

# CREATIVE Writes

NIC PUBLICATIONS | SAM BIZ ED.  
WINTER, 2019

Meet  
Dr.  
Amerson

ALOPECIA  
SPECIALIST  
WITH  
GROUND  
BREAKING  
PRODUCTS

PLUS GET  
AMAZING NEW  
HEALTH TIPS

Meet The Adele  
of Mumbai!

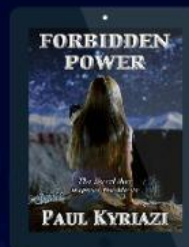


Audrey Soie!  
Artistic  
Scar7 Designer!

C.W. is the Ultimate Creative Business Magazine

NEW  
AUTHORS  
SUSIE MOON  
& DORA  
BLUME

READ NEW BOOKS!  
IN ROMANCE, FANTASY, FICTION  
AND MORE







STARVING ARTIST



# I N T H I S I S S U E

## CONTENTS

**AMUSE4YOU** with **new Art**  
**Modeling Spreads**

**POE to the T** with **Michael**  
**Byrne**

**Home Is Whre The Art Is**  
with **with Audrey Soiel**

**Writes To Be...** with **Dr.**  
**Linda Amerson!**

**The High Notes** with **Artist**  
**Mallika Mehta**

**Get Lit** with **Susie Moon**

**Readers Anonymous** with  
**Nina Schluntz**

**Holiday Dreaming** with **Art**  
**Models**

**The Write Way on Self**  
**Esteem & Boosting**

**Confidence**

**Seasonal MUSE-ings** with  
**Art Models & Photographers**

**Hooked On Books** with  
**Memoir By The Editor**



# WRITES

TO BE... WITH DR. AMERSON



CREATIVE WRITES | WINTER 2019





# ALOPECIA AWARENESS

INTERVIEW WITH DR. LINDA AMERSON

*We are very excited to sit with you today and discuss your work! You have revolutionized treatments and hair growth solutions with your work, Dr. Amerson, and we are thrilled to honor you with the cover of Creative Writes this season!*

*First, how did you become an alopecia specialist, and what drove you to the field?*

I had a passion to assist men, women & children affected with alopecia and scalp disorders, and needed credentials to equip me.



Therefore, I attended the International Institute of Trichology in Madison, Alabama. Completed the intense curriculum and dissertation in less than 2 years. The knowledge I gained while enrolled in IIT, was the launchpad to me opening the 1st International Trichology Training Center, journalist, radio show host, and product retailer of my own exclusive product line! I am a journalist to over 60 National publications, host of Ask Dr. Amerson radio show on DfwiRadio for 6 years, then, 11yrs ago hired a certified chemist to create my formulas. With further expansion, now a Dallas based company manufactures my exclusive product line, and leather accessories. We ship globally, and have received powerful testimonials for 11 years..

***What does the word innovation mean to you?***

The word 'innovation' to means creating a different way to get the message out about my passion. Adding 'Cruise With A Purpose' in 2012, was my stepping out of the box, with a theme song, awarding a scholarship to Cayla Staples & her mom Carla Crowder, doing an alopecia seminar on a Cruise Ship, and just having fun with friends and family.

***How do you get innovative?***

How I got innovative in 2018 is thru partnerships. First, with joining The Power of 3 Women, a media consortium with a combined audience of over 500 million viewers,



listeners and readers, and Secondly, collaborating with Dr. Shannon Denard and team members to plan our September 2020 Cruise With A Purpose, adding more scholarship recipients.

***Tell us more about your position, and what it means to be able to perform doing something that you love doing?***





# "WRITES TO BE..."

## SUCCESSFUL BUSINESS VENTURES

(Con'd)

My position is CEO of LA's Hair & Scalp Clinic. In this position we Get to the ROOT of the Problem microscopically for over 100 categories of alopecia or scalp disorder conditions. My profession allows me to transform lives of consumers who become depressed or have low self esteem caused by thier alopecia or scalp disorder condition.

*What tips would you give to an aspiring small-business owner, life coach, author, creative business owner or others who want to invest in their own businesses | work?*

Tips I would give an aspiring small-business owner, life coach, author, creative business owner or others who want to invest in their own businesses or work would be:





cuticle

# TIPS FOR

## ASPIRING SMALL-BUSINESS OWNERS

- Write down your vision.
- Research to find out if this business is over saturated. If there are several others in this business, determine what you can offer different for added value.
- Stay focused! Take classes, or attend seminars to remain current in your business.
- Take an annual vacation to relax and refresh yourself. Consider taking weekend trips for relaxation.
- Choose a mentor. With time and experience, become a mentor.





# HAIR & HEALTH

## *HOW WOULD YOU DEFINE THE PHRASE INNOVATIVE SPIRIT?*

I would define the phrase innovative spirit as a person who constantly thinks of and implements innovative ways for their business or other businesses.

*What is your advice for people unhappy with the chosen profession they have, who would like to get into something more innovative and self-fulfilling, but afraid to leave the comfort and stability of said profession? Would you guide them to making that leap, and if so how?*

I would advise unhappy people to begin on a part time basis with pursuing their passion, then when you have made a name for yourself thru marketing/advertising, begin the transtition to full time.

*Thank you so much for your time!*







# The Entrepreneur Student

---

**By Dr. Linda Amerson**





# Hairandscalpessentials.com

First, the goal to become an entrepreneur involves a process. Know that your success will not happen overnight. Ask yourself what can you offer consumers that you can get paid for? This is inclusive of a service, product, or intellectual expertise. Sharing suggestions for self-growth.

Become a Student for Life

