

# LEVEL UP WITH YOUR *LAND!* WorkBook

Grow crops, currency, and community.  
This workbook turns today's inspiration into tomorrow's production.

# **LEVEL UP WITH YOUR LAND!**

## **About this movement:**

Designed to empower individuals and communities by harnessing the potential of their land. By connecting people with verified experts, it aims to unlock opportunities for sustainable development, education, and growth. Whether it's through learning innovative agricultural techniques, or exploring new business ventures, this initiative provides the tools and guidance necessary to thrive. Together, we can transform land into a vibrant source of life and prosperity, enhancing the well-being of current and future generations.

An initiative that brings verified experts together to provide opportunity to those wanting to Level Up With Their Land.


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**If you have attended a Level Up With Your Land Event congratulations! You got this ebook as an added bonus. Be looking for updates and more information added to your workbook throughout your journey.**

**More experts + more opportunities to Level Up!**

How to use this eBook: Type directly into each field, check boxes as you complete items, and export to PDF when finished, or print and use as a guide you can write and take notes on.





# LEVEL UP YOUR LAND **LAND SUCCESS WORKBOOK**

This is Your Personal Land  
Success Workbook

Use it to capture your ideas, choose the right  
strategies, and track actions coming out of the  
Level Up Your Land event.





# Thank You For Purchasing This Workbook

Powered by  
**PARKER GENESIS**



"Your land is your Authority. When we grow crops, we grow currency."  
Our team stands ready to help you turn acres into outcomes, profit,  
stewardship, and sovereignty."

Farmer Dean

click here



# free ebook!

[www.sweetsouthernmelon.com](http://www.sweetsouthernmelon.com)

Sweet Southern Melons







# About Parker Genesis 1.0

Spearheaded by Dean Parker, the Food Sovereignty Architect, who is passionate about Agribusiness (Million Melon Movement) and land-based opportunities that uplift communities and secure wealth systems for generations. Having stewarded agricultural training programs and scalable economic development models nationwide, he continues to lead innovative technology with the development of a Creative Systems Intelligence called Parker Genesis.

“To our Future Partners and Early Visionaries, PARKER GENESIS represents a new generation of creative systems intelligence. Technology built to think with you, not for you. Before this architecture reaches full enterprise market value, we’re offering a limited window of introductory access for founders, builders, and cultural innovators who recognize what’s coming and want to move early. It helps founders and land stewards translate vision into verified action. This is a part of our philanthropic initiative, a deliberate effort to make sure that forward-thinking communities, small enterprises, and emerging leaders can participate in this wave of innovation before it becomes cost-prohibitive. We want more of us involved at the beginning of this evolution, not looking up at it later. At this early stage, the fair-market valuation (FMV) already sits between \$200,000 and \$250,000. As large-scale corporations and executive leaders realize the capability and competitive edge this platform delivers, and as their competitors follow suit, these introductory prices will inevitably rise to meet and exceed true market value. This is your moment to secure access at a rate that will never be offered again. It’s not about urgency or pressure; it’s about a rare opportunity to stand ahead of the curve and prepare for intelligent enterprise systems that will take your plan to a whole new level.”

Thank you for your vision, your leadership, and your readiness to build intelligently.

With clarity and purpose,

The PARKER GENESIS Team

Engineered by Lexora | Under the leadership of the CEO of Lexora







# Thank You For Purchasing This Workbook

"It's the leveling up for me! May your land empower you this month, this year, and for generations."

Kesha Cobb - Founder, CEO - BLACKAG INC







## About Kesha Cobb

Kesha Cobb is a conservationist, visionary and Agribusiness trailblazer. Having established the only national organizations in America individually for Black Men and Women in Agriculture, she set out to fortify Farms Nationwide. She builds growers the way master carpenters frame homes, square, sturdy, and ready to weather a storm. Through her Fortitude™ framework; Farm Fortitude™, Youth Fortitude™, and Faith Fortitude™, she develops the whole producer: mindset, management, and mission. Expect equal parts warmth and straight talk. Kesha will celebrate your wins and still ask the tough questions about pricing, planning, and proof. Her specialty is turning small plots into strong profits. She teaches compound production, smart enterprise budgets, and an agricultural rhythm that keeps families fed and cash flow steady. Kesha is culturally rooted and community-minded; she designs plans that uplift the household first, then scale to serve communities, markets, municipalities, and institutions. Documentation matters here; registered farm numbers, conservation funding, and important filings for continued growth and economic opportunity. This equals higher yield and more funding.

What you'll experience with Kesha:

- Practical steps you can implement at scale.
- Cutting edge creativity combined with extensive knowledge and training
- Direction for planning, planting, profiting
- A values-first approach: food, integrity, and land stewardship.

Bring your questions, your vision, and your notebook. Leave with a clear plan, must-do actions, and the confidence to deliver.

Next Best Step: Schedule a Consulting Session with Kesha Cobb.

Click here 

# BLACKAG

BLACK MEN IN AG™

BLACK WOMEN IN Ag





# Thank You For Purchasing This Workbook

"Let's pair wisdom with workflow so your soil, soul, and sustenance all prosper."

Corey McNair Founder -YAH ROOTZ





# About Corey McNair

Corey is an expert educator, Agridesigner and Agrisystems engineer. He is passionate about current and future generations being effective stewards of their land and food. He will gratefully thank you for showing up with courage and curiosity. Teaching you to set the rhythm, align the seasons with your purpose, and build systems that work even when life gets loud. His approach is simple: pair wisdom with workflow so your soil, soul, and spreadsheets all prosper.

Here's how we move:

- Design the work. Choose three core goals and a weekly rhythm you can keep.
- Measure what matters. Getting started can be difficult. Allocate your time and energy intentionally.
- Tend the land. Steward your body, your team, and your land. You are your irrigation, water accordingly. Be realistic but driven.

We'll keep it practical, regenerative, and culturally rooted. Expect practicality, fun, straight talk, and a community that holds you up while you level up. When your plan lives on paper and your actions align with your plan, momentum becomes harvest.

"I'm honored to be part of your journey. Let's turn acres into outcomes, profit, stewardship, and sovereignty one right-sized step at a time."

Next step: Visit [YAHROOTZ.COM](https://yahrootz.com) and download one of our ebooks!  
<https://yahrootz.com/collections/all>



# Thank You For Purchasing This Workbook

"We honor your decision to invest in knowledge. This workbook will meet you where you are and push you where you're going."

Tabitha Bugg - Holistic Formation Coach & Community Educator



# About Tabitha Bugg

Tabitha Bugg turns uncertainty into executable plans. Her lane is clear: small farm empowerment and opportunity pathways. Helping small plots generate strong profits without losing their values. She's the coach who asks, "How can we strengthen you?" and then builds the numbers, systems, and relationships to make it real.

How Tabitha works:

- Leadership and personable goals set while customizing opportunities
- Sound, practical approach with wise education and guidance
- Expert stewardship and land based training models for youth and families
- Help small farmers obtain scalable models that create growth and success

What you'll get:

- A smart systems approach to high level community education initiatives
- Expert guidance and resources for short and long term economic development
- A plan for your personal micro-infrastructure

Tabitha's vibe: steady, practical, and people-first. She'll protect your household economics while positioning you for community impact. You'll leave with direction you trust, a plan you can keep that fits your capacity.

Bring: your notebook and your determination.

Leave with: clarity, direction, and your first steps on the books.

Next Step: Request a consultation with Tabitha Bugg at [tbugg@vsu.edu](mailto:tbugg@vsu.edu)

# Land Acquisition Timeline

This is your personal Implementation Evaluation & Timeline

**Purpose:** Review where you are, map what's next, and set accountable dates.

01. How am I currently using my land:

Answer:

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02. The best strategy for sourcing my land (if acquiring new land):

Example: owner finance, lender financing, lease, tax property. If not sure,,contact our experts.

Answer:

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03. How I would like to use my land(s) in the future:

Answer:


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04. How I will position myself to benefit from my land:

Answer:



# My Land Management Goals Made Plain

Place a  next to each completed task

☐

Learn From the Experts About the Best Strategies to Manage and Thrive On My Land

☐

Put a Plan On Paper Outlining My Strategy. Get a Land (Management Plan)

☐

Consult with the Level Up With Your Land Experts on How I Will Grow, or Partner With Growers to Produce On My Land

☐

Position my land for conservation success (Contact the conservation expert)

☐

Mindset work: commit to consistent, compounding progress.

☐

Fund wisely: align current spending with farm goals.

☐

Prepare to purchase more land as an investment strategy (Contact the land purchase expert)

# Knowledge on Demand



**We now have digital learning modules at your fingertips in your own time.**

We source cutting edge information and leading experts in the field of agriculture, economics, funding, training, and investments, and bring them to you in easy to use learning modules with you in mind.

Right in the privacy of your own home, you and your family can enjoy top level information and high level documents that will propel you into self reliance and financial stability through REAL estate (land), and the food, fiber, and even fuel it produces. Launching in 2026, our ecourses will be live and on demand whenever you need it or want them.

# Professional Mentoring & Consulting Plan

01

Schedule a Profitability Plan Session

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02

Connect with our social media page

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03

Join our email list [www.herbseed.org](http://www.herbseed.org)

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04

Register for Agriculture Workforce training

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05

Attend at least one virtual or in person Level Up Your Land Event

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06

Complete at least 10 hours of mentorship a year

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07

Start a folder or journal documenting what I learn with this movement

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08

Take at least 3 e-classes within the next year



# HOW TO CHOOSE THE RIGHT LAND PLAN

**Match plan to purpose, capacity, and cash flow.**





# Purchasing Land

## My Past, Present & Future (Current Land & Future Purchases)

Treat every land purchase like a production plan: make the present accountable, and let the future pay for itself. Start by focusing on what works. Be led by purpose and planning for the near and distant future. Establishing a land investment portfolio is pivotal right now. We understand that nearly ANY land can be utilized for positive benefit. Run a simple “capacity-first” budget and prioritize land purchasing now. We align you with plans that can service debt and create cash flow, or security for your family. We have options for seller financing, This is your moment to think bigger than a single deed. Don’t just “buy land” build a land investment portfolio that services your debts and feeds your lifestyle. Blend parcels, leases, fractional interests, and rights (water, timber, grazing, access) to match your goals and cash flow. Consider our creative seller finance options while unlocking grants, revenue-share agreements with growers, or joint ventures where your land is a value-add. When food and commodity markets are unstable, decisive, diversified land positions can create new income streams.

Move with a team. Consult our experts then model returns so your ceiling price is anchored to performance. Already own land? Put it to work. We’ll help you unlock equity for infrastructure, stack enterprises (herbs, nursery, grazing, agritourism), and help position your land for funding and program dollars you don’t have to repay. Use your existing acreage as the keystone to expand with options that keep you liquid.



# My Land Plan Q & A

01

What specific outcomes do I want this land to deliver in 12–36 months?

02

Do I want to carry out conservation on my land?

03

What do my land title, easements, and zoning allow?

04

Will my property be open to the public?

05

Who will be working my land?

06

Will I be partnering with someone else or an entity to purchase my land?

07

Will I grow crops on my land? If so which one(s)?

08

Will I be partnering with someone or an entity to manage my land?

# Pros / Cons Land Access



## Owner finance:

Flexible terms; builds equity.



## Terms

Make sure to honor payment terms so that your private deal is honored and your land is always in good standing with the seller



## Cooperative purchase:

Shared capital; shared risk.



## Managing collaboration

Make sure to have agreements and clear progress goals in place for collaborative benefit



## Public/municipal lots:

Community benefit.



## Possible regulations

Make sure to learn local codes and policies. If they don't fit your needs, participate in changing those regulations



## Private ownership

Utilize your land to secure your homestead or agribusiness



## Individualized

Depending on your situation, you may seek partners for your goals so you will have help when you need it

# Conservation & Soil Regeneration Focus

- 01** Determine conservation options for your land with an expert

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- 02** Minimal disturbance plan. Try not to disturb the soil on your land and use no till or reduced till practices if growing crops.

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- 03** Document your land with images and proof of wildlife, trees, water, soil, and natural composting areas.

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- 04** Be regenerative minded when planning to grow on your land. Nature replicates itself to your advantage. Utilize this.

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- 05** Be conservation minded when planning to harvest trees, crops, clear land, or anything that disturbs nature.

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- 06** Learn more about conservation and regenerative practices with on demand classes and allow nature to train you.


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- 07** Avoid pesticides and use natural processes of pest control instead to preserve bioactivity in your soil.

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- 08** Build soil with natural processes like composting and cover crops for improved soil health and water quality.

# Positioning for Land Success

Place a  next to each completed task



Seek a Clear legal status/title of your land (including with leases)



Team/partners defined with roles.



Establish a Water access plan. (evaluate water availability on your land)



Capital plan (grants, loans, revenue).



Soil test + amendment plan.



Conduct a personal audit of your land. (visit it and walk the property to document it's assets)



Production plan with phased scale.



Have a detirmined and positive mindset, staying connected with your experts for more opportunities



Markets + buyers identified. (If producing a crop)



Increase your land portfolio

# Agribusiness Strategy Preparation

	Yes	No
01 A goal to create sustenance first by feeding my family with the land. With food and economics.	<input type="checkbox"/>	<input type="checkbox"/>
02 Do I understand my land acquisition path (purchasing, owner-finance, lease-to-own)?	<input type="checkbox"/>	<input type="checkbox"/>
03 Have I detirmined my Agribusiness model?	<input type="checkbox"/>	<input type="checkbox"/>
04 Do I know the water source (well, municipal, surface water)?	<input type="checkbox"/>	<input type="checkbox"/>
05 Do I have an organized records folder (receipts, maps, photos) and connected with my Level Up With Your Land expert?	<input type="checkbox"/>	<input type="checkbox"/>
06 Have I evaluated my land use and connected funding opportunities to it?	<input type="checkbox"/>	<input type="checkbox"/>



# Land-Based Food Sovereignty

The ability to control your own food supply

## My Sovereignty Assessment

01

What will feed my household/community weekly?

## Sustenance first

02

ex. how I will secure my own food from my land

## Financial Cost:

03

ex. hiring freelancers

## Actions to Take:

04

ex. building out your portfolio website

## Potential Problems:

05

ex. saturated marketplace, how you differentiate?

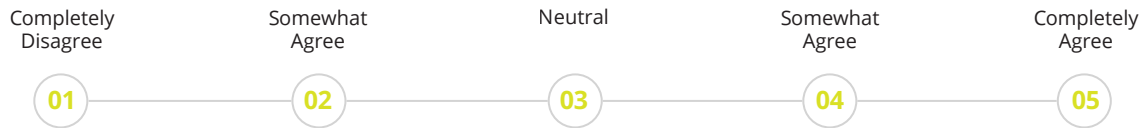
## Progress Tracker:

06

What have I done already to achieve my goal?

# My Land Mindset Evaluation

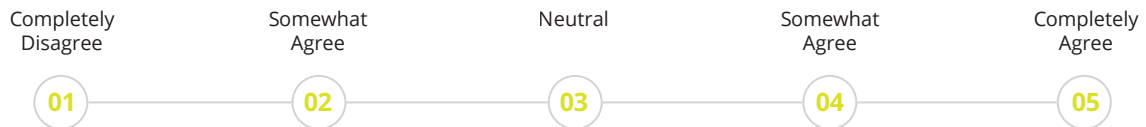
01. I can profit on small acreage with good planning.



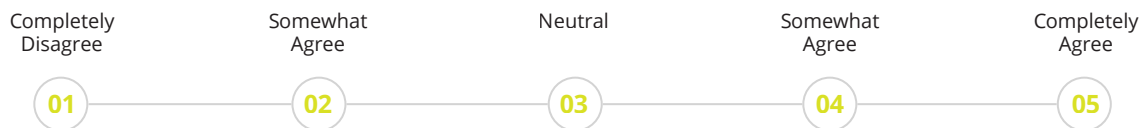
02. Soil health is my first investment.



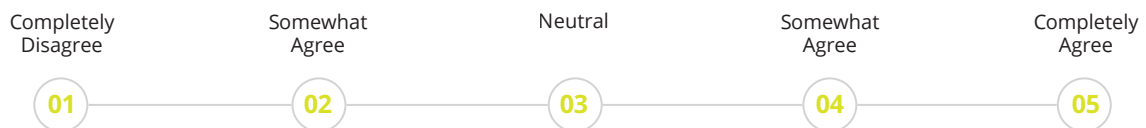
03. Land can be an essential tool in financial stability.



04. Documentation improves funding, loans, and grants.



05. Partnerships can increase capacity and success.



# Multiple Choice Land Plan Quiz

Answer the Following Questions On the scale of 1 to 10, one being very unlikely and ten being very likely.

01

How likely am I to secure land access in 6 months?

01

02

03

04

05

06

07

08

09

10

01

How prepared am I to manage water/soil in year one?

01

02

03

04

05

06

07

08

09

10

01

How strong are my markets today?

01

02

03

04

05

06

07

08

09

10

01

How confident am I in enterprise budgets?

01

02

03

04

05

06

07

08

09

10

01

How consistent is my weekly farm rhythm?

01

02

03

04

05

06

07

08

09

10

# My Agritunity Options:

## 01. Agribusinesses that may fit my plan:

☐

Consumers self  
harvesting like UPick

☐

Agritourism

☐

Private grower agreements

☐

Training opportunities

---

## 02. My desired level of involvement with my agribusiness is:

☐

Daily management

☐

Passive management

☐

Part time management

☐

Hands off approach

---

## 03. My annual agribusiness earnings goal is:

☐

\$1000 - \$5000

☐

\$10,000 - \$20,000

☐

\$5000 - \$10,000

☐

\$20,000 +

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## 04. I can enhance my current agricultural operation by:

☐

Offering tours

☐

Partnerships

☐

Offering training

☐

Not sure but open to  
learn

# Personal Agronomics Goals

**01.** Training/credential goals.

**02.** Quality of life (time, health, team) goals.

**03.** Use land to pay off these debts:

**04.** Establish an income stream to fund:

# Land Investments & Partnership Opportunity

	Notes
01 Market partnerships (restaurants, clinics, churches)	
02 Education/experiences (workshops, agritourism)	
03 Agritraining program through Studio Farmer	
04 Soil capital (compost, cover crop seed) production	
05 Partner with experienced growers or clattlemen for shared profits.	



# Resource List.

Herb N Seed

Non Profit organization  
[www.herbseed.org](http://www.herbseed.org)

Farm Fortitude

[www.farmfortitude.us/education](http://www.farmfortitude.us/education)

Tabitha Bugg

[tbugg@vsu.edu](mailto:tbugg@vsu.edu)

Corey McNair

<https://yahrootz.com/collections/all>

Kesha Cobb

[www.farmfortitude.us/education](http://www.farmfortitude.us/education)  
[For Consulting Sessions](#)

Farmer Dean Land Sales

See special pricing on lands in his event asset  
document in the follow up email

# Level Up With Your Land Four Step Cycle.

01



Commit to Ag

02



Contact your expert



03



Create a timeline

04



Execute the plan



# AgriTraining Pathway

inquire at

**Workforce  
Development**

**Studio Farmer**  
Federally Approved

**Ag Tech Training**  
Hybrid

## Help enhance the future workforce

Need training to keep your SNAP benefits? Studio Farmer has the program for you! We provide an agricultural learning model that is hybrid with virtual and on site training that prepares you to excel in the workforce.

**01** Ag Tech Intelligence

**02** Hands on experience

**03** On farm training

**04** Expert instruction

## Sound Results

Improve knowledge and skills and level up your ability to manage land, agricultural processes, farms, food systems and more.

Strengthen  
food supply

Enhance  
community

Become a host  
site

Create  
change



LEVEL UP WITH YOUR LAND WORKBOOK

# Special Pricing Packages.

## HOMESTEAD

Contact Tabitha Bugg

- ✓ Homestead/school Education strategies
- ✓ Small Farm Strategies

[PURCHASE NOW](#) →

## E- AG CONSULTING

\$ **150** /power hour

- ✓ Meet with **Kesha Cobb**
- ✓ Ag Strategies for financial freedom

[PURCHASE NOW](#) →

## BIG BEGINNERS

Contact Corey McNair

- ✓ Getting started right + training
- ✓ Practical solutions for your farm

[PURCHASE NOW](#) →

## LAND SPECIAL

\$**4000** ¼ acre land

- ✓ Build your land investment portfolio
- ✓ Qualify your land for funding and programs

[PURCHASE NOW](#) →



# To Do Lists.

Date:

M

T

W

T

F

S

S

Activity/Task:	Done?
01.	
02.	
03.	
04.	
05.	
06.	
07.	
08.	
09.	
10.	
11.	
12.	
13.	
14.	
15.	

# Weekly Tasks.

Date:

Week 1



Week 2



Week 3



Week 4



## Main Goals:

01.
02.
03.

## To Do:

01.	06.
02.	07.
03.	08.
04.	09.
05.	10.

## Notes:

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LEVEL UP

WITH YOUR

**LAND!** <sup>TM</sup>

WorkBook