

Blog Article.

Real Cons of the Conscious Community Part 1

When most people think about content geared toward black audiences, sports, music, and films come to mind. Yes indeed, we do love LeBron, Cardi B, and Tyler Perry. However, for those of us who mainly consume online content, we have another viable option. There is a lesser known genre called the Conscious Community. Black consciousness or sometimes called "wokeness" is popular ideology that seems to only exist on a few websites. Twitter, Facebook, and YouTube are where we spend countless hours sharing memes and videos. This surge in activity has spawned the careers of a plethora of content providers. They all have a certain specialty or gimmick, but the core modus operandi is the same. It's nothing more than affinity fraud on social media.

Here's how it works. First, they pretend to be our friends by using emotional triggers and terms of endearment like, "Family" or "Melanated Family." Next, they instill fear and a sense of helplessness in us. This usually includes blaming the government, illuminati, or simply "the man" for all of our problems. Finally, they ask for money. As you can see, this content strategy is incredibly simple and appears to be harmless. However, the idea of capitalizing on the fears of a disenfranchised group of people is reprehensible.

Currently, there are numerous black YouTubers who are making money from exploiting black emotionalism. Some of these people have huge followings and are looked at as experts and thought leaders by their audiences. I don't have a problem with that. The problem is, we don't have time to keep wasting

4-5 hours watching videos. The majority of these videos are nothing more than shouting matches between YouTubers. In my opinion, this is more like a low budget version of WWE and less like a black empowerment movement. Every day, more clips are posted that cover the same topics. Millions of able-bodied black folks are sitting at their computers watching the fake beefs between their favorite YouTubers all day. Even worse, they are sending their money to their favorite YouTubers. This doesn't make sense.

I have researched all of the main players in this genre. Many of them are intriguing, but two have continually popped up on my radar. Let's start with a young lady named Zaza Ali. Zaza is a biracial woman from Oakland California. She began her YouTube career after linking up with Professor Griff (member of the rap group Public Enemy). From 2012-2015, they travelled all over the country presenting lectures, selling books, and building their audience. They mainly discussed government conspiracies and hyper-aggressive, pro-black rhetoric. Unfortunately, their business and personal arrangements ended in 2015 and they both went solo again.

Without Griff, Zaza had to reinvent herself. She couldn't keep recycling the same old "black suffering" banter, so she moved into the role of an online spiritual advisor. Unfortunately, there isn't a huge market of black women who want to spend money on chakra steaming. Like any other entrepreneur, she got creative. She devised an exit plan. Here is exactly how she tried to run the play:

1. By late 2017, Zaza realizes her career as a Yoni expert is almost over. She uses "sacred intention" and prays to the Divine Feminine for guidance.
2. She creates/promotes/sells 50 tickets to a nonexistent retreat for women and charges \$1499 for each ticket. (She never actually reserves the space at the hotel.)
3. She then waits until the one day before the retreat to tell the attendees she has been in a car accident and the retreat has been canceled. She hoped some of them women would feel sorry for her and let her keep their payments. She has pulled similar scams in the past. A few years ago, she claimed her laptop was stolen and was able to receive \$2000 in donations to buy a new one.

Unfortunately for Ms. Ali, two of the women couldn't take the \$1499 loss on the chin. They went to the local news station for assistance. The investigative reporter did some digging and exposed the entire thing! The hotel where the retreat was supposed to be held was never paid a deposit. This means Zaza was planning to steal the money WAY before the automobile accident. This is clear proof of an intentional scam that played out in real-time. The event had no chance of taking place. Zaza didn't keep the attendees updated on the status of the event. Zaza claims to have refunded all of the money but it is too late. The point is she stole the money in the first place. Case closed.

Dr. Boyce Watkins is a black scholar who was expelled from the mainstream media roster of talking heads for insulting Juan Williams on *The Bill O'Reilly Show*. Formerly known as the 'People's Scholar,' Boyce spends 5-6 hours per day

screaming profanities at his I-phone. He does nothing but blame "white society" for everything and continually preach the same sermon of black misery. This is redundant and unnecessary. He needs to go away like the rest of them so the real work can be done.

I've followed the Watkins Enterprise saga for at least 5 years. I've seen his content devolve from insightful, relevant, economic conversation to incoherent ramblings about anything and everything. In my opinion, he only started making some real traction in late 2017. He was miraculously able to capitalize on the Bitcoin bubble. Unfortunately, his expert advice prompted thousands of blacks to buy Bitcoins at the top of the bubble. Many of them sold their holdings at a significant loss and others are still waiting for the price to rise again. This debacle was a clear indication of a lack of financial expertise on the part of Dr. Watkins.

I spent a great deal of time unravelling this fiasco. I spoke to numerous members of the Facebook groups created by Watkins. From my research, I was able to identify the three main culprits in this conspiracy. Ironically, the last names of all three of these men begin with the letter "W." Here is the entire Watkins, Wu, and Wilson Affinity Fraud Conspiracy theory laid out in 3 steps:

1. Boyce Watkins (the front man) hired Charles Wu (the mastermind), to help him boost his online image and syphon more money from the black community. Unlike the single mothers who freely volunteer their time and money, Wu refused to work for free. We can only assume Watkins borrowed some money from his girlfriend to pay

for Wu's services. Wu changed Watkins' image from the polished scholar to the potty-mouth "Black Power Economics" ex-scholar. Wu also showed Watkins how to benefit from the impending rise in value of Bitcoin and another opportunity involving legalized marijuana. Watkins knew exactly what to do.

2. Remember, before the Bitcoin thing, Watkins was just a normal YouTuber with a few websites. I exposed those sites in September 2016. They had little to no traction at the time. Once Watkins paid Wu, he probably had no money to invest in web design or marketing. Plus, he was clueless about Bitcoin and marijuana. He recruited his friend Lamar Wilson and made him an offer. Watkins promised Wilson a Bitcoin-based career and lots of faithful Facebook followers. He even gave him a gimmick. Wilson became the 'love' guy. Lamar is a lovable guy so this act was an easy role to play for him. Unfortunately, the value of Bitcoin dropped substantially soon after Watkins, Wilson, and Wu got into the industry. Watkins and Wu abandoned the Bitcoin venture and Wilson created Wacoinda. This is a possible trademark infringement of Marvel's Wakanda from the movie *Black Panther*. Again, we see them use unethical methods to stretch the scam out a little longer. Wilson has created a litany of fake projects and learning platforms to keep his followers busy. Followers pass their worthless tokens back and forth in Facebook Groups all day. Luckily for Wilson, he was able walk off with several million dollars from a Wacoinda token dump.
3. The Wacoinda facade has worn thin. The "Green Rush" is a final attempt to prey on the emotions and financial

desperation of blacks. Since Watkins, Wu, and Wilson are locked into their roles, another character had to be introduced into the storyline. Watkins hired his brother Lawrence (the Weed Czar) to step in front of the camera. He hosts live webinars that discuss various issues related to medical marijuana and legalization. As expected, the videos aren't getting much traction. The legal weed scam is pretty thin and the value proposition is weak. They use silly stock video footage of hair salons in an attempt to connect with black women. Unfortunately, even the marketing mastermind Charles Wu can't spin this drivel into something viable.

These are just two of the most obvious examples of online exploitation of plight of blacks in America. I will delve much deeper into the pervasive problem of affinity fraud in my upcoming book *Black Stagnation*.

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