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*The savvy diva*

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# *Media Kit*

ECONOMIC EQUITY ADVOCATE | KINGDOM  
BUILDER | CHANGE MAKER | SPEAKER |  
BUSINESS COACH & CONSULTANT

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LATESHA ISBELL HOWARD  
WWW.THESAVVYDIVA.COM  
LATESHA@THESAVVYDIVA.COM



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## ABOUT LATESHA

Latesha is a wife, mother, entrepreneur, and mid-level manager for a Fortune 500 company. This economic equity advocate is passionate about empowering our communities through financial literacy and entrepreneurship. As a member of the National Small Business Association's Leadership Council and Economic Development committee, Latesha uses her voice to drive policy changes that benefit small businesses.

Her business, Savvy Diva Enterprises, supports minority women-owned businesses with advocacy, education, resources, and access to capital. Her vision is to close the racial wealth gap facing minority women.

Latesha holds an MBA, Bachelor's in Finance, and certifications in Women's Entrepreneurship, Digital Marketing, and Diversity, Equity, & Inclusion.

## ASK LATESHA DURING HER INTERVIEW:

1. What does "racial wealth gap" mean?
2. Where does real estate fit into the wealth gap conversation?
3. Why is business ownership important?
4. Tell us about your top 3 strategies for scaling business growth.
5. What are some mistakes that entrepreneurs make when trying to get corporate contracts?
6. What exactly is business credit and what are the steps to building business credit?
7. How can a business owner obtain a loan to start a business?

## INTERVIEW DETAILS

Latesha specializes in speaking on topics relating to economic equity, entrepreneurship, and financial literacy. Below are some topics and value Latesha can bring to your next show...

- The generational impact of closing the racial wealth gap
- Insider secrets to secure corporate contracts for your small business
- Balancing family, career, and entrepreneurship
- How to obtain business credit, even if you have bad personal credit
- 3 "hacks" to maximize business funding amounts
- Ways to invest in real estate using 100% Other People's Money (OPM)

## CONNECT WITH LATESHA



[TheSavvyDiva.com](http://TheSavvyDiva.com)



[Latesha@thesavvydiva.com](mailto:Latesha@thesavvydiva.com)



[Savvy Diva Enterprises](https://www.facebook.com/SavvyDivaEnterprises)



[The\\_Savvy\\_Diva](https://www.instagram.com/The_Savvy_Diva)



[Latesha Isbell Howard](https://www.linkedin.com/in/LateshaIsbellHoward)



[470-518-5111](tel:470-518-5111)



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