

Brother John Wallace Isom Jr.

The U-Can! Man LLC

Reginald Isom

The U-CAN Man... where do I begin? I think I should start out by saying that it is with great honor and Godly pride that I inform the world that the U-CAN! Man is also, first and foremost, my big brother. I am the youngest of our family's nine children. John, whom we affectionately call "Junior," has been such a tremendous source of encouragement and strength for me. The world is about to learn more about the U-CAN! Man, but I want to tell you about the "Junior" that not too many people know! As the youngest of nine, I have a unique perspective on my siblings.

By the time I was 8 years old, Junior was already in boot camp with the U.S. Army, so I really did not grow up with him in the house. I only saw him on visits home that he made when he was on leave. Five of my other siblings also joined the military before me, but the one thing that distinguished Junior above all the others was his cars! The boy had some of the baddest cars in the state at that time. That 1986 Cutlass Supreme Burgundy T-Top was immaculate. And then that 1989 Thunderbird S.C. was even smoother.

I remember him coming home with that bass in the trunk playing Keith Sweat's "How Deep Is Your Love!" From what I can recollect, Junior was a player! Or at least he thought he was... lol. One thing is for sure: he is the only Isom to have public drama with the ladies of our neighborhood. But that was back in the day, so don't get mad, Karen. Just kidding! But as I grew older, and the visits from my big brother continued, a funny thing happened. The baby of the family soon became a man, and Junior, the player, became a Man of God! It's amazing how God can change a man's heart. I can still remember John's first sermon, "Fight the Good Fight!" It was a title so befitting for a man who'd been through so much as a soldier. Junior has definitely been through a lot.

He was shot in the stomach and arm by a fellow soldier during guard duty, was involved in a car accident that almost killed him, and had all kinds of ulcers and other ailments due to the constant stress of trying to "make mission" as a recruiter. Folks, this soldier had been through a lot even before all the drama of being fired at a point in a career when he was all but guaranteed to make E8 on the fast track. But through it all—and this is the point that I really want to stress about the U-CAN! Man—through it all, John still loved the military, and he still served faithfully in the Army at the hands of which he suffered so much!

That has always amazed me. Now, I won't go into all the juicy details... you'll have to read the book and see the movie! But I will say this. As a bystander and brother, I would always say to myself, "Junior, how do you still maintain your integrity? Why don't you tell the Army to kiss your grits and go home?" But he never did. Oh, sure, he hurt, cried, and was angry... but his service to his country via the United States Army never changed!

cell 229.588.6112
office 229-244-5991

theucanman@yahoo.com
www.geocities.com/theucanman



And I will make them and the places round about my hill a blessing; and I will cause the shower to come down in his season; there shall be showers of blessing.

Ezekiel 34:26

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And that is why I can stand here today as a brother and friend to Junior and say that the U-CAN! Man is not just an “energetic” guy trying to make money! “U-CAN!” is not just some catchy phrase that will make you think—it’s much more.

The U-CAN! Man and “U-CAN!” are both the results of a life that has been forged in the fire—and brought forth by the Refiner, the Lord Jesus Christ! And this time, this mission, is what Jesus has prepared him for. “U-CAN!” is not just a phrase; it is a lifestyle that I have not only had the pleasure of witnessing, but have benefited from personally as well along my own journey! Junior and I have a common bond. We are on fire for Jesus. I’m more on fire but... lol... just kidding! But, seriously, we can talk about Jesus all day and all night! We love the Word of God and we love the ministry!

There have been so many times, before he officially became the “U-CAN! Man,” that Junior has blessed my socks off. I can remember working what appeared to be a dead end job in Germany and being down in the dumps, and Junior called just to “chat!” That chat session ended with me having a new perspective on what I was going through. Oh, the situation did not change, but my mindset did. And the message was so simple at that time: “Enjoy this life, Reggie, and enjoy Jesus... folks are getting up out of here daily, man (he meant people dying), so enjoy life where you are, man!” I got off the phone with a fresh perspective on my life. And here I stand... with two additional Master’s degrees and a teaching certificate to boot. All for less than \$1000 out of pocket! He said “U-CAN!” and, by the grace of Almighty God, “I DID!”

I could go on and on about the times Junior and I have encouraged one another. The U-CAN! Man has a sincere zest for life that is contagious! It is authentic and not manufactured! He was just born with the gift of always being able to see the bright side of things. His motivated and positive outlook on life is a manifestation of his faith in God. “U-CAN!” did not come cheap! It was a lifelong, fiery process! But now, as Junior prepares to share this gift with the world, many will be able to partake of what is by far one of the simplest yet most profound phrases I have ever heard: “U-CAN!”

And, as I stand on the cusp of my hopes and dreams coming in the Manifestation, I can look back, look over, and look forward to partaking in the gift that is “U-CAN!” So, when you see the one we affectionately call “Junior” standing before you doing a presentation, when you see this animated ball of energy and life literally grasp the discouragement that lingers in a place and trample it under foot with the joy and hope of the Lord...

Know that U are experiencing a product that has been decades in the making!

Know that U are not experiencing such a product by accident!

Know that U...CAN!

Go get ‘em, Junior!

U CAN!!!

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