

**"I'm Burrel Lee Wilks III - a streetwise graduate of life,** and I have the power and passion to turn my insight and experience into hard-hitting action plans, to make you, and your business stronger, fitter and more successful."

There's no tougher school than America's **black inner city streets**. This is the **University of Life and Death, the class of Winners and Losers**. The graduates from this school are the smartest, savviest, most motivated individuals you'll find anywhere on this planet.

Whether book-wise or street-smart, a **'Streetwise MBA'** means you're more than just qualified - you are a **Master of Being Alive!**

Remember, the strong may survive, but only the **exceptional** thrive.

- **Tomorrow is not promised to any of us.** Learn to be truly grateful for every breath, every day.
- **If you can dream it, you can live it** – reawaken your sense of possibility.
- Live a no-excuses life founded on **self-reliance, accountability and resourcefulness**.
- Apply **discipline and patience** to build your future one step at a time.
- **Stand tall as a leader** – develop the insight, individuality and style of a giant!

**BUILD A STRONGER MIND AND BODY:  
PAY YOURSELF FIRST EVERY DAY!**



**WHAT EVERYONE'S SAYING....**

"Burrel Lee Wilks, III is a man of vision as well as a man of action."  
*The Chicago Defender*

"As a result of working with Burrel as my life coach, I have a stronger mind and body... I lost 45 lbs. and gained a stronger sense of purpose!"  
*Walter Franks III, Actor, Singer, Author.*

"Burrel is not only a powerful motivator, but is extremely business-savvy... I most value his refreshing perspective on the challenges a businessman like myself faces every day."  
*Dr. Jerry Lanier, CEO KDK LA.*

**"Burrel is my brother. His energy and work ethic is awesome... He's the best antidote to pressure that I know!"**  
*Bobby Simmons, NBA #21 Milwaukee Bucks*

"... Burrel just exudes charisma, energy and optimism! ... He is the most powerful and savvy motivator I know and definitely a unique force in the universe!"  
*John Lee, CEO RC2 Brands Inc. Chicago*

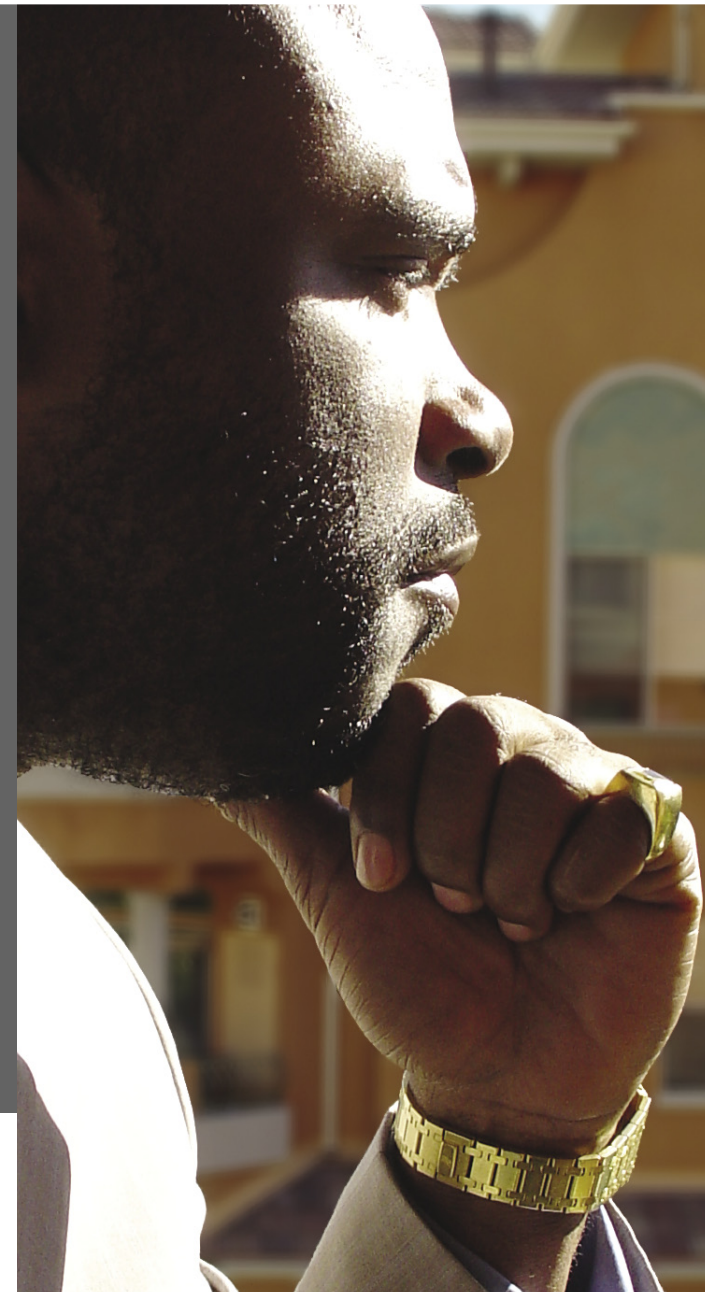
"His advice is strong and real and righteous! Burrel doesn't know the meaning of the words 'giving-up' - he's irrepressible."  
*Eric Mitchell, COO PW Trucking*

"This guy is something else! He has an amazingly positive energy..."  
*Corey Maggette, NBA # 50 LA Clippers*

"He is able to cross any economic or cultural divide – my staff gets a lot from working with him."  
*Joseph Aldeguer, CEO Mortgage Exchange, Illinois*

**Burrel Streetwise Inc.**  
**Life Coaching Without Sugar-Coating**

**[www.burrelstreetwise.com](http://www.burrelstreetwise.com)**



**HEAR IT FROM THE MAN HIMSELF...**

“Do you wake up each morning **energized and excited** about the day ahead, firing on all cylinders and facing the day’s challenges with relish and confidence?

Or is life a daily grind full of **worry and stress**? Do you feel you’ve **lost your edge, professionally or personally**?

If so, it’s time to reach out for that helping hand we all need at times.

**Why me?** Well, I don’t claim to have an academic background. My qualifications are much stronger than that; they come from a life lived large. I graduated from the toughest school of all – the streets of **Chicago’s black Westside**.

I’m not a psychoanalyst or a doctor. I’ve no formal degrees or diplomas, but I have lived an extraordinary, rich life; a life full of **love, loss, pain, success and celebration**.

**I’m Burrel Lee Wilks III and I am a master in the human condition.**

Don’t expect instant solutions or empty promises. Don’t expect ‘psycho-babble’ or textbook theories; do expect me to **keep it real**. Expect high-energy, honest, sometimes tough, advice based on **commonsense, warmth, wit and not a little wisdom**.

**How do you keep it real? Stop wishing. Start doing.”**

- **PERSONAL AND PROFESSIONAL LIFE COACHING**
- **IMAGE AND STYLE CONSULTING**
- **WORKING WITH TROUBLED TEENAGERS**
- **RELATIONSHIP COUNSELING**
- **STAFF MOTIVATION**
- **EBONICS AND JAMAICAN PATOIS LESSONS**

**... A MBA MEANS “MASTER OF BEING ALIVE”**



**ABOUT BURREL**

Born May 6th, 1967, Burrel earned his stripes on Chicago’s notoriously tough Westside. His father, an uncompromising and powerful man, ruled his son with a rod of iron. He drove Burrel hard, relentlessly drumming in the lessons of **discipline, hard work self-reliance and accountability**. Burrel’s mother Gloria, while facing her own personal challenges, provided unconditional love and support for her eldest son.

By age 15, ‘King Burrel’ had become unofficial ‘**Emperor of Chicago**’ as gang chief of the **Insane Vice Lords**, a formidable and powerful street gang whose members numbered in the tens of thousands.

**And it was at 16 that he left all that behind him. He followed his heart, conscience and soul, and walked away from a way of life he could no longer condone nor be a part of.**

Since then Burrel has stood strong in the world of business. He is a natural and gifted entrepreneur, building success by applying **streetwise strategies** to his personal and professional life.

Over the years he has owned and run a number of profitable businesses including a grocery store, luxury car and jewelry dealerships, entertainment and music promotions (he still holds the record for Chicago’s biggest hip-hop concert in ‘95), gas stations and a high-end furniture store. His longest relationship, spanning nearly 15 years, has been as principle partner of Diamond Developments Inc., a new construction group responsible for nearly 3000 homes and many thriving commercial developments in the Chicago area.

Active in the community with non-profit groups such as Ready-Set-Work, and in 2001 he received the great accolade of being featured on **ABC Seven’s Harry Porterfield segment as ‘Someone You Should Know.’**

Burrel knows the tough lessons he learned when young, are the foundation for his life today. Despite personal tragedy – his son Marshawn was killed in a mindless act of violence in 2002 - he is a man of **faith, passion, optimism and integrity**, but he is also a realist who believes that each of us is fully accountable for the decisions we make, and the paths we take, in our lives.