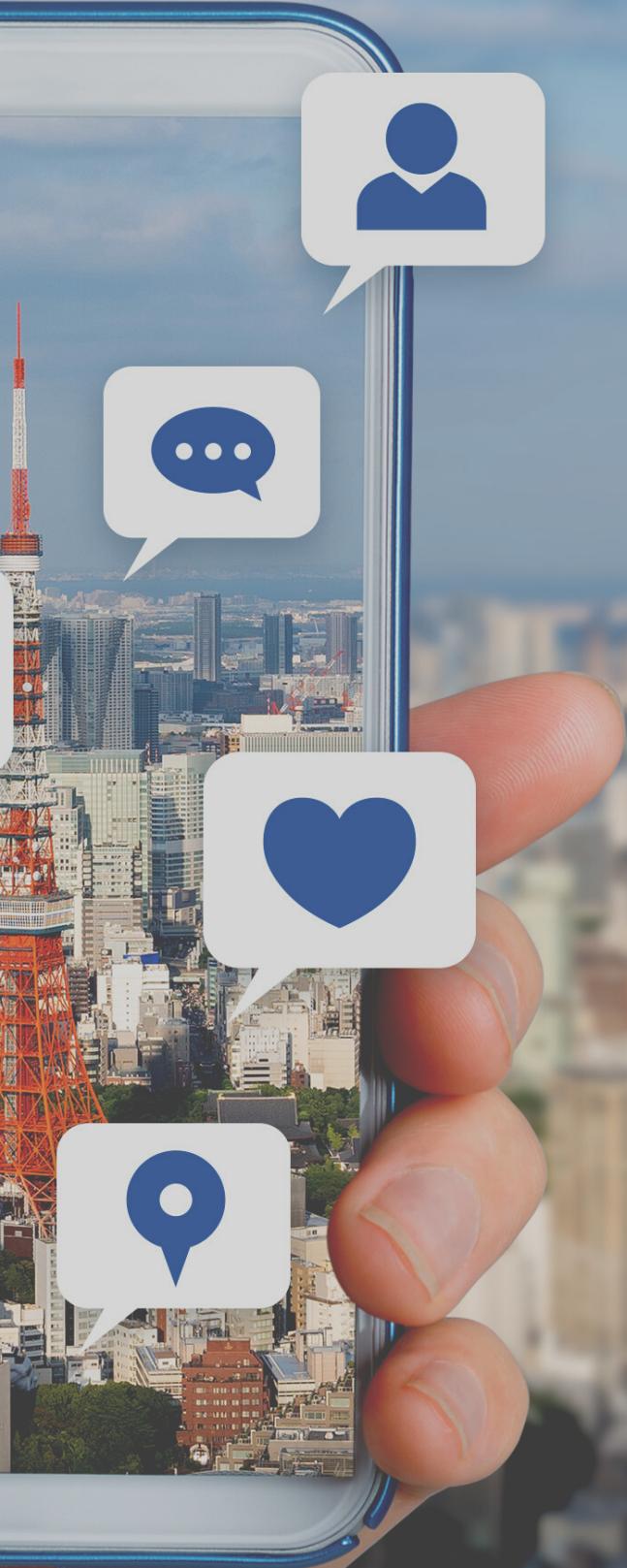


**02**

CREATE Issue

# PURPOSED PAGES

*The official newsletter of Purposed Productions*



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**PURPOSED**  
PRODUCTIONS

# WELCOME TO PURPOSED PAGES!

Hello Purposed family, and friends! Purposed Productions is excited to welcome you to our second issue of Purposed Pages a monthly newsletter to keep you informed of all things happening under the umbrella of Purposed Productions. We want to welcome all of our new members and followers. Enjoy this issue centered around our theme "CREATE." Team Purposed cannot wait for you to see and hear all about our exciting new additions, news, and upcoming events. So continue to stay connected with all things film, faith, and community!

## POST UP

by Jana M. Gamble

Create, create, create! Can you close your eyes for a moment and think about these three questions:

- What was the very first thing you ever remember creating?
- What is your favorite thing that you have created?
- What inspires you to create?

Did these questions produce images, memories, emotions, smells, or even other elements that you were not expecting? Although I posed the exercise your mind could have taken you in any direction far beyond the initial purpose or nowhere at all. We were all born to create and believe it or not are creative in our own ways. The beautiful truth in this statement is that with the world thriving off of the consumption of 24/7 content you will find an audience somewhere that is looking for exactly what you are hoping to share! At the right time, with the right strategies and support, you will reach the intended S.M.A.R.T. creative goal- if you set it. Never forget that the beautiful gift of technology is constantly changing and consumers must evolve with it as we create.

## "Stop trying to be amazing and start being useful." - Jay Baer

We are living in a selfie society where sometimes it feels like everyone wants to be a star. Now it is perfectly okay to be heard and share your story, but simply be authentically you at all costs 100% of the time. Share information that will be helpful to your followers. What may someone want to know if they follow your account that can benefit their daily lives or business needs?

Over the years I've made my fair share of- let's call them "failing forwards," and they've only kept me yearning to keep creating- On Purpose! This month, I challenge you to CREATE intentionally whether that is to bring healing to yourself, your community, or to grow your business. Tag Purposed Productions on your favorite social media platform to share your favorite creations with us.



Jana M. Gamble  
Purposed Productions | Owner

## TEAM PURPOSED



JANA M. GAMBLE  
Publisher



ANTHONY SMITH  
Photographer, Design,  
Writer



TAMAR MODISE  
Design, Writer



SHAWN TAYLOR JR.  
Photographer, Design,  
Writer



ALYSSA JIMENEZ  
Design, Writer



COMMENTS? [PURPOSEDPRODUCTIONS@GMAIL.COM](mailto:PURPOSEDPRODUCTIONS@GMAIL.COM)





# LET'S TALK SOCIAL MEDIA

by Shawn M. Taylor Jr.

## STRONGER TOGETHER

How often are you posting on your social media?

Marketing through social media can have major advantages. With every business, it is important to pick the right social network to curate content. Here are a few tips to get started.



## CREATE CONTENT WITH PURPOSE

Creating content can be difficult but you must remember to always be true to the brand. Ask yourself what are you trying to accomplish and what problem are you trying to solve. Check out your competitors and find what sets you apart. Be intentional about what you post to create a feed that gives value. Remember you are the product! Present yourself how you want to be seen by others.



## KNOW YOUR AUDIENCE

No audience member is the same. It is important to know what your audience likes and cares about. Checking insights on age and gender demographics is essential. You need to build a connection with people. Engage with your audience. Remember it's not about having a huge follower count but having personal connections. Engaging with your audience is one of the most important things you can do to see growth for your brand.

## CONSISTENCY IS KEY

Creating a schedule of daily content is very important to remain successful and relevant. It keeps your audience engaged with your content. You must start with something even if it's just one post every week. Keeping a consistent posting schedule not only tells your audience that you're active, but also lets them know what times to expect content on your profile.

## SHARE ON PURPOSE

Now you can visit our social media and share your response to this month's article prompt. Your post just may help others and if you are seeking more advice in this area [click here](#) or visit our website to find the best Consulting option.

## PARTNERING- ON PURPOSE!



Purposed Productions would like to thank all of our community, national & international partners for all the amazing work you are doing to be the change you want to see in the world and including our team in it to make some of those plans possible!



HABITAT FOR NEIGHBORHOOD BUSINESS®

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EYETHU  
NATIONAL COMPUTER COLLEGE  
Inspiring a brighter future

SLATE  
St. Louis Agency on Training and Employment  
MISSOURI JOB CENTER



# ON MISSION

## WARRIOR WEDNESDAY

by Jana M. Gamble

God perfectly ordered our steps and created a divine time for the very first Warrior Wednesday. HPNStL's mission of L.O.V.E., coupled with our experiences as a city having overcome the Ferguson unrest and already with work rooted in South Africa-was a setup to welcome those in need of prayer from the KwaZulu-Natal communities to join us. The presence, power, and peace of God were more than evident as we gathered virtually via Zoom. Together we prayed for the people, projects, and the issues that plague St. Louis, Hollywood, KwaZulu Natal, and Johannesburg. Before departing we ended with the powerful and beautiful song of praise, "Wait On You" from Elevation Worship & Maverick City to recharge our spirits. You do not want to miss this opportunity to join our power hour of virtual corporate prayer every 2nd Wednesday of the month at 12 pm CST. If you would like prayer for yourself, your loved ones, or your projects please email us at PurposedProductions@gmail.com.

## SA TEAM | ROUNDTABLE

by Jana M. Gamble



Behind The Scenes Photo: Prior to Roundtable

Even on a Level 4 lockdown the University of Johannesburg School of Business made a way to continue our hybrid program for their Small, Medium & Micro Enterprises. Our marketing guru, Faye lead us as our facilitator and moderator of the Q & A. Lameck provided an inciteful presentation about storytelling to empower entrepreneurs, Nthabiseng empowered everyone with tips on social and digital media, Nomcebo brought us practical tools to boost our small business content and Jana enlightened UJ with the power of an Assistant Director and ways to apply practical support systems to advance your business.

Tip: Each of us no matter what industry we are in can take a look at what we are good at and find out what parts of our jobs are transferable skills or opportunities for other industries to learn from. What can you teach someone else today to help them improve their business?

Visit Purposed Productions' YouTube today to watch our [Round Table Discussion](#) to hear from our Team!



COMMENTS? PURPOSEDPRODUCTIONS@GMAIL.COM



# UPCOMING EVENTS & PRAYER

*Monthly Newsletter*



## HOLLYWOOD PRAYER NETWORK

St. Louis, MO

### 1ST TUESDAY OF THE MONTH - Writing On Purpose -

1:00 - 2:30pm CST  
Accountability Lab + Q&A

Where: @RISE & via Zoom  
8820 Ladue Rd., StL, 63124  
[Click here](#) to register.

### 2ND WEDNESDAY OF THE MONTH - Warrior Wednesdays -

12:00-1:00pm CST

Join us spread the L.O.V.E,  
pray for people, the  
projects & the issues the  
plague both one city &  
Hollywood- On Purpose!  
[Click here](#) to register.

### EVERY FRIDAY - Prayer Call -

2:00-3:00pm CST

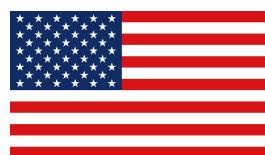
Join our faithful HPN  
members from all over the  
world to pray for the  
entertainment industry every  
Friday! For security, please  
email [kelry@hpne-mail.org](mailto:kelry@hpne-mail.org) for  
the Zoom link.

### MANDELA DAY - Let's Build SA -

July 19 - August 2

A two week campaign in honor  
of the late Nelson Mandela to  
assist KZN through the  
#SAUnrest.

Follow our social media for  
more information.



### OWN YOUR CROWN BLACK QUEEN

- Hybrid Women's Event -

August 9, 2021

Faye Brand & Purposed  
Productions celebrate the first  
day of Women's Month in SA.  
Registration coming soon.  
[Click here](#) to register.

### HOLLYWOOD PRAYER NETWORK 20TH BIRTHDAY !!

5:00 - 9:00pm PDT

First Presbyterian Church of Hollywood  
1760 North Gower Street, Los Angeles, CA 90028

General Admission: Free | VIP: \$25



Saturday, August 14, 2021

# THE INSIDE LOOK

INTO A MONTH WITH PURPOSE

[WWW.PURPOSEDPRODUCTIONS.COM](http://WWW.PURPOSEDPRODUCTIONS.COM)



Hollywood Prayer Network StL  
Purposed Apparel  
Government Contracting  
Production Services  
Speakers & Artists

Youth Programs  
Film Education  
Screenwriting  
Consulting  
Books



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