



by Catrice M. Jackson

CRAVEOLOGY: THE ART OF UNDENIABLE, IRRESISTIBLE PERSONAL PRESENCE ON ANY PLATFORM

I knew my voice was my gift at an early age but didn't know the real power I possessed. I was the wise teenager for my age, the friend who always had the right advice and the young woman who spoke up for the underdog; yet I was a bit naïve about the divinity of my voice. I had no idea I would ever speak to the masses, host an international radio show, author two best-selling books or use my voice to impact the lives of people and make a difference in the world.

Entrepreneurship has been one of my greatest teachers. When I took a premature exit from my full time job to faithfully leap into my speaking dream I never thought I'd intentionally silence my voice. *No way not me!* Upon making my entrepreneurial debut I came out strong, bold, real and raw which was who I was in my core. I wanted the world to know that I had arrived and stood boldly in my new spotlight.

I was savvy, confident and assertively began to correct and engage with other women

as I thought they would appreciate my authenticity. Surprisingly, many were turned off, silent and did not like the flavor of my tongue. I was shocked and wondered why they would be turned off by my *real way of being*. I found myself dimming my light to be accepted, hiding my light to make others feel comfortable and I even left certain virtual spaces and places to avoid being seen.

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If you met me today you'd never believe this to be true. I never felt small on the inside but I learned that sometimes people can't handle your light. I vowed to never be small or allow another person to play me small. The greatest lesson I learned over the past five years is that when you dim your light you are silencing your soul's voice and telling God that he made a mistake when he created the brilliant masterpiece called you. When people can't handle your light it's because they haven't yet discovered their own and you are a reminder of that.

Today I've mastered the *Art of Craveology*, the ability to be naked, authentic and confident in my skin to attract my desires. Today I show up like I showed up in my entrepreneurial debut and I feel free! My journey has taught me that

you must never compromise who you are to fit in and be accepted. If you desire to speak and share your gift of voice NEVER compromise who you are, what you believe in and the flavor of your tongue. When you speak with undeniable authenticity and confidence that's what makes you irresistible on every platform.

This I know for sure: always be you because your personal brand is the brand of all brands. Discover your IT, own it, master it and flaunt it. Every time you speak, be YOUnique and make them crave you with the flavor of your tongue!

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Speaker and Personal Branding Expert helps womenpreneur create an irresistible personal brand, speak on stage with authentic confidence and create brand messaging that attracts clients they crave. Clients who

work with Catrice create their signature talk in one 90-minute session, confidently double their fees, show up more confident and attract ideal clients. Catrice uses *Craveology*, her signature coaching secret sauce, to empower womenpreneur to live and speak their brand with power and presence.

RESOURCES

FREE Offer: If YOU are feeling invisible in your business... We can fix that in just 30 days so you can BE irresistible, attractive and create more crave, clients and cash! Sign up for a complimentary Sweet Spot Personal Branding Discovery Session and let's hit that personal brand sweet spot!

www.catriceology.com

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