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NOVEMBER 20, 2019

## Meet Jacqueline Perry of Social Angel Media Group in Frisco



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INTROVERTED ENTREPRENEUR SUCCESS STORIES: EPISODE 4

Today we'd like to introduce you to Jacqueline Perry.

### Jacqueline, please share your story with us. How did you get to where you are today?

My journey began as a writer. As far back as I can remember, writing was always my escape. As a kid, I was extremely shy, and writing gave me the opportunity to express myself. I began working for small newspapers and magazines. Later, I decided to use my skills in communications and focused on the marketing side. I was never completely happy working for a corporation because I had experienced lay-off after lay-off. I was convinced that I needed a backup plan. I used my skills by taking on side projects like creating websites, ghostwriting, tax preparations, making my own skincare- you name it, I did it. My friends called me "The Jacque of All Trades." I am a true "goal-getter" by nature. No matter how many times I heard "no" from a potential employer, it gave me more will to try harder to create my own happiness.

Other small businesses needed my help. For me, it wasn't always about making a big profit, even though I found myself struggling financially. I realized that it wasn't easy becoming an entrepreneur. Getting my name out there and allowing others to see my talent was essential. Employer branding, recruiting, social media management, website management – all these tasks were necessary for small businesses with small budgets. At times, I found myself doing too much, I knew that I needed to focus on one thing at a time. But it just seemed impossible because I want to do it all.

I'm still growing and I understand that many of the most successful businesses started in basements, garages, studio apartments, and in their car trunks. Success for me is not about money, it's about my drive to continue reaching my full potential and not giving up. In my first book, "I Forgive You," it relates to personal struggles and those struggles led me to become the business savvy woman that I am today. My second book, "Sunday, Tomorrow's Past" is scheduled to be released on November 15, 2019. One of the main characters has a successful career but lacks strong relationships with her family, friends, and romantic partners. I'm learning that life is all about balance and putting priorities in the right order. I'm never too old to learn more about myself. Life is about second chances and leaving yesterday behind to make today and tomorrow better.

### Has it been a smooth road?

You've heard the saying, "Anything worth having is worth fighting for." I've earned everything I've worked hard for, and if something is just handed to me, that's just too easy. Don't get me wrong, struggling and running into roadblocks are never fun, but it definitely builds character and makes you stronger. We live in a tough, competitive world, which means that there is no doubt that I must be able to take on these challenges that come my way. Being able to accept failures without giving up has been my entire life's story. I think most people would not have the determination like me to keep going on when faced with obstacle after obstacle. I can't begin to list the number of setbacks, but I'm proud to say that I'm still standing.

### So, as you know, we're impressed with Social Angel Media Group – tell our readers more, for example, what you're most proud of as a company and what sets you apart from others.

I focus on the small companies that are starting out just like I did. I provide fair pricing along with one-on-one consultations to find out exactly what their needs and expectations are. From web content, blog writing, basic webs design to social media management and HR tasks, I offer a comprehensive package for small businesses that need help with tasks that larger companies will charge a fortune for.

### Let's touch on your thoughts about our city – what do you like the most and least?

I moved to Texas over 22 years ago from Mississippi. Most of my time here has been in Frisco, and I absolutely love it. I've seen the growth, and it's amazing to watch Frisco go from a little town with no mall and no major freeways, to one of the fastest-growing cities in the country. With growth, comes the growing pains, but I don't think there is anything negative I can say about my city.

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