



Following God's Call by Retailing Intentionally
By Karen Whiting

One retailer's experience:

Justine, a retailer in New Jersey, prays for her bookstore's next step. She has a heart to engage her community and for a nearby low income city. Her store has room for bands and community events. Justine manages a bookstore to reach people with God's Word. Ordering books, and putting up a sign doesn't make it all happen. It takes intentional decisions and effort.

When you're called, take steps to invest in the calling:

- Write the calling as a mission statement to clarify what you believe God has called you to do, with specifics uses for your store.
- Then, set goals to help you focus and fulfill the mission.
Note what you need to follow the calling in funds, training, and opportunities. Trust God to supply your needs.
- Envision the future and what fulfilling the calling will look like.
- Get equipped. Study and prepare yourself to fulfill your call.
- Pray daily and ask others to pray for your calling.
- Choose to move toward the goals. Learn what types of books and gifts your customers buy, displays that reflect the call, and events that bring people together with similar callings or meet community needs.
- Be prepared for challenges. When the apostle Paul followed God he faced shipwrecks, prison, beatings, and other difficulties. He pressed forward and kept his eye on the calling.
- Set monthly or quarterly dates to review your progress.
- Find a mentor or accountability partner to help you evaluate the calling and your progress.
- Schedule time to rest and relieve stress.
- Be flexible if God guides you in a different direction within your calling.
- Keep your family and friends a priority.

Enjoy the adventure and persevere as you follow your calling!

Bio: Karen Whiting is an international speaker and award-winning author of nineteen books including *The 365 Most Important Bible Passages for Women*.



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