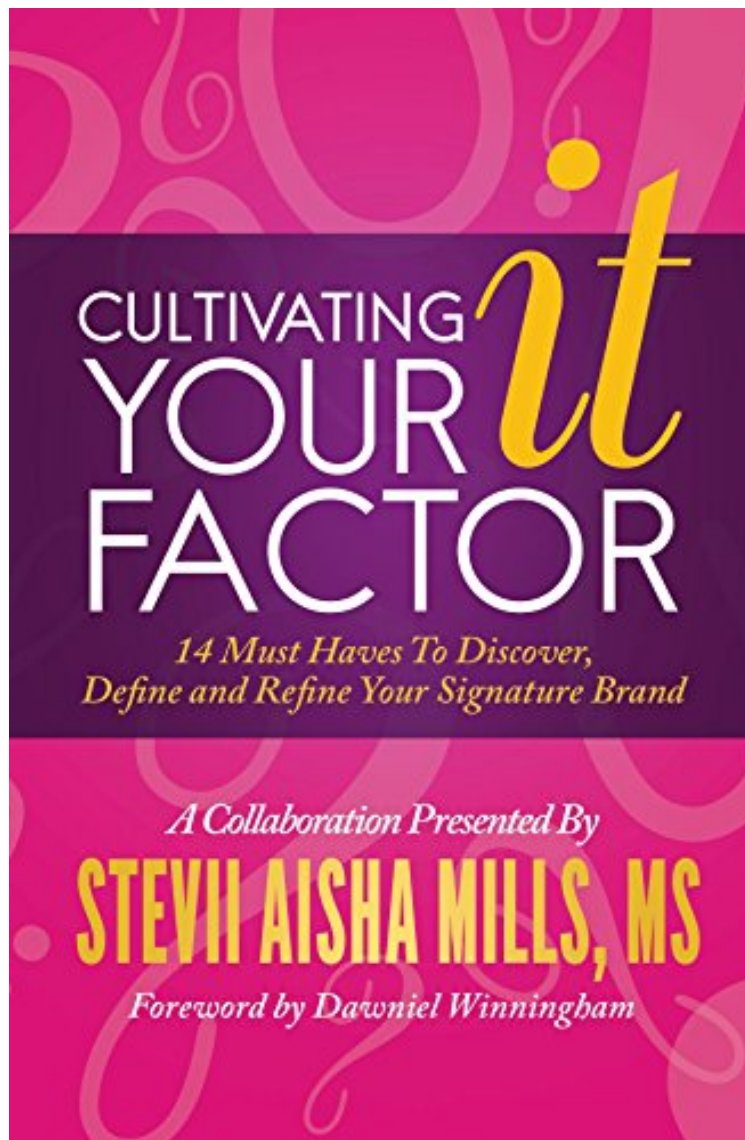


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## Cultivating Your IT Factor: 14 Must Have to Discover, Define and Refine Your Signature Brand

Stevii Aisha Mills

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informational, transformational, inspirational and motivational nuggets that are in the pages of this POWERFUL gathering of words and knowledge. I am certain this will be a go to be book for me in my coaching practice and in my own personal business affairs. Great job Stevii! 2 of 2 people found the following review helpful. This book is awesome! Its so down to earth and on point ...By lovelena7Omg! This book is awesome! Its so down to earth and on point I didn't want to put it down. This book spoke directly to my spirit. If you are unsure what your IT factor is, what you were created to be. I definitely Recommend you read this book. Can't wait to get the hard copy! Thank you!! 1 of 1 people found the following review helpful. Great for women entrepreneurs who desire well-rounded success By Tonya R. Poole OMG this book is so well put together and has a way of speaking directly to the heart and mind of the woman who is working to cultivate her IT factor. Stevii compiled a group of women entrepreneurs, each with a different expertise, who unselfishly share their knowledge and wisdom which will help other entrepreneurs on their paths to success. If I had to sum up how they define success I would say that it is not limited to making a lot of money through business. Success is about being able to make the money while finding and maintaining balance in every other area of life. This book is awesome for anyone who wants to hear from women of many entrepreneurial backgrounds how to enjoy the process of becoming a successful entrepreneur. Each chapter contains precious gems of wisdom that actually work!

Your brand is your business's most valuable asset. It's what influences customers, clients, prospects, partners, investors and employees. At every touchpoint, your audience is seeking a compelling experience. They want to invest their resources with the experts of that particular industry. However, prior to being able to own the master title, you have to first claim and refine your "IT" Factor. The 14 co-authors of this book have sown their words and wisdoms into these pages to prepare and propel you for success through 14 must-haves to discover, define and refine your signature brand. Full of aha moments, *Cultivating Your IT Factor* is designed for the motivated woman who is ready to unleash her potential through her passions. This book teaches entrepreneurs how to shift their perspective, release unproductive habits, better manage their money, and achieve balance through practices of self-discovery and self-care. If you're ready for a unique twist that showcases your personal style and makes you stand out in a crowded marketplace, then join us in cultivating and sustaining YOUR IT Factor.

About the Author Stevii Aisha Mills empowers women to live out their gift in an extraordinary way by tapping into their God-Given It Factor. With a Bachelor of Arts Degree in Public Relations and a Master's of Science Degree in Human Resources from North Carolina AT State University, she is able to align and execute visions, concepts, motivational products, speaking engagements and workshops for women who are dedicated to using network marketing opportunity as a platform to brand themselves and launch their dreams. She is the creator of the "B.E.A.U.T.Y. from Head-to Toe-Tour" and the B.E.A.U.T.Y. Queen Society, serves as the Marketing Chairperson for the Special Events Ministry at Destiny Christian Center and the Director of Personal and Business Development for Professional Women Entrepreneurs (PWE). She connects with her audience regularly via her "Just Stevii" podcast and writing column. For more information, visit her website at [Stevii.com](http://Stevii.com).