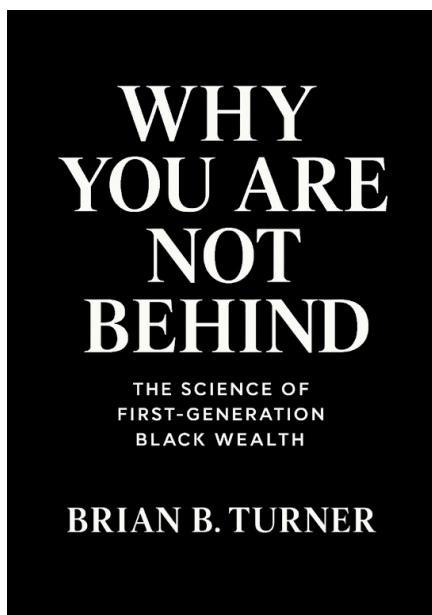


Why You Are Not Behind - Media Kit



Why You Are Not Behind reframes Black wealth through a groundbreaking and straightforward truth: **We are not behind. We are the first generation with real access.**

For more than 300 years, Black wealth was delayed by design. Through history, psychology, and first-generation science, this book explains why millions of Black Americans feel late even while doing everything "right." It breaks down the four historic interruptions of slavery, Jim Crow, redlining, and mass incarceration, and shows how those delays shaped our families, our finances, and our identity.

Part history, part psychology, and part blueprint, the book replaces shame with clarity, pressure with understanding, and comparison with truth.

This is not motivation.

This is the science behind Black progress.

Book Overview



Why You Are Not Behind reveals the real story behind Black wealth in America and why so many first-generation Black builders feel late, pressured, or behind despite doing everything right. The book brings together history, psychology, sociology, and modern opportunity to explain the delay Black families inherited and the advantage they now have.

For centuries, Black Americans were blocked from every stage of wealth formation through four major interruptions: slavery, Jim Crow, redlining, and mass incarceration. These events did more than limit opportunity. They reset progress every time it began, creating a generational delay that shaped our families, our finances, and our internal sense of where we should be by now.

This book explains that delay with clarity and science. It breaks down how survival shaped behavior, why comparisons distort self-perception, and what it truly means to be the first in your family to have access to information, ownership, and digital pathways that previous generations never had.

At the same time, the book moves beyond the past. It provides a modern blueprint built on identity, emotional clarity, family structure, digital ownership, and the 100-year plan used by the world's wealthiest communities. It shows why this moment in history is the first time Black families can build wealth that outlives them.

Why You Are Not Behind is not a motivational book. It is a work of truth and structure. It gives language to a story that Black families have lived for generations and provides a clear path forward for those who are ready to build with understanding rather than shame.

This is a new starting line.

This is a new strategy.

This is the end of the delay and the beginning of the compounding.

About the Author



Brian B. Turner is an entrepreneur, author, and creator focused on helping first-generation Black builders understand the truth about their starting line and the psychology of building from scratch. Through his books, podcast, digital platforms, and creative work, he brings clarity and structure to people who were never handed a blueprint. His writing blends history, research, and lived experience to make complex ideas simple and practical. His work connects the emotional, cultural, and structural realities of Black wealth in a way that is rarely discussed but widely felt. Brian's work centers identity, healing, ownership, and the long-term strategy required to build a family legacy.

About the Author



Brian B. Turner is an entrepreneur, author, and cultural storyteller whose work sits at the intersection of psychology, economics, identity, and the lived experience of first-generation Black builders. His writing and content focus on giving people clarity about their starting line, their emotional wiring, and the long-term strategy required to build a life and a legacy from scratch.

Through heyBBT.com, the Always Up Podcast, BBT APPAREL, and a growing body of published work, Brian has created a platform that speaks directly to individuals who were never handed a blueprint. His approach blends history, research, lived truth, and modern opportunity, making complex generational realities simple, accessible, and actionable.

Brian's work connects the emotional, cultural, and structural realities of Black wealth in a way that is rarely discussed but widely felt. He writes for the builders who carry responsibility without a map, the families who are breaking cycles for the first time, and the people who are rebuilding their identity while rebuilding their life.

As a creator, he is known for his clarity, honesty, and ability to translate overwhelming generational pressure into language and structure that help people move forward. His mission centers identity, healing, ownership, and the 100-year strategy that allows first-generation families to begin what previous generations were never allowed to complete.

Brian's work is grounded in a simple idea. The first generation is not behind. The first generation is the beginning.

Key Talking Points



Why Black Americans are not behind but are the first generation with full access.

A clear explanation of the historical timeline and why the traditional wealth comparison is inaccurate and incomplete.

How four major interruptions delayed Black wealth formation for more than 300 years.

Slavery, Jim Crow, redlining, and mass incarceration functioned as generational resets that prevented the compounding of the benefits other groups benefited from.

The psychology of the first-generation and why so many feel late despite being early.

Understanding pressure, guilt, fear, responsibility, urgency, and the emotional weight of being the first to break cycles.

How survival shaped financial decision-making in Black families.

A look at the Survival Tax, stress-based choices, and why behavior often reflects environment rather than values.

Why comparison harms Black progress more than any financial factor.

Understanding how false timelines, social media, and inherited expectations distort self-worth and delay confidence.

The truth about Black spending and why common narratives are oversimplified or incorrect.

A factual look at data versus stereotypes, and how opportunity shapes spending patterns.

What wealthy groups do across generations that Black families were never allowed to do.

A clear explanation of the 100-year plan and how it changes family outcomes.

Why this moment in history is the first real opportunity for Black generational wealth.

Access to information, digital ownership, AI, entrepreneurship, and open pathways that did not exist for previous generations.

How identity and healing function as economic tools for the first generation.

Understanding that clarity and emotional grounding are prerequisites for building a family legacy.

A simple blueprint for beginning generational wealth with truth, structure, and context.

What first-generation families can do today to reset expectations and plan with confidence.

Interview Questions



What inspired you to write *Why You Are Not Behind* and when did you first realize this message was needed?

What does it mean for Black Americans to be the first-generation with real access, and why is that distinction important?

How did the four historic interruptions of slavery, Jim Crow, redlining, and mass incarceration shape today's generational starting points?

Why do so many first-generation Black builders feel behind even when they are making real progress?

Can you explain the Survival Tax and how it influences financial decisions in Black families?

How does comparison create pressure and distort the perception of progress?

What is the biggest misconception about Black spending and financial behavior?

How can families begin building a true 100-year plan, even if they are just starting?

What role does healing and identity work play in building generational wealth?

Why is this moment in history a turning point for first-generation Black wealth builders?

What makes this book different from traditional financial books or motivational books?

What is the most important shift a first-generation person needs to make to begin building with clarity instead of pressure?

Who This Book Is For



Why You Are Not Behind is written for anyone navigating the reality of being first-generation while carrying expectations, responsibility, and pressure that previous generations did not have the chance to resolve. This book speaks directly to:

First-generation Black wealth builders

People who are starting from scratch and trying to create what they never inherited.

Black parents raising first-generation children

Families who want to give their children clarity, context, and a foundation they did not receive.

Entrepreneurs and creators

Individuals building businesses, brands, or digital platforms without a roadmap.

Students and young adults

Especially those at HBCUs who are learning to define success on their own terms while navigating structural realities.

Educators, mentors, and community leaders

People who guide others need the right language to explain generational delay and generational opportunity.

Therapists, counselors, and mental health professionals

Those supporting clients who feel behind, overwhelmed, or alone in their progress.

Churches, men's groups, and community organizations

Spaces where conversations about identity, responsibility, and legacy are happening in real time.

Corporate DEI and Black employee resource groups

Teams looking for a grounded, historical, and psychologically accurate way to discuss Black progress and generational wealth.

Readers who feel pressure, comparison, or confusion about their timeline

Anyone who has ever felt behind, late, or out of place in their progress.

This book is for the people who carry the weight of beginning.

This book is for the first generation.

Why This Book Matters Right Now



Why You Are Not Behind arrives at a time when millions of Black Americans are navigating pressure, comparison, and confusion about their progress. Economic stress, rising costs, and shifting expectations have created a moment where many people feel overwhelmed by the gap between where they are and where they believe they should be. For the first time in history, access to information, digital opportunity, and global platforms have opened doors that previous generations did not live long enough to see. Yet many still feel late, unprepared, and unsure of what progress should look like.

This book explains why.

It provides a clear and factual timeline that connects history, psychology, and identity to the present-day experience of being first-generation. It clarifies how generational delay was created and why it continues to shape emotional and financial decision-making. It also shows why this moment is different and why Black families can finally build long-term wealth with the tools that are now available.

The conversation about Black wealth is often reduced to spending habits, personal discipline, or motivation. This book moves the discussion to where it belongs. It centers generational reality, structural history, emotional truth, and modern opportunity. It gives readers the language to understand their starting line and the strategy to build beyond it.

This is the moment when the first generation can finally begin to compound.

This book explains why that opportunity exists and how to use it with clarity.



1. A new framework for understanding Black progress

Why traditional wealth comparisons fail to reflect the timeline Black Americans were placed on, and how reframing the starting line changes everything.

2. The psychology of being first-generation

How pressure, urgency, guilt, and responsibility shape the mindset of Black builders who are creating what they never inherited.

3. The emotional truth behind Black wealth delays

A clear explanation of how generational interruptions shaped identity, decision-making, and family dynamics.

4. The Survival Tax and its impact on financial behavior

Why stress-based choices should not be analyzed without context, and how survival influences money decisions across generations.

5. Why comparison harms Black progress

How social media, cultural expectations, and inherited pressure distort the perception of success and influence self-worth.

6. The real timeline of Black wealth in America

How four historic resets affected compounding, ownership, and opportunity over centuries.

7. The difference between access and advantage

Why this moment represents an unprecedented opportunity, even though most first-generation families are still building a foundation.

8. The rise of digital and AI pathways for Black wealth

Why today's technology creates an opening that previous generations could not access, and why first-generation builders should leverage it early.

9. The importance of identity and healing in generational wealth

Why emotional clarity is an economic tool and how healing enables better decision-making.

10. A practical, culturally grounded blueprint for Black families

Why long-term strategy, context, and structure matter more than motivational advice or isolated financial tips.

Book Details



Title: Why You Are Not Behind

Subtitle: The Science of First-Generation Black Wealth

Author: Brian B. Turner

Formats: Paperback, Hardcover, Ebook

Trim Size: 6 x 9

ISBN:

Publisher: Independent

Publication Year: 2025

Genre: Cultural Commentary, Psychology, Black Wealth, Nonfiction

Pages:

Retail Price:

Distribution: Amazon, heyBBT.com, Barnes and Noble

Purchase Links



Purchase links will be updated upon release. Final retail links will be available on:

Amazon

heyBBT.com

Barnes and Noble

Apple Books

Google Play Books

A complete list of updated purchase options will be added once the book is published.

Advanced review copies are available upon request for media outlets, journalists, podcasters, and reviewers.

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