



# Byron P. Franklin, Sr.

**MINISTER    AUTHOR    SPEAKER**

## #RULETHEDAY

*"And God made two great lights; the greater light to rule the day . . . " Genesis 1:16 KJV*

A naturally gifted communicator, **Byron Franklin** has been motivating youth, athletes, business executives, singles and people from all walks of life for over 20 years. His personal motto, **#RuleTheDay**, speaks to his desire to experience life to the fullest and help others to discover the keys to doing the same.

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## BIO

**Byron P. Franklin, Sr.** is on a mission to help people from all walks of life learn how to #RuleTheDay and experience the fullness of the life God designed for them to live. After achieving athletic success at Auburn University, Byron was a second round draft pick in the NFL, where he spent 7 years with the Buffalo Bills and Seattle Seahawks. Following a career ending knee injury, Byron returned to Auburn where he began the process of reinventing himself. He completed his education, receiving a Bachelor of Science in Education. It was during this season that Byron dedicated his life and established an intimate relationship with Christ. From there, he began his journey of walking, hearing and obeying the voice of God which ultimately led to accepting the ministerial call upon his life. Byron is a dynamic and energetic personality who has worn many hats throughout his career, such as Asst. Athletic Director at Auburn University, assistant basketball coach with Auburn women's basketball (Coach Joe Ciampi),

12 years on the Board of Trustees of Auburn University, Director of Special Markets and Public Relations with Buffalo Rock Bottling Company (17 years), Restaurant developer and owner (The Buffalo Connection), color analyst for men's basketball with the Auburn Network, and Chief Care Officer with Faith Chapel Christian Center, Birmingham, AL. Byron is also the President and CEO of **Greater Light Publishing Company**. He now serves as Senior Pastor of Living Word Church in Livingston, AL, where he and his wife have worked to cast the vision #ExperienceLIFE to people all over the Black Belt region and throughout the world. Byron has dedicated himself to giving back to the community by using his ministerial and NFL experience to coach and youth, middle school, and high school football. He also works with the local school system in mentoring troubled youth. Together Byron and Meriam have five children, Byron Jr., Kelsie, Brandon, Bradley, and the newest addition to their family, Craig (13 years).

# SPEAKING TOPICS

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## The Four Major Components of Success

Byron shares the Four Keys that every person, corporation, or institution must adopt and implement in order to achieve long term success.

## Attitude of a Champion

Developing the proper mindset toward giving yourself the best opportunity to reach your goal of obtaining a championship (championships of life, as well as sports and business).

## Dealing with the Wins and the Losses

The journey to obtaining a goal is measured by how you handle success as well as failures. It is the process of adjustments that determines your ability to win each day.

## Leadership

Every organization is a direct reflection of the quality, character and personality of its leader. Byron offers keys to help leaders develop into their full potential.

## Relationship 101

Understanding the foundational keys necessary to build a great relationship. (For singles, married couples, youth and business relationships)

## 10 Keys to Being a Great Athlete

With over 20 years of experience in athletics (including football, baseball, basketball, and track & field), and having achieved professional success at Auburn University and in the National Football League, Byron offers a wealth of information to help athletes become the best they can be in their field.

## The Art of Reinvention

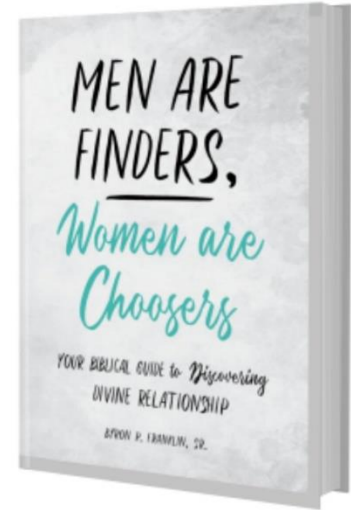
In every life, there will come a season for the need to reinvent oneself. After ending his NFL career, Byron learned the secrets to moving forward and reinventing himself to attain success in a stage of life where many are "stuck" and lack understanding of how to overcome the obstacles of disappointments, setbacks and challenges. *"Life is a journey, not a destination."*

A New book by Byron P. Franklin, Sr.

**MEN ARE FINDERS,**  
*Women are Choosers*

"God is not matching bodies;  
God is matching hearts."

#MAFWAC



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Men are Finders, Women are Choosers is a wonderful book that tells the real-life story of two ordinary people trusting God to help them discover one another. This book is not only a remarkable love story, but it also provides an inside view of how God can be intimately involved in our search for true companionship and a blessed relationship in marriage! The story in these pages is a blend of entertainment, biblical instruction, and spiritual revelation from God's Word. Relationships are challenging...but with God, you can realize and find another option for relationship success beyond what society has to offer.

## TESTIMONIALS

I finished this book so fast. I feel like it was just what I needed to not feel hopeless from waiting in my singleness. This is the type of book that a single person could hold on to and read multiple times throughout their journey of being single. I recommend this to everyone who is in the waiting.

- *Amazon Kindle Customer*

Funny how God talks to you. Just when I was about to give up, this little book came along and opened my eyes or my ears to what God was trying to say to me.

- *Amazon Kindle Customer*

This book is really an eye opener. It's shedding light on my life and showing me places I've missed the mark. This is a best seller. I think all young boys and girls should have these teachings at an early age to avoid so many mistakes. Thank you from the bottom of my heart.

- *Yvette*

"Byron wrote an excellent book. He explains the pitfalls of mainstream dating. Then, he takes the reader through the guidelines and principles that will lead the reader to a long, and fulfilling marriage."

— *hrich59, Amazon customer*



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