

sales and network marketing industry by providing an opportunity for financial freedom that had not always been available for women of color.

The only problem was, Nadine's name was nowhere in the books, and she had no equity stake in the company. So when her partner decided he wanted to sell it, she was pushed out.

"I lost everything because I had nothing in writing. All I had was a verbal agreement and a handshake. I was disappointed and disgusted and I felt betrayed. I decided the best thing to do was to take a little break, but my mother encouraged me not to give up on my dream. I came up with Soul Purpose, which was what it was, and I started all over again."

The Soul Purpose Lifestyle Company was born this year. The new company does have the same marketing model as the last—a hybrid of direct sales and network marketing, and a real opportunity for its representatives to make considerable incomes. At the time Nadine was interviewed, Soul Purpose had close to 2,500 consultants.

"We're about living your life with purpose," Nadine said. "Selling these products may not be the all and end all of anybody's life, but it's a stepping stone for entrepreneurs in the company to find their own soul purpose. If your goal is to create an early childcare center, Soul Purpose can be the company and the business that gets you there. If you're working full time at the hospital, and that income is what pays your rent and feeds your family, and you need extra money to start your center, set a goal for yourself, and over the next few years, save that money. Soul Purpose becomes the conduit."

But Nadine also made some changes the second time around.

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She insisted the products were more nature-based—no more paraffin additives, no more harsh preservatives or chemicals. She also added ingredients that had been designated as cancer fighters, such as vitamin D. Her favorite products now are a brown sugar scrub, which she developed with vanilla and imported organic honey from Ghana, and a heavy body cream called Soul Purpose Custard, which contains lots of shea butter and exotic fragrances. In all, there are treatments for everyday bath and beauty care, aromatherapy preparations, home accents and motivational products.

A Mary Kay consultant's signature color is pink. Nadine's colors are a

valuable lessons to be learned in every setback. Most important for me is to not be a victim of circumstance but a survivor and someone who can triumph over trials. I totally agree with Donnie McClurkin when he sang, 'We fall down, but we get up.' That has been my experience and for now, I am digging another well."

Kicking off a new idea with purpose

Nadine thinks all women have an entrepreneurial spirit that can be nurtured, and she encourages young entrepreneurs with an idea to write it down. "Do a simple business plan outlining the concept and go back to

it frequently to update and refine the idea. Once the idea is developed, understand how to fund it and speak to a mentor who might be able to help further refine the idea and understand how to execute it."

And with a dry laugh that comes out of all the trouble of

her first business endeavor, she warns young women to make sure that a business idea is protected and in their name.

Nadine declared: "Not every idea will be successful, or even possible, but developing it and refining it and seeing where God leads you with it is the joy of the journey. Many unknown things will be revealed in that journey, and their entrepreneurial idea and spirit will be furthered." **S**

For information about Soul Purpose products, visit sisters.soulpurpose.net.



Some of the products in the Soul Purpose line

rich red and dark chocolate brown. The Soul Purpose logo is an Adinkra symbol from Ghana in West Africa—an Nsoromma star that signifies God's protection.

This dynamic entrepreneur hasn't yet made peace with the outcome of Warm Spirit. She's not Zen, she's real: "I don't know if it made me stronger. I know it did a lot of damage and I am still healing from it. I don't believe that all bad experiences necessarily make us stronger. I believe that they can be damaging and can cause setbacks. But I also believe that there are