

## WHY WE NEED YOU

You know the power of understanding and building one's purpose. Ericka has spent the last 32 years guiding people in knowing their purpose and building something extraordinary. She is bringing her gifts to the world in a new way – **The Ericka James Show: Life on Purpose.**



This is a show for those who know they were created for more. They are the truth-seekers, originators, creators, innovators, founders, builders, idealists, and influencers. The show highlights the stories behind the extraordinary companies and organizations they are building to fulfill their purpose.

The show's main assignment is to bring the prophetic (the ability to clearly hear the voice of God on behalf of others) into the mainstream in a way that has never been done before.



All 11 episodes of Season One were recorded in October 2020 at Trailblazer Studios, Raleigh, North Carolina's only Hollywood-caliber recording studio. The show is currently in post-production as the show prepares to launch in early 2021.

**Our goal is to have one million viewers by the end of 2021.**

We are beginning the pre-launch promotion of the show the week of January 18<sup>th</sup>, 2021. Our goal is to release the show in February. Season Two will be recorded in Spring of 2021.



**This is a huge vision and we need your help. Our immediate need is \$27,000 to complete the post-production and establish the show's viewing platform by January 30<sup>th</sup>, 2021.**

Ericka has put together a Patron packet with full details for your review and consideration or visit

<https://erickajackson.com/ericka-james-show-patron-team/>.



## The Ericka James Show: Life on Purpose

If most people knew and fulfilled their life purposes the world would be made up of whole, healthy, loving, and confident people who are passionate about building lives, businesses and organizations of meaning and impact.

This is a show for those who know they were created for more. They are the truth-seekers, originators, creators, innovators, founders, builders, idealists, and influencers. The show highlights the stories behind the extraordinary companies and organizations they are building to fulfill their purpose.

Ericka has spent the last 32 years guiding people and organizations through transformation and she is bringing her gifts to the world in a new way.

**This vision is MUCH larger than what she can do on her own and she would love you to be a part of it.**

She is going after the target audience that was left behind when The Oprah Winfrey Show went off the air in 2011. No one has stepped into be able to fully capture this 15 – 20 million-viewers-per-day audience and the timing is ripe for a new personality with depth and dimension to arrive on the scene.

But, in a new way that has *never* been done before.

### About the Show

92% of people are not clear about their life's purpose or they are not achieving it. This show aims to drastically transform that statistic and guide people to understand what they were created to do and how to do it.



Uplift • Inspire • Transform

***Real Purpose. Real Stories. Real Impact.***

The Ericka James Show is created, hosted and facilitated by Ericka D. James, CEO, Speaker and Trainer and Prophetic Strategist.

***The Ericka James Show's main assignment is to bring the prophetic (the ability to clearly hear the voice of God on behalf of others) into the mainstream in a way that has never been done before.***

Along with sharing her gift of prophecy, Ericka brings her depth of wisdom to bring solutions and guidance to help viewers understand why they were created and how to manifest their purpose. The show's guests share their biggest lessons, mistakes, insights, advice, secrets and internal shifts they had to make along the way to create, sustain and grow their success.

**The Vision of the Show**

More than just a show, *The Ericka James Show: Life on Purpose* is a movement of people committed to creating lives of purpose and impact. Ericka has stretched her mind to believe and conceive for the show to reach one billion people globally.

**The Show's Goals & Timeline**

We are beginning the pre-launch promotion of the show the week of January 18<sup>th</sup>, 2021. Our goal is to launch the show in February or as soon as possible. Season Two will be recorded in Spring of 2021. Our goal is to have one million viewers by the end of 2021.

**Our immediate need is \$27,000 to complete the post-production and establish the show's viewing platform.**



## About Ericka D. James

Ericka D. James helps you fearlessly build something extraordinary. She is a master transformational specialist. She has moved in the prophetic for more than 30 years and in the Office of a Prophet the last 15 years. Her greatest gift – her ability to clearly hear the voice of God through the Holy Spirit – has been tested and proven.



She empowers people to come together, celebrate, and grow their success. Ericka is the CEO of The Convergence Center LLC, a world-class consulting and training firm, the founder of The Alliance, a training and development organization for businesswomen, and the founder of The Kingdom Minister's Association, a 501(c)(3).

When she is not working, you can find her reading, writing, attempting to be a painter, and doing anything that makes her laugh with her husband, Anthony, and family.

## The Show Format & Topics

This is not a typical talk show format that relies solely on the guests to boost show ratings. Although the show will have guests, the focus on the show is Ericka's wisdom, humor, teachings, insights and the prophetic.

It is a 28:30-minute show with three segments that consist of:

- 1 - Ericka sharing statistics, success principles, stories, and insights.
- 2 – Ericka's three Power Steps and guest interviews
- 3 - A live or recorded prophetic session with Ericka.



## The Show's System of Transformation

The show will be part of a larger system of transformation that gives viewers access to free resources, courses, Life on Purpose Groups, live and virtual events, books and workbooks, merchandise and membership groups.

### Season One

All 11 episodes of Season One were recorded in October 2020. It was produced by Blackett-Bell Productions. We had a production team of top-tier talent to produce the show. The show is currently in post-production as the show prepares to launch in early 2021. Due to COVID-19, we were unable to have a live studio audience for the Season One and look forward to having one in Season Two.

#### Season One episodes are:

Episode 1 – The Power of Purpose

Episode 2 – Knowing Your Identity

Episode 3 – The Art of Self-Love

Episode 4 – How to Really Believe

Episode 5 – How to Stay Focused

Episode 6 – How to Overcome

Episode 7 – Discovering Your Superpower

Episode 8 – It's Time to Forgive

Episode 9 – How to be Fearless

Episode 10 – How to Stay Inspired (No Matter What)

Episode 11 – How to Eliminate Negative Self-Talk (Once and for All)

Season Two will be recorded in Spring of 2021 in front of a live studio audience.



## The Show Distribution & Marketing

We will be distributing the show across multi-media streaming platforms utilizing the *Flowplayer* framework. Episodes will be on TheErickaJamesShow.tv (still under construction) along with the courses and the different levels of membership. The show will have an aggressive online marketing campaign to reach its goals.

## The Show's Pre-production and Production Costs

The show's pre-production and production costs were just under \$50,000 and included:

- Production team
- Equipment (cameras, lights, etc.)
- Set Design and Studio
- Wardrobe and Appearance



These pre-production costs have been covered by Ericka's company.

**Additional post-production, marketing and distribution costs still outstanding to get the show into distribution are \$27,000.** These costs will include:

- Final episode post-production
- Two promo videos
- Promo short videos
- Show Platform & distribution
- Marketing

## The Future Show Plans

With the success of this show, we want to create a system of duplication and will identify and train five up-and-coming talents to help them build a back-end system of transformation and their own shows.

## Patron Packages – For Friends and Supporters

Pa•tron / paytren ' n. 1. Person who gives financial or other support to a person, cause, work of art, etc. *Syn.* benefactor, supporter, backer, booster, angel.

No success happens without other people who believe in the work. What we've done on our own is great, but what we can do together – with your help – will be amazing. Ericka is asking you to join her to help make this show and movement possible by being on her show's Patron Team.

Here are the possible levels of support and the rewards for each level of show support:

<b>Supporter   \$100</b>	<b>Collaborator   \$250</b>	<b>Leader   \$500</b>
<ul style="list-style-type: none"> <li>• A handwritten Thank you card</li> <li>• Recognition on The Show website</li> <li>• Exclusive Behind-The-Scenes (BTS) Footage and full guest interview viewing</li> <li>• Certificate of Appreciation</li> </ul>	<ul style="list-style-type: none"> <li>• All rewards of the previous level</li> <li>• Life on Purpose T-shirt</li> <li>• Early access to all show episodes, promos and trainings</li> <li>• Early access to all show episodes, promos and trainings</li> <li>• Acknowledgement on the show's website Wall of Fame</li> <li>• Highlighted in Life on Purpose virtual groups when they launch</li> </ul>	<ul style="list-style-type: none"> <li>• All rewards of the previous levels</li> <li>• 10% off of trainings (does not include membership organizations)</li> <li>• Social media acknowledgement</li> <li>• Exclusive monthly video updates from Ericka</li> <li>• Life no Purpose T-shirt &amp; Mug</li> <li>• Priority invitations to all show tapings, show related events, trainings and livestreams</li> </ul>
<b>Builder   \$1000</b>	<b>Angel   \$2500</b>	<b>Supporting Producer   \$5000</b>
<ul style="list-style-type: none"> <li>• All rewards of the previous levels</li> <li>• VIP Seating at Show Taping</li> <li>• 20% off of training courses (does not include membership organizations)</li> <li>• Ongoing social media acknowledgement on show posts</li> <li>• Video Thank you</li> <li>• Life on Purpose swag pack</li> </ul>	<ul style="list-style-type: none"> <li>• All rewards of the previous levels</li> <li>• 50% off of training courses (does not include membership organizations)</li> <li>• Complimentary Prophetic Strategy Session (for one person)</li> <li>• Name recognition on the show's rolling credits</li> <li>• Ability to add event listings to The Ericka James Show event and episode calendar</li> <li>• Priority suggestion of show topics</li> </ul>	<ul style="list-style-type: none"> <li>• All rewards of the previous levels</li> <li>• Free Training courses for all of 2021 (does not include membership organizations)</li> <li>• Complimentary Prophetic Strategy Session (for up to 2 people simultaneously)</li> <li>• Name recognition on the show's rolling credits</li> <li>• Mention during show taping</li> <li>• Priority question submission and answered during show tapings</li> </ul>

## Sponsorship Packages – For Businesses and Organizations

Larger sponsorship packages are available. Please email Ericka at [ej@Ericka-James.com](mailto:ej@Ericka-James.com) for a Sponsorship Package.

## Next Steps

If it is on your heart to be on Ericka's Show Patron Team, your contribution or can be submitted as follows:

- Return the attached Patron Team form via email to [ej@Ericka-James.com](mailto:ej@Ericka-James.com)
- Mail the completed Patron Team form and payment or payment information to The Convergence Center, 4913 Professional Court, Suite 206, Raleigh, NC 27609.
- To contribute electronically: You may send contributions via Paypal via email [coachericka@msn.com](mailto:coachericka@msn.com) or via CashApp to \$ErickaDJ. Please indicate that it is a contribution to The Ericka James Show. Please send the Patron Team form to Ericka via email to [ej@Ericka-James.com](mailto:ej@Ericka-James.com) if you make your contribution electronically.
- Visit <https://erickajackson.com/ericka-james-show-patron-team/> to contribute online.

Thank you for taking the time to share this dream with me! Your prayers and loving words of support will be much appreciated as I put this dream out into the world. I'm am feeling bit of trepidation and excitement as this is putting myself – heart and soul – out there in a bigger way than I've ever done. Yet, at the same time, I know that it is the season, time and turn for this work to touch more and more lives.

I deeply appreciate you and I will keep you updated! Have a remarkable day!

Humbly and with Deep Gratitude,

*Ericka*



## PATRON TEAM FORM

Thank you for being a part of The Ericka James Show Patron Team! With your help, this show can get out into the world in a big way. Please fill out the following form and return it along with your contribution.

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Name (as you wish it to appear for acknowledgement)

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Address

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City

State

Zip

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Email

Phone

Please indicate which Patron Package you prefer (see the Patron Packet for each level's rewards):

**Supporting Producer | \$5000**

**Angel | \$2500**

**Builder | \$1000**

**Leader | \$500**

**Collaborator | \$250**

**Supporter | \$100**

I do not want a package but wish to make a contribution of \$ \_\_\_\_\_.

### Debit/Credit Card Information

Please charge my \_\_\_ Mastercard \_\_\_ Amex \_\_\_ Visa

\_\_\_ yes, include 3% along with my contribution to cover debit/credit card purchases.

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Name on card

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Card Number

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Expiration Date

CV2 Code

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Billing Address

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City

State

Zip

Enclosed please find check payable to The Convergence Center for \$ \_\_\_\_\_.