

Elaine M. Brown

Writer's Portfolio

Elaine Meryl Brown, former Vice President Creative Services at HBO is an Emmy Award-winning writer and producer. With over 25 years in the broadcast industry she has won numerous awards. She is co-author of the bestseller, *The Little Black Book of Success: Laws of Leadership for Black Women* and two critically acclaimed novels, also published by Random House - *Lemon City* and *Playing by the Rules*. Elaine has worked as an Editor, a Writer, Segment Producer and Creative Director at NBC, ABC, CBS, local New York City TV stations and Showtime Networks where writing for on-camera talent, on-air promotion, segments, radio, shows, branded entertainment and original content were her primary responsibilities. She is a member of the Producers Guild of America, East, Savannah Women in Film and Television and Georgia Production Partners. In addition, she is a freelance writer for *Essence*. For decades her articles have motivated, inspired, informed and touched the heart of many readers. Currently, Elaine is Director Savannah Film Studios at the Savannah College of Art and Design, where she brings in film and TV productions to provide opportunities for students to work alongside industry professionals. She is a board member of the Boys and Girls Club of Bluffton, the town where she resides close to her mother. Her son David, daughter-in-law Mary and granddaughter Hazel Rose live in Brooklyn.

Elaine is excited to continue her education with the MFA Writing program at SCAD. As the last chapter in *The Little Black Book of Success* indicates, she would like to “Reach Back and Bring Others Along”. One day she will do this, ultimately leading young people to tap into and maximize their writing potential.

The following pages contain highlights of Elaine’s parallel career as published writer and author over many decades. Her work is diverse. It demonstrates her commitment to her craft.

Please enjoy the stories behind the stories.

Thank you for your consideration.



Type A Behavior: Why Haste Is a Waste

BY E. MERYL BROWN

Straight Talk About an Embarrassing Problem



By Elaine Meryl Brown

CONFIDENCE How to Build Yours

ANCIENT THERAPY

FOR CONTEMPORARY RELIEF

MASSAGE ELAINE MERYL BROWN



EXHILARATING AEROBICS ELAINE MERYL BROWN



Working Mothers: How to Take Time Out for Yourself

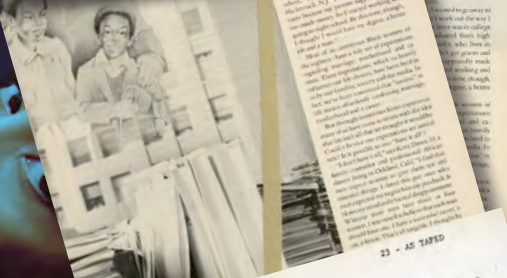
By Elaine Meryl Brown



ESSENCE



Playing by the Rules



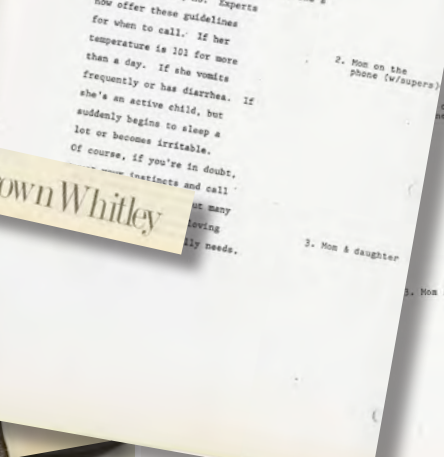
ELAINE MERYL BROWN Author of Lemon City

11/8/82 BROWN

23 - AS TAPED

What Is This State Called MARRIAGE?

By Elaine Brown Whitley



9/20/81-BROWN

6-TAPE FINAL

23 - AS TAPED

Black History Month Bonus

Two Love Stories

TURNER UPWAVE: DIGITAL CONTENT

Shortly after I started writing for Upwave, Turner's health and wellness digital network, they pulled the plug. However, here are two of the three published web pieces I wrote.

“Why I Use Birdsong as My Alarm Clock”

Why I Use Birdsong as My Alarm Clock

Written by: Elaine M. Brown, New World Image Group, LLC

201.446.0019

Elaine@elainemerylbrown.com

Submitted to: Elizabeth Kuster 4/2/14 (revised)

Turner Wellness Media/upwave

Why I Use Birdsong to Start My Day...

There's nothing more jarring than the squawking sound of an alarm clock yanking you out of a deep sleep first thing in the morning. Grumpy is what it felt like and for years this happened to me; stirring out of sleep with someone else's conversation in my head before realizing I was listening to the radio during REM (Rapid Eye Movement), not to be confused with R.E.M. Turning the dial to classical music was a more peaceful way to ease into action, until I decided the heck with electronic devices altogether and to wake up more naturally to the sound of birds...to real birds singing outside my window.

Alarm Clocks can actually be hazardous to your health. Studies show, including one in the *Journal of the American Medical Association*, <http://archneur.jamanetwork.com/article.aspx?articleid=202171>> that being jolted out of sleep by the sudden shrill of an alarm clock can cause stress, depression, anxiety, your ability to think clearly, leave you groggy, and tired, www.cognopedia.com/wiki/Sleep_inertia. Then you grab a cup of coffee for that jolt of caffeine to get you going, only to crash with low energy in the afternoon, diminishing your creativity and concentration. These noisy devices wreak havoc on your body's natural rhythm and sleep cycles, especially deep sleep and REM (Rapid

“Why I Took a Two-Week Cruise With My Mom”

Why I Took a Two-Week Cruise With My Mom...

Written by: Elaine M. Brown, New World Image Group, LLC, 201.446.0019

Elaine@elainemerylbrown.com

Submitted to: Elizabeth Kuster 4/26/14 (revised)

Turner Wellness Media/upwave

Taking a vacation with my octogenarian Mom wasn't at the top of my where-to-getaway-to-this-year- list even if it entailed an enticing two-week Mediterranean cruise. Thrilled with her decision to be independent, I wished her bon voyage as she and her senior citizen friends prepared for an overseas adventure. However shortly after she made her announcement a twinge of discomfort began to surface. The more questions I asked Mom about her trip, the less I discovered she knew about the details, realizing she was leaving that to her friends. Not that I didn't trust her friends to make travel plans, or look out for my Mom, but lack of information turned a bitter taste in my mouth, unsettling my stomach like sour milk. I decided to go on the 2-week cruise, concluding no one has Mom's best interest at heart or can take care of her better than me.

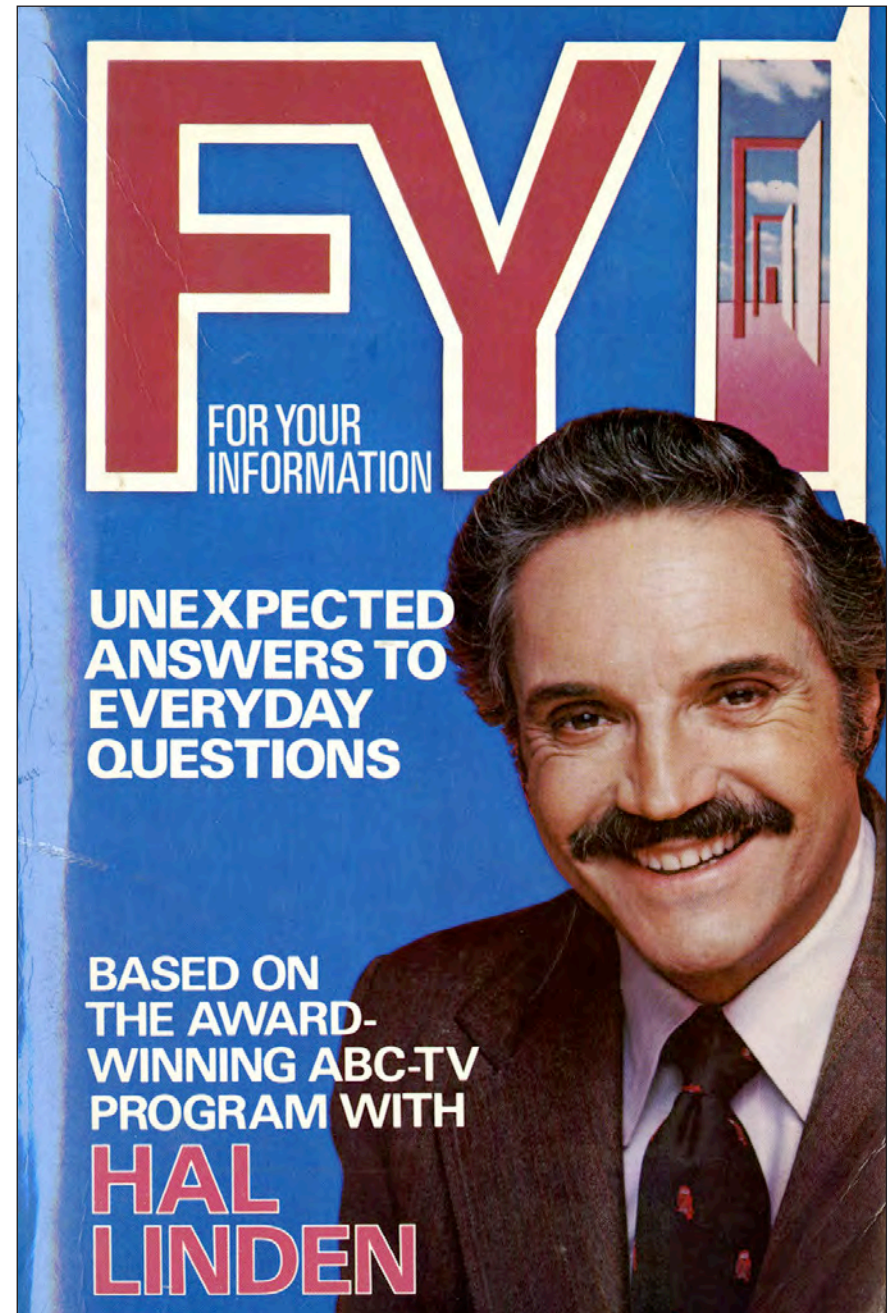
I took a two -week cruise with my Mom because...

My first concern was her safety. With all the recent cruise ship disaster stories covered in the news over the past few months, I didn't want any surprises. If anything bad were to happen, I wanted to be there to keep Mom out of harm's way. As the oldest of Mom's two adult children, my role reversal gene kicked in and the need to protect became a priority. Even though, I didn't know if I could endure two

ABC: TV SCRIPTS

As a Researcher for 2 years at *ABC-FYI*, I identified content of interest to our Daytime audience.

Being promoted to Writer prepared me for a career in writing short-form content; taking extensive, dense, oftentimes scientific and medical material and telling the story to the layperson in a style that is conversational and entertaining.



"Problem-Solving Therapy"

PROBLEM-SOLVING THERAPY

This couple just got married -
each has two children. And already
his kids are fighting with hers.

The result-constant tension in the
family. With the help of a
technique called "problem-solving
therapy" the newlyweds learned
the kids were fighting because
they sensed their parents were
insecure about the second marriage.

In six months they learned to
deal with their own anxieties and
work with their children to
help them learn to get along.

Problem-solving therapy has
proven successful in changing
behavior in a crisis situation,
like divorce, conflict with
in-laws, even job relocation.

Contact your state mental
health association for more
information.

1. Family leaving church
2. Children fighting in car
3. Mother breaking up fight
4. Dad & daughter at wheel
5. Couple with therapist
6. 2S of couple
7. Mother and child
8. Father and child
9. Family carrying canoe

BIRTHING CHAIRS

"Birthing Chairs"

200 years ago, women used to give birth sitting in a chair like this one. Today, some doctors are going back to the old ways, using this modified birthing chair for delivery. Studies show it shortens labor by as much as 3 hours, reduces pain and the need for forceps and cesarean section. Sitting puts gravity on your side which makes contractions easier.

In a special FYI survey, 99% of the hospitals using birthing chairs found this ancient method successful. For a list of those hospitals, write FYI. When you have your baby you may decide to sit it out.

1. MS birthing chair

2. Nurse helps Mom into chair.

3. 4S mom pushing

4. MS mom pushing

5. CU mom.

6. Mom and dad hug.

7. 4S Doc holds baby

"When to Call the Doctor"

WHEN TO CALL THE DOCTOR

Your little girl is down with a cold and has a fever. Should you call the doctor? Should you call him right away? According to most pediatricians, if she's over a year old, no. Experts now offer these guidelines for when to call. If her temperature is 101 for more than a day. If she vomits frequently or has diarrhea. If she's an active child, but suddenly begins to sleep a lot or becomes irritable. Of course, if you're in doubt, trust your instincts and call with your questions. But many times, a little tender loving care may be all she really needs.

1. CU of girl

2. Mom on the
phone (w/supers)

3. Mom & daughter

SONY: MARKETING

Writing promo copy for VHS covers. Who knew that people actually got paid for this?

SONY

-Ben Hecht
ACTORS-Sin

A delightful double feature, two spoofs for the price of one!

Actor's Blood stars legendary screen tough guy Edward G. Robinson as sentimental, supportive Maurice, father of the fast-rising, glittering star, Marcia (Marsha Hunt), in this melodrama of Broadway in the forties. After falling in and out of love, scandals and the gossip columns, one day Marcia is found murdered, sprawled across her bed. Who did it? Everyone is a suspect. Could it be the drama critic? The poet? The artist? The playwright? The husband? The father? Each had a motive to kill. Aren't you dying to find out?



Woman Of Sin, a hilarious comedy, stars Eddie Albert as Orlando Higgins, a zany, irresponsible Hollywood agent. He can't keep his hands off his secretary, and can't put his hands on a script that would bring him fame and fortune. If the head of Empire Studios discovers that *A Woman Of Sin*, billed as the most sophisticated love epic ever filmed, has been written by a nine year old girl, it'll be curtains for Orlando. This satire provides nonstop laughter for all as the truth is unravelled!

© 1952 Sid Kuller Productions, Inc.; renewed 1979 Medallion TV Enterprises Inc.

Approximate running time 86 Minutes. Black/White

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SONY



A robot takeover in 1953? This sci-fi tale is way ahead of its time! Mechanical monsters from a distant planet land on earth through an electrical storm. The only human survivors of intercontinental hydrogen warfare, six people, live inside a sonic barrier. An immunizing serum protects them from the Ro-man's deathray. Upon learning of their peril accidentally, they are forced to find an ingenious way to kill the Ro-man first. This is their last chance to save the species.

Starring George Nader, Claudia Barrett
With Selena Royle, Gregory Moffett, Pamela Paulson and
George Barrows as Ro-Man the Monster
Executive Producer Al Zimbalist
Produced and Directed by Phil Tucker
Written by Wyatt Ordung
© 1953 Three Dimensions Pictures, Inc; renewed 1981 Medallion TV Enterprises, Inc.

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SO362VH

83 MINUTES
Black/White

VHS
hi-fi

SONY



It's Red Alert! Russia's got a jump on the United States, placing the first satellite—Sputnik—into orbit. The total concept of international warfare has changed. Russia has gained sufficient data to build and drop the fatal bomb. Oh no! Millions may be killed! Speeding at 18,000 miles per hour—nothing, not even the USA can stop it without an anti-missile device. The missile is headed straight for the Eastern Seaboard. There's a slim chance for survival, but how can the USA fight back? How will they intercept the most dangerous attack in military history? Or will they?

Starring Monica Davis, John McKay
With Dan Kern, Edward Czerniuk, Phillip St. George
Produced and Directed by Barry Mahon
© 1958 Exploit Films, Inc.; renewed 1986 Medallion TV Enterprises, Inc.

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SO363VH

70 MINUTES
Black/White

VHS
hi-fi

Actors and Sin

Robot Monster

Rocket Attack USA

RANDOM HOUSE: FICTION

It took a year of research to make note of the economic, political and social climate of the 70's. I spent weekends, late nights and holidays in public and university libraries as well as the Schomberg Center for Social Research in New York City before embarking upon the 8 years to write *Lemon City* while I was still working fulltime at HBO.

Random House: Fiction – *Lemon City*, published 2004

**Sometimes murder can bring out
the best in a family. . . .**



Lemon City



Elaine Meryl Brown

"A warm and witty novel . . . Brown's richly woven characters, with their quirky ways and fierce protectiveness of family traditions, are at once strange and strangely familiar."

—CONNIE BRISCOE, author of *P.G. County*

a novel

CHAPTER ONE

THANKSGIVING DAY, 1973

If Harry were going to die, it was a good thing he picked a holiday. Since the Dunlap family was normally together on Thanksgiving Day, being under house arrest wasn't too much of an inconvenience.

With one eyebrow raised, Louise checked out the activity around the dinner table. She couldn't believe that her family seemed to be more preoccupied with eating food than with facing the possibility of any one of them going to jail. Everyone was carrying on like nobody had died, as if the only dark meat to consider was on the porcelain platter, not lying on a stainless-steel slab in the morgue. If anyone had asked her, that's where she'd say the real turkey lay, frozen on ice, not crispy, oven-baked, and carved on Nana's fine china. She knew they'd have to get their alibis straight. Before they all retired for the evening, she'd have to make sure they'd shared their stories so there'd be no holes when the sheriff came calling in the morning to question them. Even though Louise felt sorry for her

sister, Faye, she also felt Faye should never have married her newly deceased husband. But it's hard to advise a baby sister, Louise told herself to prevent from feeling guilty, as she passed the turkey platter to Faye.

Faye jabbed the meat with her fork like she meant to hurt it. After lifting it onto her plate, she used her finger like a crowbar to remove the chunks of dark meat from the tines, much as she had pried herself away from Harry. Ever since she was a little girl, she'd wanted to have a husband, but she had never once considered that her marriage would end, never mind conclude with her husband on a cold metal slab. Under different circumstances, Harry's death might have been perceived as a tragedy. But toward the end of their relationship, there had been no love lost between them. Because the whole town knew their marriage was falling apart, Faye only hoped the finger-pointing wouldn't be aimed just at her, especially since her family had grown to dislike Harry, much like rust rapidly spreading across a cast-iron pan. She knew the townspeople felt she had picked the wrong husband and believed she had brought this mess upon herself.

Lemon City never took kindly to strangers, but Faye Dunlap was a nonconformist. She had broken the Outsider Rule and now her husband, Harry, was dead—dead as the turkey stuffed with a red apple, lying belly-up on Nana's knotty pine table covered with Lincoln lace. As Faye stared at the turkey, it reminded her of the last time she'd seen Harry, flat on his back on their living room floor with his stomach distended and a tomato lodged in his mouth.

This year, out of respect for the dead, there were no tomatoes tossed into Nana Dunlap's mixed-greens salad. Even though there were bushels of her homegrown tomatoes sitting idle in her backyard, Nana had used freshly picked radishes from her garden to add color to the lettuce and cucumber instead.

Granddaddy Dunlap bowed his head and said the grace. "Dear Lord, thank you for the food on this table this Thanksgiving Day and for bringing this family together—minus one. Amen."

Normally, when death sneaks up without warning and steals away a family member, the living feel robbed. That wasn't the case with Harry. He was a mean man and had deserved to die, but trouble hadn't died with him, not completely. His demise had raised suspicion about the family, making everyone at the table suspect. Now they were all under house arrest; they had to stay put until tomorrow morning, when the Jefferson County Sheriff came by to start the murder investigation.

If Granddaddy had told his grandchildren once, he had told them a thousand times: never marry an Outsider. It was one of ten sacred rules that had protected Lemon City over the years, insulating the town like plastic wrap from the rest of the world, preserving its sacred customs. He had difficulty with the thinking of today's young people; their whole notion of "self" and "finding one's self" was disturbing to him. As far as he knew, young folks did what they wanted to do and didn't pay attention to the consequences. They totally disregarded the fact that their ancestors had already looked at life for them, so that all they had to do was listen and do what they were told. But no, today's young people acted on their own. And the thing that led them to this independence, the thing they referred to as "discovering their individuality," he didn't think was a benefit to the colored community in general. There wouldn't be a Lemon City if their ancestors hadn't stuck together, keeping the distractions that strangers brought with them at a distance. Being together as one and living life with common goals were the only ways the townspeople could survive. That was the reason The Rules had been invented in the first place.

Granddaddy and Nana were living proof that if you obeyed them, The Rules worked. Their forty years of marriage were the result of being grounded in their roots, being fed the same nutrients from the same soil. On the other hand, his late grandson-in-law, Harry Lee Thompson, had few roots; the roots Granddaddy had witnessed over the course of a year had grown only for his grand-

daughter, then withered and died. No, Harry was definitely not the husband he would have chosen for his granddaughter Faye, but she hadn't asked him for his opinion. That's why everyone at the table was in this convoluted mess. He lifted the turkey platter and took a helping of dark meat, and then went back for two slices of white. He then passed the platter to his right, to his grandson, Billy.

Billy felt a sense of relief. The worry lines on his forehead had started to relax and the ache in his trick knee had begun to fade now that his pain-in-the-ass brother-in-law was gone. Harry's sorry ass was out of sight and never coming back. As much as it was his job to uphold the law, Billy knew from experience that there were just some matters that needed to be taken into your own hands. He helped himself to turkey, and then served his wife, Elvira, sitting next to him. Rationing food to Elvira was a habit he had developed at family gatherings over the past few years, as a way of helping her to manage her weight. Even though he loved that she was plump in all the right places, big-boned yet firm like hard rubber, he didn't want her to start jiggling like the jellied cranberry sauce that wobbled on the saucer every time someone bumped against the table.

Moving her eyes back and forth like an eagle trying to get close enough to catch its prey, Elvira watched as Billy calculated exactly how much she should consume at dinner. Knowing he enjoyed a sense of control, she let him go through his ritual thinking he was in charge. She would do whatever made him happy. If she got hungry later, she'd go back for seconds, even thirds, and not pay him any mind even if he cleared his throat or rattled his silverware on the table. There was no mistaking the meaning behind the way Billy took his time to serve her, the way he picked out each slice of turkey with such care that she understood he catered to her plate purely out of love. She looked across the table at Faye. She felt sorry for her sister-in-law, who hadn't had the chance to experience the kind of love only a good man knows how to give a woman. Now that Harry was out of the way, dead

as a slug caught out in the sun after a heavy rain, Faye would find out. Turning her attention back to Billy, she saw he was topping off the turkey with brown gravy, limiting the passage of kidney and gizzard chunks onto her plate with a slotted spoon. He handed the platter to her and she passed it over to Nana.

Sitting opposite Granddaddy at the other end of the table, Nana was happy to have more elbow room, a little more space for resting platters and serving the meal, now that they didn't have to accommodate her granddaughter's recently expired husband, Harry. She didn't miss the tall, lanky, coffee-brown body that reminded her of a stick of beef jerky, squeezing between her granddaughters Faye and Louise at her table. Regardless of the room they'd created for Harry, he never quite seemed to fit in. As she transferred some dark meat onto her plate, Nana noticed the air seemed to be lighter than usual, and the house appeared to be brighter, despite the fact it was an overcast and dreary day outside. Yes, indeed, the darkness had lifted. She was content to have her original family back together again.

Faye daydreamed about her dead husband at the Thanksgiving table, wondering whether or not he would have decided at the last minute to come up North with her, or if he would have chosen to stay in Lemon City. To get her attention, Nana pushed the cornbread stuffing under her nose. Taking the bowl from her grandmother, Faye scooped a tablespoon of the lumpy yellow meal onto her plate and went back to collecting her thoughts. She couldn't help feeling responsible for Harry's demise, as well as a strong sense of regret. If only she hadn't ignored the Outsider Rule, her situation might be different. How she wished she could start this part of her life over again, pick up from the day she'd met Harry on campus. Instead of stopping to talk to him when he called her, she should have kept right on walking and never looked back. Better yet, she should have had the courage to leave Lemon City on her own to begin with, instead of thinking she needed to be married in order to escape it.

RANDOM HOUSE: NON-FICTION

After being invited to take part in a leadership program that changed my life, I decided to write a book about leadership that would change the lives of others.

Random House: Non-Fiction – *The Little Black Book of Success: Laws of Leadership for Black Women*, published 2009



THE LITTLE BLACK BOOK OF SUCCESS

LAWS OF LEADERSHIP
FOR BLACK WOMEN



ELAINE MERYL BROWN, MARSHA HAYGOOD, AND
RHONDA JOY MCLEAN



Step Outside Your Comfort Zone

To become a leader, you must step outside your comfort zone. In order to reach people, inspire and motivate them, you must first be able to connect with them. Since this is the case, you must associate with others. Invite colleagues out for a cocktail or coffee after work, or go out to dinner or a movie. Just because your co-workers may not look like you or come from the same culture or background as you, doesn't mean you can't shift your thinking and begin to be open to new experiences. If others go out after work and don't invite you along, ask if it's okay to invite yourself. Chances are they won't say no. Getting to know people and establishing relationships are key to creating your team-building skills and helping you to become the leader you aspire to be. After all, if your goal is to lead your co-workers, know that your followers will be diverse, even if it's only in their thinking. In fact, there is no such thing as a leader who doesn't step outside her comfort zone and take prudent risks. Successful leaders are open to new knowledge and experiences of all kinds. They have to feel comfortable in various situations. Stepping outside your comfort zone applies to socializing as well as to the way you approach your work. Volunteer at the office and do something you've never done before. Accept demanding assignments; you learn much more from them than you do the easy ones. This takes some courage because the outcome may not be as good, but at least it demonstrates that you're interested in your own

development. It also prepares you for difficult challenges in the future. And don't be afraid to fail. You only fail if you don't try. See volunteering as an opportunity to examine what's being done in your office versus what's not being done and then take the initiative to do it. Get your boss to notice. If there's not an actual suggestion box at work, act like there is one. Be proactive. You have to do things that you may not consider to be part of your normal job responsibilities, but it's all a part of acquiring new skills and moving to the next level.

CULTURAL CODE

Familiar surroundings make us feel "safe." However, we need to step outside our comfort zone more often, regardless of how uncomfortable it makes us feel or how scary it is. It takes courage, but that's exactly the stuff good leaders are made of; that's exactly what makes us grow. Stepping outside our comfort zone is both external and internal: external in the sense that we need to feel more comfortable with people who may not share our same experiences or backgrounds and venture outside the office with them under social and professional circumstances; internal in the sense that we need to volunteer to do things in the office environment that extend beyond our normal role and responsibilities, like volunteering to be on a task force, help organize a health day at your job, or be fire drill captain. Don't wait for someone else to come along—you be the person who tries something new and steps up to the plate. People who remain engaged in life consistently display an attitude of openness to new and unexpected experiences. They also tend to be good in crises because they are open to seeing opportunity in even the most dire situations.



MAMAISMS

- Don't be afraid to try something new.
- Don't get stuck doing the same ole thing the same ole way.
- Stick your toes into the deep end of the pool.
- Make that leap.
- Try it, you might like it.

Regardless of Your Position, Learn about Your Department, Your Company, and Your Industry

There are many people who suffer from the Ostrich Syndrome: having their head so far in the sand that they focus *only* on the job they are doing. You have to learn about your job, what's going on around you, in your department, your company, and your industry in order to become well-rounded, knowledgeable, and successful. Not only will it make you more knowledgeable and interesting, but also what happens in the world affects what happens in the marketplace and to your competition, and eventually to you. Expanding your knowledge will help you to do a better job and be more creative in coming up with solutions to problems or new ideas to do your work more efficiently or make recommendations that will have value for your department. As you make these kinds of contributions, you begin to take on more of a leadership role. So it's wise to stay current with what's going on in your department, company, and industry, and with the business world in general.

CULTURAL CODE

We tend to stay focused on our job and our paycheck when we should become familiar with all aspects of the industry we work in. It's a huge mistake to be limited and not expand our knowledge, to

ignore what's going on around us and not understand how external forces impact and influence what we do. Then we get broadsided if we don't get promoted because we're only focused on our job description. But becoming a leader requires so much more. If you want to get ahead, others need to be aware of all your talents and skills; that includes your broad knowledge and ability to think outside of the box. Subscribe to the *Harvard Business Review*, read the Business section of *The New York Times*, *Business Week*, and other business journals. Join industry organizations and read the trades that report on your industry. This will help you to understand how all the pieces work and begin to put them together. It's information that will give you something to talk about in meetings or around the watercooler or cafeteria, or the topic you talk about with co-workers when you step outside your comfort zone.



MAMAISMS

- Learn everything you can. Knowledge is power.
- To be competitive, you've got to do your homework.
- The more you know, the better you get.
- Don't limit yourself to your own backyard.
- Whatever you do, be the best.

AMAZON: NON-FICTION EDUCATIONAL

Criss-crossing the country on a book tour that included fortune 500 companies, women's groups, and conferences, our book got exposure in print, on radio and TV. As the result of fan feedback and popular demand a *Little Black Book of Success* companion workbook was inspired. Here is the business proposal.

Amazon Publishing: TLBBOS – The Workbook Business Proposal

The Little Black Book of Success: Laws of Leadership for Black Women

Thank you for this book. I have been waiting for a leadership book tailored towards Black Women.

-Pamela Nelson

THE LITTLE BLACK BOOK OF SUCCESS: LAWS OF LEADERSHIP FOR BLACK WOMEN

THE WORKBOOK

(PROPOSAL WITH SAMPLE SECTIONS)

Written by:

Elaine Meryl Brown

Marsha Haygood

Rhonda Joy McLean

Rev. 6/9/13 – final

Contact: Elaine Meryl Brown

201.446.0019

Contents of Proposal

Overview

- Author Testimonials
- Annotated Table of Contents
- Competitive Analysis
- Reader Testimonials
- Sample Workbook Sections: *Part One: Look at the Internal Self – Changing our Mindset. Part Two: One Step at a Time: Putting Our Best Foot Forward*

OVERVIEW

The Little Black Book of Success: Laws of Leadership for Black Women WORKBOOK is the Action Plan companion that allows women to explore deeper into their own experiences with activities and exercises that will help them become more self-aware and modify behaviors to maximize their leadership success. As Book One is known as the mentor-in-your-pocket. Book Two becomes the personal-call-to-action plan that also serves as the reader's PLN (Personal Leadership Notebook that was recommended in the original).

The Little Black Book of Success continues to do very well and appeal to a wide, diverse audience:

- **Consecutive weeks as #1 on Amazon's bestseller list in the Management and Business category**
- **Nominated for a 2011 NAACP Literary Award**
- **Keynote Speakers at the Congressional Black Caucus Networking Lunch**
- **Demand to speak at public and private events, including Fortune 500 Companies**
- **Thousands of Facebook Fans**
- **Print, Radio and TV Press Publicity**
- **Currently in its 6th printing**

The authors have been criss-crossing the country in 16 states and more than 20 cities, sharing wisdom about leadership and collective 100 years of experience to audiences of all races. Wherever and whenever they speak about **TLBBOS**, guests are inspired, motivated and encouraged and thank them profusely for writing their book. Readers' comments range from, 'I wish I had this book when I first started working', to *'I read the chapter on Emotional Intelligence and applied the 24-Hr Rule that helped save my job and provide me with a promotion'*, to *'I just got laid off and I need this book to help me prepare for my next job'*, to *'I wish you all did workshops. I feel there is so much more I can learn'* to *'When are you writing a workbook?'* Clearly this book has touched a nerve and resonated with many readers.

As **The Little Back Book of Success** identifies and addresses issues unique to Women and Black women in particular in the workplace regarding obstacles and challenges they encounter, THE WORKBOOK is a platform for them to draw from their own experiences and use as a study guide to engage personal close-up leadership behaviors and skills.

Recent statistics show 59.1% of Black women are in the workforce, with almost 3 million employed in management, professional and related occupations. The Center for Women's Business Research indicates that women-owned businesses increased 42% and over half of those are owned by AA women. In the past decade alone, the number of AA women receiving MBA's increased 130%. During this same period the percentage increase for White women was 38%. In addition, women who work in the non-profit sector are in our target audience and

can benefit from the personal leadership experience that THE WORKBOOK can offer. While all this is good news, today's Black women are also hardest hit by unemployment. According to Mark Morial, the president of the National Urban League, "The black unemployment rate is at stifling levels. It's in fact increased since the recovery has begun." The Center for American Progress reports unemployment rates for African Americans continued to rise during the economic recovery while they started to drop for whites.

The staggering rate is 14.1% compared to 7.4% of white women. Roderick Harrison, a senior research scientist at Howard University says, another significant factor in the slower hiring of Blacks is that they are generally less well connected. "Your resume goes in, but there's nobody there to say, I know this person who has applied, take a look."

At the same time, there is an overwhelming need and demand for Black women to fill leadership positions. 75% of corporate executives believe that having minorities in senior level positions is essential to innovation and better serving a customer base, yet only 1% of professional black women fill the ranks of corporate officers.

According to a recent survey, the promise of leadership opportunity for the AA woman in the American workplace has largely been unfulfilled. Despite decades-long affirmative action policies and laws, and all the diversity, racial and gender inclusion efforts of corporations, nearly half of the women surveyed said they have not received the rewards and recognition they should have earned. At this point in their careers, 49% said they are behind in their expectations. The dissatisfaction is

partly due to the lack of black women in positions of power and a lack of resources to pursue their goals. THE WORKBOOK would be a tangible, hands-on resource to help women pursue their goals and advance their leadership journeys.

Just like Book One, **TLBBOS**, Book Two, THE WORKBOOK will benefit women not just in corporations, but in all walks of work. Together Book One and Book Two are the perfect combination for leadership success.

THE WORKBOOK is a must-have for all who want to:

- **Get ahead in their career**
- **Are in search of a job,**
- **Already have a job and want to grow in it,**
- **Want to make a career transition,**
- **Are entrepreneurs and want to expand their business,**
- **Become a student of leadership,**
- **Want to take Book One to the next level.**

The fact is, many Black women are new to leadership roles, particularly in a multicultural setting. The success of Book One has demonstrated a desire to learn. Book Two will provide an opportunity to practice in order to further develop, improve, increase, advance and refresh leadership skills.

The authors have already begun to conduct workshops based on ***The Little Black Book of Success***, and the feedback has been overwhelmingly positive as reflected in the following testimonial from the authors' Learning Annex Workshop.

From The Learning Annex Event: New York, New York (Sept 29, 2010)

Ladies,

Your seminar event was more than time well spent. It was cathartic to know how far I've come--I didn't have the words until Wednesday to express all that "office mammy" stuff I did. It served the people well and definitely boosted my leadership ego, but I did too much and my career track suffered, as a result. (You live and learn and grow and hindsight is always 20/20). It's a relief to know (by reading your book) that I'm on the right track in certain areas -- as an entrepreneur -- and then to have the book provide a tactical strategy for other areas that are so specific to being a Black woman in leadership.

Just wanted to send you a note to let you know how fabulous you are. You're changing lives and inspiring Black women. I'm immensely proud and inspired. Thanks again and I'm really lovin' the book.

*– Mable Ivory, ABR
Senior Licensed Sales Associate*

Presented in Six Parts that group the chapters in consecutive order from **TLBBOS**, THE WORKBOOK provides an easy way for the reader of Book One to follow and perform the exercises in Book Two. THE WORKBOOK complements and reinforces Book One, allowing readers to delve deeper into their personal work experiences and gain insights into their own behaviors so they can modify, make adjustments, and explore solutions.

Beginning with the premise that we're all VIP's, Part One lays the foundation for building the skills of success.

TLBBOS Workbook Annotated Table of Contents

PART ONE

LOOK AT THE INTERNAL SELF: CHANGING OUR MINDSET

(Cover chapters 1 - 6)

1. VIP
2. Stay Positive
3. Racism
4. Don't be the Office Mammy
5. Use Your Duality to Build Strength

PART TWO

TAKE ONE STEP AT A TIME: PUTTING OUR BEST FOOT FORWARD

(Cover chapters 6-9)

6. Acknowledge there is a Game
7. What You Have to Say Is Just as Important as What Others Have to Say, So Speak Up
8. R-E-S-P-E-C-T
9. Listen Up!

PART THREE

CREATE A BLUEPRINT FOR SUCCESS: MAKING IT HAPPEN

(Cover Chapters 10-16)

10. Always Have a Plan of Action
11. Don't Let Your Emotions
12. Developing Good Relationships
13. Communicate Clearly
14. Know Your Value
15. Measure Your Performance, Get Feedback
16. Perception

PART FOUR

LOOK AT THE EXTERNAL SELF: MAXIMIZING OUR LEADERSHIP STRENGTH

(Cover Chapters 17- 27)

17. Seek Guidance and Support
18. Surround Yourself with Positive People
19. Step outside Comfort Zone
20. Regardless of Your Position
21. Entitlement
22. Church Values
23. BFF
24. Motivate Others
25. Don't Let Distractions or a Difficult Boss
26. Always Maintain Balance
27. N- Word – Networking

PART FIVE

THINK OUTSIDE THE BOX: FACING OUR CHALLENGES HEAD-ON

(Cover Chapters 28-35)

28. Change is Inevitable
29. Bring Your Brand to the Table
30. You Don't Need to Have All the Answers
31. What You see is What You Create
32. Use Conflict as an Opportunity
33. Don't be Defeated by the Madness
34. Power
35. Leadership Styles

PART SIX

TAKE LEADERSHIP TO THE NEXT LEVEL: KEEPING IT REAL

(Cover Chapters 36-39)

36. Coaches
37. Celebrate Your Arrival
38. Maintain Your Seat
39. Seeing the Writing on the Wall
40. Reach Back and Bring Others Along

COMPETITIVE ANALYSIS

There is already a proven track record of phenomenal success with leadership gurus Stephen Covey and John Maxwell. Stephen Covey's books, The Seven Habits of Highly Successful People have companion Workbooks. Best-selling leadership author John Maxwell also has workbooks to accompany his popular books. These authors have already sold thousands of their workbooks worldwide. Obviously there is a need to give readers the option to further develop their leadership skills once they have read the first book.

The following books also have Workbooks:

Stephen Covey

The 7 Habits of Highly Effective People
The 7 Habits of Highly Effective Teens
The 6th Annual Worldwide Lesson In Leadership
Wyncom Inc. Presents Stephen Covey in Lessons in Leadership Program

John Maxwell

21 Irrefutable Laws of Leadership, Developing the Leader Within You Workbook
Your Roadmap to Success and Workbook
How Successful People Think and companion Workbook
Winning with People Workbook
Your Roadmap for Success
The 17 Indisputable Laws of Teamwork
Courageous Leadership
Contagious Leadership

The companion Workbook for ***The Little Black Book of Success*** will have an action-plan template that readers can use to apply the leadership principles we have identified. The combination of ***The Little Black Book of Success*** and companion Workbook offers readers a “complete leadership tool kit” for success because women will be able to apply the laws of leadership to their own experiences and benefit in a practical way. As the companion workbook makes the learning more valuable and relevant to the reader, it will drive sales and make Book One even more attractive. THE WORKBOOK will also be written so that it can stand-alone and still be beneficial to the reader.

Based on the praise and reactions we have received for ***The Little Black Book of Success***, we know that a companion piece would complete the package.

READER TESTIMONIALS:

Just needed to let you and your partners know that your book spoke to me on so many different levels. I laughed, I had aha moments and thought of the mothers in my life as I read the mama isms. Page after page, I kept saying to my self that this book was written specifically for me. Needless to say the no brainer gift to my friends was a copy of the book as I kept texting them and calling them on the phone to give them bits and parts of the book. Thank you and the ladies for putting pen to paper and birthing this awesome book.

*Regards,
Shandeeyaky Shabazz*

HBO: TV TO PRINT ADAPTATION

Being faced with a budget challenge I decided to allocate dollars to a project that would satisfy the needs of both HBO Family and HBO Latino – a bi-lingual, animated pre-school series was the solution. *El Perro Y El Gato* was born and a series of books would be created sold in Target and Wal-mart. Here is one example. As a creator, I also oversaw editorial.

El Perro Y El Gato (creator and editor)

HBO presents

el cumpleaños

 birthday



El Perro y El Gato

Created by
Elaine Meryl Brown, Alberto Ferreras and Chrissie Hines

Book Design by
Lisa Lloyd

Character Design by
Justin Winslow of Primal Screen

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We're going to
have a **party!**



¡Vamos a hacer
una **fiesta!**



And I'm going
to blow out
the **candles!**



¡Y voy a soplar
las **velitas!**

ESSENCE: MAGAZINE

Shocking lay-offs, downsizing, corporate re-orgs, and turning 50, the disparity of the high unemployment rate among African-Americans was the impetus for *The 3rd Act*.

The 3rdAct – Essence Magazine, published 2014



The 3rd Act

Like a play, our career trajectory can be categorized into three acts: The First Act is the start of our professional journey, when we've decided on a vocation or are in the midst of choosing one. The Second Act is when we're climbing the ladder, reaping financial rewards and promotions. Our Third Act is different. This arrives once we've veered off our previous career path. During this phase, many of

us have hit the proverbial glass ceiling. Some of us have been downsized, casualties of a reorganization or a layoff when we're at our peak earning potential—usually in our forties and fifties. Once we've picked up the pieces and started our careers anew, we begin the Third Act of our professional lives.

But starting over isn't easy. For Black women, recovery from the Great Recession has been slow. While White, Latina and Asian women saw their unemployment rates go down during the economic revival, the unemployment rate for Black women rose between 2009 and 2013, according to a recent study from the National Women's Law Center. "The recession has wreaked havoc on the economic fortunes of Black Americans," says Marc Morial, president and CEO of the New York City-based National Urban League. Last year the nonprofit launched Jobs Rebuild America: Employ, Educate, Empower, an initiative aimed at putting urban America back to work. "It has damaged employment prospects for many outstanding, college-educated people who are struggling to find work."

Black unemployment is more than 11 percent, and if you include the number of people who work part-time while looking for full-time posts and those who have simply given up on the job search altogether, "you're looking at a number that blows up to 22.4 percent," says Julianne Malveaux, Ph.D., economist and president emerita of Bennett College.

Don't wait until your career hits a roadblock to get serious about your Third Act. "There's no such thing as a secure job,"

HOW TO CHART YOUR PROFESSIONAL FUTURE WHEN YOUR CAREER SUDDENLY GRINDS TO A HALT
BY ELAINE MERYL BROWN
ILLUSTRATIONS BY ALICIA MALESANI

says Carole Stovall, Ph.D., a business psychologist and president of SLS Global in Washington, D.C. "You have to think, *If I get laid off, what will I do?*"

There are steps you should take during your twenties, thirties and forties to ensure a lifetime of professional success. In order to be ready for the Third Act, whenever it comes, do the following:

Keep your skills up-to-date. As new trends transform the workplace, you must evolve. "If you have ten years to retirement, you have to ask, *What are*

the skills I need to pick up now that will make me more relevant to my company to prevent me from being laid off?" Stovall says.

Create multiple streams of income. Even while you're gainfully employed, look for other ways to make money, such as part-time jobs, consulting gigs or even entrepreneurial activities. Some women use volunteerism to discover their passion and turn it into a revenue-generating opportunity.

Be ready to move. One of the mistakes many Black women make is to stay in certain jobs too long and fail to get a breadth of different experiences, says Audra Bohannon, a senior partner at Korn Ferry, a leadership and talent executive search firm. "White men tend to move strategically from one position to another. We don't tend to move as easily."

The following four women were thrust into the Third Act in different ways. Whether it was forced on them or they planned for it, here's how they turned an ending into a starting point for something greater.

THE MASTER OF REINVENTION DEBORAH "DEBBIE" MITCHELL Age: 51

STRATEGY: Embrace new skills.

Mitchell had worked as a producer for CBS' *The Early Show* for ten years. So when new management came in and she was terminated, she was blindsided and devastated.

Her reaction was normal, says Beverly Richards, Ph.D., a psychotherapist based in the Philadelphia area. "Women are not >



Create a career plan that fits into your vision of success.

The 3rd Act

only shocked when they get this kind of news, they also experience sadness, anger, frustration, depression and anxiety."

After taking some time to catch her breath, Mitchell started looking at how technology had transformed the way people communicate. She reconnected with a former CBS colleague who had created a brand in the blogger space and who became her mentor and showed her the ins and outs of social media. "She was very helpful in teaching me this new world," Mitchell says.

Deciding that social media would be a good fit for her skill set, Mitchell hired a tutor, attended seminars and blogger conferences and became an entrepreneur. Today she owns Deborah Mitchell Media Associates, a TV production and social media management agency where she can make the most of both her old and new talents.

THE LESSON: As your industry shifts, keep your skill set sharpened to leverage it into a new role.

THE GAME CHANGER DOREEN MILLS

Age: 55

STRATEGY: Take a step back to move forward.

Mills, a boutique hotel sales manager in Beverly Hills, was called into her supervisor's office one day to be told that the company was undergoing reorganization and her position was being eliminated. Though she had worked at the hotel for two years and in the hotel industry for 25 years, her career flatlined in an instant. "I had to leave that day," she recalls. "Thank God I had money in the bank."

She wasted no time looking for her next job, immediately updating her résumé and turning to employment Web sites such as indeed.com and social networks like LinkedIn. She reached out to a contact at another hotel chain who assured her he would forward her résumé to the right person. Weeks later when she hadn't been called, she did some research. An industry colleague explained that her salary was out of the range for the position, therefore, her résumé was automatically eliminated from the candidate pool.



Always have plans B, C and D, because you're not indispensable.

THE CONSUMMATE PLANNER NAJOH TITA-REID

Age: 42

STRATEGY: Be ready to relocate.

While some women are forced into their Third Acts, Tita-Reid has planned for it all along. An executive at Merck & Co., Tita-Reid is married with two children and has always been intentional with her career. "A lesson I learned was, pick your leader

over your company," Tita-Reid shares. "While selecting an organization that fits you is important, studies show you rarely quit the company; you quit your boss."

While working at Procter & Gamble, Tita-Reid connected with an executive recruiter who was interested in developing future general manager talent and had a reputation for helping people make successful career moves. The recruiter understood Tita-Reid's long-term vision and helped her identify the organization, skills, the culture and the type of leader she needed to reach her goal. That led to Tita-Reid's latest role as general manager of Western Europe at Merck Consumer Care in London.

THE LESSON: Being ready to relocate is crucial to long-term success. "Since the world we live in is more global and multicultural, you have to be more global in your career perspective," says Janet Salazar, CEO and founder of IMPACT Leadership 21, based in New York City. "Multicultural exposure is critical."

THE DREAMER REGINA CHAMBERLAIN

Age: 47

STRATEGY: Explore a passion.

When Chamberlain, a Chicago native, got laid off from her job as VP of business development for a major credit card company, she was tired of the corporate grind. She saw this as an opportunity to do work she loved. "I wanted to shift into something more fulfilling and work with a nonprofit."

She took a job as director of projects for Fathers Inc., a national organization that promotes and markets responsible fatherhood and mentoring. "Not having had a father present, I know what it means to grow up without one," she says. "I now work with a diverse group of dads, which aligns with my life." Chamberlain also vowed to never be unemployed again and now has multiple streams of income. As founder of MBRACE Sports Communications, a company that helps athletes focus on their life beyond the game, she also teaches a marketing class at a community college and is studying to become a licensed minister.

THE LESSON: Diversify your résumé so that you will always have options.

MANAGING YOUR CAREER PATH IN YOUR 20s, 30s, 40s AND BEYOND

20s ESTABLISHMENT DECADE

You should think about self-identity and get a clear sense of who you are. Then take risks that help you evolve and grow.

Develop your brand by asking yourself, *What do I want to be known for?*

Start to build your network. Establish as many relationships as you can with men and women of different races in leadership roles higher than yours inside and outside your company.

Find your mentors and begin to assemble your success team.

Be known as a problem solver rather than a workhorse. To bolster your knowledge, read books about leadership and bios of successful people and their rise to the top.

Save as much money as possible.

30s CLIMB-THE- LADDER DECADE

You should aggressively get your brand out to the world now. Start by attending conferences and professional presentations.

Develop the right areas of expertise required to be successful.

Hone your influence skills. Travel internationally to get global exposure and experience.

Continue to expand your network and forge relationships with leaders who can turn into sponsors and advocates.

Focus on promotions and people who are going to be champions to help you advance your career.

Find a wise financial adviser who will help you invest your money.

40s ASSESSMENT DECADE

You should dedicate a third of your time to laying the foundation for your Third Act.

Assess where you are in your

career and think about what you want to do as a next step.

Investigate all the activities you've always wanted to do, but felt you never had the time.

Sharpen and acquire additional skills, not only in management but also in technology, to make sure you stay relevant.

Continue to travel and research other cultures. Learn a second language and foster relationships at a higher level.

Complete or get another degree. register for extra courses, enroll in executive programs and take advantage of your company's tuition reimbursement plan.

Treat this decade as if it were the last decade of your career. These days, nothing beyond your forties is secure or guaranteed, especially if you haven't established yourself as a department head and/or don't have a company sponsor.

Save and invest your money for your Third Act.

50s THIRD ACT DECADE

You should know what you want to do, whether it's starting your own business or making the connection that will lead you to your next job. If you go the entrepreneurial route, have a Web site, marketing plan and strategy ready.

Join a group for small-business owners and entrepreneurs.

Review your company's HR manual to make sure you're knowledgeable about your rights as you exit the company.

Get ready to begin your new life. □

Elaine Meryl Brown, coauthor of *The Little Black Book of Success: Laws of Leadership for Black Women* (Random House), is writing the companion workbook, to be published next year.

THE LESSON: Tap into your network and let them know your intentions, then opportunities

will emerge.

That's when Mills realized she needed to adjust her expectations about what she could earn in this market. She accepted a position as a sales manager at half her previous salary, with twice the responsibility. Since this job paid less, she needed to account for the shortfall. Mills turned her passion for redesign into the business of staging—decorating homes to make them more attractive to potential buyers. She took a class and met an interior designer who soon became her business partner. Her ability to leverage old and new connections made the difference. At press time, Mills's job prospects had changed again. She is now a director of sales at Residence Inn by Marriott in Beverly Hills. It pays better than her last position but not as well as her original job.

THE LESSON: "A successful Third Act depends on how well we develop relationships across gender and race to build a strong and broad network," says Korn Ferry's Bohannon.

Contact Information.

elaine@elainemerylbrown.com

201.446.0019

26 Parkside Dr, Bluffton, SC 29910