



# ***Press Kit***

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**[WWW.BOSSARTISTBOOK.COM](http://WWW.BOSSARTISTBOOK.COM)**

# Boss Artist

SELF MADE - SELF PAID

## FOR IMMEDIATE RELEASE

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## STOP SACRIFICING YOUR CREATIVITY. BOSS UP.

*New Book Boss Artist outlines clear steps for building a business mindset, shifting beliefs around the “starving artist” stigma, and gaining confidence as a creative.*

*“Art is a passion. Turning your passion into profit requires strategy and hard work. In Boss Artist, Sherita Sparrow shares her journey in becoming a professional artist and businesswoman, and provides valuable information for anyone seeking the same goal. Fascinating reading and life lessons make this a very important and insightful book!”*

Gloria Hoffner, award-winning and nationally recognized author,  
CEO of Science for Seniors, former journalist of The Philadelphia Inquirer



Delaware, March 2019 – As creatives by nature we often struggle with finding our place in the workforce. Some artists wonder, How can we be creative and establish a career that allows us to celebrate our talents? Deep down, you know you should be doing more with your life. But where do you start? How do you start? And who will help you get started?

This inspiring book, **BOSS ARTIST: SELF MADE – SELF PAID, BUILD A LUCRATIVE BUSINESS AROUND YOUR CREATIVITY, LIVE A FULFILLING LIFE & FOLLOW YOUR PASSION,** introduces simple yet proven strategies to help creatives stop sacrificing their dreams, start reclaim their creative power and make money doing what they love!



If you want to learn how to use art therapeutically and position yourself as a skilled professional with specialized training, but you're unsure about where you'll find the time and money to devote to it; if you're retiring, or perhaps you're being "downsized," and you want to change paths and do something that's different, creative, and stress-free; if you understand the power of art and you're seeking a creative outlet that's meaningful; or perhaps you've got some talent and you see it as an asset to use art to give back to the community and pay it forward- then **BOSS ARTIST** could be your solution.

Artist & Author, Sherita Sparrow has been sharing her gift of art since 2003. She harnessed her passion for art and turned it into a thriving business that enhances the quality of life for the elderly and special needs community. Through this book, an inspiring collection of real-life experiences will open your mind to the possibilities of using your artistic gift to enrich lives and build a career that adds to your higher purpose.

You'll assess your personal attitude toward your creativity and learn how negative self-talk hinders your ability to live the life you deserve. You'll learn how to market yourself and establish a presence, both online and offline, skills that are necessary for turning your art into a lucrative business that serves others.

Ultimately, a being Boss Artist is more than owning a business or service. Art brings life to the world and there's nothing like doing art for a living. "I am writing this. I am here to help you regain confidence in your CREATIVITY so that you can start making art and live the life you crave", Sherita says. Are you ready to boss up?

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AIM HIGHER,  
*Dream Bigger!*

## ABOUT THE AUTHOR

"Sherita Sparrow is a Therapeutic Art Practitioner & Art Master who has been sharing her gift of art since 2003. Sherita holds a Bachelor of Science degree in Art from Towson University, a degree in Graphic Design from Delaware College of Art & Design. Sherita is a Certified Activity Professional, Certified Dementia Practitioner, and Certified in Mental Health First Aid.

Sherita is also the CEO and Founder of The Feather's Touch, LLC, a holistic therapeutic art company, that designs innovative programs to restore and maintain the highest level of functionality for individuals with special needs, dementia, quadriplegia, paraplegia, Parkinson's Disease, and Alzheimer's Disease. Her mission is to share her creative gifts to uplift the elderly community and make a difference in their lives.

## CONNECT

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## ABOUT THE BOOK

In this inspiring book, **BOSS ARTIST: SELF MADE – SELF PAID, BUILD A LUCRATIVE BUSINESS AROUND YOUR CREATIVITY, LIVE A FULFILLING LIFE & FOLLOW YOUR PASSION**, Sherita Sparrow introduces simple yet proven strategies to help creatives stop sacrificing their dreams, start reclaiming their creative power and make money doing what they love!

## WHO SHOULD READ

### PROFESSIONAL ARTISTS • ASPIRING ARTISTS

You want to learn how to use art therapeutically to position yourself as a skilled professional with specialized training, but you're unsure about where you'll find the time and money to devote to it...

### COLLEGE STUDENT • NEWLY-GRADUATED

You have studied and honed on your craft, now you're excited to get out there and put your artistic talents to use right away.

### STAY AT HOME MOM • RETIRED INDIVIDUAL

You're looking to change career paths, you're retiring, or perhaps you're being "downsized," and you want to do something that's different, creative, and stress-free.

### CRAFTY HEART • ANYONE WHO LOVES ART

You're seeking a creative outlet that's meaningful, allows you to give back to the community and pay it forward.



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## ENDORSEMENTS FOR BOSS ARTIST

"In Boss Artist, Sherita Sparrow opens up a much-needed conversation around the 'starving artist' label, success mindset, and the necessary skills for marketing your business. Her refreshing point of view is motivating as she shows you: YES - you can get paid for doing what you love. Through real-life examples and powerful action steps, Sherita opens your eyes to the glorious possibilities of making a living with your art talents, all the while being your biggest cheerleader and fearless guide. You can't help but be inspired. I highly recommend this book."

— Christine Gallagher, Award-winning Business Coach, [www.shesgotclients.com](http://www.shesgotclients.com)

"I love how Sherita skillfully tackles the undercurrent that stops most artists from creating a thriving, successful business and, more important, a fulfilled life. The way she holds the mirror up to your face while challenging your limiting beliefs is masterful, and her solutions to overcome them are priceless! Do yourself a favor and pick up Boss Artist and then devour this book!"

— Shawn Dorrough, Financial Professional, Author of The Money Monsters!

"Art is a passion. Turning your passion into profit requires strategy and hard work. In Boss Artist, Sherita Sparrow shares her journey in becoming a professional artist and businesswoman, and provides valuable information for anyone seeking the same goal. Fascinating reading and life lessons make this a very important and insightful book!"

— Gloria Hoffner, award-winning and nationally recognized author, former journalist of The Philadelphia Inquirer  
[www.scienceforseniors.net](http://www.scienceforseniors.net)



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Life is  
too short  
to wait.

## QUOTES FROM BOSS ARTIST

“ Crossroads are opportunities in disguise. It comes down to recognizing them and being open to the possibilities. Are you ready to open your arms to more success and abundance in life?

— Sherita Sparrow, Boss Artist

“ "We know life is not all peaches and cream. None of us are exempt from the curveballs that throw us off course at the most inopportune times. Yet, as a creative, one must be open to navigating a few hiccups and speed bumps along the way... so you arrive at the right place at the right time

— Sherita Sparrow, Boss Artist

“ "It's time to get over the uneasiness of charging for your art. When you second-guess your value, you are sending a subliminal invitation for others to take advantage of you.

— Sherita Sparrow, Boss Artist

