

Natasha "Tash" Durkins



MEDIA KIT

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Joyful

FIERCELY-JOYFUL.COM

ABOUT

Tash

Scranton, Pennsylvania, native Natasha Craig Durkins gained an enduring sense of joy and fulfillment from being uncompromisingly authentic.

Known as Tash, she created a life in which she gets out of her comfort zone, fails, learns, grows, and embraces possibility. Now an authenticity champion, Tash coaches and mentors those aspiring to break free from conformance to societal norms and show up authentically.

An alum of Howard University and graduate of George Mason University, Tash is a foodie and loves exploring culinary delights across Washington, DC, where she lives with her husband and two dogs. She thrives as an accomplished senior executive, leading with authenticity.

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Featured On



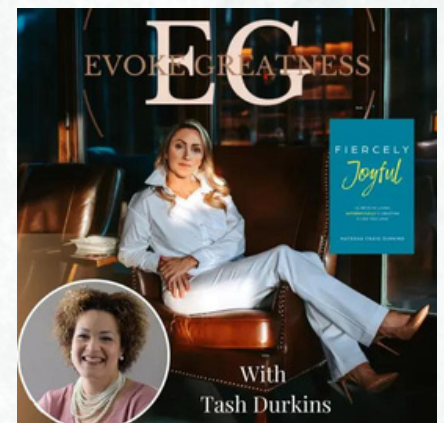
THE WEALTH OF SELF PODCAST WITH HOST JON HAMBACKER

Tash discusses her journey to radical self acceptance, comfort, vulnerability, and speaking her truth were tasks that took consistency, diligent work, and healthy mentorship in order to achieve.



EVOKE GREATNESS PODCAST WITH SONNIE LINEBARGER

Have you ever felt caught in the middle, trying to fit in but feeling like you belong nowhere? In this heart-to-heart, Tash bravely unfolds her struggles of growing up in a small town, her parents' audacious spirit as civil rights activists, and her personal battle with identity. This is a candid conversation about authenticity, courage, and resilience you don't want to miss.



THE VIRTUAL WATER COOLER CHAT PODCAST WITH ASHLEY CHEUNG

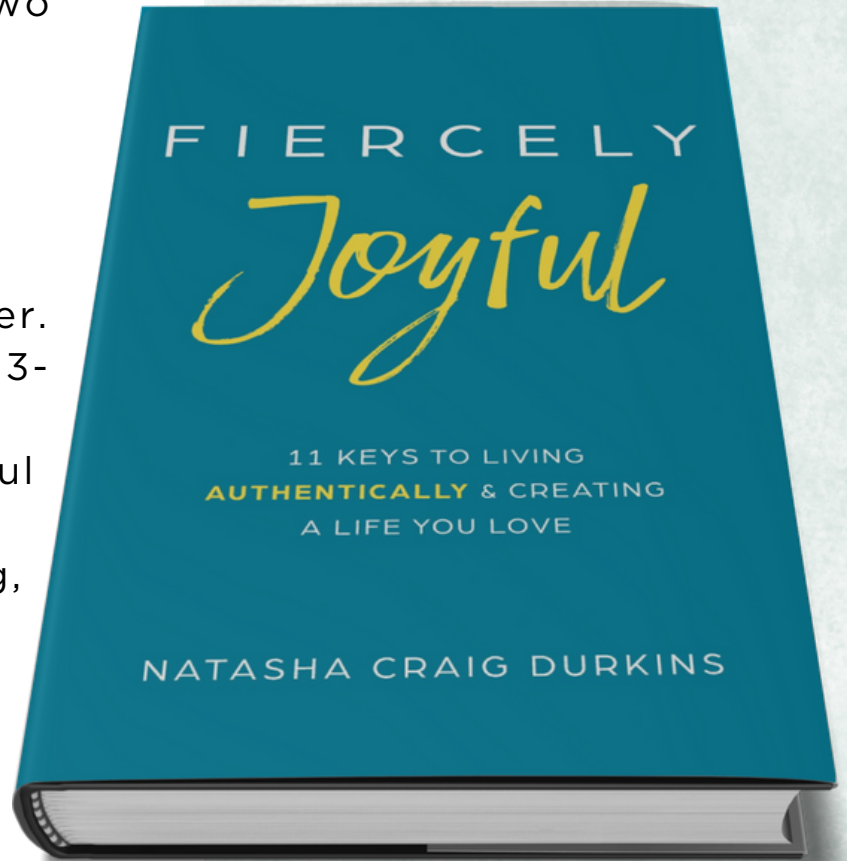
Tash shares how living authentically defines her life. She discusses why she decided to write a book and what being Fiercely Joyful truly means. In this rich conversation Tash talks about diversity, equity, inclusion and accessibility, the power of community, and the importance of women empowering women.



ABOUT THE BOOK

Fiercely Joyful

The book is divided into two parts. Part 1 offers biographical chapters, highlighting life lessons from the author's parents, including a significant experience from her mother. Part 2, spanning Chapters 3-13, presents 11 keys to cultivating a Fiercely Joyful life. It delves into the essence of authentic living, drawing insights from entrepreneurs, executives, and others. The section emphasizes the strength in vulnerability and includes a notable story about the role of mental and physical fitness in achieving lasting joy.



Watch the video



BOOK

Synopsis

Fiercely Joyful is a compelling narrative that intertwines themes of identity, self-awareness, and the pursuit of authentic joy. Through personal stories and reflections, Natasha Craig Durkins underscores the importance of using one's voice, understanding one's identity, and navigating challenges with resilience. The book serves as both a mirror and a beacon, reflecting readers' experiences and guiding them towards a path of joy and self-discovery.

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Excerpt

"I've always believed that our appearance speaks volumes before we even utter a word. It's a silent communicator, often setting the tone for interactions and perceptions. However, I've also learned that it's a double-edged sword. While on one hand, it can be a powerful tool to convey confidence and professionalism, on the other, it can become a source of bias and judgment.

For instance, if I don't take much pride in my appearance, I'm more likely to be written off, especially in comparison to my friend who doesn't face the same scrutiny. This bias based on appearance is something I never want to change me or you. I certainly don't want it to hold us back. What has worked for me is being conscious of it and modulating my behavior accordingly when I believe it will serve me well. Some might equate modulating our behaviors with a lack of authenticity, but that's a misconception. For example, I might have a penchant for using strong language. Using such language at work isn't appropriate, so I curb it when I'm on the clock. This isn't about being inauthentic; it's about being professional. Similarly, I adore bling! Almost on everything. But would I show up to work in a sequined suit on a regular Wednesday? No. However, perhaps for an after-hours holiday party! I've learned to embrace my love for bling in ways that are appropriate for my workplace. From my glittery pen, gold monogrammed notebook to my phone case with a hint of gold glitter, these are my office staples. The key is not to abandon everything that brings you joy but to do it thoughtfully.

Now, let's talk about 'My Crown.' For many years, Black women wearing our hair as it grows naturally or in hairstyles embraced by Black culture, like cornrows, were labeled as unprofessional. From my experiences, it seemed like most things that didn't conform to the ideals of White America were deemed unprofessional. But we're in the 2020s, and it's high time we recognize that if your hair is clean and neat, it's professional. Period. It's disheartening to admit, but adopting that mindset took me a long time and was a challenging journey."



What Others Are Saying

Tash seizes the opportunity to "Call a THING a THING" in her breakout writing debut. Her passion, commitment, and encouragement for readers everywhere to grow their authentic self by being honest and steadfast in their day-to-day lives is a refreshing reminder to be true to thyself. Not only does this body of work draw from specific real-world examples, it also leverages the power of solution-based approaches to changing the narrative in your own life.

-- JON HAMBACKER, DIRECTOR OF PHOTOGRAPHY, HOST - THE WEALTH OF SELF

“

There are few people in the world who write pieces of literature that change your life and impact your soul... Fiercely Joyful is truly one of the masterpieces! If you are seeking a shift in who you are and what you do then this is a must read!

-- DR. ERICA KRISTINA REID, BEAUTY OF KNOWLEDGE EDUCATION SERVICES, AUTHOR OF ON MY WAY TO THAT PHD IN MY MOCHA BROWN SKIN

”

Tash's book is a force! It feels like having a convo with your best friend, executive coach and cheerleader, all at the same time. Tash makes you feel seen in a way that most books wish to achieve. After reading this book, I walked away feeling inspired, empowered and fearless!

-- CATHY KADING, CEO & FOUNDER, POMONA WELLNESS

Tash Durkins delivers a soul-stirring, transformative work with Fiercely Joyful. She advocates for my favorite thing: truthing — the act of embracing one's identity without compromise for others' comfort. Tash tells ALL about her personal struggles and triumphs, teaching us how to embrace our true selves unapologetically, ultimately leading to enduring joy. Fiercely Joyful made me laugh, cuss, cry, and revel in the joy that comes from being authentically me. It's more than a book, it's a movement the world needs now.

-- RANDI B., DEI DISRUPTER, CONSULTANT, SPEAKER AND AUTHOR OF TRUTHING: A COLLECTION OF ESSAYS

BOOK

Interview Questions

WHERE DID YOU GET THE IDEA FOR THIS BOOK?

The book stems from my own journey of self-discovery and the challenges I faced in finding my authentic voice. I wanted to share my experiences, both the highs and lows, to inspire others to embrace their true selves and find joy in the midst of adversity. The stories and reflections in the book are a culmination of years of introspection, growth, and a deep desire to connect with others on a similar journey.

HOW HAS YOUR PERSONAL BACKGROUND INFLUENCED THE THEMES AND NARRATIVES IN THE BOOK?

My background, especially as a Black woman navigating societal expectations, has deeply influenced the themes in the book. I've faced challenges related to identity, societal norms, and the quest for authenticity. These experiences have shaped the narratives in the book, making them a reflection of my personal journey and the broader challenges many face in today's world.

THE TITLE *FIERCELY JOYFUL* IS QUITE CAPTIVATING. WHAT DOES IT SIGNIFY, AND WHY DID YOU CHOOSE IT?

Fiercely Joyful signifies the relentless pursuit of genuine joy, even in the face of challenges and adversity. It's about being fierce in one's quest for happiness and authenticity. I chose this title because it encapsulates the essence of the book - a journey of finding joy, purpose, and a deep sense of belonging, no matter the obstacles.

Your book touches upon the importance of authenticity. Why do you believe this is a crucial topic for readers today?

Authenticity is the foundation of genuine connections, self-acceptance, and true happiness. In today's world, where societal pressures and expectations are ever-present, it's easy to lose oneself. I believe that by embracing authenticity, individuals can lead more fulfilling lives, build deeper relationships, and find lasting joy. It's a message I felt was crucial to share with readers.

BOOK

Interview Questions

HOW DO YOU HOPE READERS WILL BE IMPACTED AFTER READING FIERCELY JOYFUL?

I hope readers will feel inspired, seen, and understood. My wish is for them to embark on their own journeys of self-discovery, challenge societal norms, and embrace the joy that comes from living authentically. If even one reader feels empowered to find their voice and live joyfully, I'd consider the book a success.

WHAT WAS THE MOST CHALLENGING PART OF WRITING THIS BOOK, AND HOW DID YOU OVERCOME IT?

The most challenging part of writing *Fiercely Joyful* was revisiting and articulating a range of deeply personal experiences that spanned both cultural identity struggles and traumatic events. On one hand, I delved into societal perceptions of Black women's natural hair and the internal conflict of embracing my cultural identity amidst prevailing norms. On the other, confronting the painful memory of sexual assault and the profound loss of my parents at a young age required immense emotional strength. These events, both societal and personal, deeply influenced my journey towards self-discovery and authenticity. Reliving these moments, whether they were about feeling marginalized or grappling with personal trauma, was emotionally taxing. However, I believed that by sharing these experiences, I could shed light on broader societal issues, offer solace to others with similar traumas, and inspire readers to embrace their authentic selves despite adversities. The process was therapeutic, and the support from early readers and loved ones reinforced my decision to include these narratives in the book.

Fiercely Joyful

Press Release

Fiercely Joyful Now Available: A Journey to Authenticity and Joy

WASHINGTON, DC - September 22, 2023 - Fiercely Joyful LLC is thrilled to announce the official release of "Fiercely Joyful: 11 Keys to Living Authentically & Creating a Life You Love" by Natasha (Tash) Craig Durkins. The hardcover, paperback and eBook, which chronicles Tash's journey to authenticity and enduring joy, is now available on Amazon, Barnes & Noble, Ingram, Target, and Kobo.

Less than a week after its release, "Fiercely Joyful" trended as a top Kindle release in its primary category and secured the #1 spot on the Amazon Best Seller list for the same category.

Tash expressed her excitement about the release, stating, "Releasing 'Fiercely Joyful' is a dream come true. This book is a reflection of my heart, my journey, and my hope to inspire others to embrace their true selves. Seeing the incredible response from our Fiercely Joyful Fam has been overwhelming and heartwarming. Thank you for being a part of this journey with me."

The book is a testament to Tash's resilience and determination to find her true self amidst societal pressures. It serves as an inspiration for readers to embrace their authentic selves and discover the power of living a Fiercely Joyful life.

The "Fiercely Joyful" eBook is available on Amazon and Kobo.

Hardcover and softcover versions of "Fiercely Joyful" are available online through Ingram, Amazon and Barnes & Noble retailers.

The audiobook is planned for release in Spring 2023.

