

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.





“I filmed a promo video for Soul Work Rx with Jason Fields! Jason captured my brand so beautifully. He intricately wove video clips, pictures, testimonies and understood the vision I wanted to tell about Soul Work Rx. From Black woman to Black man, I want to publicly acknowledge Jason for loving, upholding, creating safe space for and supporting Black women through your work.

Special thanks to Golden Isles Development Authority for providing me with the marketing grant to make this video happen.”

Dominique Mack, Founder
Soul Work Rx

