

*Ebony/Jet Guide to Black Excellence: The Entrepreneurs*  
Length: 36 minutes, © 1991 Johnson Publishing Company Inc.  
Audience: 7<sup>th</sup> grade to adult

*Ebony/Jet Guide to Black Excellence: The Entrepreneurs* profiles several African American entrepreneurs who have achieved success in a wide variety of fields. Each person provides insight into how they achieved their success.

*Ebony/Jet Guide to Black Excellence: The Entrepreneurs*

- I. What is an Entrepreneur?
- II. Jimmy Rand
  - A. Confidence
  - B. Setting goals
  - C. Dedication
- III. Oprah Winfrey
  - A. Don't just act nice, be nice
  - B. Hard work
  - C. Believing in your self
- IV. Booker Rice, Jr.
- V. Frederick Douglass
- VI. Carl Ware
  - A. Opportunity
- VII. Joshua Smith
  - A. Role Models
  - B. Steps to Success
    1. Be honest
    2. Meet commitments
    3. Don't fear failure
    4. Believe you'll win
- VIII. Rod Gillum
  - A. Success
- IX. Sarah Breedlove
- X. John Johnson
  - A. Goals
  - B. Success is the best revenge

- XI. Maurice Brewster
  - A. Goals
  - B. Excellence
    - 1. Believing in yourself
    - 2. Education
    - 3. Dedication