



Free Business Starter Guide

FOR CHRISTIAN WOMEN ENTREPRENEURS

Foundations

Unless the LORD builds the house,
those who build it labor in vain.
Psalm 127:1



Business Basics

Commit your work to the LORD,
and your plans will be established.
Proverbs 16:3



Marketing

In the same way, let your light shine
before others, so that they may see
your good works and give glory to
your Father who is in heaven.
Matthew 5:16

Encouragement

For I know the plans I have for you,
declares the LORD, plans for
welfare and not for evil, to give you
a future and a hope.
Jeremiah 29:11

Welcome Congratulations on stepping into the exciting journey of entrepreneurship! This guide was created to give you a strong foundation as a Christian woman starting your business. Inside, you'll find practical steps, encouragement, and tools to help you start with confidence and faith.

1. Building Your Foundation Before you launch your business, it's important to build on a strong foundation of faith and clarity. Here are a few steps: - Pray and seek God's direction for your business. - Identify your gifts, skills, and passions. - Define your 'why' – the purpose behind your business.

2. Business Basics Every successful business starts with a plan. Here are the essentials: - Create a simple business plan. - Decide on your business name and branding.

3. Marketing Made Simple Marketing doesn't have to feel overwhelming. Start simple: - Create a basic website (include your story and services/products). - Start an email list to connect with your audience. - Share your message on social media consistently. - Focus on serving before selling.

4. Integrating Faith with Business Your faith is not separate from your business – it's the heartbeat of it. Here's how you can integrate faith: - Begin each day with prayer over your business. - Incorporate biblical principles into decision-making. - Remember that your business is a way to serve others.

5. Your Next Steps Here's how to put this into action: - Take time this week to write out your business idea and 'why.' - Choose one marketing step to start with. - Connect with other Christian women entrepreneurs for encouragement.

Final Encouragement Remember: You don't have to do this alone. God is with you every step of the way. Trust Him, take small consistent steps, and watch your vision come to life. You are building more than a business – you are building a legacy

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Psalms 127:1

Foundations

Welcome Congratulations on stepping into the exciting journey of entrepreneurship! This guide was created to give you a strong foundation as a Christian woman starting your business. Inside, you'll find practical steps, encouragement, and tools to help you start with confidence and faith. Let me just start with a quick prayer for you here.

Dear Jesus, thank you for bringing me together with this special person who is on your heart. May you bless her life, her business, and her future. May her life be filled with abundance and freedom. May she be a blessing to all the lives she touches, and may she know how precious she is to You.

So you want to start a business, or maybe you have been doing a business for a little while but you want it to grow and become something bigger. Either way, this is the place for you.

1. Pray and seek God's direction for your business.

All good things start with prayer and listening to the Lord. I find that a lot of the times I hear Him saying things to me, but I don't have the courage to obey Him. He is so patient and I wonder that He doesn't give up on me, but still I hear His voice and am thankful. Maybe He is saying something to you also that you are having trouble finding the courage to do? Or maybe you are completely lost and don't know where to begin. Pray for a vision for your future, pray for courage and bravery, pray for direction, pray for Him to open doors for you and to bring people into your life who will encourage and help you. And then listen and wait. Listen to what your heart is telling you to do. Block the fears that say it is impossible. Listen to the version of your life that shows how much God loves and cares for you. He is your provider and we can trust Him.

2. Identify your gifts, skills, and passions.

What are some things you are good at? What do you like doing? What is the one thing you would do if nobody paid you any money at all? What is something you already do everyday for pleasure?

I have found that sometimes it takes me meeting someone new, or being in an environment that I am not usually in for me to understand what I am good at. My mom was a teacher and she taught me to love learning. I love watching Youtube videos about business, I love reading books, and I love listening to podcasts. A lot of the people I am around love these things too. So when I am in my usual environment, it is hard to see my skills because everyone I have grown up with is similar to me. But sometimes I get to meet a new group of people who are very good with building things with their hands and they hate reading. But they are outgoing and great at sales. Seeing what they are good at, helps me to understand how unique I am.

It makes a lot of sense for me to be a teacher or a coach because I love learning so much that coaching helps me to share what I love with you.

Also, you don't have to do everything you are good at. For example, I'm really good at computer coding, but I would rather spend my time learning and teaching because it makes me happier. You can pick and experiment with what you want to do and who you want to become. I heard someone say pick your job based on what you want to spend your time thinking about for the rest of your life. What is it you like to spend time thinking about?

3. Define your why? - the purpose behind your business

I want to help [who]

to do [what]

through doing [this], [this], and [this]

1. Identify Your Core Contribution

Think about the specific action your business takes or the unique value it provides. What do you do for your customers, your community, or the world?

- Do you make people's lives easier?
- Do you bring beauty into the world?
- Do you empower others to be healthier or more confident?

Examples:

- To create
- To empower
- To inspire
- To simplify
- To bring joy

2. Define Your Impact

What is the ultimate result of your contribution? This is the emotional and tangible benefit you provide. How do people feel or what do they gain because of your business?

- A feeling of freedom?
- The confidence to pursue a dream?
- The peace of mind that comes with a healthy home?

Examples:

- So they feel confident.
- So they can focus on what matters most.
- So they can find a sense of peace.
- So they can flourish.

3. Putting It All Together

Let's use an example. If you have a business that sells healthy, pre-made meals, your initial thought might be "to sell healthy frozen meals." But your real "why" is the positive change you create for your customers.

Contribution: To simplify healthy eating. Impact: So people can have more time for what they love.

Why Statement: "To simplify healthy eating so that people have more time for what they love." This statement is much more powerful and meaningful than "we sell frozen food." It gives your business a purpose that customers can connect with on an emotional level.

Try practicing writing a few expertise statements until you find one you like. Also, don't stress about it being perfect, you can always adjust it or change it later as you get more clarity. I have an article that goes more in to depth about this here: [Writing Your Expertise Statement](#)

Why Statement Practice:

I want to help _____
to do _____
through doing _____, _____, and _____

I want to help _____
to do _____
through doing _____, _____, and _____

I want to help _____
to do _____
through doing _____, _____, and _____

Commit your work to the LORD, and your plans will be established.

Proverbs 16:3

Business Basics

✨ One-Page Christian Woman's Business Plan

1. My Mission (Why I'm Doing This)

Write 2–3 sentences about the purpose God placed on your heart. Use your why statement from the previous section.

✍️ Example: "To help women eat healthier by providing simple meal prep solutions, while honoring God through excellent service and integrity."

2. My Audience (Who I Serve)

Describe your ideal client in one or two sentences.

✍️ Example: "Busy Christian moms who want to save time, reduce stress, and grow closer to God while building their businesses."

3. My Offer (What I Provide)

List your main product or service in simple words.

✍️ Example: "A coaching membership that walks women step by step through starting an online business."

4. My Goals (What I Want to Achieve)

First 30 days: _____

3 months: _____

1 year: _____

5. My Strategy (How I'll Reach Them)

Choose 2–3 ways you'll connect with your audience.

- ☐ Social media posts
- ☐ Blog or email newsletter
- ☐ Speaking in church or community groups
- ☐ Word of mouth/referrals

6. My Finances (What I Need & Expect)

Startup budget: \$_____

Monthly expenses: \$_____

First income goal: \$_____

7. My Faith Commitment

Write a short prayer or scripture to keep at the center of your business.

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Proverbs 16:3

Business Basics



Decide on Your Business Name and Branding

Business Name Ideas

Write 3 possible names for your business:

Circle your favorite.

(SEO Tip: If you can put the name of your product or service in your business that will help with future SEO on social media and websites)

Pray over it and ask God for clarity (Proverbs 22:1).

Brand Personality

Write 3 words that describe how you want your brand to feel:

Color Inspiration

Pick 3–5 colors that reflect your brand's personality. Pinterest is a great place to get color palette ideas.

Note how these colors make you (and your audience) feel:

Fonts & Style

Write down 1–2 fonts you love (simple + decorative):

Decide: Do you want your style to feel ☐ Modern ☐ Feminine ☐ Bold ☐ Peaceful

Faith Reminder

Add a short scripture or phrase that will keep Christ at the center of your branding:

In the same way, let your light shine before others, so that they may see your good works and give glory to your Father who is in heaven.

Matthew 5:16

Start Marketing Your New Business

1. Share Your Story

Write a short testimony about why you started this business.

✍️ Example: “God placed this vision in my heart to help women find balance and peace while building their dreams.”

2. Choose 2–3 Marketing Channels

- ☐ Social Media (Instagram, Facebook, TikTok)
- ☐ Email Newsletter
- ☐ Blog or Website
- ☐ Local Networking / Church Groups
- ☐ Word of Mouth

3. Create Your First Post or Message

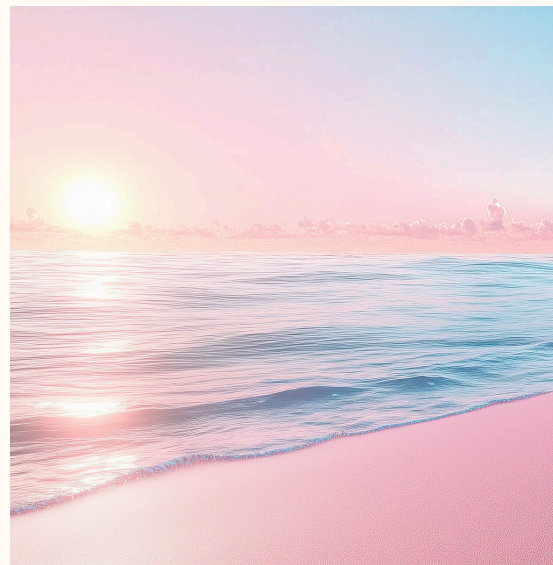
Draft your first announcement:

“I’m so excited to share that I’ve launched [business name]! I help [audience] with [solution]. I’m trusting God with this step and can’t wait to serve you!”

4. Make a Simple Marketing Goal

This week, I will:

- ☐ Post ___ times
- ☐ Invite ___ friends to follow my page
- ☐ Share my story with ___ people in person




LET YOUR
light
SHINE

For I know the plans I have for you, declares the LORD, plans for welfare and not for evil, to give you a future and a hope.

Jeremiah 29:11

Final Encouragement

Remember: You don't have to do this alone. God is with you every step of the way. Trust Him, take small consistent steps, and watch your vision come to life. You are building more than a business – you are building a legacy

