



The Brand

There are reasons why rhythm and a vision
transcends the seconds of time
the same applies to why every process
lacks perfection leaving room to refine or redesign –

in America even the poor can realistically dream of monopolies
even if facing hurdles that may mirror symptoms of a third world country
being rich in natural resources but stagnated
in idealism, availabilities or outdated technologies –

so when you think of the selflessness surrounding success
clearly our concepts are flawed
the ethical and moral compasses are nothing in a selfish society that lives
to suppress and manipulate the laws –

we are viewed as product
it must be written in the sand
from the satellites the world is viewed as an oasis
with dreams and aspirations to expand –

so regardless if you're a Pisces or a Scorpio
an African American, European or from Tokyo
we all desire love, happiness and success
with a Mark Zuckerberg or LeBron James portfolio –

so I scream from Mount Gallagher with Dennis and Rae
the power of business and establishing relations
can heal and move a nation
so every breath I pray –

dear Heavenly Father it is you who understands
that every conversation can potentially exceed a billion bands
so please guide my tongue and footsteps while holding my hands
because today I better understand your question when asked
in your visions to expand, are you the product or the brand –

Written (01/15/17) by Clifton A. Jackson
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