

# JORY H. FISHER



## **Certified Startup Expert Professional Certified Coach**

“ To be successful business owners, we must develop relationships based on trust. We need to share who we are — our struggles, our challenges, our victories — with those we’re meant to serve. ”

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**JORY FISHER** RESIGNED HER POSITION NINE YEARS AGO AS AN ASSISTANT PROFESSOR AND ASSOCIATE DEAN OF LIBERTY UNIVERSITY SCHOOL OF LAW, BECAME CERTIFIED AS A LIFE AND CAREER COACH, AND LAUNCHED HER CAREER AS A NOVICE ENTREPRENEUR. She's emerged as a passionate, committed coach and mentor to small business owners who are determined to stop struggling and start thriving so they can make a bigger, more meaningful difference in the world.

Jory offers business owners the support, guidance, and network they need to become Super Stars in their industry. She runs highly effective mastermind programs especially designed to help solopreneurs build 6-figure, service-based businesses – even those who have struggled in the past. She's the founder of two groups on LinkedIn: "Courageous Solopreneurs Called to Make a Difference" (Global and Baltimore) and the 6 Figure Success Club Meetup (Baltimore Metro).

Her Story:

*"Transitioning from attorney to coach was exhilarating. I could work from home; I could attend more of my children's activities; I could help clients without going to court.*

*But the transition was also traumatic. Instead of earning a solid income, I continually wondered: Who are my ideal clients? How do I reach them? How much do I charge? What's the best use of my time and energy? How do I run a profitable business?*

*Though I honed my coaching skills and obtained several certifications, I struggled for the first few years of being a business owner. With the help of exceptional mentors, I finally discovered how entrepreneurs can build a meaningful, thriving business without spending a fortune!"*

Jory's a Phi Beta Kappa, *summa cum laude* graduate of Southern Methodist University with a master's degree in Spanish from Middlebury College and a law degree from the University of Virginia. She and her husband Dave raised a blended family of seven children in Lynchburg, VA before moving to Bel Air, MD.

Visit [JoryFisher.com](http://JoryFisher.com) for tips and inspiration and connect with her on LinkedIn.



# TOP 10 NOT-SO-SECRET SECRETS OF ENTREPRENEURIAL SUCCESS

I'D ARRIVED! Or so I thought. After practicing law for nearly 20 years in Virginia, I'd become a founding faculty member of Liberty University School of Law.

And it was good. Very, very good.

And then it wasn't. Everything changed in a flash. Like many of my colleagues, overnight I was distressed and anxious about the future of the law school... about *my* future at the law school. I didn't know what to do. My family depended on my salary, and I'd been counting on a long-term career in academia.

But then, life happened. Turned out those pesky heart palpitations I'd been having (for three years) were NOT stress-related as doctors had thought. Turned out, as per my cardiologist, I should have been dead. Turned out I had a "significant congenital heart defect" that should have felled me years and years prior. Turned out it was a miracle I was alive.

## ***News like that is bound to get your attention.***

The doctor referred me at once to a pediatric cardiologist at the University of Virginia who, miracle of miracles, was able to repair my birth defect despite my advanced age of 55. My husband and I will never forget Dr. Lim's words as he wheeled me into the operating room, "God has a plan for your life, Jory."

Indeed He does!

I knew God had written my name on the palms of His hands (Is. 49:16) and that I would live a vibrant, purpose-guided life on earth until my mission was complete. So I have. And so I will.

I submitted my resignation to the dean of the law school, got my heart fixed and my body rehabilitated, then embarked on a brand new life as a solopreneur coach working from home.

Ahhh entrepreneurship. Little did I know what a challenging journey it would be. Little did I know what a *rewarding* journey it would be → spiritually, emotionally, financially and psychologically!

I've learned a few things along the way, which I enjoy sharing with those who long to start – or grow – a service-based business (e.g., therapists, coaches, consultants, accountants, attorneys, interior designers).

### **What does it take to be successful small business owner? A Firm Foundation!**

**First and foremost**, becoming a successful entrepreneur requires **dedication**. Ask yourself how dedicated you are to:

- Fulfilling your purpose through your business
- Staying the course no matter what
- Attaining financial freedom
- Serving others deeply
- Doing the work

**Second**, becoming a successful entrepreneur requires **discipline**:

- Do you take action when you don't feel like it?
- Do you say "No!" to distractions?
- Do you complete what you start?
- Do you take time to reflect and relax?
- Do you follow routines?

**Third**, becoming a successful entrepreneur requires **dependence** on others – recognizing that no one can be successful on their own. Are you willing to reach out to others for spiritual and emotional support? Are you willing to reach out to others for professional support?

**Fourth**, becoming a successful entrepreneur requires **development** of your skills, talents, and abilities to the max:

- You need to be crystal clear on whom you help, how you help, and what results you help your clients achieve.
- You need to surround yourself with other entrepreneurs who inspire, educate, and motivate you.
- You need to become skilled at marketing & selling your services with ease and grace.

**Fifth**, becoming a successful entrepreneur requires **determination** to make wise investments of your resources (clearly a biblical principle!).

*"Suppose one of you wants to build a tower. Won't you first sit down and estimate the cost to see if you have enough money to complete it?"*

~Luke 14:28

*"She considers a field and buys it; out of her earnings she plants a vineyard."*

~Proverbs 31:16

If you're still set on starting and/or growing a successful, profitable service-based business, then read on!

## TOP 10 "SECRETS" OF ENTREPRENEURIAL SUCCESS

Each of these **Top 10 Success "Secrets"** plays a pivotal role in determining the short and long-term destiny of the small business owner and her service-based business.

### **Success Secret #1: Calling**

You must be *grounded in purpose* to soar as an entrepreneur. Do you know your purpose in life? If not, I strongly suggest you discern your destiny (how you're meant to serve others here on earth) *before* starting your business.

Clarity of calling is required but not enough. Do you believe you can fulfill your calling *best* by becoming a business owner?

Great! You're also going to need —

### **Success Secret #2: Commitment**

It's not enough to know you're called to fulfill your divine purpose through the vehicle of entrepreneurship. *You have to be fully committed to doing so!* With **100% commitment**, you'll have a shot at making it through the down times: the times when your expenses outweigh your income, and your loved ones wonder why you're working so hard, and you start to doubt your vision, and... and... and... With **100% commitment**, you'll have a shot at joining the 10% who earn 6-figure revenues. How committed are *you*?

### Success Secret #3: Conviction

Do you truly believe in what you're offering? If you're called to start a service-based business, most likely you've invested hours and hours (and probably a small fortune) in learning your trade. You must have **Conviction** that what you're offering is top quality! If you doubt your ability as a coach, as a therapist, as a graphic artist, you'll be hard-pressed to offer your services to prospective clients at a price that adequately reflects the value you've equipped yourself to bring.

### Success Secret #4: Clarity

Can you describe *whom* you serve and *how* you serve with **Clarity**? Here's a helpful tip known as the "face test." When asked what you do for a living, can your answer bring to mind a *specific person who needs your help*? YOU MUST BE CRYSTAL CLEAR ON YOUR NICHE TO BE SUCCESSFUL AS AN ENTREPRENEUR!!! Answering "What do you do?" with "I'm a transformational coach" or "I help everybody with skin" is vague, broad, boring, and *not at all* client attractive.

### Success Secret #5: Courage

Yes. Yes. Yes. It takes **Courage** to be a business owner. Lots of it. We have to put ourselves out there, make mistakes, check and adjust, and put ourselves out there again – and again – and again. We have to make decisions and make them *quickly*. We have to stretch beyond our perceived limitations. We have to 'get over' ourselves and lean into our divine purpose (see **Success Secrets #1-4!**). We have to be willing to take sensible risks. We have to be willing to fail in order to succeed. Sound like you?

### Success Secret #6: Competence

As you develop the **Courage** you need to become a successful business owner, you'll become more and more competent. And... as you gain more and more **Competence**, you'll naturally acquire more and more **Courage**! Are you eager to become a courageous, competent business owner?

### Success Secret #7: Connections

I'm blessed to come from a long line of "never met a stranger" kinsfolk. Thanks to my upbringing and my ENFJ personality type, I enjoy connecting with people from all walks of life. But check this out:

**WHETHER YOU ENJOY CONNECTING WITH OTHERS OR NOT,  
YOU MUST PUT YOURSELF OUT THERE TO BECOME  
A SUCCESSFUL ENTREPRENEUR!**

Are you willing to make **Connections** for yourself and others???

**Success Secret #8: Community**

Hear me loud and clear: "Do NOT do this alone!" Surround yourself with kindred spirits who support, love, and encourage you → *and* hold you accountable. I've intentionally sought out both virtual and local communities to help me on my personal and professional journey because, well, I know *I* need it. And I like to think that others benefit from my support, love, encouragement, and accountability-holding as well. Don't isolate yourself at home all day. Get out from behind your computer and find a local **Community** you love!!!

**Success Secret #9: Confidence**

Here's the good news. By the time you've mastered the above-mentioned **Success Secrets**, your **Confidence** will have reached a whole new level.

- You'll have the support of at least one perfect-for-you **Community**.
- You'll have certainty of **Calling**.
- You'll have 100% **Commitment** to your business.
- You'll have **Conviction** in your offering (i.e., what you offer is exactly what your tribe needs).
- You'll have absolute **Clarity** on your niche.
- You'll have a bevy of personal and professional **Connections**.

What more could you possibly need?

**Success Secret #10: A Coach!**

To build a purposeful, profitable business, you must partner with an experienced business coach who can help you master the factors above and guide you to success.

So there you go. **My Top 10 Not-So-Secret Secrets of Entrepreneurial Success**. How do you rate yourself on a scale of 1 to 10? If you're not at *least* an 8, I respectfully predict you will not enjoy or even endure the journey.

## HEART & SOUL REFLECTIONS

Way back in 2009, I aptly titled my internet radio show *Heart & Soul: Reflections on Purpose, Passion & Perseverance*. Little did I know at the time just how MUCH heart, soul, purpose, passion, and perseverance would be required for me to build a meaningful, profitable business. Launching a successful business might be easy for some folks. What they say about the Peace Corps and Parenthood, however, holds true for *my* startup endeavors: "It's the toughest job you'll ever love."

Through every step of my entrepreneurial journey, I've felt God's presence and guidance. When I was discouraged, God encouraged me. When I was uncertain, He made my path clear.

*Trust in the Lord with all thine heart and lean not unto  
thine own understanding. In all thy ways, acknowledge Him,  
and He shall direct thy paths.*

~Proverbs 3:5-6

## WHAT, THEN, IS THE MOST ESSENTIAL INGREDIENT OF ENTREPRENEURIAL SUCCESS?

### FAITH!

If you believe you're called by God to start your own business so you can make a bigger, more meaningful difference in the world, you can and *must* persevere!

If you equip yourself with a **Firm Foundation** and the **Top 10 Not-So-Secret Secrets** I've shared above, you *will* succeed.

I wish you an abundance of joy and prosperity  
in your entrepreneurial journey.

Grace and Peace to you!

Love,  
*Jory*

