

JOURNEY Newsletter

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Happy New Year.....sisters, let's walk!!!

By: Min. Soundra Simpson

First of all, please allow me the opportunity to say Happy New Year!!! It's hard to believe we are waving good-bye to the old, while preparing for the new. As a Facebook user, it's exciting to read the encouraging comments, new proclamations, hopes, dreams and aspirations for a better life. There appears to be an excitement in the air for change like never before. Perhaps this spark is simply generated by time, "It's now or never" type of attitude or simply a desire to have more and do more in this season of our lives.

Fortunate for me, I grew up in an era where my parents, teachers and community proclaimed, "If you can dream it, you can become it." As a child, this powerful slogan was engrained in my mind and guess what? I believed those who had the greatest influence in my life. Like you, father time has taught me a thing or two about life, goals, dreams and aspiration. Simply put, it's one thing to dream, but it's another thing to do. Dreaming is the easy part, but actually putting our hands to the plow requires hard-work, consistency and perseverance.

In this issue, we will share tips and best practices for marketing and branding you.....yes, YOU!. There are best practices and protocols on how we professionally and spiritually present ourselves with those that we interact with in our daily affairs. Grab your favorite throw, a cup of hot chocolate and let's walk together, shall we? Selah!

Foundational Scriptures

A good name is rather to be chosen
that great riches, and loving favour
rather than silver and gold. –

Proverbs 22:1

Train up a child in the way to
go, and when (s)he is old (s)he
will not depart from it.

Proverbs 22:6

A Message From

Min. Soundra Simpson

On behalf of Paths Crossed, we would like to wish you a happy and blessed New Year! Please know that we are praying for you as you journey in going forth to proclaim the gospel of Jesus Christ. We are interceding on your behalf that the LORD will bless and strengthen you in all that your hands shall touch in 2014.

YOU ARE YOUR BRAND.....

By: Min. Soundra Simpson

It's a natural frame of mind to give thought to how we are perceived by others. After all, I'm convinced that we all have a personal desire to do better and to be better. Yes, we all have a past, some of which, we maybe not be so proud of, but because of our relationship with our LORD and Savior Jesus Christ, we know that we have been forgiven and so, we press onward and upward.

Your personal brand is the total sum of who you are and includes a combination of your interest, ethics, personal values, talents, skills and to a large degree, your faith. In fact, it our faith in God that directs every facet of who we are, what we think and how we interact with those within our immediate circles. Your personal brand becomes your image and how you are known by others in your church, on your job, local community and within social organizations. Your personal brand is a collected tapestry of who you are!

Questions

To

Ask

Your-
self



What are my strengths

What are my opportunities

What are my motivations

What are my passions

What about our world concerns me

If I could, I would you change

Branding is vitally important because it becomes the window to your internal soul in understanding who you are, your purpose and your mission for being on this earth. Your personal brand allows others to peep inside of who you are in knowing what gifts and talents you have to offer to the world in which we live. It is your personal brand that makes you different, not better than those within your immediate circles. Your personal brand helps to answer the questions for others of who are you and what you do.

Below are a few tips to consider when giving thought to your personal brand:

- Be Memorable - To be memorable means that your name creates a positive image in the minds of others when they think of you, your ministry or the services you offer. There should be something about you that is different from others who provide the same service.
- Be Professional - When others think of your brand, professionalism should be at the top of your list. No, matter how gifted or talented you are, no one wants to deal with those who are late, non-responsive, unprepared or those with a bad reputation.

(Continued at top of page)



You Are Your Brand

- Be Trustworthy - The more we engage with others in building relationships, it's vitally important for our partners to know that "our word is our bond." If we commit to providing a service or meeting a deadline, it becomes crucial that we honor our commitment. Failure to do so only results in a blemished brand.
- Be Accessible - In today's fast paced world, no one wants to go through layers to find you. Being accessible could mean investing in a website, creating a social media page, purchasing business cards, creating a logo, mailing flyers, sending emails and/or participating in trade shows. Being able to locate you and the services you offer should be as easy as 1 2 3.

Keep in mind that companies, organizations, colleges and ministries invest millions of dollars each year to promote their brand. In building a professional brand remember there is a cost of time, money and personal dedication. Being memorable, professional, trustworthy and accessible places you in a unique position to be a successful.



PATHS CROSSED BRIDGE

(Building Relationships, Inspiring and Developing Generational Entrepreneurs)

EVANGELIST BEVERLY HICKS ALEXANDER is an anointed Woman of God and from her childhood has been a gift to the Body of Christ. She is a native of Bennettsville South Carolina and was born the youngest of 13 children to the late Mr. and Mrs. Julius and Carrie Bell Hicks. On July 3, 1982, she accepted her call to preach the gospel of Jesus Christ.

Evangelist Alexander was ordained and licensed by the Glorious Churches of God in Christ in Lancaster, South Carolina under the leadership of the late Bishop Willie T. Bowens. On January 19, 2003, she received her Baptist Ministers License by Rev. Robert L. McGowan at Galilee Missionary Baptist Church in Winston Salem. On July 24, 2008, Evangelist Alexander was ordained by the Rowan Baptist Association.

With her passion for ministry, Evangelist Alexander has traveled the country preaching, singing and acting in various play productions. In 1984, Evangelist Alexander recorded her first album entitled, "He Saw My Needs." In 2006, she recorded live and was the Mistress of Ceremony for Union Baptist Church. In support of her community, she was honored to sing the National Anthem for over 11,000 people during the Susan G. Koman Breast Cancer event. In 2008, Evangelist Alexander recorded with Dion Owens and Renaissance and Bishop Steve Williams. Also, during this time, she was invited to perform at the House of Blues in Myrtle Beach.

Out of her love for acting, Evangelist Alexander landed a cast role in the national stage play, Church Mess. She is currently writing her first book entitled, "A Miracle Named Beverly," and is in the process of releasing her first CD project, "You Can Dance in the Rain." Evangelist Alexander is a member of the High-Point Chapter of The Women Achievers Association.



Min. Beverly Alexander

Evangelist Alexander attended Claflin College in Orangeburg, Vintage Bible College, and Winston Salem State University. She is currently finishing an additional degree at High-Point University with a concentration in psychology and social work. Evangelist Alexander is a Social Worker. She is the proud mother of a son, David Maurice, Daughter-in-Law, Qashanta and grandson, Zion. Evangelist Alexander resides in Winston Salem.



Actress



Evangelist



Psalmist

Paths Crossed Network Ministries, Inc.



Paths Crossed **GIRLS** Workshop

(Growing in Righteousness, Leadership & Service)

On Earth as it is in Heaven Ministries, Inc.

635-J Pressley Road * Charlotte, N.C. 28217

Saturday, March 15, 2014

11:00 A.M. - 3:00 P.M.

A one Day Event With **4** Dynamic Workshops:

- You Are Your Brand-
- Making the Right Decisions-
- Networking: Building Healthy Relationships-
- Biblical Tips to Moving Forward in Life-

*Open to **GIRLS** 14 - 18 years old

Registration Required

Registration Only

\$10

(Includes Lunch &
Workshop Materials)

Like Us On



Min. Soundra Simpson, *MCE*

President, Founder & Editor

Contact Us:
Paths Crossed Network Ministries, Inc.

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consent of the editor.

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"Women From all Walks of Life Called to World-wide Ministry."