



Laticia "Action" Jackson

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fancy designer

AUTHOR, SPEAKER, OLYMPIAN, U.S.A.F. VETERAN



MEET LATICIA “ACTION” JACKSON

Author, Speaker, Olympian, U.S.A.F. Veteran

Laticia “Action” Jackson has been called one of the most dynamic and energetic personalities in the health promotion, body awareness, women’s health, fitness and personal development field.

With an academic background that includes a Master’s Degree in Public Health (M.P.H), B.S. Degree in Exercise Physiology, Certified Corporate Wellness Coach, Certified Master Level Personal Trainer, Certified Weight Loss Counselor and Certified Lifestyle and Weight Management Specialists, Laticia has the proven knowledge, skills and ability to motivate, inspire and cultivate change in the lives of many. She’s received both national and international recognition by being featured as a top-level athlete and writer for over 16 national and international health and wellness publications (Oxygen, Muscle and Fitness Hers, Active USA, and more). She’s been the go-to fitness expert for TV shows such as C.W. 31 Good Day Sacramento, Blab TV, Council on Aging , WEAR 3 Channel 3, Fitness Friday’s before the Steve Harvey in the Morning Show, Hill in the Morning Show and many more. She’s a 2008 Fitness Olympian and 3-Time National Physique Committee Fitness Champion.

Laticia’s amazing ability to connect with her

audience and tell her story of overcoming domestic violence and her refusal to become a victim, has led to numerous invitations to speak at annual women’s empowerment events such as The Emmett Tills Legacy Foundation’s Loving from the Inside Out Women’s Symposium, Favor House White Rose Luncheon, E3 Women’s Empowerment Conference, Alpha Kappa Alpha’s Paint the City Pink Breast Cancer Event, The Powerful Women of The Gulf Coast Pursue Your Passion Business Conference and additional speaking events that provide women with the tools to enhance and transform their professional and personal life.

Laticia’s the author of five books, with her most recognized book being, I’m Not a Size Zero. I’m Not A Size Zero is a women’s fitness and wellness training book that focuses on the impact the media has on women and their body image, and teaches women the most important size they can become is a size healthy! Her successful workshop, “Love Your Body, Love Yourself”, was built on the same principles as I’m Not a Size Zero, and has been sponsored and supported by West Florida Hospital (Ranked Top 100 Hospital in 2015) with rave reviews and consistent positive feedback from

attendees with televised event coverage on multiple networks.

Laticia is the creator and owner of Wellness and The Working Woman™. Wellness and The Working Woman offers wellness solutions for today’s working woman who desires the tools to put herself and her health at the center of her career.

Laticia is often called upon from national population health organizations such as The American Heart Association, The American Diabetes Association and The American Cancer Society to use her expertise for nationwide health promotion and health awareness events that address chronic preventable illnesses such as heart disease, stroke and diabetes.

Why stop there?

Laticia is a proud Veteran of the United States Air Force, member of Delta Sigma Theta Sorority, Inc., and a survivor of domestic violence who has become an advocate speaking at events to bring awareness and a positive voice to an often stigmatized topic.

Therefore, if you’re looking for someone to put the EXPERT in expertise, Laticia “Action” Jackson is the one to call!



PUTTING THE E IN EXPERT!

With the proven ability to connect to with her audience, Action Jackson brings energy to every presentation leaving those in attendance feeling encouraged, inspired and excited about life and their career!

Laticia "Action" Jackson is Available For:

- ✓ Keynotes, Seminars & Workshops
- ✓ College & University Presentations
- ✓ Radio and Blog Talk Shows
- ✓ Television Appearances
- ✓ Corporate Meetings
- ✓ Church Health and Fitness Challenges
- ✓ Heart Disease Stress and Women
- ✓ Fit and Healthy at Any Age
- ✓ It's Never To Late To Love Your Body and Yourself

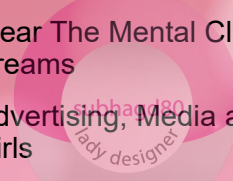
- ✓ Behavior Change Is The Gateway To Good Health
- ✓ Obesity, Culture and African American Women
- ✓ Healthy is a Lifestyle Not a Fad
- ✓ Redefine, Refocus & Rejuvenate: 3 - Steps to Falling In Love With Your Job Again
- ✓ Get Out of The Cage and Show Them Your Roar: How to Overcome Limits and Live The Life You Desire
- ✓ Clear The Mental Clutter and Go After Your Dreams
- ✓ Advertising, Media and Its Influence on Women & Girls

Presented For Following Companies:

- ✓ CW 31 Good Day Sacramento
- ✓ Blab TV
- ✓ Sierra Alternative Middle School
- ✓ Pensacola State College
- ✓ University of West Florida
- ✓ The Progressive Black Woman
- ✓ The Pensacola Network
- ✓ Financial Mainstay E3 Women's Conference
- ✓ WEAR 3 Channel 3 News
- ✓ Council On Aging
- ✓ West Florida Hospital

Authored Publications: Available on Amazon and Create Space

- ✓ I'm Not a Size Zero - Defining Your Curves While Loving Yourself" Amazon Five Stars
- ✓ Yes Women Lift - A Woman's Guide To Lifting Weights and Feeling Great"
- ✓ Changing the Norm - A Black Woman's Guide To Eating, Feeling and Looking Her Best "
- ✓ "Yes Girls Lift - A Girl's Guide To Lifting Weights and Feeling Great"
- ✓ "Yes Black Women Lift - A Black Woman's Guide To Lifting Weights and Feeling Great"



SHE'S GOT PRESS

TELEVISION COVERAGE



MAGAZINE COVERAGE

Parent Magazine
Muscle and Fitness Magazine
In Weekly Business Magazine
Max Sports Nutrition

Muscular Development Magazine
Pensacola Magazine
Sesi Girl Magazine
Pensacola News Journal
Roseville Press Tribune
Oxygen Magazine
Flex Magazine
Muscle and Fitness Hers

Bella Magazine
The Powerful Women of The Gulf Coast
Today's Black Woman
Active Wear USA
Strong Fitness Magazine
Muscle and Fitness
Southern Fitness Magazine
Body UK Fitness Magazine

WHAT ARE OTHERS SAYING?



~ B. Wigley` MS, CHES- West Florida Hospital

"West Florida Healthcare is very proud to partner with Laticia "Action" Jackson to offer women's health programs to our community. She teaches women the importance of self-esteem and shows women how to take care of their body so they are able to take care of themselves and their families for a long time. We look forward to working with Laticia "Action" Jackson in the future."



~ S. Sherwood ~ Co-founder of the BAM Project

"Laticia is one of the most real speakers I have had the honor of hearing. She speaks from her heart, her experience and her deep desire for positive transformation. Her transparency is where she gets her power. The delivery of her message is fun, high energy and most importantly relevant. If you are looking for a WOW speaker Laticia "Action" Jackson is the woman for you!"



~ D. Watts ~ Co-Founder-Emmett Till Legacy Foundation

"Her energy was contagious and her delivery and information had women engaged and sitting on the edge of their seats. We thoroughly enjoyed her and look forward to seeing her soar!"



~ D. Haley ~ Retired NFL

"Laticia "Action" Jackson is the student of the game and a master at her craft"



~ J. Loos LTJG ~ United States Navy

"Ms. Jackson has an incredible aura that fills a room. She does not tell you what you want to hear, but what you need to hear. She is a true friend and exceptional role model. Listening to her speak at her workshop and seeing the other participants faces light up, is a strong representation of how contagious her presence is and the impact she has on reminding women of their worth"



~ B. Schoenfeld, MS, CSCS ~ Author of the Women's Workout Bible

"Laticia is a fitness inspiration who walks the walk. Follow her lead and you're sure to change your body for the better"



~ S. Hazel ~ California Police Department

"Working with Laticia as my trainer has been an empowering experience. She trains your body to achieve maximum performance, teaches your mind new fitness concepts and encourages your inner self to embrace and love the healthy person you are destined to be"

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