



Staff Brief: 'Twice As Hard' & 'Together We Thrive' Book Stand - UK Black Business Show

About the Role:

As part of the Book Stand team, you'll be the voice behind two powerful, bestselling reads at the heart of UK Black Business Show: *Twice As Hard* and *Together We Thrive*. This is more than a sales role. You'll be introducing attendees to stories and strategies that have genuinely reshaped how Black professionals and entrepreneurs think about their careers, their networks and their communities.

If you love books, love a good conversation, and want to help two brilliant authors reach even more readers, this stand is exactly where you need to be. Expect a buzzing, sociable shift, plenty of interesting conversations, and the satisfaction of putting a life-changing read directly into someone's hands.

Responsibilities:

- Welcome visitors warmly to the stand and spark their curiosity about both books
- Give a confident, engaging pitch on *Twice As Hard* and *Together We Thrive*, tailoring your approach to who you're speaking to (professionals, entrepreneurs, allies and educators)
- Introduce the bundle offer: buy one book at full price and get the other at half price
- Handle book sales and payments at the stand
- Keep the stand well stocked, tidy and inviting throughout the day
- Return unused stock and takings to the supervisor at the end of your shift

Bundle Offer:

Buy one book at full price and get the other at half price.

About 'Twice As Hard'

Price: £13.99

Title: *Twice As Hard: Navigating Black Stereotypes and Creating Space for Success*

Authors: Dr. Raphael Sofoluke & Opeyemi Sofoluke

Twice As Hard is a compelling exploration of Black identity in the professional world. Authored by entrepreneurial duo Raphael and Opeyemi Sofoluke, the book delves into the systemic challenges Black professionals face and offers actionable strategies to overcome them. Through personal narratives and interviews with over 40 successful Black businesspeople - including Mathew Knowles, Trevor Nelson MBE, Bianca Miller-Cole, Charlene White, and Munya Chawawa - the authors provide insights into building networks, personal branding, entrepreneurship, and fostering inclusivity in the workplace.

Target Audience:

- Black Professionals & Entrepreneurs: Seeking guidance and inspiration to navigate and succeed in their careers.
- Aspiring Business Owners: Looking for mentorship and real-world advice from established Black entrepreneurs.
- Corporate Diversity & Inclusion Advocates: Interested in understanding and dismantling workplace stereotypes.
- Allies & Educators: Aiming to support and promote Black excellence and inclusivity in professional settings.

Key Selling Points:

- Authentic Voices: Real-life experiences from the authors and interviews with prominent Black figures across various industries.
- Actionable Insights: Practical steps on overcoming prejudice, building networks, and achieving success.
- Empowerment & Motivation: Encourages readers to recognize their potential and strive for excellence despite systemic challenges.
- Educational Resource: Serves as a tool for organizations aiming to foster diversity and inclusivity.

Effective Sales Pitches:

For Black Professionals: "Discover strategies and stories that resonate with your journey. *Twice As Hard* offers insights from those who've navigated similar paths to success."

For Aspiring Entrepreneurs: "Gain wisdom from over 40 Black business leaders. This book is your roadmap to building a thriving enterprise."

For Allies & Educators: "Enhance your understanding of the Black professional experience and learn how to be a proactive ally in promoting inclusivity."

About 'Together We Thrive'

Price: £13.99

Author: Dr. Raphael Sofoluke, Founder & CEO of & UK Black Business Show & UK Black Business Week

We live in a world of individualism, where people act in their own interests, striving for their own success. Our focus on self-development means we've overlooked a vital and transformative power. In *Together We Thrive*, Raphael Sofoluke, Founder and CEO behind UK Black Business Show and UK Black Business Week, reveals the immense potential of harnessing a community.

You'll learn how to nurture the connections that will become your currency and build relationships that will fuel your success. Your network speaks louder than you can, amplifies your story, mission and values, and is more resilient than you could ever be on your own.

Packed with insights and inspiration from Sofoluke and his own community of highly successful people, *Together We Thrive* will help you find a tribe of invaluable supporters who will hold you to account and make sure that you reach your full potential.

If you want to go far, you have to go together.

Endorsements:

"Raphael has an experience few can equal. His book offers a uniquely valuable perspective on how to build thriving communities!" - Steven Bartlett, bestselling author of *Diary of a CEO*

"An indispensable resource on how to develop your network with authenticity. Raphael is a leading light for the business community." - Sharmadean Reid, Entrepreneur and author of *New Methods for Women*

"A practical, heartfelt, and insightful call to everyone seeking to build their tribe. Raphael's genuine passion for community building shines through, making this book an inspiring guide for anyone looking to create meaningful connections and thrive together." - Elizabeth Uviebinené, Founder of Storia & Co-author of *Slay in Your Lane: The Black Girl Bible*

"A wonderful book about building connections, relationships and communities that support, embrace and empower us all. In a world that can feel increasingly polarised, volatile and uncertain, *Together We Thrive* offers a powerful beacon of hope." - Holly Branson, Chief Purpose & Vision Officer, Virgin Group

"Raphael Sofoluke's book is a revelation, demonstrating that the key to personal success lies in collective effort. By valuing and nurturing our networks, we unlock new avenues for growth and resilience that far surpass what we can achieve alone." - Kanya King CBE, Founder & CEO, MOBO Group

What You'll Gain:

- Experience working at a large-scale show
- Access to the UKBBS After-Party
- A reference for future work
- A UKBBS code to invite friends/family (once confirmed)