

Rhyme & Reason

By: Janet Arawine

I had the pleasure to interview Todd Edwards of kre@tiveworkz and get an in depth look at where he finds inspirations for his one of kind pieces of exquisite poetical artwork. He has been featured on countless TV shows and has created his art for many known and not so well known individuals throughout the country and abroad. Here is his candid reply to our recent Q&A.

Woman2Woman Business: Reality Rhyming® is such an interesting concept; what made you come up with this idea to showcase your talent of poetry? When did you start the business of Kre@tiveworkz?

Todd Edwards: Thanks. Reality Rhyming® started about four years ago when I needed to find a gift for a friends baby shower, for their daughter Isabella. I couldn't find anything that I thought would be the perfect gift, so I created one of my own for them. It all started from combining poetry with acronyms. When I studied for exams in college, I used acronyms to remember concepts, theories and vocabulary. I also use acronyms to teach my high school students so they can remember concepts as well. Combined with my passion for poetry and writing, I developed and branded my writing style of Reality Rhyming® and it's been an amazing ride ever since.

What I do is take a person's name and write it downward in acrostic form and with background information given to me about this person, I write an inspirational story of rhyme based on whatever desired

occasion. Reality Rhyming® is based on the premise "If your life was a poem, what would it say?®". They're not just personalized gifts, but empowering emotional experiences that last a lifetime. It's all about making a connection with the recipient and what makes this even



more unique is that only one is ever made per name!

W2WB: Where do you get most of your inspiration for writing? Does it come exclusively from a meeting with a client that has commissioned you to

do a work or from input from people that know the person? What other sources do you use?

T E: Most of my inspiration for writing comes from my real world experiences, as well as through the stories that I get from the people who I interview for their piece that they've commissioned me to design for them. I try to get as much information as possible from each person that I interview. Sometimes, I have to use the internet to gain some insight on particular individuals, but there is never enough information that someone can give me. Again, it's all about making an emotional connection with the recipient so that each word, along with the story has impact and meaning.

W2WB: Have you always been a writer of poetry? When you were young, is this what you thought you might be doing for a living?

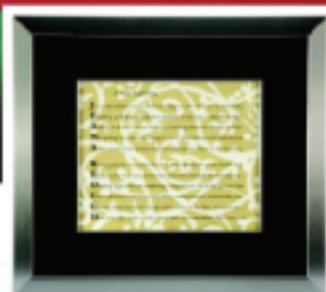
T E: I've always loved writing and poetry, but never thought that I would be doing this for a living. Poetry is a great way to express oneself, as I used to write a ton of it to women that I've dated in the past. Some appreciated it and some didn't, but either way, I felt so much better expressing myself to them in a way that was creative and insightful. I appreciate poetry as a fantastic art form that not only communicates matters of the heart, but of life itself.

W2WB: What other avenues of business are you passionate about? If you were not doing this what would you be doing?





Todd Edwards



T E: Besides "kre8tiveworkz", I teach Writing and English to special needs kids at a high school in Miami, Florida and have my B.A. in Communication, my M.S. in Exceptional Student Education and my Ed.S in Educational Leadership from Barry University in Miami Shores, Florida. I'm also an avid tennis player, as I was ranked #1 in Florida and was top 10 in the country in the Men's 30's Division in 2006. If I wasn't involved in my company or teaching, I probably would have gone into law or psychology. Both of those areas really interest me.

W2WB: How much does one of your Kre8tiveworkz sell for and how long does it take to be completed once a work has been commissioned?

T E: I have 3 different collections (Silver, Gold and Platinum), depending upon what you're looking for. Each collection is priced according to level, but overall, my pieces run from \$245.00 to \$1,800.00. They're all showcased on a choice of 32 styles of handmade paper, in hand crafted frames imported from Italy, custom made in archival, museum quality and conservation standards in non-glare UV

glass. Everything is custom designed and again, only one is ever made per name.

W2WB: Was there a name and/or individual that baffled you or took longer to create? Do you experience

"writer's block" with this type of business?

T E: The most difficult Reality Rhyming® piece that I've created up to now was for Oprah Winfrey and it took about a day in a half to write. It consisted of many humanitarian efforts, as well as her life from birth to present day. As of now, I really haven't had "writer's block" per se (knock on wood), but there have been times when I've had to walk away from the computer and take a break. Overall, it depends upon on how many letters are in the piece that I'm creating, but normally on average it takes about a few hours to complete each.

W2WB: Do you think this is something you will do the rest of your life?

T E: Reality Rhyming® is my baby and it's something that I'm not only very proud of, but it's more than my passion, it's dream come true! This is something that I will definitely be doing the rest of my life. Connecting to another soul is the most empowering experience imaginable. Its rewards are immeasurable!

W2WB: If you share one thing with our readers to inspire and motivate them to go after their dream; what would that be?

T E: Never give up and learn from failure! Things might seem tough at times and we all make mistakes, but learn from them and try not to make too many. Once you attain your dream, it's like the rough times never existed. Continue forward and be proud of who you are, where you came from and what you've accomplished. No matter what, stay focused and positive and put yourself in a position to achieve.

One of a kind works of art, perfect for any occasion.

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