







# MADAM C.J. WALKER



Biography of: 

Include an illustration: 

 <b>BIO SNAPSHOT</b>	 <b>CONTRIBUTIONS &amp; ACHIEVEMENTS</b>	 <b>QUOTES</b>
List several facts about this person:	List several contributions and achievements of this person:	Choose one quote said by this person and write it below: 

 **LNKtivity**  
Interactive Learning Guides

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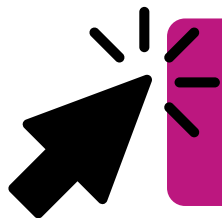
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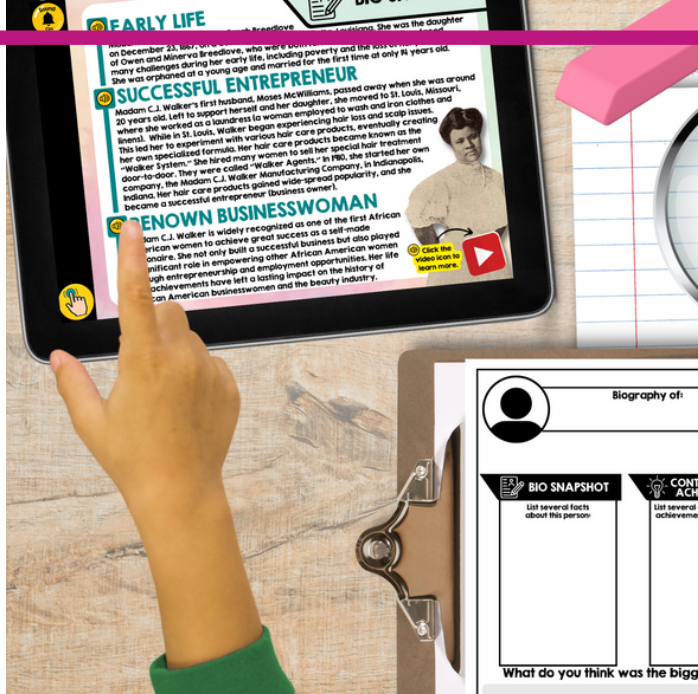
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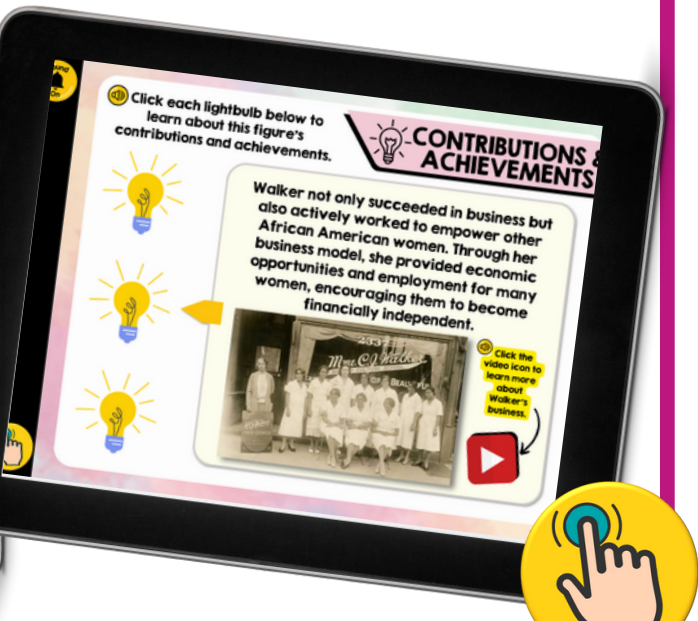
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Madam C.J. Walker, born Sarah Breedlove in 1867, was an African American entrepreneur and philanthropist who became one of the first self-made female millionaires in the United States. Facing poverty and hair loss, Walker developed a successful line of beauty and haircare products for African American women, founding the Madam C.J. Walker Manufacturing Company in 1906. Her innovative approach and marketing strategies, including door-to-door sales and a network of sales agents known as "Walker Agents," contributed to her business success. Beyond her entrepreneurial achievements, Madam C.J. Walker was also a prominent advocate for civil rights and women's rights, using her wealth to support various charitable causes and organizations. Her legacy endures as a trailblazer in both business and social activism. In this Mini-Biography LINKtivity on Madam C.J. Walker, students will learn about Walker's early life, her accomplishments and contributions to the beauty industry, and her legacy that continues to inspire generations.





# More Sample Slides



Credit: Biography

## EARLY LIFE



## BIO SNAPSHOT

Madam C.J. Walker was born Sarah Breedlove on December 23, 1867, on a cotton plantation near Delta, Louisiana. She was the daughter of Owen and Minerva Breedlove, who were both formerly enslaved. Walker faced many challenges during her early life, including poverty and the loss of her parents. She was orphaned at a young age and married for the first time at only 14 years old.

## SUCCESSFUL ENTREPRENEUR

Madam C.J. Walker's first husband, Moses McWilliams, passed away when she was around 20 years old. Left to support herself and her daughter, she moved to St. Louis, Missouri, where she worked as a laundress (a woman employed to wash and iron clothes and linens). While in St. Louis, Walker began experiencing hair loss and scalp issues. This led her to experiment with various hair care products, eventually creating her own specialized formula. Her hair care products became known as the "Walker System." She hired many women to sell her special hair treatment door-to-door. They were called "Walker Agents." In 1910, she started her own company, the Madam C.J. Walker Manufacturing Company, in Indianapolis, Indiana. Her hair care products gained wide-spread popularity, and she became a successful entrepreneur (business owner).



## RENOWN BUSINESSWOMAN

Madam C.J. Walker is widely recognized as one of the first African American women to achieve great success as a self-made millionaire. She not only built a successful business but also played a significant role in empowering other African American women through entrepreneurship and employment opportunities. Her life and achievements have left a lasting impact on the history of African American businesswomen and the beauty industry.

Click the video icon to learn more.



Click each lightbulb below to learn about this figure's contributions and achievements.



## CONTRIBUTIONS & ACHIEVEMENTS



Madam C.J. Walker became one of the first African American women to achieve significant success as a self-made millionaire. She founded the Madam C.J. Walker Manufacturing Company, building a successful business empire around her hair care and beauty products.

Click each lightbulb below to learn about this figure's contributions and achievements.



## CONTRIBUTIONS & ACHIEVEMENTS



Walker not only succeeded in business but also actively worked to empower other African American women. Through her business model, she provided economic opportunities and employment for many women, encouraging them to become financially independent.



Click the video icon to learn more about Walker's business.



Click the < and > to see quotes.



## QUOTES & PHOTOS



Perseverance is my motto!



Click the < and > to see quotes.



## QUOTES & PHOTOS



There is no royal flower strewn path to success. And if there is, I have not found it, for whatever success I have attained has been the result of much hard work and many sleepless nights.





This LINKtivity is provided with

# AUDIO SUPPORT



Perfect for English  
language learners or  
students who could use  
a little extra support!

## BIO SNAPSHOT

### EARLY LIFE

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# Student & Teacher Resources

## Recording Sheet for LINKtivity

### Lesson Plan

#### LESSON

#### ESSENTIAL QUESTIONS:

What is a biography?  
Who is (specific person) and what makes him/her unique?



Note: This lesson plan can be used with any mini-biography LINKtivity.

#### Standards Covered

CCRA.R.10

#### Materials Needed

Biography LINKtivity®  
KWL student sheet  
Biography student sheet (optional)  
Chart paper/markers OR SMARTboard/Whiteboard

#### Teacher Preparation

Preview the mini-biography(ies) that you have selected for your students. Plan for how you will share the LINKtivity with students (ex. assign link in Google Classroom, prepare QR codes, etc). Prepare a KWL chart on chart paper or SMARTboard/whiteboard. Print the KWL and biography student sheets.

#### Lesson Introduction (5-10 min.)

- Introduce the essential questions.
- Introduce the person(s) your students will be exploring and provide each student with a **KWL student sheet**.
- **ASK:** What do you know about this person? What do you want to know about this person?
- Have students complete the first two columns of the chart. Note: If your whole class is exploring the same person, you can complete this chart together on a SMARTboard/whiteboard. If each student is completing a different person, have them complete a KWL for their specific person.

#### Lesson Activity (20 mins)

Have students complete a **Biography LINKtivity**, either one assigned to them or of their own selection. While navigating the LINKtivity, students have the option to complete the **biography student sheet**.

#### Optional Extension Activities

- Take virtual field trips to museums, historical sites, or places related to the person's life using a tool like Google Earth.
- Have students record a podcast episode about their person.
- Host a wax museum event where students dress up and take on the persona of their chosen individual to educate others.

#### Lesson Conclusion (2-5 min.)

Review essential questions and have students share their responses in light of what they have learned. Have students complete the final column of their KWL chart (what I learned).

Biography of: \_\_\_\_\_

Include an illustration: \_\_\_\_\_

**BIO SNAPSHOT**  
List several facts about this person:

**CONTRIBUTIONS & ACHIEVEMENTS**  
List several contributions and achievements of this person:

**QUOTES**  
Choose one quote said by this person and write it below:  
\_\_\_\_\_  
What this quote means to me: \_\_\_\_\_

What do you think was the biggest impact made by this person?

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Biography of: \_\_\_\_\_

Insert an image: \_\_\_\_\_

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Also available in Google Slides!

