



CAPABILITIES STATEMENT

COMPANY OVERVIEW

Lucrative Persistence empowers businesses and creatives through strategic consulting, brand development, digital marketing, and content creation. Services include creative business coaching, social media management, photo/video production, copywriting, event coordination, and music & media consulting—helping clients build powerful brands and impactful media presence.

DIFFERENTIATORS

- Unique blend of business strategy and creative execution.
- Proven track record of scaling artists, brands, and small businesses.
- Purpose-driven approach that aligns profits with impact and authenticity.

SERVICES

- Creative Business Consulting & Coaching
- Brand Strategy & Identity Development
- Digital Marketing & Social Media Management
- Content Creation (Photo, Video, Copywriting) Event
- Concepting & Coordination Music
- & Media Production Consulting

VISION STATEMENT

To be the go-to creative consulting firm that empowers visionaries, innovators, and culture-makers to build sustainable businesses while leaving a lasting impact on their industries and communities.

PAST PERFORMANCE

- Joy Williams Enterprises, Worthy, 2025 Joy
- Williams Enterprises, Joy + Soul Music, 2024
- Adisa Communications, Union Pacific, 2023, 2024
- Live Premiere , TiktTok, 2024

YEAR ESTABLISHED

- Founded in 2025
- Built on over 30 years of experience

BUSINESS STRUCTURE

- Sole Proprietorship

BUSINESS CERTIFICATIONS

- SBE – California Dept of General Services (CA DGS)

NAICS CODES

- **512110** -Motion Picture and Video Production
- **541430** -Graphic Design Services
- **541613** -Marketing Consulting Services
- **611430** -Professional and Management Development Training
- **611710** -Educational Support Services
- **711410** -Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures

CONTACT INFORMATION

Lucrative Persistence

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