

MARCH 2015

# MOTHERS JOINT

MAGAZINE

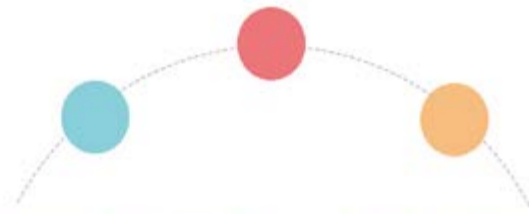


FEATURED

**SHARVETTE**

MITCHELL PRODUCTIONS

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# SHARVETTE

## *The Sharvette Mitchell Radio Show*

Sharvette Mitchell runs the “The Sharvette Mitchell Radio Show” which broadcasts on [www.BlogTalkRadio.com/MitchellProductions](http://www.BlogTalkRadio.com/MitchellProductions) and 3 other stations.





# Sharvette's Story

## *Follow the Breadcrumbs*

Often times people want to live in their purpose, pursue their dreams, start a business or just feel more fulfilled. I have discovered that it generally does not happen all at once. Sometimes we have a partial view of our purpose or destiny but not the full view. This can trip people up and women in particular because we want to know the end before we even start. The challenge for many of us is taking the first few steps.

The next question then becomes... what direction should I go? My answer: follow the breadcrumbs.

Do you remember the story of Hansel and Gretel? Let me refresh your memory... Hansel and Gretel are children living in a time where there is great famine. Their nasty stepmother convinces their father to take them into the woods to fend for themselves so that they don't have to worry about feeding them. If you recall, Hansel gets a bright idea to collect little white stones

and when the children are forced into the woods, he leaves small stones along the way so that he and his sister know how to get home again. This works, they find their way home but the nasty stepmother drops him and Gretel in the woods again but this time he takes bread and leaves a trail of breadcrumbs to help lead them back home. Now some other crazy stuff happens with a witch and etc. but in the end, Hansel, Gretel and their father live happily ever after!

I believe that GOD leaves breadcrumbs along the road of life to help us figure out the right direction to go. Do you always know where “home” is? NO, but if you look for the breadcrumbs and follow them ... you know the next RIGHT step to take. Now I should point out and remind you that breadcrumbs are small so they may be easy to miss IF we are not looking for them. As with the story of Hansel and Gretel, once they found one breadcrumb and then the next one and so forth and so on, they knew the direction was going the right way.

Let me share my story of how I have followed the breadcrumbs... I was talking with a friend one day who was starting a small medical consultation business. I have a degree in Marketing so my wheels started spinning and we put together her brochure, business cards, postcards and other marketing material. We paused because she did not have a website. I said “I can figure that part out” [insert breadcrumb]. Long story short, I created a basic website for her and we got it up and running.

“*I believe that GOD leaves breadcrumbs along the road of life to help us figure out the right direction to go.*”



# Follow the Breadcrumbs

Well, my church needed help with their website [insert breadcrumb] so I worked on redesigning the site and then various people started asking me to do websites for them, thus Mitchell Productions, LLC was born. A local book publisher, Kingdom Publishing Group, asked me to attend a marketing forum to discuss website design for authors [insert breadcrumb]. When I arrived, they had representatives from Newspaper, Radio and bookstores.

I listened to the Radio representative and became very intrigued about what I could do with radio advertising. I ended up with a very small monthly radio segment that aired on REJOICE 1540 AM in Richmond, Virginia. I then transferred to internet radio and I have been hosting my show consistently, with no extended breaks, since March 2008. I had the opportunity to interview celebrities such as Thelma from Goodtimes, Melba Moore, Judge Karen, Tamela Mann (Meet The Browns), and many others.

The show has boosted my brand and has taken a life of its own! What is the moral to the story? If I had not been a web designer, I would not have been invited to the marketing forum and if I did not go to the marketing forum, I would have never been introduced to radio. Have I arrived? NO, but I must say that I continue to follow the breadcrumbs because I keep seeing breadcrumbs which confirms I am going in the right direction. Follow the breadcrumbs...



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## Sharvette

Sharvette Mitchell has been a radio personality since September 2007 when she began hosting a monthly special segment on Rejoice 1540 AM in Richmond, Virginia. In March 2008, Sharvette transitioned to internet radio and on a weekly basis she can be heard on "The Sharvette Mitchell Radio Show" which broadcasts on [www.BlogTalkRadio.com/MitchellProductions](http://www.BlogTalkRadio.com/MitchellProductions) and 3 other stations. The goal of her show, which airs at 6:00 p.m. EST on Tuesday, is to motivate, excite and influence! Connect with her at [www.Sharvette.com](http://www.Sharvette.com) Web Design & Social Media Coaching --- Sharvette is the owner of Mitchell Productions, LLC and offers the following services: • Web Design • Social Media Coaching • Seminars and Webinars Sharvette conducts personal & group coaching with emphasis on the use of social networking sites and online marketing tools. Connect with her at [www.Mitchell-Productions.com](http://www.Mitchell-Productions.com) Volunteerism & Ministry --- Sharvette is an ordained Administrative Elder with International Christian Ministries (ICM), under the leadership of Chief Apostle Olive C. Brown & Bishop Joel V. Brown. Sharvette acts as the lead for Ministry Affairs of New Jerusalem ICM. In this role, she oversees 10 different Ministry Leaders who are responsible for all of the ministries in the church. She is the online marketing/communication consultant and manages three of the church websites and all email marketing, social media and mobile communication channels.





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