

A portrait of Marcus Johnson, a man with short dark hair and a goatee, wearing a dark suit jacket over a light blue shirt. He is standing in front of a wall made of horizontal wooden planks. His hands are clasped in front of him, and he has a ring on his left ring finger. He is looking slightly to the left of the camera with a slight smile.

Speaking Kit

MARCUS JOHNSON

*Dream, Environment, Plan, Execute, Listen and Learn*



Motivational Speaker. Entrepreneur.  
Musician. Professor. Author

*“Act the way you want to be and soon you’ll be the way you act.”*  
- Marcus Johnson



## Background

Marcus Johnson has created success for himself on both the national and global stages. His educational background consists of a Bachelor of Arts degree in Music from Howard University and a Law degree and MBA from Georgetown University. He is currently an adjunct professor of Entrepreneurship in the Entertainment Business at Howard University. He also served as an adjunct professor at Bowie State University and as a faculty member of Georgetown University’s Center for Professional Development.

Marcus was invited to be a guest speaker and lecturer at Harvard Law School, Cornell University, Howard University and other colleges and universities. Additionally, he was the keynote speaker for Georgetown University Law Center and North Carolina Central University Law School; a commencement speaker for area and regional high schools, and has shared his journey with many economic development corporations and charter schools.

Marcus was named the Young Entrepreneur of the Year by the U.S. Small Business Administration and has won several leadership awards within his community. In 2016, Marcus made his [Ted Talks](#) debut at New York University, and participated in another in Vancouver in 2017. His book, ***For the Love of...Living the journey of life with Intention, Love, Passion, and Happiness** (2017)* dives deeper into these life lessons he learned while working to make his dreams a reality. His book is sold at Barnes and Noble and Amazon (Best Seller’s List).

Marcus Johnson is a Billboard-charting Jazz Musician and Founder & CEO of **FLO Brands**, a wine and lifestyle brand. **FLO** wine brand has been celebrated as a top 10 celebrity wine by USA Today and can be bought in major retailers such as Wal-Mart, Total Wine, Wegmans, Costco, Whole Foods, Target, Food Lion and Harris Teeter. His music receives more than 10 million plays per year on Pandora, and in 2010, Marcus was nominated for an NAACP Image Award. His radio show entitled ***Catch the Flo with Marcus Johnson*** can be heard in 10 markets.



# SPEAKING ENGAGEMENTS



- AARP
- TEDxNYC
- TEDxECUAD
- Harvard University Law School
- The Cornell School of Hospitality
- Georgetown University, School of Business
- Georgetown University Law Center
- Howard University Law School
- National Book Club Conference 2017
- Microsoft Small Business Weekly Conference
- AARP Life @50 Conference
- Black Sports and Entertainment Lawyers Conference
- Berklee College of Music
- National Black Chamber of Commerce
- Washington Area Lawyers for the Arts
- Black MBA Association
- Black Enterprise Magazine
- North Carolina Central University Law School
- Copyright Alliance Annual Capitol Hill
- World Copyright Summit
- GMAC, Corp.
- Howry, LLP
- Abercrombie and Fitch
- American University
- U.S. Environmental Protection Agency EPA
- Randolph School System
- Montgomery Blair High School Graduation
- Washington Area Music Association
- Elmira College





# SIGNATURE TOPIC

## The DEPELL Model

**Purpose Determination-The DEPELL Model:** Marcus Johnson walks you through his six-steps; **Dream, Environment, Plan, Execute, Listen** and **Learn** model, and attendees will receive a structured approach to exploring their purpose and the plan to achieve it.

**Inspiration Achievement:** Marcus main emphasis is that, *"Anything I can do, you can do better!"* Through a relaxed and informal discussion of his academic, business, and community achievements, Marcus guides individuals with the **DEPELL Model**; helping them to see their "future-selves." The destination vision is key to the development of a strong self concept and confidence. Individuals learn through the process that both are needed in order to fuel achievement.

**Hope:** After many of Marcus' speeches, people say that he gave them the permission to control their lives to live for their own purpose. In a time where society faces the threat of deconstruction and constant claims of *hopelessness*, he gives individuals the key to unlock their faith in themselves, and the understanding that they are the solution to problems they will face. This type of self-empowerment leads to positive transformation for the student, school/business, community, and society. It is foundational to our individual responsibility to participate in the "[formation of] a more perfect union."

**Goal:** Marcus' main purpose is to help others to realize their purpose and then to **REALIZE** their purpose.





# MOTIVATIONAL SPEAKING & WORKSHOP TOPICS

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**Entrepreneurship (small and large groups)** - Entrepreneurship isn't what it used to be. One can use new business concepts from Crowd-funding to crowd-sourcing in order to fund our ventures. Traditional promotional campaigns supplemented by social media tools, gives the small business owner a reach that it never had before. Marcus speaks on issues surrounding the ideation, formation, funding, strategy development, execution, and management of entrepreneurial endeavors.

**Finding and living your Passion** - Humanity is at a point where we are all trying to find our purpose. Careers in firms that last decades and end with a pension are almost non-existent. Students are going to school and graduating burden with student loan debt. What's the answer? Find YOUR PASSION and do it. Marcus walks you through his six-step model (DEPELL), which allows focused goal setting, limitless thinking, and "Blue Ocean" based strategies. After a session, the group will have its collective license and a plan to follow their passion; successfully and better yet, happy.

**Economic Empowerment** - As a law student at Georgetown University Law Center, Marcus was intrigued by the preamble of the United States Constitution. However, there seems to be a present disconnect between society and the understanding that "We the People of the United States in order to create a more perfect union," requires collaboration, faith, patience, compassion, and "WE." Entrepreneurship and a community's commitment to it, is directly related to how economically empower it will be. This applies to all thinking from the entrepreneurial venture to the church organization, to the local HOA. Long term planning with short-term focus, goals, and evaluation will result in an economically empowered community.

**How to Have a Successful Career in the Arts ("So you have a REAL Job")** - The most offensive thing you can ask a musician, artist, dancer, or entrepreneur is, "When are you going to get a REAL job?" The truth of the matter is most musicians and artists have REAL jobs while others are plagued by the current economic ecosystem and job landscape around the world. The issue is that most artists, or what we'll call the "Passionate Ones," are so driven by their love for what they do; they forget to pay attention to some core business principles. When they take the time to count, they find out that a \$750K weekly agency job equates to a yearly income of \$40K, and that is respectable when compared to most standards. Marcus presents the concept that it only takes simple 'addition and subtraction' to dispel the myths of the "Passionate Ones" NOT having jobs. And the quality of life quotient and the case is made to have faith and follow your passion into the arts and beyond.



# ABOUT THE BOOK

## FOR THE LOVE OF...

Living the Journey of Life with Intention,  
Love, Passion and Happiness!

In the book, entitled For the Love Of..., Marcus has taken the life lessons he learned and turned them into a collection of essays that will teach you to live your best life, no matter your circumstances. The journey of life is a complex one. Throughout it, we find ourselves assailed on all sides by forces both in and outside our control. Learning to navigate these complexities and barriers is not an easy task, but it is a manageable one. Marcus shares his stories to help you construct your own toolkit for surviving in today's world, so that you might meet with success, happiness, and completeness.



**FORWARD BY: SHEILA JOHNSON**  
Co-Founder of BET & CEO of Salamander  
Hotels & Resorts





# SPEAKING FORMATS

## Conversations with Marcus

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### Keynote Speaking

This format include:

- 1 to 1 ½ hour keynote conversation
- Question and Answer session
- 20 personalized autographed books
- Audio Visual requirements and support

### Keynote Speaking with Trio Performance

This format include:

- 45-60 minutes keynote conversation
- 30-45 minutes of performance w/Trio
- Question and Answer session
- 20 personalized autographed books
- Audio Visual requirements and support



*"Experience, by itself, didn't give you wisdom. Wisdom is created when you honestly reflect upon those experiences. Life without structure leads to personal anarchy. I can explain it to you, I can't understand it for you." – Marcus Johnson*



# TESTIMONIALS

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"I had the pleasure to hear Marcus speak at The Signature CEO conference in Woodbridge, Virginia, and let me tell you; Book Him! While the conference was geared towards wedding professionals, everything he said about his DEPELL method and entrepreneurship was relevant to all audiences." - Channing Muller, Principal of DCM Communications

"Marcus's unique perspective as both a creative and an entrepreneur allows his message to resonate with so many people from artists to academics to executives." – Sheila Johnson, Co-Founder of BET & CEO of Salamander Resorts

"Marcus book is a testimony wrought with emotions and priceless teaching moments." - George Lambert, President and CEO of the Greater Washington Urban League

"Marcus has given us permission; permission to be thankful and grateful; permission to honor ourselves and practice self care; permission to be vulnerable and to look at the person in the mirror and permission to be honest with ourselves and the people we love." - Sukari Bowman, VP of Wells Fargo Bank

"If you're searching for direction, guidance and motivation that will enhance your life – Marcus' conversations and his book, For the Love Of...will provide concrete references of the truth in its advice." - Shayna Quails, CEO Wings of Courage.



# VIDEOS

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**Why Are We Here? | Marcus Johnson | TEDxNYU**

<https://www.youtube.com/watch?v=o3jRKbppL6Y&t=443s>

**Do the things that will make people say you're crazy | Marcus Johnson | TEDxECUAD**

<https://www.youtube.com/watch?v=ImTt-xm33yA&t=842s>

**FLO You: Finding Dreams, Passion, and Yourself**

<https://www.youtube.com/watch?v=I1XAH6HyOo4>

**TALK ON DCN: Marcus Johnson**

[https://www.youtube.com/watch?v=R-A\\_LsqEfPU](https://www.youtube.com/watch?v=R-A_LsqEfPU)

**Marcus Johnson Talks Jazz and Entrepreneurship at AARP**

<https://www.youtube.com/watch?v=JVBB8TQCOfg&t=662s>

**Marcus Johnson – Global Voice Hall**

<https://www.youtube.com/watch?v=IvyR5UNe8yw&t=5s>

**Marcus Johnson – Howard University**

[https://www.youtube.com/watch?v=UYmD\\_9qU294&t=939s](https://www.youtube.com/watch?v=UYmD_9qU294&t=939s)



# BOOKING

Thank you for considering  
Marcus Johnson for your next event.

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## Contact Information

[www.MarcusJohnson360.com](http://www.MarcusJohnson360.com)

[leonard@flobrands.com](mailto:leonard@flobrands.com)

Connect Socially with Marcus

@marcusjohnson3k

