



# Lavette --- AND Yungche

AUTHOR | SPEAKER | SONGWRITER |  
FAMILY BRAND EDUCATOR



## ABOUT

### *Lavette and Yungche*

Lavette is a mother of 3, speaker and author with the most recent venture being a songwriter with her son, YungChe. Her goals are to use her books, talks and music as encouragement for families to build great relationships and become economically sustained by creating a family legacy. She is also a member of Toastmasters, a board member with Mothers Raising Sons, Inc :tm:, and a mentor/volunteer at Stockbridge and Cotton Indian Elementary Schools in Henry County, GA. She is also the CEO & Founder of The Family Brand Movement, LLC

YungChe is the oldest son of Lavette. His brand name consists of the first 3 letters of his name. His passion is football, fashion, and music. He gets his songwriting talents from both his mom and dad. He is dually enrolled at Southern Crescent Technical College while attending Stockbridge High School. He mentors the elementary kids at Cotton Indian Elementary every week with his football teammates. When he's not hanging with friends or playing football, he is either creating music, reading or playing his PS4. He aspires to play college football while mentoring young boys on sportsmanship. His passion for creating a family legacy matches his mom's as his overall goal is to take care of his family and siblings. He is also the Co-Founder of The Family Brand Movement, LLC.



# THE *Family Brand Movement*

The Family Brand Movement, LLC was formed as a movement to encourage families with children to form a family business and/or legacy. The educational foundation is comprised of income shifting, tax benefits for hiring your children to work in the family business, DIY credit repair coaching, strategy sessions to brainstorm business ideas and turning them into a plan that will generate multiple streams of income and achieving overall personal financial success. To learn more, please visit [www.thefamilybrandmovement.com](http://www.thefamilybrandmovement.com).



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## SPEAKING TOPICS

### *Income Shifting*

The IRS states that over 100 million people overpay their taxes each year. Income shifting is an legitimate correction strategy that will bring more of your tax money home each payday.

### *Family Brands*

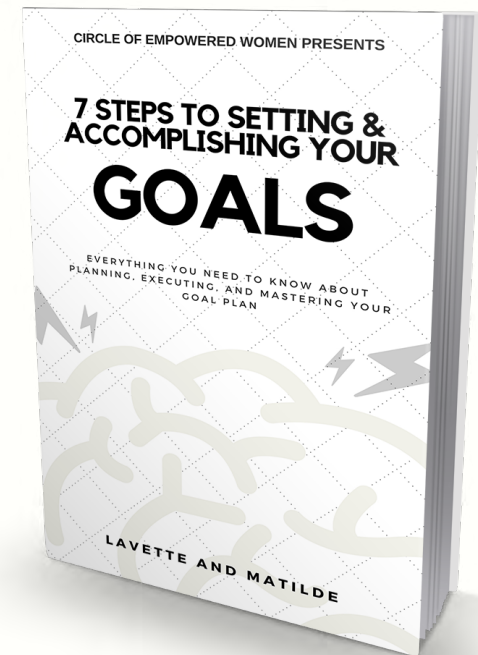
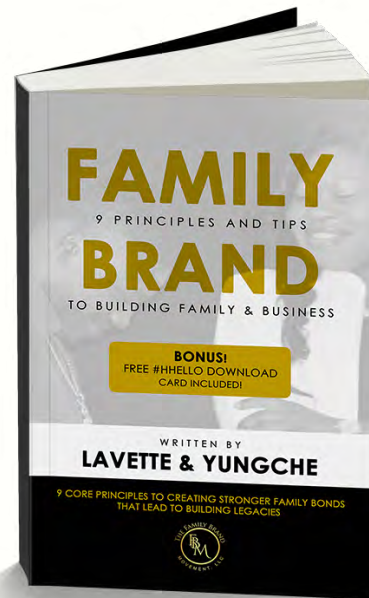
50% of children in the U.S. currently lives in poverty (according to National Center for Children in Poverty, [nccp.org](http://nccp.org)). This stems from generational brokenness due to lack of financial education. Family Branding is about breaking those generational curses and building generational wealth for our children.

### *Goal setting*

Setting goals is imperative if we want to level up in all facets in our lives. Lavette makes it easy to set and map out your goals for accomplishment, giving you the results you desire.

## Books

These are the most recent books written by this mother/son team. Family Brand: 9 Principles and Tips to Building Family & Business is their most popular release. It is a guide and mini workbook centered around 9 core principles that will set you on the path to building your family brand. 7 Steps to Setting and Accomplishing Your Goals was co-authored with Matilde Hernandez, a friend and business partner in A Circle of Empowered Women which is a networking group centered around empowering women to dream and live life fearlessly.



## Testimonials

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"If you're looking for someone that is going to provide the tools for you to start your business, she will provide the steps that will guide you to becoming a success with building your brand with goal setting. Also, she empowers others to become business owners, build family brands and building a network. She takes her time, builds connections and best of all she teaches you how to build confidence along the way. She has coached me to build a successful cleaning business over the last 3 years. I will highly recommend her to speak at any event!!!"

**Matilde H**

"Lavette came to speak on developing your 30-60-90 day plan for the networking group circle of Empowered women and she was awesome!! She spoke on encouraging women to not give up and was so genuine with her speaking and gave us an exercise to develop the first 30 days due to short time we had for the event but what I love most about her she follows up with you and is always there to help and is one of the best successful entrepreneur/speaker/leader ever and I'm truly blessed to have met her."

**Tiff J**

"I recently attended an event where Lavette was the speaker and the objective was setting goals. She has a way of getting you stirred up to be a go getter. Her passion for seeing other's succeed is contagious and opens your eyes to possibilities that you may have once believed were unobtainable. For myself, she has definitely brought thoughts and ideas into fruition. I look forward to hearing her speak again as she has lit a fire in me to start the journey in finding my purpose and helping my family reach for the stars!!!"

**Tamara H**





## *Contact*

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**Book Lavette and Yungche!**

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