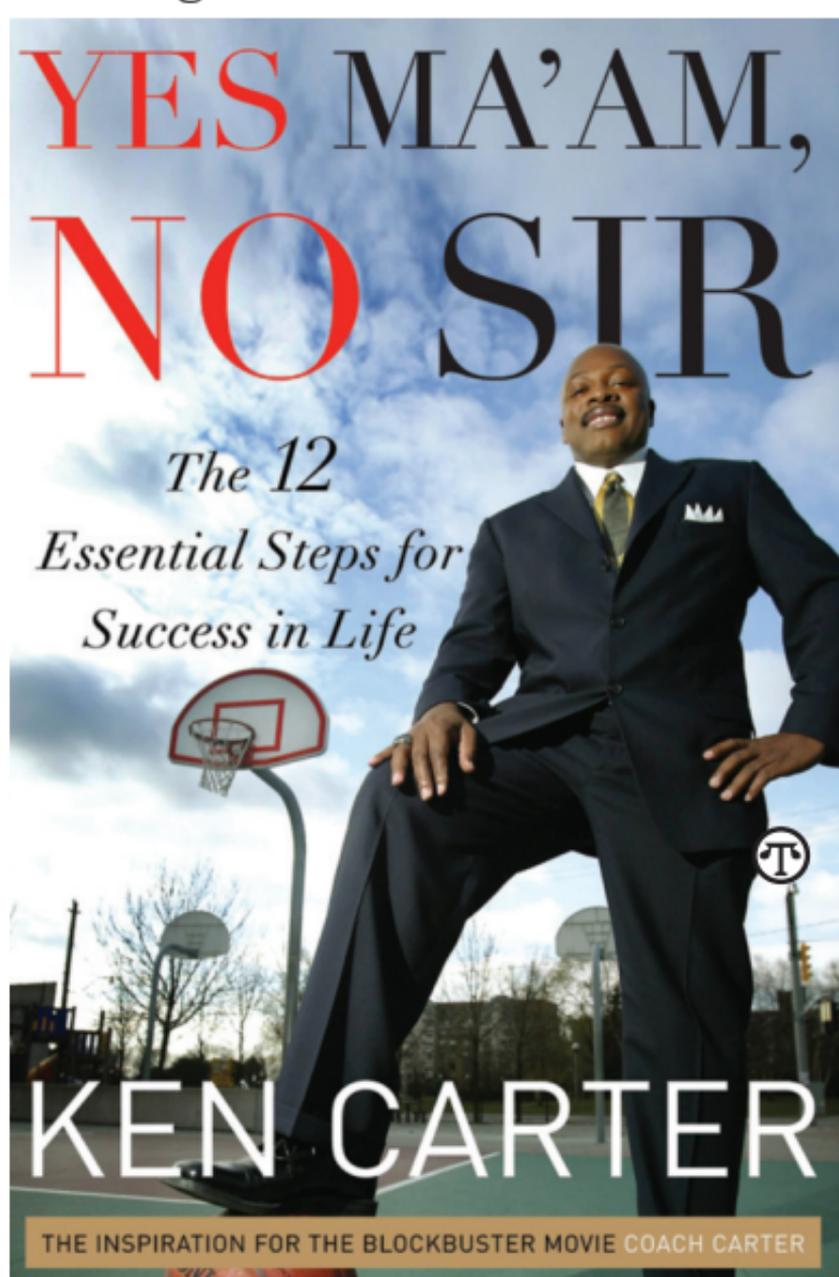


Steps For Success

(NAPSA)—Before Ken Carter became “Coach Carter” of Hollywood movie fame, he was a successful businessman and basketball coach of the Richmond High School Oilers in Richmond, Calif.—one of the toughest neighborhoods in the country.

Coach Carter gained notoriety when he canceled all of his undefeated basketball team’s games and practices for eight days—forfeiting two games—because 15 team members had poor academic performances. The story is the basis for the film “Coach Carter,” starring Samuel L. Jackson.



Going back to the basics can change lives, says a new book.

Accountability, overcoming adversity, taking charge of your life and learning to succeed when others expect you to fail are key essentials Coach taught. In his new book, “Yes Ma’am, No Sir,” Coach Carter uses his personal experiences and core beliefs to explain his methods for success, including:

Quality of Character—understand who you are and what you can do; Self-discipline—motivate yourself regardless of outside factors; Flexibility—the ability to change course; Giving to Others—few can succeed without others.

In addition to this guide for getting ahead, Carter recently started the Coach Carter Impact Academy, a nontraditional boarding school for young men, and a business school for developing entrepreneurs. The book is available where books are sold.