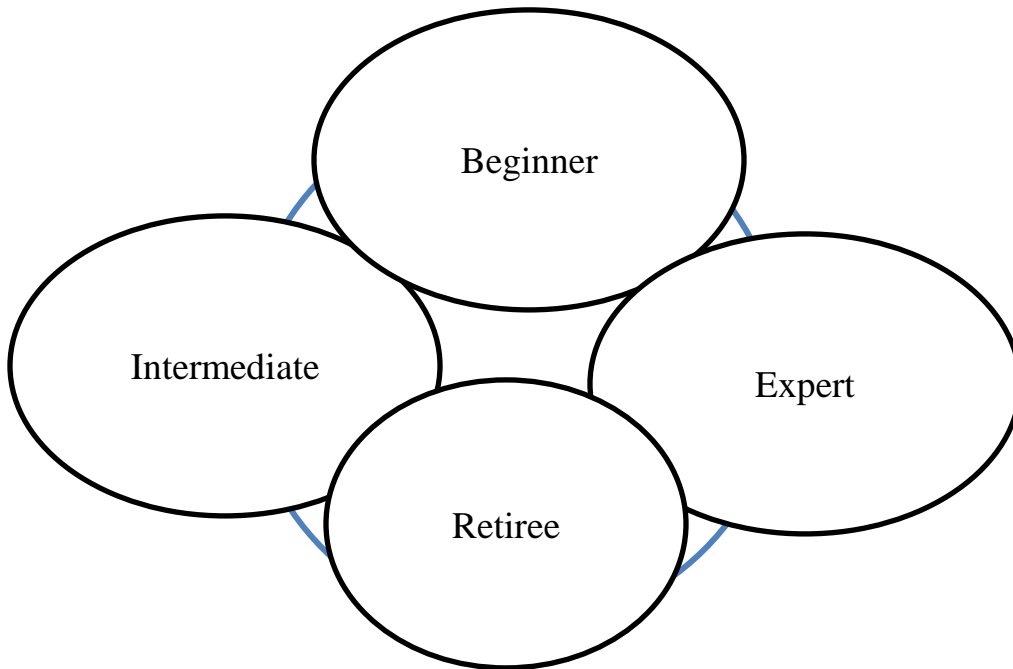


## Four Stages of Your Career Diagram



“Entrepreneurial Journalism: Making Yourself the Brand/How to Gain the Advantage”

- Learn how to successfully navigate each stage by creating a strategic plan
- Clarify and quantify what success means to YOU; not your classmate(s), not your soror or frat associates, not your parents, not your instructors -- just YOU
- Write yourself a letter clarifying your goals and dreams for the next 10 years
- Prepare for the hard times in your career by keeping a success file
- Learn all you can about business and how companies operate
- Give careful thought to a backup major; have a Plan B just in case
- Develop your software skills
- Spend time in the ACU Business building ; broaden your horizons
- Develop a niche and then expand it
- Become a multidimensional communicator who can do it all
- Be prepared to reinvent yourself because you must
- Develop critical thinking and survival skills
- Discipline yourself to keep a journal, starting today
- Make a decision to be happy; learned optimism is a key differentiator
- Learn to speak and write Spanish (Español)



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[www.harvestreapers.com](http://www.harvestreapers.com) | [rburns@harvestreapers.com](mailto:rburns@harvestreapers.com)

[@Digiqueen0809](#)

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## **Regina L. Burns's Suggested Business Books Reading List**

*Never in My Wildest Dreams: A Black Woman's Life in Journalism* by Belva Davis  
(I had the pleasure of meeting Ms. Davis in Feb. 2011 when I visited the Newseum in Washington; if you want to learn more about her, check out my blog at [www.harvestreapers.com](http://www.harvestreapers.com) and search the Index for Black Journalist)

*Measure What Matters: Online Tools for Understanding Customers, Social Media, Engagement, and Key Relationships* by Katie Delahaye Paine

*Reposition Yourself: Living Life Without Limits* by T.D. Jakes

*How to Win Friends and Influence People* by Dale Carnegie

*Daily Motivations for African-American Success* by Dr. Dennis Kimbro

*Tough Times Never Last, But Tough People Do* by Dr. Robert Schuller

*Embracing the Real World: The Black Woman's Guide to Life After College*  
by Chaz Kyser; (I wrote the chapter 'Regina Burns on Chasing Away Those Pink Slip Blues')

Book reviews and other books of note (including audio and fiction) may be found on my blog at [www.harvestreapers.com](http://www.harvestreapers.com) and my LinkedIn profile.



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[@Digiqueen0809](https://www.instagram.com/Digiqueen0809)

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