



## Coaches Making a Difference

written by Jan Kern

Establishing or growing a coaching business or ministry is a challenge, and many of us hit seasons when we wonder if it's worth the effort to push through our questions and disappointments to build it, especially in a struggling economy.

Jory Fisher is well acquainted with that journey. She left a successful career as a lawyer and associate dean of a law school and stepped into coaching with a dream to do what God had prepared for her. It wasn't a simple shift, but Jory saw herself as someone who had always enjoyed asking the big questions. "In high school, I wondered how the various civilizations began and how they answered questions like, 'Who am I and why am I here?' and, 'What is my relationship to God, the universe, and others?'" As Jory began to shape her new career, one of the key questions she asked herself was, "What is *my* calling?"

To what was God calling her? Whom was she meant to serve? How would she step into the longings of her heart and serve God and others with success? God not only began to answer those questions for Jory, He led her into training that put purpose and calling at the core of what she believes, teaches, and lives as a person and a coach. "When I discovered what it is that helps a person get clear on their purpose, I realized how each of us can develop our confidence and courage. It makes all the difference in the world to have that clarity of calling." Now she coaches entrepreneurs to build their own "God-guided, purpose-driven, heart-centered" business.

A lesson Jory learned a few years into her entrepreneurial journey involved online marketing. She discovered there was more to it than having a pretty website. She now says, "Know your purpose *and* have a clear and focused target market. That's done best through prayer and good market research." A few more tips she offers in building a site with a focused target include:

1. Find out to whom you relate the best and who needs you the most.
2. Have that person in mind as you write your blog posts and create your site.
3. Make your website appealing, but don't forget that the key purpose is to attract and help your ideal client.
4. Put yourself in the perspective of the person you want to address rather than keeping that perspective on you.
5. Continually add content that will help your ideal client in some way.

When I asked Jory what she would tell a coach who wants to amp up their unique reach, she said, "I would suggest they align themselves with a mentor or coach whom they know, like, and trust and who seems to be doing well with wherever they, the coach, wants to go."

You can read more of Jory's story of overcoming personal and career obstacles and of stepping into God's purposes for her life at [www.JoryFisher.com](http://www.JoryFisher.com). You'll discover her passion for "helping purpose-guided entrepreneurs glorify God through success."

---

**Author:** Jan Kern is a professional author and life coach and enjoys mentoring those who seek to strengthen their writing skills to augment professional communication and resource offerings. She has been on faculty and staff for over ten years at Mount Hermon's Christian Writers Conference and is currently one of their nonfiction writing clinic mentors.