

Enhance Productions and Publishing LLC

Highlighting Real Stories told by Real People

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Mission statement:

Enhance Productions and Publishing LLC is dedicated to highlighting the stories of people that lack the resources or knowledge on how to make their dreams into reality. With roots in the entertainment industry and a background in marketing and public relations, we offer production, marketing, and administrative services to small businesses and creators at rates they can afford.



Why affordability?

Being affordable allows our services to remain accessible to those who need them most. We currently serve several members of under-represented communities.

Current Client Pool:

87.5% BIPOC

- 75% African American

50% LGBTQIA

62.5 Women



Continuing Diversity:

We continue our mission by partnering with business owners from similar or complimentary services who also come from underrepresented communities and areas.

Plus we are LGBTQIA owned and majority women and BIPOC ran.



Little Lighthouse
productions

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How we profit:



1. Balancing film and corporate opportunities
2. Implementing our “one stop shop” mentality
3. Creating long-term income through original content and investments
4. Remaining accessible to our clients and nurturing to our network

How we profit:



Revenue Optimization

Film Industry:

- Large amount of income in short amount of time
- Project to project work
- Happens seasonally and sporadically

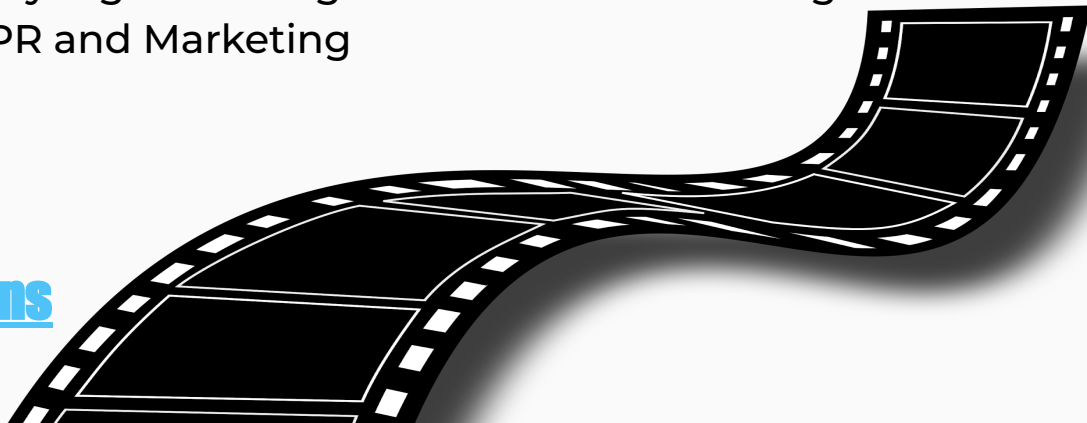
Corporate Opportunities:

- Commercial and Promotion
- Styling and Design
- PR and Marketing

Other Opportunities:

- Event Planning
- Mardi Gras Services
- Branding

[Click here to see profit projections](#)



How we profit:



Revenue Optimization: Mardi Gras

**Fill the gaps in film scheduling
with other opportunities:**
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Example: have styling services
available to Mardi Gras societies
and events from January -
March.

Production companies in the Mobile, AL area
and South East region fail to focus on the
“vanities” and administration of production.
Focusing on costuming, beauty, and hair
styling gives us a leg up when films are in the
area and gives us space to use our services in
and out of the film industry.



How we profit:

One Stop Shop



Production Services

HERE'S WHAT WE CAN DO!

- Podcast Production
- Commercial Production
- Production Accounting
- Talent Management
- Concepting and Development
- Unit Publicity
- Acquisitions

Marketing Services

HERE'S WHAT WE CAN DO!

- Public Relations
- Adworks Management
- Social Media Marketing
- Website Development
- Search Engine Optimization
- Content Creation

Administrative Services

HERE'S WHAT WE CAN DO!

- Bookkeeping and Budgeting
- Data Entry and Management
- Scheduling and Coordinating
- Contract Writing
- Lead Generation and Sales Support
- Startup Consultation
- Fundraising and Development

Screenshots are from Enhance Production and Publishing LLC's [website](#).

How we profit:



One Stop Shop: Stacking Services

When a client uses multiple of our services, we “stack” those services and create a weekly payment plan that discounts the overall charge of the services. In short, if we do more, the client saves more. Clients are more likely to spend more and return to Enhance for future needs.

- Bookkeeping and Budgeting

- Concepting and Development

- Podcast Production

- Social Media Marketing

- Content Creation

How we profit:

Long Term Income: Original Content



Through our partnerships, we have direct access to consistent and reliable distribution to several streaming services like Prime Video, Tubi, an independent streaming service called Royal K TV, and more.





Long Term Income: Investments

As we continue growing, we plan to spread our income and resources to various investment opportunities.

Example: Investing in creative projects of other creators will create more opportunity to make profit from partial ownership, royalties, and residuals.

Example: Investing in real estate will allow us to have “production housing” for out of town crew when Enhance is hired for feature film and television work. Producers and Studios will be more likely to pay us a flat rate for housing if they are already paying us for other services (stacking services). These properties could also be used for filming locations and event spaces in off seasons.

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Remaining Accessible

Keeping open doors to people with great ideas and the energy to see them through will bring more content to Enhance which will result in more short-term income through paid client contracts and long-term content through royalties and residuals.

Example: The 2MoodyChics YouTube channel is a current client of Enhance. After six months of working with us, we connected them with our distribution partners at Royal K TV who they are now producing an original podcast for and Enhance is still part of the process, qualifying for quarterly residual payouts for any episode we are involved with.

How we profit:



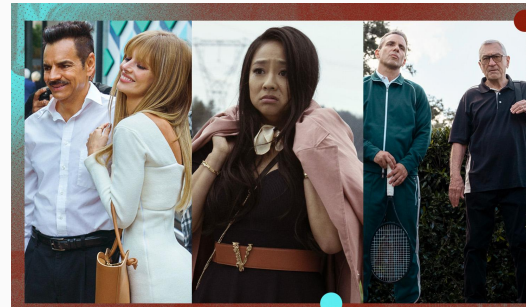
Our Network:

Enhance Productions and Publishing LLC has created several partnerships and friendships with local businesses and larger companies across the country.

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Example: Enhance's owner and CEO, Samm Brown, is a member and alumnus of Lionsgate's mentorship program, [LG PIC](#). Lionsgate is a studio that films often in Mobile, AL and has shown to be more inclined to hire their alumni for future projects.

Example: Enhance is producing an audiobook and podcast for a literary journey that will release in March 2024 and is aiding in distribution. This will result in residual payments for Enhance based on profit brought in by the literary journal.





Other Income and Optimization

Employee “Loan-out” and Benefits Management

- Allow film and TV productions to utilize our full-time employees in their productions.
 - Allow employees to benefit from the project to project film industry while retaining job stability.
 - Aiding employees through a “co-op” and talent management style payment model to help them remain productive outside of film work.
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Cleared Costumes and Props Stock

- Would create wholesale deals with partners and our network to sell their products for them in exchange for cleared deals to use them in film and TV productions.

Online and Physical Store

- For original and partner content, merchandise, and products

Physical Support to Local Productions

- Allow productions to rent our office space, warehouse area, studio, and basecamp space for their projects.

A professional recording studio with a mixing console, speakers, and acoustic treatment. The room is dimly lit with blue and purple ambient lighting. The ceiling has acoustic panels and spotlights. The walls are covered with acoustic foam and have a decorative gear clock. The floor is dark and reflective.

What we need:

1. Capitol to aid in stabilizing and optimize growth
2. A physical space to hold our growth

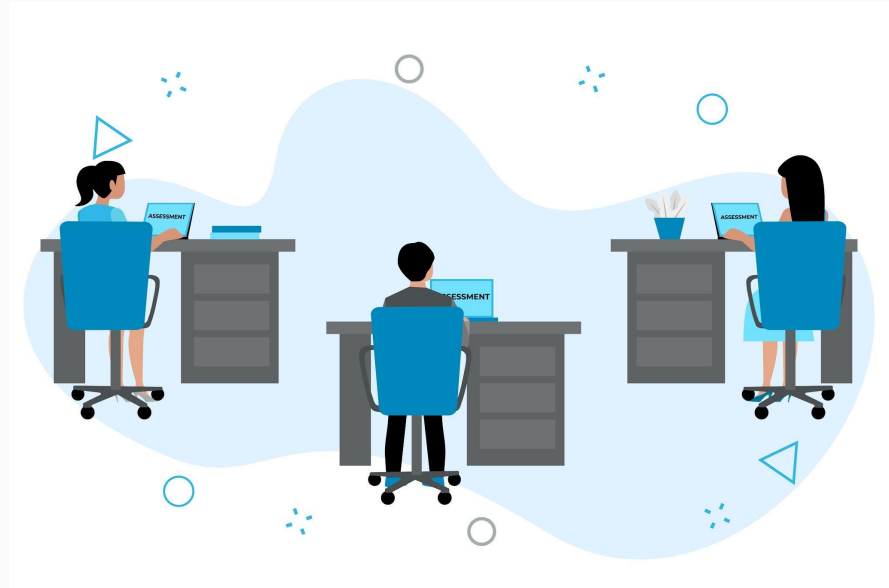
What we need:

Stabilizing Our Growth



Through the last quarter of 2023 into this first quarter of 2024, Enhance has brought in several new clients nearly doubling its original revenue from its start in March of 2023. We have the need to hire part-time and full-time employees rather than commission and contract workers to ensure our clients continue to receive quality work.

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What we need:



A Physical Space

Building Usage:

Having a building to make our own and grow into would allow Enhance to build stable roots in the Mobile, AL community and solidify the services we can offer in and out of film to clients nationwide

- Studio Space (green screen or LED wall space, recording studio, etc)
- Production office space
- Beauty and styling space (for productions, Mardi Gras, weddings, etc)
- Warehouse space for online orders and production storage
- Branding storefront for original content and partner materials (physical copies of the literary journal, partner merchandise, original clothing, etc)

A photograph of the Chicago skyline at dusk. The Willis Tower and the Chrysler Building are prominent in the background. The foreground shows a park area with trees, a fence, and some benches. The sky is a deep blue with a warm orange glow from the setting sun.

What we're looking for:

What we're looking for:



Sponsors and Investors

Sponsors: Enhance productions and its partners and clients have several original projects from reality tv shows to podcasts currently in the works or already streaming. Advertising your business in these projects can help Enhance continue to create impactful content.

Investors: Professionals interested in partnering through investing can do so on a business wide standpoint and take home a percentage of Enhance's quarterly profit for the next several years. Investors also have the option to invest in specific projects or project types, reaping the same type of benefit but specifically from the specified projects. Be sure to keep an eye on our website for project updates.

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Interested in working with us?

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Let's Enhance production together.