

3 Keys to Building Wealth in the Black Community

Black History Month is an ideal time for the Black community to discuss the State of the Black Union. Although we celebrate Black history 365 days a year, we also need to strategize and plan to continue our ancestor work collectively. Strategically, the Black community is blocked from building wealth, but with initiatives like [Buy The Block](#), we have a blueprint for bridging the gap between Black communities and wealth.

In the first episode of the Black Affluence Podcast, Nassir Criss shares a wealth of knowledge from his expertise in business development, marketing, strategic operations, and venture capital to address the economic disenfranchisement of the Black community. Throughout Nassir's career, he has co-founded three businesses throughout, dabbled in real estate, and helped scale several start-up businesses. He believes that financial literacy is the ultimate key to building wealth in the Black community. Connect with Nassir on LinkedIn and Instagram @nassircriss.

Nassir Criss's Keys to Building Wealth in the Black Community



Understand that Wealth is the Ability to Generate Money While You Sleep

"You don't get wealthy by renting out your time."

Money is how we transfer time and wealth. Money is a vehicle. Wealth is the ability to have your time. Time gives you the flexibility to do what you want. To generate wealth, you have to own equity and business to gain your financial freedom. Continue to invest to generate wealth.



Pay it Forward: Be Your Brother and Sister's Keeper

"Go back and give people exposure to see people who are doing things differently."

If you are financially literate and generating wealth, teach others. You don't have to be a world-class athlete or artist to build wealth. There are a lot of ways to get wealthy in this world.



Develop an Appetite for Learning

"Where there is a will, there is a way."

The internet is a great tool. Seek opportunities to learn new things. Learn how to invest and plan for retirement. We cannot use our disadvantages as an excuse not to try. If the schools do not teach financial literacy, we are responsible for educating our youth.