



# DONNA CRAVOTTA

marketing  
strategist  
storyteller

## BIOGRAPHY

Donna Cravotta is the CEO and Founder of Cravotta Media Group and the creator of Visibility Packages for Authors and Speakers. She works exclusively with content creators to help them tell their stories in a strategic, organic, and human way with custom-designed, story-driven marketing assets.

After years of creating strategies and building customized online platforms for clients, Donna saw a recurring theme, clients never had the marketing assets they needed to effectively implement the strategies.

So she flipped her own story and now leads with creating marketing assets that pull together all of the parts to tell the stories of her clients. These assets include Speaker and Book Reels and the Mix Tape Reel which tells the brand story or any story about the business. Plus marketing collateral such as bookmarks, postcards, speaker marketing kits, and book marketing kits. The strategy is built-in.

Her clients have shared that they feel prepared for bigger opportunities and to make a bigger impact with the work they do.

## INTERVIEW TOPICS

- 01** Are Your Assets Covered?  
Why Being Prepared Matters
- 02** Your Story is the Heart of Your Business
- 03** Quietly Making a Difference

## INTERVIEW QUESTIONS

- What is a Mix Tape?
- What impact has the story-driven marketing assets had on your clients?
- What have you learned through the process?

