

PRESS KIT

Thank you for booking an interview with our co-founders **Erica Courdae** and/or **India Jackson**!

Our team has a number of resources for you, including:

- ★ [Bios](#)
- ★ [Website + social media links](#)
- ★ [Link to approved photos](#)
- ★ [Links to past interviews and features](#)

If you require any other media pieces, feel free to contact us at Pause On The Play®
team@pauseontheplay.com

PRONUNCIATION

AIR-uh-kuh CORE-day
&
IN-Dee-ah JACK-son

PRONOUNS

Erica Courdae: she/her
India Jackson: she/her

PROFESSIONAL BIO | ERICA COURDAE & INDIA JACKSON

As an athlete, photographer, and creative consultant to personal brands, India Jackson spent the first decade of her career witnessing talented professionals being forced to adopt identities that were sellable but not authentic. Watching the market flooded with an intense focus on follower count and crafted personas, she committed to taking a more aligned approach to influence-building.



Erica Courdae Coté is committed to shifting focus, power, and resources to support individual healing to foster a thriving community collective. Erica believes imperfect action is necessary as a pivotal part of evolution and growth. She takes action through being an author coach, mentor, speaker, and 25+ year beauty industry veteran.

In 2018, Erica and India co-founded Pause on the Play: a resource library, podcast, and consultancy committed to guiding individuals in the process of defining their values, diversifying their networks, and disrupting systems of oppression.

Combined they have provided training and consulting services to renowned businesses ranging from Christian Dior and Paul Mitchell School to Martha Beck Incorporated and Blue Cross Blue Shield. Their voices have been featured on podcasts, workshops, and online communities, collectively reaching over one hundred thousand people.

To learn more about them and their work, check out the Pause On The Play Podcast wherever you get your shows or by visiting www.pauseontheplay.com

PROFESSIONAL BIO | ERICA COURDAE

Erica Courdae Coté is committed to shifting focus, power, and resources to support individual healing to foster a thriving community collective. Erica believes imperfect action is necessary as a pivotal part of evolution and growth. She takes action through being an author coach, mentor, speaker, and 25+ year beauty industry veteran.

In 2018, Erica co-founded the Pause on the Play Podcast, which also expanded to include a consultancy. Her leadership has now helped thousands of individuals define their values, diversify their networks, and call people into conversations about inclusivity and interdependence. She has provided training for established businesses such as Blue Cross Blue Shield, Martha Beck Incorporated, and Paul Mitchell School.

Erica's wisdom has been featured on podcasts, workshops, books, stages, and online communities with a combined reach of over fifty thousand people. Her first book *Who Are You? A Shadow Work Journal for Self-Exploration: Volume One* is available now.

Learn more about Erica and her work at www.ericacourdae.com/notes

PROFESSIONAL BIO | INDIA JACKSON

As an athlete, photographer, and creative consultant to personal brands, India Jackson spent the first decade of her career watching as talented professionals were forced to adopt identities that were sellable but not authentic.

Watching the market flooded with an intense focus on follower count and crafted personas, she committed to taking a more aligned approach to influence-building. Her brand visibility firm, [Flaunt Your Fire](#), now proudly helps entrepreneurs and their teams align their public image with their most deeply held beliefs.

In 2018, India co-founded [Pause on the Play](#): a resource library, podcast, and consultancy committed to guiding individuals in the process of defining their values, diversifying their networks, and disrupting systems of oppression.

Her advice has been featured on over 100 podcast episodes and applied in businesses ranging from Christian Dior to Martha Beck Incorporated. To learn more about India's work, check out the [Flaunt Your Fire Podcast](#) wherever you get your audio.

LINKS

- **Website:** <https://www.pauseontheplay.com>
- **Podcast:** [Pause On The Play](#)
- **Newsletter:** www.pauseontheplay.com/newsletter
- **Instagram:** [@pauseontheplay](#)

HOW TO CONNECT

- **Email:** team@pauseontheplay.com
- **Mailing Address:** Pause On The Play, 640 Frederick Road, Catonsville, Maryland 21228, United States of America

Erica Courdae lives, writes, and records on the [stolen land](#) of the Susquehannock, Nentego (Nanticoke), and Piscataway people. This land is known by many as part of the state of Maryland and its surrounding area.

India Jackson lives, writes, and records on the [stolen land](#) of her brother's ancestors, the Piscataway people. This land is known by many as the capital of the United States, Washington, DC, and its surrounding area.

IMAGE GALLERY

You can select and download headshots and lifestyle shots for Erica Courdae + India Jackson [at this link](#).

SAMPLE QUESTIONS | ERICA COURDAE

1. You often talk about the importance of being an 'imperfect ally®.' What does that mean, and how do you model being an imperfect ally® for the LGBTQIA+ community?
2. What inspired you to leave your job as a stylist to open your own business?
3. Online businesses are often saying their spaces are "safe". How can you know if you've created a safe and inclusive environment for your contractors or employees?
4. You say that leaders can't JUST operationalize Diversity, Equity, and Inclusion. What do you mean by that?
5. People often talk about imposter syndrome. As a member of the BIPOC community, you have a different perspective on it. Could you share what that is?

SAMPLE QUESTIONS | INDIA JACKSON

6. "Brand" is a word that gets thrown around a lot. How do you define it and why?
7. You say that everyone has a brand, whether or not you're selling something. Why is it

- important to shape your public image if you don't own your own business?
8. I know that a big part of your story stems from your experience as a model and photographer. How does this inform your approach to visibility, especially for those of us that aren't as comfortable putting ourselves out there?
 9. Influencer culture has conditioned us to believe that the number of followers someone has is an indicator of their quality. How important is it to focus on follower count?
 10. Many of us who want to grow our following look to others for clues on what steps we should be taking. I know you don't believe once-size-fits-most approaches work. What do you recommend for those of us who are stuck on how to attract new audiences or opportunities?

LINKS TO PAST PODCAST INTERVIEWS | ERICA COURDAE

NOTE: Choosing to be a podcast guest for someone does not signify an endorsement for anyone involved. Being a part of an interview does not signal that Erica condones their personal or professional practices, approves of their business, or is in total support of all of their actions. Her presence also does not provide validation that they are actively engaged in DEI efforts or have worked with her in any capacity.

However, it does mean that Erica is prioritizing the creation of awareness and conversation, even when the opinions are not in full alignment. This action prompts others to {Re}consider their Normal and to hold space for contrasting realities, journeys, and perspectives.

- **Better Than Big** | [Building A Business Around Inclusivity with Erica Courdae](#)
- **So, Here's the Thing** | [Creating Diverse, Inclusive, and Safe Spaces in Your Brand with Erica Courdae](#)
- **Savvy Social Podcast** | [Content Driven by Values with Erica Courdae](#)
- **Rebel Therapist** | [Creating A Membership Community With Erica Courdae](#)
- **The Proffitt Podcast** | [How to Have More Diversity in Your Podcast](#)
- **Unforgettable with Adria DeCorte** | [Being an Imperfect Ally](#)
- **LIBERTY For Her with Nada Jones** | [How to Integrate Values Into Your Business: Erica Courdae](#)
- **Work Your Wellness Biz: Online Marketing for Health and Fitness Coaches** || [Creating a Safe and Inclusive Business with Erica Courdae](#)
- **Whiskey & Work with Kelsey Murphy** | [Imperfect Allyship 101 with Diversity, Equity, & Inclusions Expert Erica Courdae](#)

- The Sell it, Sister! Podcast | [Imperfect Allyship in Business with Erica Courdae](#)
- The Laura Sprinkle Show || [Imperfect Allyship and Making The World a Better Place with Erica Courdae](#)
- Build a Better Wellness Biz || [How To Create a More Diverse, Equitable & Inclusive Wellness Business w/ Erica Courdae](#)
- Run Like Clockwork || [How to clockwork during your busiest seasons with Erica Courdae](#)
- Being Boss with Emily Thompson || [Diversity, Equity, and Inclusion Check-In with Erica Courdae](#)
- More Than Money with Jacquette Timmons || ["Do You See What I See?": Part 2, Diversity, Equity and Inclusion \(DEI\)](#)
- The Inspiration Place || [Poverty Mindset with Erica Courdae](#)
- Inspiration Rising || [HOW SHOULD DIVERSITY, EQUITY, AND INCLUSION BE PART OF YOUR BUSINESS? – ERICA COURDAE](#)
- And She Spoke || [How to Use Your Voice for Change with Erica Courdae](#)
- Pattern of Purpose with Kim Wensel || [Owning Your Identity Through An Evolution](#)
- The Beautiful Grit Podcast with Gwen Dittmar || [Stepping Into Diversity, Equity, and Inclusion with Erica Courdae](#)
- Finding Your It Factor with Heather Sager || [Listening, Learning and Acting in the Way of a Change-Maker with Erica Courdae](#)
- Promote Yourself to CEO with Racheal Cook || [Values Based Leadership and Becoming an Imperfect Ally with Erica Courdae](#)
- Cafe con Pam Podcast || [Every Chapter Has a Lesson with Erica Courdae](#)
- Coach with Clarity || [Diversity, Inclusion, and Imperfect Allyship with Erica Courdae](#)
- What Works with Tara McMullin || [Turning Your Values Into Action With Diversity, Equity, and Inclusion Coach Erica Courdae](#)
- Online Marketing Made Easy with Amy Porterfield || [Becoming an Imperfect Ally with Erica Courdae](#)
- Rebel Uprising || [Imperfect Allyship with Erica Courdae](#)
- Hit The Mic with The Stacey Harris || [Growing Pains and Making Space](#)
- Work Your Inner Wisdom with Lee Chaix McDonough || [Diversity, Inclusion, and Imperfect Allyship \(with Erica Courdae\)](#)
- The Savvy Business Show with Hanneke Antonelli || [A conversation on diversity and inclusion in your business](#)
- The Better Life Better Work Show with Allison Crow || [Conversation as a Catalyst for Connection](#)
- The Bold Leadership Revolution Podcast with Tara Newman || [Imperfect Allyship](#)
- Center Of Influence with Tracy Hazzard || [Pause On The Play Podcast with Erica Courdae](#)
- The Simplifiers Podcast with Mary Baird-Wilcock || [How To Champion Diversity In The Workplace](#)
- In Her Voice With Kelly Covert || [Undoing Yourself To Become](#)

LINKS TO PAST PODCAST INTERVIEWS | INDIA JACKSON

NOTE: Choosing to be interviewed by or a podcast guest for someone does not signify an endorsement for any party involved.

Being a part of an interview does not signal that India condones someone's personal or professional practices, approves of their business, or is in total support of all of their actions. Her presence also does not provide validation that they are actively engaged in Values-Based brand visibility practices, Diversity, Equity, and Inclusion Efforts, or have worked with her in any capacity.

However, it does mean that India is prioritizing the disruption of expectations and owning her values explicitly, even when the opinions are not in full alignment. This action models for others what is possible when they own their own values and their power as they amplify their influence within the world.

- **Promote Yourself to CEO with Racheal Cook** | [Values Based Marketing with India Jackson](#)
- **Better Than Big with Ashley Gartland** | [Sharing Your Values Explicitly In Your Business with India Jackson](#)
- **The Art Of Online Business with Rick Mulready** | [Thinking Differently About Your Marketing Efforts, with India Jackson](#)
- **In Her Voice** | [Flaunt Your Fire with India Jackson](#)
- **More Than Money with Jacquette Timmons** | ["Do You See What I See?": Part 2, Diversity, Equity and Inclusion \(DEI\)](#)
- **The Inspiration Place** | [110: Visibility + Vulnerability with India Jackson](#)
- **The Creative Imposter with Andrea Klunder** | [See who your followers are at their core](#)

LINKS TO PAST MEDIA PLACEMENTS | ERICA COURDAE

- **Well Insider** || [What Does It Really Mean To Be The CEO Of Your Company](#)

- **Authority Magazine** || [How to Become the Center of Influence Through Perspective-Shifting Podcasting](#)

LINKS TO PAST MEDIA PLACEMENTS | INDIA JACKSON

- **Forbes** | [How to build an audience that will sell for you](#)