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*Stevii Aisha Mills*

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

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

Stevii Aisha Mills

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.

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