

# FAITH IN MARKETING

THE "FAITH" FRAMEWORK HANDBOOK

BUILDING A MARKETING FOUNDATION  
BASED UPON BIBLICAL PRINCIPLES  
THAT HONOR GOD AND BUILD HIS KINGDOM

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## FAITH IN MARKETING

HONORING GOD & BUILDING HIS KINGDOM THROUGH AN  
EFFECTIVE BIBLICAL MARKETING STRATEGY

Marketing has become overwhelmingly complex. But at its core, it's still simple:

**Marketing is crafting and communicating a message that influences people to make a decision.**

The problem is not influence. The problem is what's driving it.

Somewhere along the way, the heart behind marketing often becomes misplaced. Instead of serving people with truth and value, many marketers chase whatever is newest—trends, tactics, emotional hooks, and pressure-based persuasion.

After nearly 20 years in marketing, I've watched everything change:

Platforms shift.  
Technology advances.  
Strategies evolve.

But the goal stays the same:

**Gain attention. Gain customers. Gain profit.**

And too often, the deeper question is never asked:

**Is our marketing aligned with God's standard?**

Is it rooted in truth, integrity, love, and eternal purpose—or is it fueled by greed, fear, pride, and the need to “win”?

Marketing done poorly doesn't just hurt results. It harms people. It produces distrust. Fatigue. Disappointment. Confusion. And it quietly pulls us into spiritual compromise—misusing our gifts, wasting our time, and chasing what is temporary.

But what if our focus changed?

What if our highest priority wasn't growth—but **obedience**? What if our marketing wasn't about transactions—but **transformation**? What if our communication reflected Jesus—so people felt served, not pressured?

If you are a faith-focused marketer, entrepreneur, business leader, or church leader, this resource is for you.

This framework is built on God's principles found in Scripture. It is designed to help you break free from worldly pressure and realign your work with God's heart—because we have a responsibility:

Not to mimic culture. Not to chase trends. Not to build our own name.

But to honor God and bless people through the work of our hands.

When we align with God's ways, we gain more than success—we gain **significance**. We build something that lasts.

## Before We Begin — What This Guide Is (and Isn't)

1. **This resource is built on the 5-step F.A.I.T.H. framework.**  
Each step builds on the last. Take it slowly. Apply it prayerfully. When needed, restart at Step 1 for a spiritual reset.
2. **This is not an encyclopedia of marketing tactics.**  
This is a faith-rooted foundation for leaders who want to please God first and communicate with integrity.
3. **Modern strategies matter—but they are not the foundation.**  
Tools change. Platforms change. God's Word does not. His principles produce long-term fruit, not short-term hype.
4. **Your assignment is not to go viral—it is to provide value.**  
The world pursues the masses. God honors faithfulness—even if it's one person at a time.
5. **This guide is for anyone who wants God first in their work.**  
I may speak directly to marketers, business owners, managers, and church leaders—but what connects you is the same desire: to honor God in what you build.
6. **Lead with value, humility, and integrity.**  
Serve sincerely. Communicate clearly. Care deeply. Seek God's heart. Let your marketing reflect Jesus.

Are you ready?

Let's dig in.

FAITH  
IN MARKETING

**FOCUS UP & FULLY COMMIT**

**Heart Alignment Through Identity & Purpose**

The world says: **"Build wealth. Chase success. Get attention."**

God says:

**“Do My will. Be faithful. Walk in integrity. Trust Me. Love others. Lead them to Me.”**

Step one is about shifting from **self-driven ambition** to **God-driven purpose**.

If you belong to God, then every part of your life—your identity, your calling, your work—must reflect Him.

Before any marketing strategy.

Before any creative idea.

Before building a message, platform, or plan—

**We must begin with the heart.**

This chapter is your reset.

Your realignment.

Your clearing of the ground before God lays a new foundation.

It is a pause from noise, pressure, and performance—so God can reveal anything in your heart that is not aligned with His will.

The letters of **1 & 2 Timothy** make this clear:

- Our motives matter
- Our posture matters
- Our purity matters
- Our stewardship matters
- The *why* behind our work matters to God

Marketing—especially when disconnected from God—can quietly tempt us into:

- Pursuing wealth before obedience
- Seeking attention before faithfulness
- Valuing results more than righteousness
- Prioritizing transaction over transformation
- Operating from fear, pressure, pride, or insecurity

Before a God-honoring marketing agenda can be built, everything in us that does not serve God must be removed.

This chapter invites you to:

- Slow down
- Reflect honestly
- Address unhealthy motives
- Repent where needed
- Release old patterns
- Surrender your work back to God

If you want God's favor on your work...

If you want clarity in your direction...

If you want your influence to carry eternal weight...

You must allow God to reshape your heart.

## **PRAYER**

*"Lord, align my heart with Yours.*

*Remove anything in me that does not honor You."*

## **HEART-CHECK REFLECTION**

Use these questions prayerfully. Ask the Holy Spirit to reveal truth—not to condemn, but to restore.

### **Identity & Motives**

- Have I made wealth, growth, or success my primary focus instead of God?
- Do I measure success by numbers more than obedience?
- Have I believed I must strive in my own strength instead of trusting God to provide?

### **Communication & Influence**

- Have I communicated pressure, urgency, or fear to manipulate outcomes?
- Do my messages serve people—or simply move them to act?

### **Purpose & Integrity**

- Have I prioritized transactions over transformation?
- Have I focused more on people buying from me than God working through me?
- Where have my desires overshadowed God's direction?

### **Faith & Obedience**

- Have I been hesitant to live out my faith openly in my work?
- Have I become passive or complacent where God asked me to steward well?
- Have I cared more about reputation, approval, or productivity than spiritual impact?

### **Surrender & Repentance**

- What false beliefs about success, provision, or identity must I release?
- What habits or attitudes are blocking clarity?
- What is God asking me to surrender today?

Let this be honest. Let this be deep. Let this be renewing.

# FAITH IN MARKETING

## ASSESS & ALIGN

### From Heart Alignment to God-Honoring Structure

In Chapter 1, you invited God to search your heart, purify your motives, and realign your work with His will.

Now, in Chapter 2, we move from **heart posture** to **healthy structure**.

This step asks a sobering but necessary question:

**“Is the way my organization is built actually aligned with what honors God and blesses others?”**

We are no longer just addressing *intent*.

We are examining *direction*.

This chapter is not about doing marketing better.

It is about allowing God to shape the **foundation** of how your work operates.

Think of this as alignment at the architectural level — a blueprint that ensures what you build can carry spiritual weight without collapsing under pressure.

When God builds something, He builds it **in order**.

## THE ORDER OF ALIGNMENT

Everything flows in sequence.

When the order is right, clarity follows.

When the order is broken, confusion multiplies.

**IDENTITY → PURPOSE → VISION → MISSION → CORE VALUES → WHY → IMPACT**

This is not a branding exercise.

This is a spiritual framework.

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## IDENTITY — Who You Are

This is always the beginning.

Biblically and organizationally, everything flows from who you are *before* what you do.

Identity anchors clarity.

Identity fuels purpose.

Without a clear, Christ-centered identity, direction will always drift.

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## PURPOSE — Why You Exist

Once identity is established, the next question becomes unavoidable:

**“Given who we are before God — what were we created to do?”**

Purpose flows from identity.

It defines calling.

It gives meaning to effort and guards against wasted motion.

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## VISION — Where You Are Going

Identity sets the foundation.

Purpose sets the intention.

**Vision sets the destination.**

Vision is the clear picture of what faithfulness looks like in the future — not driven by ambition, but shaped by obedience.

Without vision, movement lacks direction.

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## MISSION — What You Commit to Daily

If vision is the destination, **mission is the vehicle.**

Mission is the focused, consistent, daily commitment that moves you toward the vision God has given.

Mission prevents vision from remaining theoretical.

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## CORE VALUES — How You Operate

Values are not goals. They are standards.

They define how you behave, decide, and lead — especially when it costs you something.

Core values protect the heart behind the mission and prevent compromise when pressure rises.

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## WHY — The Conviction Beneath It All

Your “why” is the internal fuel that keeps the mission alive when results are slow or unseen.

But a healthy “why” must come **after** identity, purpose, mission, and values — or it becomes emotional, unstable, and self-driven.

Grounded “why” sustains obedience.

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## IMPACT — The Fruit of Alignment

Impact is not the starting point. **Impact is the overflow.**

It is the visible fruit of a life or organization aligned with God's design.

When alignment is right, impact reflects Jesus — not just growth, but transformation.

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## WHEN ALIGNMENT IS MISSING

When these layers are unclear or misaligned:

- Confusion increases
- Culture weakens
- Messaging feels scattered
- People sense inconsistency
- Trust erodes

When alignment is restored:

- Direction becomes clear
- Decisions become easier
- Teams rally around shared purpose
- Marketing becomes truthful — not performative
- Influence carries integrity

This chapter exists to help you **see clearly**, not move quickly.



## **PRAYER**

*“Lord, help me see this organization the way You see it.  
Show me where we are aligned with Your heart — and where we are not.”*

## **ALIGNMENT REFLECTION**

Take your time with these questions. Do not rush clarity. Invite God to reveal truth layer by layer.

### **Identity — Who We Are**

If someone observed us for months, what would they say truly defines us?  
Does our identity reflect Christ-like character or cultural pressure?  
Where does our identity need to be reshaped to reflect Jesus more clearly?

### **Purpose — Why We Exist**

Why does this work exist from God’s perspective — not just ours?  
If money were removed, would our purpose remain clear?  
Where has busyness replaced true calling?

### **Vision — Where We Are Going**

What could this become if we were fully obedient to God?  
Does our vision reflect God’s heart for people — or our desire for success?  
Is our vision clear enough to unite those we lead?

### **Mission — How We Act**

Do our daily actions actually reflect what we say we believe?  
Are we doing anything that appears successful but lacks God’s direction?  
What needs to be simplified, refocused, or released?

### **Core Values — How We Choose**

Do our behaviors match the values we claim?  
Where have we compromised integrity for convenience or speed?  
What values are truly non-negotiable before God?

### **Why — What Drives Us**

Why does this work matter spiritually?  
Could we explain our “why” simply and honestly?  
Are we more energized by transformation or recognition?

## Impact — What Is Being Produced

Are people closer to God because of what we do?  
Would our absence leave a meaningful gap?  
What kind of testimony do we want God to write through this work?

Let this process slow you down. Let God refine each layer. Alignment always precedes lasting impact.

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# INTENTIONAL IMPLEMENTATION

## Building What God Revealed, With Intention and Integrity

You’ve surrendered your motives to God. You’ve clarified your identity, purpose, vision, mission, values, why, and the impact you are called to create.

Now it’s time to **build intentionally**.

This chapter marks a shift:

From **internal clarity** → **external execution**

From **spiritual alignment** → **strategic implementation**

From **what God revealed** → **what you now steward faithfully**

Marketing done God’s way is still marketing. But it is built with **purpose, integrity, excellence, and restraint**.

This chapter is less about heart posture and more about **faithful execution**.

It focuses on:

- Strategy
- Platforms
- Messaging
- Planning
- Systems
- Tools

- Relevance
- Consistency

Not to impress people — but to **serve them well**.

Your implementation should now reflect the foundation you've built:

Aligned with your identity  
Rooted in purpose  
Driven by vision  
Expressed through mission  
Guided by values  
Fueled by conviction  
Measured by impact — not applause

Intentional implementation means you do not act randomly.

You don't choose platforms because "everyone is there."

You don't create content because "it's expected."

You don't copy competitors for convenience.

You don't chase trends without discernment.

You **architect** your strategy with clarity, wisdom, and obedience.

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## PRAYER

*"Lord, guide my decisions.*

*Lead me to the strategies, platforms, and systems that best serve the people You've called me to reach. Let my work reflect Your excellence and Your heart."*

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## STRATEGIC CLARITY AREAS

### AUDIENCE — Who Are You Called to Serve?

God never calls us to reach "everyone."

Clarity begins with understanding:

Who you are serving

Where they spend their time

What they are truly wrestling with

What they respond to — and what they ignore

Effective marketing starts with **listening**, not broadcasting.

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## PLATFORMS — Where Should You Show Up?

Presence does not equal effectiveness.

Faithful strategy asks:

Which platforms allow us to serve with excellence?

Which ones stretch us thin?

Where does our message fit naturally?

Are we choosing platforms based on obedience — or pressure?

Less platforms, done well, always outperform scattered effort.

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## MESSAGING — How Do You Communicate?

Your words carry weight.

Ask honestly:

Are we transactional or transformational?

Do our messages reflect our values and convictions?

Are we clear — or confusing?

Do we communicate peace — or pressure?

Messaging that honors God is **truthful, clear, compassionate, and consistent**.

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## CONTENT — What Value Are You Offering?

Content is not noise. It is contribution.

Consider:

Are we educating, encouraging, or serving?

Are we telling real stories?

Are we showing up consistently?

Are we adding value — or just promoting?

Content should help people think, grow, and move forward.

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## SYSTEMS — How Do You Stay Faithful Over Time?

Good intentions collapse without structure.

Faithful stewardship asks:

Do we have rhythms, not just ideas?

Do we plan — or react?

Do we respond with care and timeliness?  
Do our systems support excellence or create stress?  
God-honoring work is sustainable, not chaotic.

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## **COMPETITORS — What Can Be Learned Without Compromise?**

Learning is wise. Copying is lazy.

Observe:  
What others do well  
What gaps they leave  
What feels authentic — and what feels forced  
What aligns with God's heart — and what does not

We learn — but we do not imitate without discernment.

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## **RELEVANCE — How Do You Engage a Changing World?**

Relevance does not mean compromise.

Wisdom asks:  
Are we aware of modern tools and formats?  
Are we discerning trends wisely?  
Are we remaining faithful while adapting methods?

God's message never changes. Methods can — when stewarded with integrity.

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## **THE 80/20 PRINCIPLE — What Actually Produces Fruit?**

Not everything matters equally.

Faithful execution requires honesty:  
What brings the greatest impact?  
What drains energy without return?  
What should we double down on?  
What should we stop doing?

Focus is stewardship.

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# **IMPLEMENTATION REFLECTION**

Take time to reflect prayerfully:

- Where is God asking me to simplify?
- What strategy best serves the people He's called me to reach?
- Where have I been busy instead of effective?
- What would excellence look like — not perfection?
- What systems would bring peace instead of pressure?

Build deeper than surface level. Build intentionally. Build with God.

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# TRUST & TRANSFORMATION

## Marketing That Builds People, Not Just Platforms

Marketing without trust becomes manipulation. Marketing without transformation becomes empty. Marketing without genuine care becomes noise.

This chapter brings us to the **heart of God's intention for influence**.

God never designed influence to be transactional. He designed it to be **relational**.

This chapter calls us to:

Love people deeply

Build trust authentically

Participate in real transformation — professionally *and* spiritually

Trust is not a tactic. Transformation is not just a selling point.

They are the **fruit** of serving others with integrity, humility, and love.

When we genuinely care about people — their pain, struggles, fears, stories, and spiritual battles — everything about our marketing changes.

We stop asking “How do I get them to buy?”

And we begin asking:

“How do I help them grow?”

“How do I lighten their burden?”

“How do I serve them well?”

“How do I point them toward hope?”

When you understand people beyond surface-level problems — when you recognize emotional and spiritual realities — your communication becomes compassionate, relevant, and trustworthy.

Your message begins to sound like:

“I see you.”

“I understand you.”

“I care about you.”

“You’re not alone.”

“I want to help you move forward.”

This chapter is about creating:

- Conversations that matter
- Relationships that last
- Engagement that feels personal
- Experiences that uplift
- Marketing that becomes ministry
- Service that reflects Christ
- Impact that transforms lives

Most importantly, this chapter reframes success.

The work God gave you is not your main assignment.

The **people** He gave you are.

The business is the doorway. The relationship is the purpose. The transformation is the testimony. Jesus is the destination.

This chapter will:

Shift focus from strategy → relationship

Elevate marketing to its biblical purpose

Position trust and transformation as true outcomes

Establish standards for Christ-like service

Teach leaders to value souls over sales

God’s priority remains clear:

People > Profit

Kingdom > Company

Transformation > Transaction

## PRAYER

*“Lord, teach me to genuinely love, serve, and uplift the people You’ve entrusted to me. Let my work reflect Your heart, and let my influence lead people toward hope, truth, and transformation.”*

# FOUNDATIONAL RELATIONAL PRINCIPLES

## 1 GENUINE CARE — People Over Profit

People are never a means to an end.

Ask honestly:

Do my words and actions reflect care for people — not just outcomes?

Have I prioritized my needs over theirs?

Do I see clients as transactions or souls God deeply loves?

Would those I serve say they feel valued, understood, and respected?

## 2 UNDERSTANDING PAIN — Professional and Spiritual

Surface-level problems are rarely the real issue.

Consider:

Do I understand what my clients are truly struggling with?

Have I taken time to learn their fears, frustrations, and pressures?

Do I recognize emotional or spiritual barriers keeping them stuck?

Am I speaking to real needs — or only visible ones?

True service begins with listening.

## 3 TRANSFORMATION — Beyond Deliverables

God's work always produces fruit.

Ask:

What does real transformation look like for those I serve?

What does "success" actually mean to them?

Am I helping them grow — or just complete tasks?

Does my work contribute to who they are becoming?

Transformation is the goal — not output.

## 4 TRUST — The Foundation of All Influence

Trust is built slowly — and lost quickly.



Reflect:

Do clients trust me — and why?

Have I over-promised and under-delivered?

Do I follow through consistently?

Do I communicate clearly, honestly, and generously?

Where might trust currently be fragile?

Trust grows where integrity is practiced consistently.

## **5 EDIFICATION — Building People Up**

Scripture calls us to edify — to strengthen others.

Ask:

Do my actions build others up or wear them down?

Do I speak encouragement and clarity?

Have my goals overshadowed their growth?

Do I genuinely desire to see them flourish?

Edification reflects the heart of Christ.

## **6 FRUIT OF THE SPIRIT — What Do People Experience?**

Our character communicates louder than our messaging.

Ask:

Do people experience love, peace, patience, and kindness through my work?

Does my communication feel calm or pressured?

Is my presence reassuring or stressful?

Where is God inviting me to grow in character?

People encounter Christ through our posture.

# **RELATIONAL IMPLEMENTATION & CULTURE**

This chapter moves from conviction into consistency.

## **A. Establish a Trust Commitment**

Create a clear statement such as:

“We commit to serve with integrity, communicate clearly, deliver with excellence, and care for you as a whole person — not just a customer.”

Make it a cultural standard.

## **B. Build a Pain-Point Discovery Process**

Integrate intentional listening into your workflow:

- Onboarding questions
- Personal check-ins
- Discovery conversations
- Surveys and feedback
- Story-based dialogue

Understanding people guides everything.

## **C. Create a Transformation Lens**

Define:

What growth looks like

Milestones of progress

Support needed (practical, emotional, spiritual)

Where your work intersects their journey

This becomes a roadmap for service.

## **D. Implement a Trust-Building SOP**

Embed these standards:

Listen first

Communicate clearly

Respond promptly

Set honest expectations

Encourage intentionally

Follow up consistently

Serve with excellence

Pray when appropriate

Celebrate wins

Invite feedback

Consistency builds credibility.

## E. Identify Missed Opportunities

Ask:

- Where did we fail to follow up?
- Where did communication break down?
- Where did someone feel overlooked?
- What systems can prevent this?

Correction is stewardship.

## F. Practice Relational Marketing

Let your communication include:

- Stories
- Testimonies
- Encouragement
- Behind-the-scenes honesty
- Customer highlights
- Service-centered messaging

The flow becomes:

Connection → Trust → Transformation → Long-term relationship

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**HONORING GOD W/ STEWARDSHIP**

### Expanding God's Kingdom Through Faithful Obedience and Influence

Everything we have—every opportunity, every talent, every relationship, every financial blessing, every client, every platform, every open door— is a gift from God.

Stewardship begins when we stop treating these gifts as our own.

They are not possessions. They are **assignments**.

This final chapter brings the FAITH framework to its ultimate purpose:

**To honor God with everything He has entrusted to us—not merely for success, but for eternal significance.**

Stewardship is not limited to money.

It includes:

obedience

character

faithfulness

excellence

influence

consistency

responsibility

and spiritual maturity

Jesus taught this clearly in the **Parable of the Talents** (Matthew 25).

Each servant was entrusted with resources by the Master—

not to bury them,

not to protect comfort,

not to build personal kingdoms—

but to **multiply what He has placed in our care.**

Increase was expected. Faithfulness was rewarded. Fear and inaction were confronted.

The **Prayer of Jabez** echoes this same heart:

“Bless me indeed, and enlarge my territory...”

Not for ego. Not for recognition. But so that God’s hand would be upon us—and His influence would flow through us to bless others.

Stewardship is the discipline of:

expanding influence with humility

growing in order to serve more people

lifting others so they can lift others

helping clients grow so they can impact their communities

multiplying what God gives so His Kingdom expands

This chapter shifts perspective:

from **success** → **significance**

from **personal gain** → **Kingdom increase**

from **self-focus** → **Christ-centered responsibility**

from **what I get** → **what I give**

from **my goals** → **God’s purposes**

If we achieve much, earn much, and reach many—but fail to point people toward Jesus—we have missed the very reason God entrusted us with influence.

This chapter invites you to see:

your business as ministry  
your success as a tool  
your influence as responsibility  
your growth as Kingdom opportunity  
your leadership as a calling to guide others toward eternal significance

Stewardship is the final expression of worship through your work.

## PRAYER

*“Lord, everything I have is Yours.*

*Teach me to steward it with obedience, excellence, and eternal purpose.*

*Make my success meaningful and my influence significant for Your Kingdom.”*

## STEWARDSHIP REFLECTION

Take time to reflect honestly. Stewardship grows where faith, trust, wisdom, humility and obedience remain active.

### 1 Stewardship of Gifts & Resources

Am I treating my talents and resources as gifts from God—or possessions I control?  
Have I used what He has given me to serve others generously?  
Where have fear, complacency, or doubt caused me to bury potential?

### 2 Success vs. Significance

Do I pursue visible success more than eternal significance?  
Am I building something that serves me—or something that serves God’s Kingdom?  
What would it look like for my work to leave an eternal imprint?

### 3 Influence for God’s Glory

Am I helping others recognize their responsibility to steward influence well?  
Do I lead in a way that points others toward Christ through example?  
Have I ever hidden my faith to avoid discomfort or tension?

### 4 Client & Community Transformation

Does the success of those I serve equip them to bless others?  
Am I attentive to their spiritual and emotional well-being—not just outcomes?  
Do I pray for the people God brings into my care?

## 5 Eternal Perspective

If God evaluated how I use my time, influence, and resources—what would He see?  
Am I leading people toward Christ through my character and decisions?  
What area of my life or leadership still needs surrender?  
What legacy is my work building—temporary or eternal?

Let these questions reshape how you view growth.  
Let God refine how you define “increase.”

## PERSPECTIVE OF STEWARDSHIP

Stewardship is not about doing more. It is about being faithful with what God has already entrusted to you.

When God sees faithfulness, He expands territory. When territory expands, responsibility increases. When responsibility is stewarded well, the Kingdom advances.

Your work matters—because people matter. Your influence matters—because eternity matters. And your faithfulness matters—because God sees it all.

Honor Him with what you’ve been given. Multiply it with obedience. And let your work become a testimony that points others to Christ.

FAITH  
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**FINAL WORD**

You’ve taken time to pause, reflect, and realign—something many never slow down enough to do.

Through this framework, you’ve examined your heart, clarified your direction, strengthened your foundations, and re-centered your work on what truly matters to God. You’ve been reminded that marketing is not neutral—it carries influence. And influence, when entrusted by God, comes with responsibility.

This journey was never about learning how to market louder, faster, or more aggressively. It was about learning how to **lead with faith, integrity, and purpose** in a world that often rewards the opposite.

God does not ask you to abandon excellence.  
He asks you to submit it.

He does not ask you to avoid growth.  
He asks you to steward it.

He does not ask you to shrink your influence.  
He asks you to use it faithfully.

As you move forward, remember this:  
Faithfulness always precedes fruitfulness.  
Obedience always clarifies direction.  
And significance is found on the other side of surrender.

Let your work reflect Christ. Let your influence serve others. Let your success carry eternal weight.

And trust this—when your heart is aligned with God, He is faithful to guide every step that follows.

You are now equipped to move forward with clarity, conviction, and confidence—building in a way that honors God and blesses people.

This is where faith becomes action. This is where obedience creates impact. This is where your work (especially in how you use marketing) becomes worship.

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