

# Queen B, MBA: A Hive in Writing



By Zerín Scales

Brittany Sha'Vonne is a guru of creative writing. An HBCU graduate in Public Relations from Hampton University with a Master's Degree in Business Administration, Brittany is the founding CEO of *Inscribe By Brittany*. Since 2013, her company offers creative consulting, web design, academic, and professional writing help. A diamond shaped by her own rough patches, Brittany has surpassed the brutal reality of growing up in South Central LA, while being the first in her family to achieve higher education. She embraces her upbringing and makes it her mission to overcome negative expectations, claim her rightful position, and prove deeper truths- no matter where you are from, all queens belong on a throne. An avid coffee connoisseur and fashionista, it is no wonder her style of work has been critically acclaimed as "phenomenal" and called "an artist in her writing." Brittany strives to bring fresh ideas to her clients so that the hustle mentality does not stop with her talent but helps to manifest new hustlers. A natural gifting is easily recognizable in her body of work. Brittany Sha'Vonne does not present the hustle, she inscribed it.

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## Brittany, how do you define hustle and how has it changed over time?

Doing what you have to do to make things happen; giving it all you can; going against the grain; following your dreams and stepping outside of your comfort zone to do so. Back in the day, I believe our culture had a way of classifying hustle as anything related to the streets and "getting money." That may be true but over time we've learned that there are various types of hustles and in fact, anyone can be a hustler. It's not something that's directly tied to "the streets" alone. We've now learned to perceive hustle beyond the surface level. Now, we focus more on the process and the mentality of the hustle; the character development; the transitions; the blood, sweat, and tears tied to reaching that desired level of success. I say all of this to say that I think over time the definition of hustle has definitely changed. While it was once about what people do, now it's more so about who they're becoming in the process of getting to where they want to be.

## Where do you find the passion to help others succeed in their business?

You know what? I just love to see people win so I'll say the passion is definitely fueled by my clients. Majority of them work in service-oriented fields and they are some of the most compassionate and

selfless people I've ever met. When I sit down and talk to them about their passion, their goals and their "why," I am blown away by the amazing things they share. I love a good story that's raw, real and relatable and my clients have all brought that to the table. I believe that God gave me the gift of storytelling through writing and consulting; but it's a gift He gave me to use as a tool for helping others advance. I feel like it's such a special gift, which is why I say my business was the product of "divine inspiration." I don't take it lightly at all and I'd be doing Him a disservice if I didn't use it to the fullest when assisting my clients. The world needs to see more authenticity; we need to hear from those who are changing the world in positive and selfless ways. If I, through my gifts, can be the gateway to that, then I'm here for it.

## How important is it for people to have creative direction from a consultant in their entrepreneurial pursuits?

I think having a creative consultant is very important. As a creative consultant myself, I also have one. It's always good to have fresh eyes from an outside perspective. Creative consultants are great accountability partners that bring encouragement and new energy (which is especially needed on rainy days). They can give clear direction and they can also bring to life new themes and ideas that may be hidden beneath the surface. They can speak directly to the

heart of the entrepreneur and influence him or her to broaden horizons and aim even higher than before.

### **Is there such a thing as a bad writer?**

Absolutely not! Whenever I come across content that is either directionally, grammatically or verbally challenging, I like to call it "colorful." That's my way of saying it's different and that is okay. Everyone has a unique voice, and everyone has something special to share with the world. The tweaking just comes in the way their story is being told. Some people have a way with words and some people do not but that does not necessarily mean that he or she is a bad writer; they just need someone to show them how to present their content in the best way that works for them.

### **In order of importance: Hair, Coffee, Fashion, Writing?**

Oooo this is hard!!!!

Ok. Coffee is definitely first because I need it to function. It fuels my brain power. I'd put hair and fashion together and put them second because I do take pride in feeling/looking my best...that's a form of self-care for me and when I feel good, I perform at my best. And then writing because without inspiration from the first three, I wouldn't be as inspired to work on my creativity as a writer.

### **What novelist influenced your writing?**

Toni Morrison! I first read her books in my AP English class in high school and I was like "Wowww who is this woman?" (Of course, that was my favorite class, so I actually paid attention and did the reading when assigned haha!) I think she's an incredibly gifted and thought-provoking writer. Her themes, verbiage, and writing structure are unmatched. She makes her readers think and I love the way she traces bits of history in her books. She inspires me to stay true to myself while still evoking elements of relevance in my content.

### **How do you define your success?**

Accomplishing things, I once perceived to be impossible or unachievable. For me this especially relates to being a black millennial woman...who was raised in south central. With a not so privileged financial status....and with my father not always being present in my life. Unfortunately, in our world, all of those things scream "statistic" and not going very far in life. My definition of success is being able (through personal milestones, etc.) to prove that all of those stereotypes are wrong.

### **What is one resource our viewers can tap into today to get them started in your field of writing and consulting?**

I'd definitely have to give major props to YouTube on this one. There are so many good resources out there, but I've found (especially during quarantine) that YouTube has been at the top of my list. On YouTube, there is literally a knowledgeable and life-changing professional who has amazing content for ANYTHING you need, and everything is quickly accessible. Also, if you're not able to invest in a consultant or coach, YouTube is a good place to start as the majority of the content is free. I've been able to perfect my craft and creativity through constantly feeding my spirit with coaching and inspirational content for entrepreneurs, and I've also gained financial insight pertinent to contracts, pricing, and owning a business in general. One channel I really want to highlight in particular is Tony Gaskins. He is a great life coach with amazing resources and he also gives free nuggets on a weekly basis in his "Small Business Saturday" videos. I also want to add in a bonus resource that has provided me with so many gems as an entrepreneur: Teachable.com. I've attended a few online webinars there that were led by a variety of insightful experts, and some of them were free! I'd highly recommend.

Brittany Sha'Vonne's consulting & professional writing services can be found at [www.inscribedbybrittany.com](http://www.inscribedbybrittany.com). Holiday discounts when you "Connect" via her website. Blogs by Queen B, MBA can be found on her IG @Brittany.Shavonne.

***The Hustle don't stop, it's just beginning.***