

3 Powerful Ways To Clarify Your Calling Through Purposeful Communication With God



An interview with
Jory H. Fisher, JD, PCC
Professional Coach and Mentor

By Marketing Expert
Marlee Ward



*Excerpts from an Interview of
Jory Fisher by Marlee Ward*

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MARLEE:

Thank you so much for being here, Jory. I'm so glad that you could make the time to speak to my audience about being an entrepreneur of faith.

. . . .

I want to welcome you, and I want to let this audience know that Jory is a coach, mentor, and speaker, and we're going to learn a little bit about her journey and exactly what she does in a few minutes. So, welcome, Jory. Thank you for being here.

JORY:

I've been looking forward to this. I was delighted when you reached out to me, Marlee, and thrilled to know how much we have in common. Thank you for having me and hello to all of your fans.

MARLEE:

Well, it's funny. I have to share with our listeners that I came across a client of mine who was also a client of Jory's. When I started learning about Jory's story and where she was from, I started noticing all these uncanny coincidences about her interests, and I'm like, *"Is this lady a twin of mine from another galaxy?"* It was just a crazy cosmic connection. It was awesome, the divine connection.

**JORY:**

It's beautiful.

MARLEE:

I'm really, really glad that we've been brought together. So tell us a little bit about yourself, and I always like to ask our entrepreneurs of faith how they came to their faith.

JORY:

I did not have one of those “come to Jesus” moments that happens when you’re an adult and you’ve lived this wild and crazy life and then, all of a sudden, you’re totally changed. I was raised in a Christian home so I don’t have one moment when I can say, *“This is when I accepted the Lord.”*



I was very involved in Young Life in high school, and then, when I went to college, with Campus Crusade for Christ (*at SMU, I might add—that’s one of the things we have in common*). It was there that I learned even more about having a personal relationship with Christ. I deepened my faith in college.

...

I did go through a time of struggle and of doubt.... I quickly outgrew that, but for a few years there I did struggle. My faith has continued to grow; but I certainly, certainly, *certainly* can relate to people who have doubts and fears because I was there myself in my 20s.

MARLEE:

That is awesome. So the question becomes, knowing what you do now about faith and about your faith walk, how has that impacted your

business, and is there a time that you can point to where you can see that your faith has played a role in that?

JORY:

Well, yeah! I mean from the very beginning, it was a huge act of faith just stepping out. I'd been an attorney for 20 years, and I was an associate dean of a law school. To make that leap of faith to go out into the entrepreneurial space was huge.

Actually, it took a physical thing to help me realize, *"Now is the time."* We had just discovered I had a congenital heart defect, which is a story for another day, but that was the impetus that made me realize: *"Time is short. If you're ever going to do this, you need to do it now."*

Faith was all over that, and the other thing I would say, besides that "little thing" of starting your business, was determining your target market.



I knew God was calling me to help people make a difference in the world, get closer to Him, get really clear in their calling. I just knew that, and coaching seemed to be the best way to do it. So I got umpteen certifications as a coach in order to help people advance in their walk with God and allow their relationship with God and their faith to shine through their work.

That was great, but I knew from a marketing perspective that we are supposed to have a “target market” and that was what was hard for me because I consider myself egalitarian, and the thought of excluding anybody was really, really difficult.

I was getting close to declaring “Christian Women” and “Christian Women Entrepreneurs” in particular, but still having some hesitation.



I was talking with a good friend of mine who is an Orthodox Jew, and I was telling her about my hesitation, and she said, *“Oh Jory, come on. It’s so obvious you’re meant to work with Christians. Don’t worry about it. You’re not going to offend me. You’re not going to offend other people by putting your stake in the ground. Just do it.”*

The interesting thing is that God used my Jewish friend to help me realize that it was fine to say “Christian Women Entrepreneurs and Leaders.” So faith was all over that as well.

MARLEE:

He has such a great sense of humor, doesn’t He?

JORY:

Yes!

MARLEE:

The way He gets our attention with things. You have got to love that. So let me ask you, have you experienced any difficulty in branding yourself from a faith-based perspective? Have you experienced pushback or a negative feedback because of that? What's your journey been like?

JORY:

No, I have not. I mean if you could ask me another question related to struggle then I'm sure I'd say, "Yes, yes, yes, yes!" But with respect to declaring Christian Women as my target market, no.

My Jewish friend was right. I've not had a single person say, *"You know, that really puts me off that you're doing that"* or whatever. No, not at all.



In fact, I have actually learned from a marketing perspective that it's way better to go deeper and get as specific as you can than to do what our natural tendency is, which is to keep things broad either because like me you're egalitarian,

or because you're afraid that, *"Oh gosh, if I make it too small, nobody will come."* No, the more *specific* you make it, actually the better business you'll have. A stronger business.

MARLEE:

Absolutely. I was once taught by one of my marketing mentors that if your target market has more than 100,000 prospects, it's too big.



JORY:

Isn't that interesting that they came up with that number; but hey, I believe it. I know somebody who was feeling drawn to epileptics because they themselves suffered from epilepsy and they were really concerned that that was too narrow a

market. I'm like, *"Oh my gosh. Have you ever Googled how many epileptics there are in the world?"*

MARLEE:

Yeah. The funny thing that I found about that number was I think it's more symbolic than accurate. If you look at big companies, obviously, they are targeting the masses so that's not really a measure; but I think the principle is definitely still in play when you look at it that way.

But also from a practical standpoint, as a solo entrepreneur or a very small business owner, unless you're selling a product, if you're a service-based business, can you really service 100,000 clients?

I mean, maybe over a lifetime but even in a few years, it would be tremendously unrealistic. So I think it's a totally unfounded fear and you're spot on with being in favor of a narrow market. So in line with that notion of struggle, what has been your biggest struggle as an entrepreneur of faith?

JORY:

Well, this probably would happen to anybody. I don't know if it's necessarily because I was an entrepreneur of faith: just not being sure which online and offline marketing strategies worked best for me.

There's something to be said for all of the strategies, but trying to decide which ones would be best for me...that is something that continues



to develop. It's trial and error, check and adjust, right? You can't just say, *"Oh I know it's that!"* and put all your eggs in one basket. You do have to experiment. So that has been a challenge.

The other would be something you and I talked about before. I invested a ton of money in startup costs with coaching certifications, websites, and marketing training—that kind of thing—without having a sufficient client base to support that kind of expenditure of funds. I know I'm not alone in this.

Maybe somebody is listening who can relate, but that idea of *"Well, if I just get one more certification or if I just get go to that particular conference out there in California and learn how to influence people better..."*

Whatever it might be, you keep thinking, one more thing will help, and a lot of times, it's really: we have all of the resources we need within.



We should just be grateful for what we have and not keep spending money in order to get more. Obviously, we need to keep investing along the way; but you've got to do it at the right time, and my problem was that I was investing too much upfront without having the client base to support it. Does that make sense?

MARLEE:

Absolutely, and I love that. I think that that's so true and I find that it's tempting to think you can leverage resources, financial resources, to get the ball rolling or for a quick fix and really what it's about is committing to the thing you're afraid to commit to and doing the hard work, just doing it and maybe failing, and learning, and trying again, and trying something different.

JORY:

Right.

MARLEE:

I completely agree with you there. I'm curious though, of all of the things that you did do, what do you think had the most value to you?

If you were to go back and have the opportunity again and you were to invest in something at the very beginning, what one thing would you invest in, because I think there are a lot of listeners who are in that place right now where they are bootstrapping their businesses and they might have a little bit of money to invest in something and they are thinking, *“Do I buy an online program to learn how to market? Do I invest in 101 coaching? Do I upgrade my website? What’s the thing that I should do?”* What would you do over again?

JORY:

I think I would do better research as to who would be the appropriate mentor/coach for me with respect to where I wanted to go. I would also have done better research in the beginning to discover which web developer would be good for me.

My very first website had no SEO value at all. I didn’t even know what SEO was. It was beautiful, but the entire site was in Flash, which was not a good idea.



So you need to have some technological savvy and, if you don’t possess it yourself, you need to align yourself with somebody who does. AND you need to have a savvy business coach/mentor, somebody who is ahead of you in the game and that you fully align yourself with.

MARLEE:

Absolutely, that's awesome. Okay, so you specialize in helping business and ministry leaders discover their calling, if you will, and you help them get clarity on what they really want and how to go about pursuing that. So can you talk a little bit about what that process is like?

JORY:

Yes, and the word process is perfect. I'm actually certified in Tim Kelley's True Purpose™ process. It's a process where you take somebody from point A to as far as they want to go, as long as it's part of *your* true purpose to do that. I love it because what we do is help people have really fruitful conversations with God and deal with concepts of the ego, the psyche.

Limiting beliefs and fear are not of God. That's in our psyche; it's in our ego; it's in our conscious mind. They need to be dealt with!



I help my clients deal with and clear the path, the passageway, so that then you can have conversations with God and not be really scared. Sometimes we hold back about asking God what it is we're supposed to do, what our calling is.

For example, it's this fear that, *"Oh my gosh. I'm going to have to sell everything and run away to Africa."* Well, okay. We've got to deal with that fear or you're not going to have a purposeful conversation with God.

MARLEE:

Right.

JORY:

So the process that I work with... I take people who are open to the possibility of having back and forth conversations with God and, like I said, for some people that kind of freaks them out. So we need to talk that through to see if that would be something that a person could handle and really want. You can say you want it; but let's say you were to get a letter from God about what it is

that you're supposed to do. Would you open it, Marlee?



MARLEE:

I think I have.

JORY:

Cool! Good answer.

MARLEE:

I think I have. The funny thing is about two years ago, I had a prayer moment where I felt God was writing me a letter. I mean, it's kind of very strange that you just said that, and I actually typed it on my computer and it started with, *"Dear Marlee, you are..."* and He went on to tell me what I was to Him and what His intention was for me, and that I needed to basically be grateful and obey.

JORY:

That's what it boils down to.

MARLEE:

They were like the two basic things. I mean it was totally wrapped in love; but it was like,

"Be grateful, obey, and yes, everything I have promised in your heart is true."



What I think is really interesting about that is that was kind of an intuitive thing.... So many people are confused about that. *"Am I supposed to hear an audible voice? Is it going to be something in the Word that just jumps out at me?"*

I know there are a variety of ways that God communicates with us, but can you shed some light on how you would maybe guide someone or give some tips on how someone might look for those things?

JORY:

One of the methods we recommend, and that I ask my clients to try, is two-way prayer. You have to set aside a very special time. Make sure the dogs aren't going to bark, and nobody's going to come to the door, and the phone's not going to ring. You have to get in the right frame of mind, heart, soul, and spirit. And you pray. Then you just wait and whatever you're feeling, sensing, receiving... after some time, you get up and you write it out before you go off and cook dinner or something. So it's two-way prayer where you're waiting to receive, but it's not a dialogue.



Another way that I help people is, not claiming to be a dream expert or anything like that, but I help people look for signs from God, symbols from God, in their dreams. Not everybody is comfortable with that and not everybody can do it. I'm not really good at all about remembering my dreams; but some people really, really are and that's thrilling.

Another way is very similar to what you did, whether it's a piece of paper, a pad of paper and a pen, or your computer. Having back and forth



conversations with God where you ask God how He would like to be identified by you.

It could be a name from the Old Testament, the New Testament... It might be a special name that He has just for you for you to call Him and so you say that name. Let's say it's Abba...

You write your name, you add a colon, and then you make a statement or ask a question. It goes back and forth between you and Abba. It's just like a dialogue or a play. But the neat thing is, it really is God talking back, and it's fun. It's fun!

I absolutely love it, and I love seeing the breakthroughs of my clients. Those are three ways right there. The two-way prayer, the dreaming, and this third way we call active imagination.

MARLEE:

Would you say you look for the Scripture that backs it up or maybe confirmation in other areas so that you kind of have checks and balances so that you can discern between maybe we're *creating* conversations versus where God is really speaking to you?

**JORY:**

I am so glad you said that because we actually have a validation process. There are questions that I ask my clients that help them see that, yes, it really is God or no, no, it's your ego speaking out.

But yeah, we have a validation process that we take people through precisely for that reason. And for those who believe in spiritual warfare, which I do, you certainly don't want to be conversing with something thinking it's God and it's not. So yes, we definitely have validation.

MARLEE:

That is so cool, like this is one of the most fascinating conversations I've had about this topic ever. I'm very excited right now.

JORY:

Yay!

MARLEE:

I've actually never heard of those methodologies either so that's really interesting, exciting stuff. So being that you work with ministry leaders or business leaders and entrepreneurs to help them succeed—essentially, to get out of their own way and to get clarity—what do you see them struggling with most? What's the thing that keeps them stuck most often?

JORY:

Well, I can't decide if it's more fear of failure or fear of success. In fact, I was looking at some comments on a blog post I wrote and the person was talking about the fear of failure, the fear of success, and self-doubt. I mean, we just get in

our own way and you've heard that expression I'm sure since you were a child, *"Let go and let God."*



We are our own worst enemy. I know that's true with myself even though I've done all the spiritual work and I've been on this earth for a long time. I'm my own worst enemy so I can totally relate when my clients are like, *"But I can't do that or I'm afraid of doing that."* Or maybe they are not even certain of what their fear is and we have to unearth the fear. So I would say

that along with having preconceived notions about what they should or shouldn't do or preconceived notions about what God wants them to do. It goes back to the selling everything and running off to Africa kind of thing. So just clear the decks, be grateful, be obedient, just exactly what you said that showed up in your letter from God.

MARLEE:

Can we dig deeper on these preconceived notions?

JORY:

Sure.

MARLEE:

Okay, because I think that that's really loaded. What are some preconceived notions because

when you said that to me, I thought immediately, *"Okay, so those are like the influences of your childhood or maybe negative experiences that you had in your past that you allow to dictate your future."* So what are some things that maybe somebody should look out for because sometimes I think, when let's say you've been raised with a certain preconceived notion, it's so hard to identify what's not true. It's so hard to say, *"Oh, that's just something that was put on me."*



I guess what I'm trying to get at is... if someone needed your help because they were struggling with some preconceived notions, how do they know they need your help if they don't know that there's something that's really not true?



JORY:

Well, when you are on purpose, there is a peace there that surpasses understanding. So if you are not feeling really peaceful, you need help, and for some people, that means therapeutic help... they need to go to a counselor.

I am not a counselor; you aren't either. If it's not a therapeutic issue, but you still need help clearing away these self-doubts and limiting beliefs; if you need help visualizing who it is you're meant to be and what it is you're meant to do; if you need help with motivation; if you need help with the clarity piece; then a coach, a mentor, would be perfect.

An example of a preconceived notion could be something that has been instilled in you. I have many clients where this has happened: their parents have instilled in them an expectation that they are going to become a doctor or something like that and it's not their calling.

It's not their natural fit. It doesn't really reflect their strengths, their gifts, and their talents; but they've just been brought up with, *"Well, of course you're going to be..."* Maybe it's, *"You're going to be the only person or the first person to*

graduate from college in our family” or “Of course you’re going to be a doctor because our family produces doctors,” or whatever it is.

I’ve seen people—it’s sad—their spirits are crushed because of these expectations that had been put upon them, and then they start to believe those expectations, and then they start to think something’s wrong with them if they are not succeeding in that area.

MARLEE:

Yeah, and the thing that sticks out to me in listening to what you’re saying is that it’s kind of like there’s pressure there. If you’re feeling pressured into the path that you’re moving into, then you’ve really got to stop and say, *“Okay, hang on a second. Why am I doing this? Why am I going forward when I just feel pressured*

like someone is twisting my arm in this even if I’m twisting my own arm.” Right?



JORY:

Yeah. You know, it’s funny. I’m thinking about my twin daughters. They couldn’t be more different even though they are very much alike. Brett goes to the Naval Academy and Jana goes to SMU, Southern Methodist University, where she’s a theater major and a beautiful singer.

(Well, Brett's a beautiful singer too; but Jana's *all* about the arts, and here's Brett at the Naval Academy—an Arabic major and a Spanish minor.)

What if I'd wanted *somebody* to go to the Naval Academy in my family, but I'd pushed *Jana*... I didn't push either one of them; but goodness gracious, you might end up pushing a person to go a certain way and it is not at all their gifting. Jana would die at the Naval Academy, and Brett would not be comfortable at SMU, as an example.

MARLEE:

Right. That's awesome. That is so cool. This is such great stuff. Thank you so much, Jory, for sharing this. So tell me, now that you have been doing this for over five years and you've worked with so many people, how do you think you've

grown as a professional? What's your own personal professional achievement?

JORY:

Well, I'm very proud of myself for hanging in there.

MARLEE:

Amen.



JORY:

Really, that's very exciting. It has been a challenge for me being an extrovert, going from being "out there" with people every day to coming home. I mean, the first couple of years were great because those twin daughters I just mentioned were still at home which was one of the reasons I wanted to come home.

But then they all fly the nest... All seven kids are in college, grad school, or working, and it's just Jory and the dogs at home during the day. That has been a challenge... for me to hang in there *and* go through a move. (We moved from Virginia to Maryland a couple of years ago.) To maintain my business—*that's* a significant accomplishment!

In terms of achievements, I would say it's definitely attaining the credential of Professional Certified Coach from the International Coach Federation. That's a stamp of approval. You have to go through a lot to get it, and I'm very proud to be associated with them and very proud to be a PCC.

MARLEE:

That's awesome. So with that, what excites you about your work? What are you most passionate about because there is so much depth to what it is that you do? Do you have any one area that you really love?



JORY:

We've actually talked about it, skirted around it, as well as gone right to it. It's really helping people see that God does care about the details of our lives, whether that's our personal life, our relationships with our families, our relationship with our self, our ministry, our business. I mean, God really cares about the details.



You sit down and prepare yourself to get a letter from God, to do the active imagination, do the two-way prayer. You're going to see (oh my goodness, I'm getting tears in my eyes)... You're going to see the depth of love that God has for you. He *does* care about the details, which is exactly the question that I pondered, wrestled with in my 20s.

So definitely that and seeing that God wants us to become all we're capable of becoming and doing all we're capable of doing. He wants us to lead fulfilled lives where we're serving others. I mean if we're not serving others, I don't know how we could be fulfilled. I just don't see how we could be wired any other way.

So if we're going to do that, we need to have vitally healthy bodies, minds, and relationships including our relationship with God, including our relationship with money.

MARLEE:

The good ones. That's a podcast for another day!

JORY:

You got that right. I would say that what excites me the most related to this whole "God is in the details" thing is when I see my clients significantly improve their spiritual health, their mental health, their physical health, and their financial health.

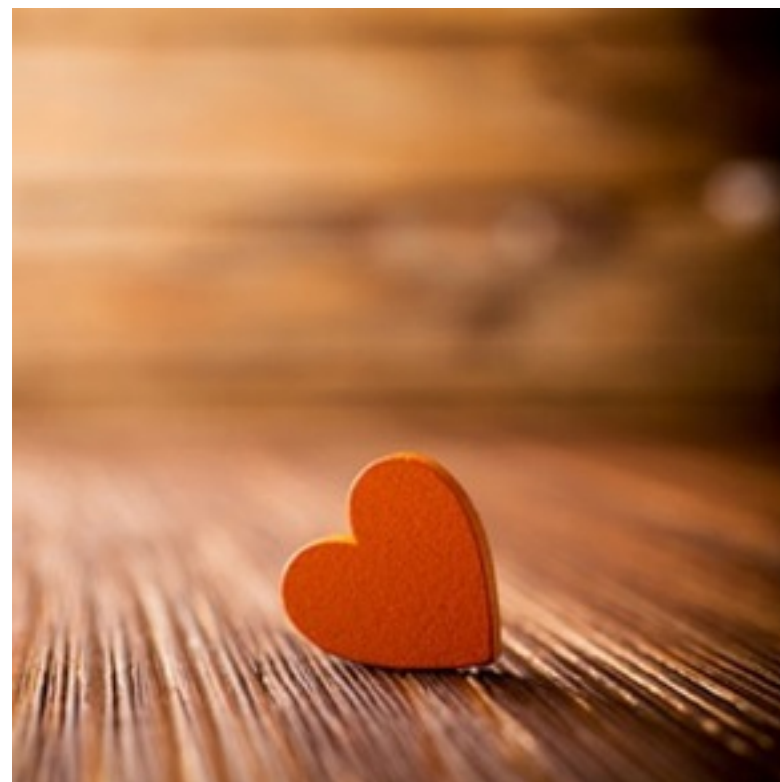


MARLEE:

Wow, Ms. Jory Fisher, I am *tremendously* grateful that you took the time to share with me and my listeners today. I've been incredibly blessed by the content that you shared, and I am really confident that someone is going to listen to this and this is going to be a life changing 30-minute segment for them. So thank you so much for bringing your wisdom, your heart, your enthusiasm, and your passion to this time with me. I appreciate you.

JORY:

You are a blessing, Marlee. It was absolutely fun. I can tell you are very gifted—some of it might be your attorney training at drawing out nuggets from people. It's been such a pleasure to be on your show.

**MARLEE:**

Well, Jory, can you tell our listeners where they can find you and learn more about what you do?

JORY:

It's pretty simple. Just go to www.JoryFisher.com and I have blog posts there, guest blog posts there, radio shows with wonderful people, some goodies for you to download; but if you're interested in having a conversation with me, I would be happy to offer a consultation.

I just ask that you do one thing please, and that's to fill in your contact information on my "[Work With Jory](#)" page, hit submit, and that will automatically generate a questionnaire.

I offer free consultations, but only if my prospective clients fill out a questionnaire. It helps me know whether you need help spiritually, mentally, financially, physically, all of the above, and it makes for a more fruitful conversation.

You can also email me: jory@joryfisher.com

Thank you for asking, Marlee.

MARLEE:

Absolutely, and I just have to reiterate that if someone listening is struggling in this area, it's worth investing in getting the right help, and it's worth not trying to navigate it on your own.



In learning what I have about you, Jory, I couldn't give a higher recommendation than to go and talk to you about this stuff.

JORY:

I'm honored.

MARLEE:

I hope the listeners would consider that if they're feeling it in their heart.

JORY:

Bless you and thank you, Marlee.

To access the True Purpose™ methods mentioned by Jory during the interview, please click on the link below:

[3 Powerful Ways To Clarify Your Calling](#)

To arrange a complimentary consultation, please [click here](#) to submit your contact information and to access the **Work With Jory** questionnaire.





Certified as a health coach, life coach, career coach, marketing coach, and True Purpose™ coach, Jory H. Fisher, JD, PCC, specializes in helping Christian women leaders and entrepreneurs discern their divine calling and create optimal health so they can make a bigger, more meaningful difference in the world and glorify God through success.

A former attorney and law professor, Jory is a professional coach with the Clergy Coaching Network and Safe Harbor Christian Counseling; a faculty member of the Professional Christian Coaching Institute; and Founder & President of Jory Fisher & Associates, Inc.

She's also a featured host on BlogTalkRadio with her popular show *Heart & Soul for Women of Faith*. Jory's personal and professional journey has equipped her well to serve you with compassion and understanding. She'll challenge you to think of your wounds as sacred gifts and encourage you to share your gifts with confidence, grace, and joy.