

EXECUTIVE SUMMARY

The Millennial Black Professor, LLC

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the
millennial
black professor

The Millennial Black Professor, LLC (The MBP) provides writing and editing services to busy professionals, academics, and business owners who have a creative vision, innovative strategies, unique proposals, and other projects that need to be developed and communicated but lack time to do the work themselves. For many companies, productivity is the ultimate marker of success which makes time savers invaluable. With individuals finding less and less time in the day to do the things that keep them physically healthy, bring them joy, foster interpersonal connection, and maintain mental wellness – The MBP can succeed and expand.

The MBP offers four levels of editing, from basic proofreading to complex review. The level needed to elevate a client's work is determined through responses to an online consultation request form and a subsequent meeting.

Standard proofing involves examination of a document in its final stages, looking for typographical and grammatical errors. **Line editing** takes proofing to the next level, covering sentence structure, flow, tone, and clarity. **Developmental analysis**, the most comprehensive, entails thorough inspection of a document. Clients are sent line-edited text with a detailed report outlining flexible suggestions for improvement, idea construction, and concept alternatives. A 30-minute follow-up session can be scheduled to discuss the recommendations. **Academic assessments** are available to aid all levels of college students in producing work that successfully conveys their thoughts, correctly implements style guides, and adheres to other requirements.

Dr. Latasha N. Eley Kelly (Tasha) is Founder and CEO of The MBP. What began as an online hub for a blog, podcast, and speaking engagements to further Tasha's postdoctoral academic research quickly evolved to meet a growing need. Throughout her undergraduate and master's programs, and while earning her Ph.D. in Language, Literacy, and Culture, Tasha helped friends, classmates, co-workers, and family with perfecting various written projects. Her love of books and reading from an early age equipped her with a robust vocabulary and an ear and eye for correct sentence structure, flow, and idea development. Over the years, Tasha leveraged these gifts toward the career and academic advancement of numerous students and professionals.

Her work has supported more than two dozen scholars of color in attaining advanced degrees, with at least four going on to become doctors and two in progress. Many of the individuals Tasha assisted came to her with important concepts they struggled to express in writing. Recognizing a persistent gap she enjoyed filling, Tasha knew she could do more with the appropriate foundation, and The Millennial Black Professor was conceived.

Customers include anyone with written communication needs. The target market is small to midsize companies, individual business owners, and graduate students. These segments of the population have a demonstrated need for The MBP's services, evidenced by recent contracts, service requests, and data from IBISWorld (2021) that indicates post-coronavirus pandemic recovery in which "rebounding corporate profit is anticipated to boost demand for editorial services...[and] businesses are anticipated to continue to outsource editorial services."

In the Editorial Services Industry, The MBP is a competitor. In addition to competing with local, individually owned businesses, The MBP competes with virtual editorial software. While automated providers are typically accurate and user-friendly, they do not consider or give personalized feedback, which can leave the user with edits that are inapplicable and time

wasters. The previously cited IBISWorld data also noted that another result of the post-pandemic corporate rebound might be a rise in individually owned editorial businesses. There are two such operators in the local area.

Shannon Littlejohn of Shannon Littlejohn Communications (SLC) identifies as a “seasoned” presence in the editing field and is active with literary organizations in the local community. SLC advertises “taking people’s good writing and making it better” through editing, proofreading, writing, and consulting. Although SLC presents extensive experience, they lack web presence, vital service information, and marketing.

Before You Publish (BYP) also boasts many years of experience. While the BYP website lists customizable services, offerings are limited due to a focus on book editing and publication only. Positive testimonials are displayed; however, service requests are complicated by multiple requirements, which may be inconvenient and confusing.

The MBP is a growing, home-based, virtually operated business and will concentrate its marketing locally and nationwide. Pricing for services will vary by review level and be commensurate with current industry standards for hourly rates outlined by the Editorial Freelance Association and Reedsy market research. Marketing efforts will employ social media campaigns managed using Meta Business Suite; word of mouth; networking events such as those hosted by Create Campaign, Inc., The Wichita Regional Chamber of Commerce, and The Gathering; and website promotion – all of which have been the most economical and impactful to date.

The MBP intends to establish a meaningful and necessary presence in the local community, with sound character and practices that yield access and invitation to far-reaching markets.

To achieve these goals, The MBP will:

- deliver quality editorial services with quick turnaround times and reasonable pricing.
- prioritize cultivating customer relationships to secure repeat clients and gain referrals.
- regularly explore and apply new marketing, promotion, and customer engagement avenues.

Within the next few years, The MBP aims to grow in services, the addition of remote employees, and the production of online learning. Clients with long-term and recurrent editing needs will be able to secure The MBP with a retainer agreement or through a subscription package. Along with traditional editing, The MBP will leverage and ultimately create a micro-learning platform to increase the company’s national reach. Trained and certified staff will supply high-touch editorial feedback and produce exclusive editorial content.

These advancements will be conducive to meaningful language solutions for companies, small businesses, and individuals. The expansion will positively affect the local community; contribute to the continued attainment of advanced degrees by people of color; and enhance The MBP’s corporate responsibility efforts and commitment to diversity, equity, and inclusion within higher education and other professional spaces. As a first-generation college graduate and entrepreneur, Tasha is thrilled at the prospect of continuing to make a significant impact within higher education and beyond via The MBP.