



DONNA CRAVOTTA

storytelling +
positioning
for women 50+

BIOGRAPHY

Donna Cravotta is a Chief Storyteller + Positioning Architect, Founder and CEO of Cravotta Media Group, and creator of The Real 50 Over 50: The Wisdom Revolution, a weekly livestream featuring 175+ women over 50 redefining success in their Third Act.

She works with accomplished entrepreneurial women—authors, speakers, consultants, and service-based business owners—who have decades of expertise but struggle to communicate their value in a way that connects with their ideal clients.

For over 40 years, Donna has been gathering stories and creating content that bridges the gap between who you are and who needs to hear from you. A few years ago, she hit pause and became her own client. What emerged was Tried & New, her proprietary methodology that walks entrepreneurial women through remembering who they already are. It's not reinvention...it's reclamation.

Through strategic positioning, story-driven content architecture, and AI-powered visibility systems, Donna helps clients gather their wisdom, clarify their message, and build an intentional audience, leading to speaking engagements, media and podcast features, and meaningful business growth.

INTERVIEW TOPICS

- 01 Don't Reinvent Yourself.** Remember Who You Already Are.
- 02 When Wisdom Meets AI:** Sustainable Business Building for Women 50+
- 03 After the Book Launch:** Revitalize Your Book and Put It to Work for YOU

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“

Donna adds a unique touch to her presentations by skillfully connecting with her audience. Attendees were thoroughly impressed by her level of expertise. I highly recommend Donna with a rating of five stars and more!”

Gina Ramsey

Founder of Finding the Funny, Ink
Author of Burnt Gloveboxes: Embracing Life
When it Goes Up in Flames