
Unit 6 - How to Be an Entrepreneur

6A Introduction

An entrepreneur is someone who starts his or her own business. Obviously, it's a lot easier to go work for someone else, and it's a lot less risky. But every entrepreneur knows that if you can successfully make your business grow, then you get to live your dream. It's like Jay-Z says: "I'm not a businessman. I'm a business, *man!*"

We started Flocabulary with nothing but a dream and a couple thousand dollars. Whenever we're on TV or the radio, people ask us what advice we have for young entrepreneurs. Well, consider this our answer.

6B Song Lyrics

Step one: Learn to **discern** between
A good idea and a hair-brained scheme.
Be **inventive**, create new things,
'Cause new inventions will get you paid real big.

Two: Keep your enemies next to you,
In your **perspective** and your view.
You better **rebuke** and criticize those foes
Who want to step. "Where?" All up on your toes.

Three: Don't get greedy like monopoly,
It could turn evil like an **atrocious**.
And don't work from time to time, **sporadically**,
That plan's got holes like a cavity.

Four: Be a **voracious** reader, read more books,
No weirdo stuff, you'll get zero bucks.

Five: Be a strong leader to **exemplify**,
And show your people how to live their lives.
Your enemies are the competition, so listen:
Deploy your troops, get 'em in position.

Six: You can eat Chex Mix, but don't mix checks, dude,
Get someone to support and **abet** you.
When you do math, be **fastidious**,
Pay mad attention to math equations.

Seven: Can't do it? "Nope." Not **feasible**?
You can't fly to the moon in a station wagon.
If you can't hear the TV you need some **captions**,
Those words below, take it from your captain.

Step eight: You must **evolve** and change,
Like a chimpanzee to a human being.



Step nine: I make rhymes, but I **minimize** the times it takes,
Keep it small like a model's waist.

Ten: Stack paper, but give some back
To those who have less, they can live on that.
Greed can be stinky like manure,
This is how to be an entrepreneur...

6C Words Defined

Below you'll find each vocabulary word that was used in the song. Each word is followed by the part of speech, a simple definition and a meaningful sentence. Some words will also have synonyms, antonyms and other forms of the word listed.

1. abet (verb) to assist, encourage or support, usually in some wrongdoing

George will *abet* Louie in the bank robbery by driving the getaway car.
Other forms: An *abettor*, or *abetter* (noun) assists another in some sort of wrongdoing.

2. atrocity (noun) an appalling condition; the act of being shockingly cruel or inhumane

The biggest *atrocity* of the war was the horrible treatment of women and children in the prison camps.
Other forms: Sadly, the kids at the orphanage were sleeping in *atrocious* (adj) beds of filth, lice and stains.

3. caption (noun) an explanation or description for a picture

Daphne did not read the *caption* under the cartoon, so she did not get its meaning.
Other forms: *Caption* can also be a verb meaning "to entitle something," as in: The yearbook editor asked us to *caption* each and every photograph.

4. discern (verb) to detect or perceive as separate and distinct

The students were able to *discern* that their teacher was not happy with them after she read the notes left by her substitute.
Synonyms: distinguish, differentiate
Antonyms: disregard, overlook

5. deploy (verb) to spread out or move into a position of readiness

If the landing gear doesn't *deploy* on time, the plane will crash on the runway.
Other forms: The large *deployment* (noun) of troops to Iraq meant that the war was not over yet.

6. evolve (verb) to develop over time or gradually

Over the next two weeks, the seeds we planted in science class will *evolve* into different types of plants.

Synonyms: emerge, grow, metamorphose

Other forms: A popular video on the Internet features a man showing the *evolution* (noun) of dance.

7. exemplify (verb) to show by example, or to be an example of

Our student body president tries to *exemplify* the characteristics of a good leader and friend.

Synonyms: demonstrate, display

8. fastidious (adj) demanding, painstaking or hard to please

Bruno is a *fastidious* cleaner because he sweeps, mops and vacuums his entire house daily.

Synonyms: careful, meticulous, discriminating

9. feasible (adj) capable of being accomplished; possible

My plan to steal a car was *feasible*, but I was too lazy to carry it out.

Antonyms: impossible, unlikely

10. inventive (adj) creative

Valerie was an *inventive* fashion designer and often won awards for her unique clothing designs.

Synonyms: artistic, innovative

Other forms: As you probably know, an *inventor* (noun) *invents* (verb) *inventions* (noun).

11. minimize (verb) to reduce to the smallest amount

Lyndsay's doctor tried to *minimize* the amount of pain she felt following her knee surgery.

Synonyms: downplay, diminish, lessen

Antonyms: enhance, exaggerate, maximize

Other forms: The smallest amount is the *minimum* (noun).

12. perspective (noun) a view, or a mental view or outlook

From my *perspective* at the back of the classroom, it looked as if Kayeesha was cheating off of Joey's test.

13. rebuke (verb) to criticize sharply or disapprove of

A teacher most likely will *rebuke* a student for chewing gum in class.

Synonyms: berate, admonish, reprimand

Other forms: *Rebuke* is also a noun meaning "a criticism or admonishment" as in: The police officer gave the teenager a sharp *rebuke* for speeding in a residential area.

14. sporadic (adj) not happening often; occasional

Mary experiences *sporadic* moments of happy memories of her late husband.

Synonyms: scattered, spotty, infrequent

Antonyms: steady, continuous, frequent

Other forms: The bride *sporadically* (adverb) placed rose petals up and down the aisle of the church.

15. voracious  (adj) marked by a large appetite for food or an activity

Timothy was such a *voracious* reader that the librarian let him check out more than the allowable number of books.

Synonyms: avid, unquenchable, insatiable

Antonyms: quenched, satisfied, indifferent

6D Fix the Mistake

Each of the sentences below has a mistake. The wrong vocabulary words have been used, so the sentences don't make sense. Rewrite each sentence using the correct vocabulary word from this unit.

1. The outlaw hired me to **deploy** him in the train robbery.

2. We knew it had been a bad situation for a long time, but we stepped in when it became a(n) **caption**.

3. Jenna's mom **discerned** her for talking back to her in front of their friends.

4. Early humans **exemplified** over time from simple creatures to toolmakers.

5. For a toddler, Daniel was a truly **fastidious** eater, often eating more than his father.

6. In the winter, it's just not **inventive** to wear shorts in Boston, no matter how much I want to.

7. Since it was foggy, we only saw **perspective** bursts of fireworks in the night sky.

8. Grandma tried to **evolve** the amount of damage she did to the car as she relayed the story of her accident to Grandpa.

9. The **atrocities** under the political cartoon was another jab at the President's job approval rating.

10. The police **abetted** ten different search parties into the forest to cover the most area and hopefully find the lost little girl before darkness fell.

11. All kindergarten teachers should **minimize** good behavior because their students are so impressionable.

12. No matter how hard I try, I can never please my **sporadic** boss.

13. It was difficult to **rebuke** whether my mom was crying out of happiness or sadness.

14. Brian was so **voracious** with his toy blocks that he built an entire city on the living room floor.

15. From my **feasible**, it was very clear: We needed a bigger boat.

6E Pick the Winner

Circle the word that best fits into the sentence. Then write a sentence below that uses the word you didn't pick in a meaningful way.

1. In history, we had to read a lot about the **(atrocities OR captions)** of the Holocaust.

2. _____

3. Our teacher tried to **(discern OR minimize)** our talking in the library while the librarian read aloud to us.

4. _____

5. All of my dates are afraid to return me home past my curfew out of fear of being **(abetted OR rebuked)** by my father.

6. _____

- 7. Despite what the brochure said, Ginger didn't think it was **(feasible OR fastidious)** for her to lose over a hundred pounds in only six months.
- 8. _____
- 9. Once Maya came out of her coma, she only had **(sporadic OR inventive)** memories of her life before the accident.
- 10. _____

6F Draw the Relationships

In each grouping of eight words below, draw straight lines between the synonyms (words that mean similar things) and squiggly lines between any antonyms (words that mean nearly opposite things). Every word should have at least one line connected to it. Some may have more.

1

explanation	abet	send out	deploy
horrible			assist
	atrocious	caption	

.....

2

discern	demanding	demonstrate	evolve
adapt			overlook
	exemplify	fastidious	

.....

3

impossible	inventive	increase	perspective
feasible			creative
	viewpoint	minimize	

.....

4

rebuke	outlook	voracious	perspective
sporadic			compliment
	frequent	hungry	

6G Understanding What You Read

Read the passage below. Then answer the questions.

Kelli finished explaining the inventive plan to her dad in detail and waited for his response.

“That’s not entirely feasible,” he said, sharply. “You need to be more fastidious when it comes to planning. I don’t think you’ve accounted for every alternative. Have you really thought about every detail? What if your mother comes home early?”

Kelli wasn’t prepared for this sharp rebuke. She had expected excitement from her father, not a lecture. “But Dad, look at it from my perspective. It’s going to be extremely fun, and Mom is going to love it. She wouldn’t suspect a thing.” Kelli put on her sad face and hoped the expression would get her dad to appreciate her plan, maybe even get him to abet in the planning.

Slowly, she saw her dad’s eyes change direction. She watched the expression on his face evolve from disbelief to a small smile. “Well, I suppose that if we were to minimize the amount we talked about it, and if we planned it together, maybe it could work.”

Man, Kelli thought, any time she deployed her “sad face,” she could get her dad to agree to whatever she wanted. Kelli smiled at the thought, and wondered how old she’d be before that stopped working.

1. The passage suggests that the daughter is trying to be

- (A) funny
- (B) sneaky
- (C) mean
- (D) feasible

2. According to the text, the dad seems easily

- (A) persuaded by his daughter
- (B) saddened by his daughter
- (C) angered by his daughter
- (D) amused by his daughter

3. Most likely, Kelli is planning to

- (A) convince her mother to get back together with her father
- (B) get her mother taken to an insane asylum
- (C) throw a surprise party for her mother
- (D) do the laundry for her mother

4. Kelli’s father criticizes her plan by noting that she should be more

- (A) inventive
- (B) fastidious
- (C) voracious
- (D) feasible

5. After Kelli puts on her “sad face,” her father’s reaction is to

- (A) immediately agree to her plan
- (B) consider her plan more seriously
- (C) tell her it’s not possible
- (D) tell her to stay tight-lipped

6H Thinking Creatively

Answer each question below. Don't be afraid to think creatively.

1. If you had to give your life a one-lined **caption**, what would it be?

2. What is the best **perspective** from which to watch a baseball game?

3. In what ways will the human race **evolve** in the next thousand years?

4. Name and explain the one athlete or celebrity that you think small children should not **exemplify**.

5. How might a **voracious**, yet **sporadic** person behave?

Word Breakdown

Though the words don't seem similar *caption* is actually related to *capture*. They both stem from the Latin *capere*, meaning "to take." To *capture* is to take something. Originally, when a government seized or captured your property for some reason, it would hand you a "Certificate of Caption," to let you know why they had to repossess it. By 1789, *caption* was being used to mean a chapter heading or title of an article. A hundred years later, it had become "a description of an illustration or photograph."

If you are deaf or watching TV in a restaurant with the sound off, you might want to turn on the "closed captions," which display the text of what is being said on the TV. They are "closed" in that not all viewers see them, only those who turn the captions on.