

# BE BOLD

## Soul Work RX

**Problem:** Entrepreneurs are savvy when it comes to doing a lot with a little-Dominique Mack is no different. The founder of a new start-up wellness company, Soul Work RX, Dominique operated on a shoestring budget. She was already generating engaging photos and testimonials for her social media strategy but needed help with video.

**Solutions:** Dominique was one of the first applicants for the new Share the Future Initiative. The storytelling campaign was created in FY 19-20 to help market local businesses by telling their story- and awarding finalists with up to \$2,000 to use towards a marketing program.

**Results:** Dominique created an impactful promotional video sharing the value that Soul Work RX provides their clients- including the new virtual platform for coaching sessions. Dominique selected a Brunswick based photography company, Jason Field Photography which kept the award money 100% local.

