

# **TIERRA BURRELL**

## **EXTENDED BIO**

One bright and sunny day on set for a professional make-up artist gig, she looked around and realized everybody was morbid. She watched the food being consumed on the set, how tired everybody looked, the obvious addictions to coffee or soda and just the overall infirmity of the entire environment. She realized change had to begin with her.

She is Tierra Burrell, founder of Tierra Goes Green, an extension of her lifestyle designed to help others learn to heal themselves...mind, body & spirit. For the past ten years, her choice to live a plant-based lifestyle has produced zero side effects and has fueled her entrepreneurial endeavors.

### **The Life of A Recluse**

Upon completion of her undergraduate degree in Anthropology and Criminal Justice from American University, she became a paralegal with a prestigious law firm in Columbus, OH. American culture crowned her successful, yet she was completely unfulfilled and realized the typical American Dream was not her destiny. Material possessions were abundant in her life, yet she was still unsatisfied. After some in depth reflection, she determined her life journey should reflect a relentless pursuit of purpose. Oh what a rewarding journey this would become!

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By choosing the career of a paralegal, she inadvertently created a life that mimicked that of a recluse and desperately craved human connection. In an effort to increase interaction with the living, she obtained two additional jobs: customer service at Curves and a barista at Starbucks inside the Marriott gift shop. Oh how she loved working as a barista because it allowed her to be of service to others.

### From Hobby to Career

Now armed with the knowledge that her true calling was being of service to others, she created a fourth job as a make-up artist. Initially, she just played around with make-up artistry by painting the faces of her friends. She then realized she was endowed with a gift women would pay for and her entrepreneurial spirit awakened.

The recession hit and she was laid off from her primary job as an antisocial paralegal. Life obstacles were ever-present and she decided to change her environment. She wanted to move somewhere she knew she could thrive, so she picked up and moved to Atlanta, GA where her father was a professional make-up artist.

Utilizing his connections, her father helped secure a job for her as Assistant Manager at Mac Cosmetics in Lennox Mall. *I did it*, she thought *I have arrived!*

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### From Corporate to Freedom

Tierra thought she made it but Corporate America suffocated her. Being of service to the customers gave her fulfillment. Those customers rewarded her enthusiasm for exceptional service with an opportunity to paint their faces outside of her corporate employment.

One day after a long workday, she ventured across the street to a strip club to have a drink and unwind. Conscious of her purpose, she offered to fix the eyelash of one of the dancers whom accepted the service extended. This selfless act led to a revolving invitation to paint the faces of the performers. She developed a technique that allowed her to finish her art quicker to assist more women. She started this side business in January and by September she realized that her freelance work made more money than the \$64000 annual pay she earned at Mac. For her, self-employment equated to freedom.

It is then her first company, Make-Up by Tierra, was born as well as her determination to never allow her entrepreneurial spirit to be imprisoned.

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### Tierra Goes Green

As glamour changed within the entertainment industry, so did the social perception of beauty. Now a highly sought after professional make-up artist, Tierra's discernment for success did not match that of societal normalcy. She found herself once again unfulfilled.

From her third-eye, she saw the lifestyle choices on the professional sets she worked on and the consequences of unhealthy behaviors. In order to be of service, she had to become an example. She commenced to bring fruits and vegetables to the movie / television sets instead of indulging in the garbage presented as food. After a short while, her efforts garnered a plethora of attention and the change she envisioned became reality. She consistently read books so she could arm herself with the tools she needed to enlighten others. Onlookers with the courage to inquire about her chosen lifestyle, benefitted by receiving vital information needed to improve their overall quality of life.

Tierra was a master of creating an illusion of the fake self and desperately desired to illuminate the beauty of the true self. In that moment her 10-day detox program, Tierra Goes Green, was born.

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### **When I Learn...I Teach**

Tierra's first business, Make-Up by Tierra, is still commissioned although she only paints faces for happy occasions like beautiful unions of two souls. Tierra Goes Green has evolved, as she has, into a lifestyle consultation service and product line. As she helped people heal from toxic lives, she was often requested to be a speaker at different venues which launched her speaking career.

There is one thing that remains the same...her unwavering resolve to live a life in service to others.

Tierra's purpose on this planet, to be of service, is on the greatest display when she utilizes her huge platform to teach people how to heal themselves from the inside out. Health is truly a journey not a destination and Tierra's role is to assist navigation along the way.

**To book Tierra Burrell at your next event or  
conference, please contact**

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