



Entrepreneur, Author and Musician Helping Clients Live the Life of Their Dreams

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It's fulfilling to live the life of your dreams. Ezina the owner of Victress, which houses music publishing, records, and book publishing entities. uses her knowledge of music and writing to help others . She hosts an Indie Artist BootCamp which teaches up and coming musicians how to monetize their work. She also hosts the 40 Day Book Challenge which assists emerging authors in getting their work off the ground.

[Ezina](#) is an internationally recognized success coach, author, motivational speaker, and musician who is helping revolutionize raw/vegan cuisine, yoga, mantra music and the holistic living landscape. She has created innovative and inspirational content for top brands including Andersen Consulting, Mac Cosmetics, Saks Fifth Avenue, Nordstrom, McDonald's, JCPenney, Eli Lilly, and AT&T. In addition to being the Communications Chair for Women's National Book Association Los Angeles Chapter, and being a member of the Recording Academy and a voting member for the Grammy Awards, she has

worked with the American Heart Association, the Malala Fund, and the Jewish Federation. We had an opportunity to interview Ezina and asked about her story, how she started her business and the future of her passion.

Tell us your story, Ezina. Why did you start your business?

I wanted to create a company to inspire people to get out of their comfort zone and create the life of their dreams. I see far too many people doing jobs that they don't love because they have bought into the idea that, because of some limiting thought, their life is stuck. Too many people have told me, "I'm too old, too young, too fat, too thin, too poor," too whatever to pursue the thing that they love.

I wanted to create a company where I could show people that there is enough for everyone. That their dreams are not too big and that they can have whatever they want.

How did you come up with your business name?

I wanted a name that represented a woman who wins. A woman who is successful and victorious. So I chose Victress.

Tell us about your products and services. How do you help clients?

I help clients in multiple ways. With my music, I create sonic landscapes to help people relax. As a lifelong meditator, I meet so many people who tell me that they can't meditate for one reason or another. This is a mental block because everyone meditates. Walking can be a meditation. When you are gardening, you are meditating. When you take a shower and your mind dozes off, you are meditating. There is another form of meditation called 'mantra meditation' where you repeat a mantra over and over again. What I have learned is that people who say they can't meditate *can* meditate very well by chanting a mantra out loud.

With Vicress Publishing, we publish informational books to teach people how to do things like make a living with their dream occupation. We start everyone with our book "Make Money Now!" which shows them 100 different businesses they can start now. This is just to open the well of ideas. Then they move on to our classes where, depending upon their direction, we guide them in how to go from zero to hero in their own lives.

With our Indie Artist Bootcamp, we work with artistic individuals to show them how to monetize their art. We show them how to set up multiple streams of income with their art and how to maximize their artistic genre. Finally, with our 40 Day Book Challenge, we help people tell their stories and become authors. Our program encapsulates writing with breaking through writing blocks using yoga and meditation.

What makes you unique? What is your unique selling proposition (USP)?

I am an excellent business sleuth and an even better business blueprint designer. I have an ability to see a business in 3D and pinpoint where money-making opportunities are. I design processes to help artists and entrepreneurs achieve their success goals.

They call me the Queen of Content Creation because I can show you how to create multiple streams of income with any business idea.

Where do you see your business in the next 3-5 years?

Our business growth is on an uptick right now. As more people enroll in our classes and coaching programs, we expect to start rolling out certification programs so that we can reach more people.

In the next 3-5 years, I believe that our publishing house will play a bigger part in the international book scene because people have returned to books in a big way. I see our artist training platforms transitioning into more live event training conferences, as people are lonely and really desire to connect with others in person who are on the same path.

Any advice you would give to entrepreneurs and business owners?

Start now. Don't wait. Behind the fear is so much joy. No one starts a business knowing everything. Start where you are. Your business will go through many changes and upgrades as you progress. This is true for every single entrepreneur, no matter what your industry. Don't worry about the naysayers. Many will become your cheerleaders along the way, and those who don't won't matter.

What is your favorite business quote and why?

"What would you do if you knew you wouldn't fail?" I love this quote and I have it plastered all over my office. Because fear is the thing that keeps us from trying new things, following our hearts, and branching out in new directions. So, as I take an informed movement within my business, I always consider this question.

What have been some of your achievements that you are most proud of? Why?

Starting the 40 Day Book Challenge has been one of my greatest achievements. I love seeing the look of pride and amazement on the face of my clients when they finish their first book. Many come to me who have had book ideas for years and their fear had blocked their writing. Mixing the writing with the yoga and meditation is one of my greatest ideas. There are many book programs out there that aim to help writers get their book done, but my 40 Day Book Challenge helps them get it done without anxiety and gives participants a pocketful of tools to use for life.

I'm also extremely proud of the Indie Artist Bootcamp. I really want to delete the notion of starving artists. No artists should ever starve. No artist should ever be poor. Art makes life palatable. Where would we be without humor, satire, art, or music? Dead – that is where. Art is in everything from the floor you stand upon, to the colors of the walls, the clothes you wear, the food you eat, the car you drive. Look around you. Everything is art. So why should artist be the lowest and last person on the payscale? I want to empower artists to earn what they are worth. My mission is to arm artists everywhere with the tools to increase their network and their net worth.

Anything else additional you want to tell our readers?

Please support every artist and creative person you know. If you love a band, buy their products. If you love an artist, become an art patron or donate to their crowdfunding campaign. Support local art. Support local businesses. Artists, as a group, do not enjoy asking for support. So show your love by supporting your favorite artists and entrepreneurs today.

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