

The Black community is in a crisis that most people are not talking about openly. Not a crisis of talent. Not a crisis of creativity or work ethic or ambition. A crisis of **digital infrastructure**. A crisis of not knowing how to use the most powerful economic tools ever created — professional digital marketing, artificial intelligence, and community-driven business — to build real, lasting wealth.

In 2026, AI is not coming. **AI is here**. LinkedIn is not a job board — it is the most powerful professional platform on the planet for building an audience, attracting clients, and generating income without spending a single dollar on ads. Video marketing on a smartphone is not a trend. It is a fundamental business skill. And the Black community — as a whole — has not been given a clear, practical, practitioner-built system for mastering any of it.

That gap is not an accident. But closing it is a choice — and it starts with one person, one family, one team deciding to move.

"What you learn here can be taught to others. This knowledge has tremendous value in 2026 — and every year that follows."

My name is **Solomon Jones**. I am the founder of **Black Rivers**, an invitation-only professional community for Black entrepreneurs and business owners. I am the creator of the **LinkedIn Playbook** — a digital marketing system built from over a decade of real-world practitioner experience. And I founded **X1K Commercials**, a video marketing company with over 55 completed video projects.

What I am offering you is not a course. It is not a subscription. It is not a certificate program. **It is a relationship.** A team. A pack — a group of wolves who move together, build together, and refuse to let each other fall behind in this new world economy. You bring your drive. Black Rivers brings the system, the tools, the real-world experience, and a community of people who are already building.

And here is what makes this different from anything else available right now: **what you learn here, you can teach.** The LinkedIn Playbook, the AI tools, the video marketing system, the community-building framework — this is knowledge with real market value. Use it to generate income for yourself. Pass it to your children. Share it with your community. It compounds. It does not expire. And in 2026, moving into the future, its relevance only grows.

This is the direct solution to what the Black community needs right now. Not inspiration. Not motivation. **A system. A team. And a coach who has done it.**

WHO THIS IS FOR

FOR YOU, THE INDIVIDUAL:

You are a professional, entrepreneur, coach, consultant, freelancer, or creator. You know you have more to offer than your current audience or income reflects. You want to use LinkedIn, AI tools, and video to build something real — and you want to learn from someone who has actually done it, not just taught it.

FOR YOUR TEENAGER:

They have drive. They spend hours on their phone. They have ideas. What they do not have is a system — a real, practitioner-built framework that shows them exactly how to turn a smartphone and a social media account into a professional presence, a portfolio, and real income. Black Rivers gives them that system. The skills they build here will be more valuable than most college degrees by the time they graduate.

- No experience needed — the curriculum starts from the foundation
 - Everything runs virtually — accessible from any phone, tablet, or computer
 - Skills apply to any industry, any passion, any future career path
 - They finish with a live portfolio — proof of real skill, not just a certificate
 - What they learn, they can teach — to peers, to family, to anyone in their community
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THE STRUCTURE — ONE MONTH, FOUR SESSIONS, A LIFETIME OF SUPPORT

1 Month · 4 Live 1-Hour Zoom Sessions with Coach Solomon Black Rivers Community Membership — Yours to Own, For Life Continued Real-World Marketing Experience — Ongoing, Not Boxed A Team of Wolves to Face the 4th Industrial Revolution Together

SESSION 1 — THE FOUNDATION | Week 1 · 1 Hour · Live Zoom with Coach Solomon

We start with the fundamentals — the psychology, economics, and architecture of how attention becomes revenue in the digital economy. You will learn what digital marketing actually is at its core, how the 4th Industrial Revolution is reshaping every industry, and exactly where you — or your teenager — fit into it. By the end of Session 1, you will have a clear, professional LinkedIn profile built and live.

SESSION 2 — LINKEDIN MASTERY + CONTENT STRATEGY | Week 2 · 1 Hour · Live Zoom with Coach Solomon

This session is entirely focused on LinkedIn — the most powerful platform in the world for building a professional audience and generating clients without spending a dollar on ads. You will learn content strategy, the LinkedIn algorithm, DM outreach sequences, and lead generation. By the end of Session 2, you will have published your first pieces of content and sent your first outreach messages to a real professional audience.

SESSION 3 — VIDEO MARKETING + AI TOOLS | Week 3 · 1 Hour · Live Zoom with Coach Solomon

This session covers the two most powerful tools available to any marketer right now: video and AI. You will learn how to produce professional video content on a smartphone using ElevenLabs, ChatGPT, and AI-driven ad platforms so the algorithm works in your favor. By the end of Session 3, you will have produced and published your first professional video and your first AI-assisted content campaign.

SESSION 4 — COMMUNITY BUILDING + CAMPAIGN REVIEW | Week 4 · 1 Hour · Live Zoom with Coach Solomon

The final session ties everything together. You will learn how to build and monetize a digital community — the same system used to build Black Rivers. Coach Solomon will personally review your real-world outreach campaign results, identify what is working, and give you a specific roadmap for the next 90 days. By the end of Session 4, you have a live campaign, a real portfolio, and a clear plan — with Black Rivers and your team beside you.

THIS IS NOT A BOXED EXPERIENCE — IT IS A LIFELONG RELATIONSHIP

Most training programs give you content, a certificate, and a goodbye email. Black Rivers is built differently.

When the one month of sessions ends, your access to Black Rivers does not. Your seat in the community is yours to own — permanently. Your relationship with Coach Solomon and the Black Rivers team continues. The real-world marketing experience does not stop — it evolves.

Think of it as acquiring a pack. A team of wolves who move together, protect each other's progress, and refuse to let each other fall behind. That is what Black Rivers is. That is what this relationship gives your family.

This could change the direction of your entire family. Here is why:

- The skills you learn here are transferable — to every platform, every industry, every business idea your family ever pursues
- The community you join is a permanent professional network — one that grows more valuable every year
- What you learn, you can teach — to your children, your peers, your community — multiplying the value of this investment across generations
- Your teenager starts years ahead of their peers — with a professional LinkedIn presence, AI skills, and real marketing results before most adults have figured out where to start
- Your entire family faces the 4th Industrial Revolution not alone — but as a team, backed by a community of Black professionals who are already building
- This knowledge is not a trend — its relevance and market value increases every single year moving forward

The 4th Industrial Revolution will not wait. The question is not whether the world is changing — it already has. The question is whether your family will be equipped to lead in it.

Your Drive + Your Family → Black Rivers + Coach Solomon + Your Team → Income, Legacy, Authority — For Life

WHAT YOU LEARN — THE FULL CURRICULUM BREAKDOWN

The four live sessions introduce the curriculum. The full course library — available to every Black Rivers member — goes deeper on every topic:

COURSE 1: "THE FUNDAMENTALS" — WHAT DIGITAL MARKETING ACTUALLY IS

The psychology, economics, and architecture of how attention becomes revenue. What most programs skip entirely.

- How platforms compete for human attention and how marketers use that competition to their advantage
- Why people follow, click, buy, and refer — and how to engineer each of those actions deliberately

- Awareness, trust, conversion, and retention — mapped to real social platforms and real behaviors
- The difference between paid reach and earned reach — and when to use each one
- How to define and communicate a clear professional identity that attracts the right people automatically

COURSE 2: "LINKEDIN MASTERY" — THE FULL LINKEDIN PLAYBOOK

The complete system: profile, content, outreach, and growth. No paid ads required.

- How to build a LinkedIn profile that works like a landing page — attracting the right people and converting views into connection requests
- What to post, how often, and what types of content consistently generate reach, engagement, and inbound interest
- How the LinkedIn algorithm decides who sees your content — and the specific behaviors that tell it to amplify your posts
- How to write connection messages and follow-up sequences that start real conversations and generate real responses
- The complete system for attracting clients and partners using nothing but content and direct messaging
- How to read your LinkedIn data and use it to improve content and outreach performance over time

COURSE 3: "VIDEO THAT SELLS" — PROFESSIONAL VIDEO FROM YOUR PHONE

Professional-quality video content using only a smartphone and free AI tools. No crew. No studio. No editing software required.

- The differences between LinkedIn video, Instagram Reels, TikTok, and YouTube Shorts — and how to create for each without starting from scratch
- How to write a script that hooks in the first 3 seconds, holds attention, and ends with a clear call to action
- Lighting, framing, audio, and delivery — everything needed to produce professional-looking video on a phone
- How to use ElevenLabs to produce studio-quality voiceovers in seconds without recording a single word
- How to combine free stock footage and AI-generated images into a complete branded video ad
- How to format, caption, and publish video content for maximum reach on each platform

COURSE 4: "BUILD YOUR COMMUNITY" — CREATE SOMETHING PEOPLE WANT TO BE PART OF

The same system used to build Black Rivers. Build and monetize a community around what you know.

- How to design a digital community — its purpose, rules, culture, and entry criteria
- Why people join, why they stay, and why they leave — and how to engineer each outcome
- How to grow a community using LinkedIn, Instagram, email, and other platforms in a coordinated system
- The types of content that turn followers into members and members into evangelists
- How to generate revenue through memberships, courses, events, sponsorships, and partnerships

COURSE 5: "AI FOR BUSINESS" — USE ARTIFICIAL INTELLIGENCE LIKE A PRO

Entirely practical. Every topic is hands-on and immediately applicable. Some AI tools will need to be acquired by the student — most run approximately **\$50 or less per month** and are worth every dollar once you know how to use them.

- How to use ChatGPT to write captions, emails, video scripts, LinkedIn posts, and ad copy at scale
- How to create branded visuals and ad creatives using AI image tools — without a design team
- How to produce studio-quality voiceovers using ElevenLabs — students will need to acquire this tool (approximately \$5–\$22/month depending on plan)
- How to structure Facebook and Google ad campaigns so the algorithm optimizes in your favor from day one
- How to interpret performance data from Instagram, LinkedIn, and community platforms and turn it into strategy
- How to use AI and automation to run marketing systems that work while you sleep

A NOTE ON AI TOOL COSTS: Several AI tools taught in this curriculum — including ElevenLabs for voiceover and advanced ChatGPT features — are not free and will need to be purchased by the student. Most plans run approximately \$50 or less per month. Coach Solomon will guide you on exactly which plan fits your budget and goals. Think of it as the cost of your professional toolkit — the same way a carpenter owns their tools.

THE REAL-WORLD PRACTICUM — LIVE AND ON THE GROUND

This is not just watching videos. You — or your teenager — run a real LinkedIn outreach campaign on a live professional audience, with real stakes. Here is what you practice:

- Crafting a compelling value proposition for a professional audience
- Building a LinkedIn profile that attracts inbound connection requests
- Writing connection messages and follow-up sequences that get real responses
- Creating and publishing content that generates reach and engagement
- Understanding what makes a professional say yes to an invitation vs. ignore it

- Measuring outreach results and adjusting strategy based on real data

By the time the practicum is complete, you have done what most trained digital marketers have never done: run a real outreach campaign, to a real professional audience, with real results you can show to any employer, client, or investor. This is a portfolio. This is proof of skill. This is what makes the difference.

YOUR SEAT INSIDE BLACK RIVERS — YOURS TO OWN

Every person who comes through this training receives a personal invitation into the Black Rivers community — an exclusive professional network for Black entrepreneurs and business owners who are actively building right now. This seat is yours permanently. It does not expire when the month ends.

- Real answers from people running real businesses
- Accountability from peers who are serious about growth
- Relationships that create referrals, collaborations, and paying clients
- Continued real-world marketing experience alongside Coach Solomon and your Black Rivers team
- A permanent professional home for you — and a head start for your teenager and your family

Most digital marketing programs teach skills in a vacuum. Black Rivers puts those skills into a living, operating professional environment — immediately. The Black community does not just need more information. It needs infrastructure — real teams, real relationships, real systems. That is what Black Rivers provides.

WATCH: THE 4TH INDUSTRIAL REVOLUTION — HOW TO PREPARE YOUR FAMILY FOR THE NEW WORLD ECONOMY

This video is the foundation of everything taught inside Black Rivers. It explains — in plain, powerful terms — why digital marketing, AI literacy, and community building are no longer optional. They are the survival skills of the new world economy. Watch this before your call with Coach Solomon. Whether this is for you, your teenager, or your entire family — this video will make clear why now is the moment to move.

THE 4TH INDUSTRIAL REVOLUTION

A woman with dark curly hair, wearing a white sweater, is focused on working on a complex mechanical device with many brass-colored gears and rods. The background is dark with some lights, suggesting a workshop or industrial setting.**B**

SHARE

How to prepare your Children for the New World Economy.

■ Watch the full video: <https://vimeo.com/1204372086?share=copy&fl;=sv&fe;=ci>

YOUR NEXT STEP

Let's have a real conversation. No pressure. No sales pitch. Just 20 minutes to talk about where you are — or where your teenager is — and whether Black Rivers is the right fit. Whether this is for you, your teen, or your whole family, I want to hear about it. This is too important a moment to sit on.

Book your free 20-minute conversation:

Black Rivers — Let's Talk

<https://calendly.com/solomonjones/black-rivers-curriculum-partnership-20-min-in-clone>



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Book Your Free Conversation — Black Rivers — Let's Talk

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