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FORMER BANKER TURNED “STRUGGLING ARTIST” SHARES HER SECRETS TO OVERCOMING STAGE FRIGHT AND OTHER OBSTACLES TO ACHIEVE A “MASTERPIECE LIFE,” IN NEW E-BOOK RELEASED THIS MONTH

Miami, Florida, November 17, 2011 -- Author Alexandra F. Figueredo officially releases her first e-book entitled *Sculpt Your Life From Sketch to Masterpiece™* on November 25, 2011. This motivational and practical guide provides 12 steps to fulfilling one’s purpose and achieving one’s ultimate “Masterpiece Life” of success. The narrative incorporates inspirational quotes and stories from Master artists of the past, as well as real-life strategies and examples from both Figueredo’s experience and that of her clients.

Figueredo is a former banker and businesswoman, working for nearly a decade in the corporate world. She resigned from her job as Assistant Vice President of Lending to fulfill her passion to work in the arts; but she transitioned from lending money to always chasing money and found herself struggling just to “make it.” She was also plagued by years of stage fright in public speaking, which paralyzed her in many of her business endeavors.

She eventually overcame her fears and turned her life around to create a venture using both her business experience and “street smarts” to help others succeed. Figueredo said, “I know what it means to be a ‘struggling artist’ and I don’t want anyone to ever be in that position again. This is one of the main reasons I felt compelled to write this book.”

Artista Coaching creates a niche specialization coaching artists and creative professionals. Many of Figueredo’s clients constantly battle the business side of their craft, especially during this “down economy.” Others are not satisfied with their jobs and desire the extra push to transition into more fulfilling careers.

“Everyone has been talking about ‘finding’ jobs over the last couple of years. I keep encountering more and more passionate individuals, including myself, who are discovering their purpose in life and creating their *own* jobs. This e-book program motivates and empowers others to pursue their aspirations while staying positive and persistent throughout their journey,” said Figueredo.

About the Author

Alexandra F. Figueredo is a motivation and success coach who specializes in working with artists, creative professionals and passionate entrepreneurs. Figueredo is a writer, speaker and trainer, further inspiring others to their greatest level of success. She loves singing and musical theater and incorporates these “performance techniques” in her repertoire whenever possible.

Figueredo is co-founder of www.ArtistaMundo.com, a global online community for artists to gain exposure for their work and find opportunities in the arts. In addition, in 2011 she founded a charitable organization Artista Foundation, Inc. to further improve people’s lives through arts therapy and arts education. She is currently completing her Master’s degree in Global Strategic Communications and holds her Bachelor’s in Business Administration.

Figueredo descended from Cuban parents and currently resides in Miami, Florida. Her Twitter handles are @ArtistaCoaching and @ArtistaMundo.

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