



# You Can Do It!

**“A Simple Approach To Building  
Generational Wealth”**

**CHAUNCY HORTON**

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“A Simple Approach To Building Generational Wealth”

***By Chauncy Horton***

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In the emerging post pandemic economy, so many people are looking for an opportunity to secure financial freedom for themselves and their family. Chauncy Horton is introducing a simple way to build generational wealth. The American Dream has been very illusive for so many people, but not any more. This vehicle is available and you will learn how access it.

Chauncy Horton  
1033 Demonbreun St, Suite #300  
Nashville, TN 37203  
[www.example.com](http://www.example.com)

*Give 100% Today and Everyday*

## Prologue

Once there was sharecropper who lived in a little town called Coushatta, LA. He was a tall ambitious man with unrivaled charisma and leadership. The charming slim man had a wife and two little kids, a boy and a girl, whom he cared for religiously; he fought with tooth and nail to provide a life for for them that was better than the one he had. He was not successful. Wait, how is it that a skilled and driven man in America was not successful earning and providing? The reality is that the land of opportunity does not always provide the same opportunity for everyone. When the tall man accepted the limitation of his reality, he packed up his family made a move to the big city of Shreveport, LA in search of the American Dream! He found it.

The talented farmer landed a job as rod buster with a local construction company and quickly moved up

the ranks to become supervisor with that firm. He later formed his own company and set a new course for his children and grandchildren. The tall skilled man worked building business and family. He established a legacy that began in obscure farm land in Central Louisiana. He understood that the sacrifices we make today propel the generations after us forward. Such is the case with the charming contractor. His work as a pastor, contractor, and family man were tremendous influences on his grandson, Chauncy Horton, who would follow in most of his footsteps.

The success story of Mr. Johnny L. Horton, Sr., is one that so many can resonate with; but unfortunately, not enough. The opportunities may exist but the pathway there is not always evident. Be encouraged that if it can happen for Johnny and his family, it can happen for you!

## Chapter 1 : Not A Unicorn

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**T**here are so many campaigns, products, promotions and sales that promise success and a path to a better life, financial freedom, and even (drum roll please) generational wealth. They get you excited for an idea that does not ever really materialize into earnings for you and your family. This is not that. Your wildest dreams are available to you and we genuinely want you to have them. That is why we created this program to get you there. We are going to introduce you to a vehicle that will take you as far as you can imagine. It is not a fairytale unicorn journey that leads down a magical trail of nothingness and ultimately lands you nowhere. It's real! So...are you ready to hear what it is? Has the suspense become unbearable? Are you really sure that you are ready for

this? Of course you are, that's why you are reading this. This vehicle that we are introducing you to is the wonderful world of federal contracting!

Still excited? Well don't feel bad if you're not; most people gloss over and start daydreaming when they think about federal contracting. In fact, just about every conversation I have with friends and family about the federal contracting market seems to, at some point, consist of me trying to convince them that the opportunity really exists and that it is a viable option for them. I tell them about the reality that the government buys everything from everyone, and that it does not matter what industry you are in because there is a lane for you in the federal market. Then it happens, they check out and exit stage left. It's not because they don't want better for their families, it's that they don't believe that it is attainable for them.

They chalk up the experiences that my family and I have had, as just our luck. But not you, not today. Our program will take you step by step and show you how to get from idea to earning. It is very simple, but it won't always be easy and that is where we come in. We are here to help you expand your financial posture and explode you into a new market where the earning potential is essentially limitless.



## Chapter 2: You Belong At The Table

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**T**he most challenging part of any journey is getting started. Once you begin a new thing and give it the amount of effort, time, and energy it needs, you almost always find out that managing the movement of it is far less difficult than it was getting it started. Think of it like a freight train. Imagine the tons and tons of steel sitting there on a track. What amount of energy do you imagine it would take to get that thing in motion; similarly, how easy is it to keep it

from getting started? The smallest pebble on the track would prove almost insurmountable. Now imagine that same freight train moving at 60mph; there isn't hardly anything that could stop it. If there were a brick wall filled with cement, it would get blown away by the train in motion. It is the same way with us as human beings. It takes a significant amount of effort to get going, but once we do there are no ceilings to what we can achieve. The good news is that you have already gotten started. By getting this eBook that means that you have said yes to the transition, yes to your future, and yes to the provision that is available for your family. Way to go!

As we said in the previous chapter, the biggest resistor to engaging in new ideas especially federal contracting is internal. Most people do not believe this is real or that they can have it. I get almost furious

when I come across this. I am not at all angry with the individual, I am upset that this negative mindset has taken hold of them and is now limiting their capacity. I understand that the reality of our experiences tremendously impacts what we think is available, but I want to shatter those limitations! I mean completely obliterate it! You can do anything that you set your mind to and you must begin to believe it. We in America have the greatest opportunity with the economy that we live in to change our trajectory. If you can dream it and you give the corresponding effort, you can have it. Have you heard the story of the circus elephant tied to the pin and chain? When the elephant is young the circus master ties the chain to his foot and drives a metal stake in the ground to hold it there. The little elephant struggles, pulls, fights, and cries but no matter how hard he tries he cannot break free; then eventually he gives up and accepts the

reality of his condition, he is tied to the chain. Over the years the elephant grows and grows and grows, but the circus master uses the same chain and pin to tie the elephant down at night. There is absolutely no way that the same chain used to hold the elephant as a baby is strong enough to hold the adult elephant; unless the elephant believes it. Are you ready to live in the fullness of your potential and break out of that chain? Federal contracting is a vehicle that can help you.

For those who still may not be convinced that there is enough room at the table for you to access generational wealth, let's talk about it spiritually. You've heard the sayings and read the books, "think and grow rich", "meditate and manifest", "the universe will bend to your will"...this is true. In fact, I think the Bible says it best, "as a man thinks, so is he".

You will create what you think and believe. We want to help you create a new life for you and your family not only financially, but we want to help you live from a place of power and provision. The question is do you believe it can happen?

## Chapter 3 : Too Much Water To Drink

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**W**hen I first really got started in the federal contracting market, I met with an older gentleman who had been highly successful. Much of my time with him has motivated me to do the same and pay it forward. I had a few phone calls with him and a couple in person meetings. He told me specific things regarding who to contact, what to say when I contacted them, how to posture and present my business, and he connected me to

legal and financial partners. This early mentor of mine really laid out his success story to me detailing the what's, when's, and how's. At that time, I was someone who could potentially be his competition, or at least I thought I was. I questioned who would roll out the red carpet and why. So, I asked him. I asked why you would give away such valuable information to someone who is entering the same field. He gave me two answers, first he said that most people only like the idea of opportunity and will never do anything with the information that he was giving away. He said, that if and when people do not become successful it won't be because he did not offer genuine guidance. I hope that none of you reading this will fall into that category. I am confident you will not because we will be here to assist you. The second reason he gave inspired the title of this chapter; there is too much water to drink. He told me to think of wealth in

America, specifically in the federal contracting arena, as the ocean. He informed me that the US Federal Government spends over \$4 trillion dollars annually, and that is an ocean my friend. As thirsty as we can get at times, no one has the capacity to drink all the water in the ocean and so it is with the earning potential in federal contracting. There is way too much for any one group to be able to handle it all. While other companies exist and they are giving it their best go, it is impossible; and that is why you need to join the party. I attend briefings all the time where the contracting officers and specialists are essentially begging for contractors to meet their needs. They have annual spending goals with real efforts to get contract dollars into your hands, but one of the major problems they are running into is finding good companies to do it. That is why we are teaching you



how to position yourself to meet their needs and yours  
at the same time. Are you ready to drink?

## Chapter 4 : Put Me In Coach

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**T**he dream is available, and it is yours for the taking. What is stopping you? No, seriously, what is stopping you? Take a few minutes and think, I want you to identify and say out loud what hurdles you are facing that prevent you from living a richer and fuller life. Now take twice as much time and energy to think, say out loud, and write down the reasons that you can and will either jump clean over

those hurdles or blast right through them. It is game time, and you are up next!

Our program will take you every step of the way. Maybe you have a passion that you want to translate into a business, we will show you exactly how to register and position you and your new business to sell to the federal government.

Perhaps you are in business and you have hit a wall in your current industry. We have options that will show you how to expand your market and gain access to the largest spending machine on the planet.

Some of you have already entered the federal market but you have not landed your first contract. You have gone to the meetings, watched the webinars, and still unable to turn the opportunity into real dollars. We

will teach you what to do so that you can fully capitalize on your hard work.

There may also be some of you who have made to the point of award but are still having a difficult time delivering. We will show you how to cut through the infamous red tape of the federal government. Long gone are the days where you need to be a lawyer to be successful in this industry if you partner with us.

My job in life is to assist others in becoming and achieving all that is available for them and I'm here to help you as well. Go to [www.chauncyhorton.com](http://www.chauncyhorton.com) to check out our available resources and register for the program that best fits your needs.



## About the Author



Chauncy Horton is a licensed professional contractor across several industry disciplines. After receiving a BS in Construction Management from LSU's College of Engineering and his Masters in Project Management from Columbia Southern University, he started on his federal contracting journey. He has been working with the federal government for over 13 years and has

successfully delivered over \$40 million in contract work. Chauncy is an ordained pastor and co-founder of 318 Collective with his wife Kirstie. After seeing the difficulties that the pandemic brought to the everyday individual, he has decided to bring his expertise to the market and share his experiences with you.