

Struggling Entrepreneur Takes 30 Days 2 Success Challenge

What most people wouldn't attempt over a lifetime, and those who do take months or years to accomplish, one woman is challenging herself to do in only 30 days.

MILWAUKEE, WI, UNITED STATES, December 24, 2016 /EINPresswire.com/ -- Delusional? Attention seeking?

Downright crazy? Who's to say? What we do know is, Owner/CEO of CME Publishings, CaSandra Mathis, has challenged herself to become successful in a variety of fields in only 30 days - all by herself - in what she's coined the, [30 Days 2 Success Challenge](#). Yes, literally, people, she is going at this alone. No outsourcing. No team. No help. Unless you count the 12-yr-old grandson she's raising and homeschooling whom she's grooming as an entrepreneur and apprentice.

He'll more than likely get in the way rather than help, but will learn a lot from this dynamic grandma who refuses to be denied. Speaking of which, here is the laundry list of projects she's proposing to create, develop, take on, accomplish. If you're not sitting down, you may want to do so now: Drama TV pilot, A&R of O.A.L. (herself as hip hop artist – yes, you read that right), 5 track Hip Hop EP, 2 Music Videos, 3 Spoken Word Poetry Videos.

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CaSandra Mathis

And no, that's not the end. Nowhere near. The challenge began Tuesday, December 13th, and with just over half of the 30 days remaining, CaSandra is well underway. Primarily self-taught and with some college background, she is handling product branding and marketing/promotions for her publishing clients such as the line of grayscale and sketch, adult and tween/teen coloring books by Ellie Nellz, ([Sketches & Grayscales by Ellie Nellz](#)), herself who is also a client, as a screenwriter and award winning author, ([TWIM](#)), and hip hop artist O.A.L. whose music website is in the making. And, take a breath people, in case you missed it during the doing-everything-on-her-own segment above, throughout the challenge, CaSandra will write the poetry and song lyrics; produce the music; record, engineer, and mix the tracks; videotape; write the scripts, direct, and videotape the music videos; and finish up and maintain her company and client websites; create all graphic art, logos, advertisements, etc; and shoot, edit, and post all videos for all websites, social networks, and YouTube, and whatever else is called for. Ever-ree-thing.



Why the 30 Days 2 Success Challenge? CaSandra says, "To prove to others that you can accomplish your goals no matter what. To lead by example. As long as you wake up with a good breath in you and a body that gets you from point A to B, there's no excuse, no reason to not be successful. We choose to win or lose. I choose to win. Against all odds." And boy does she have some odds to fight against. "The Stairway to Everywhere, 'Cuz You've Got to Keep Climbing," is the slogan she gave her company. Operating on a shoestring budget, and battling health issues to include severe pain from diabetic nerve damage and arthritis that ravages her entire body, yet not having missed a step nor a day, CaSandra clearly takes that slogan to heart. Though she has reached out for support in hopes of prayers, encouragement, advice, services, and donations, no one has come forth. But, that has neither discouraged nor slowed her down. Having grown up in the poor, rougher inner-city neighborhoods of Milwaukee, WI, and not being from a close-knit family, CaSandra is used to going at it alone. The unapologetic, hard hitting, shoot-from-the-hip lyrics of her soon to be released poetry and hip hop projects is reflective of her die-hard, lone wolf persona.



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CME Publishings is a small, Midwest based, black owned and operated, publishing company established in 2004, whose mission is to effect positive change through creative expression.

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