

## **A Conversation with Michelle Myers, Founder and CEO of She Works His Way**

**Q. Congratulations on the major success of She Works His Way. How do you describe the company's mission to those who haven't interacted with your group yet?**

**A.** We exist for women who put Christ first, their family second, and serving God with excellence third. There are a lot of tools you need when you're in business, but it's hard to find business training you can trust. That's where we come in: We equip women with practical tools and guidance, all filtered through that order of Christ, family, then serving God. She Works His Way helps you succeed while also working toward what matters.

**Q. You launched She Works His Way as the owner of not just one, but two successful businesses. Can you talk about your start as an entrepreneur?**

**A.** I actually got started in direct sales, in network marketing—I know not everyone thinks that's a real entrepreneur's start, but if you do it correctly, it can be a great learning tool for how to launch and maintain other businesses.

As I started cultivating a brand that was bigger than my direct sales company, I discovered other avenues I wanted to explore. I started Myers Cross Training after pursuing fitness in all the wrong ways myself, including battling an eating disorder for four years. On the other side, I knew I wasn't the only one fighting these fights and saw a need to offer a path to physical fitness that not only worked, but prioritized God.

I was a good listener along the way, and I set out to create businesses that offered real solutions to real problems women have. Over the years, people continued to ask me how I was able to keep my faith first and my family second, then also run successful businesses. It seemed like most people whose businesses were thriving were sacrificing their faith and integrity—and family—on the altar of success.

She Works His Way was born out of wanting to address those issues. It's evolved as a natural extension of the support I'd always I'd always felt called to give, and a real solution to a real problem.

**Q. You have been very open about your battle with an eating disorder—in fact, you wrote about it in *The Look that Kills: An Anorexic's Addiction to Control*. Why were you compelled to share in that way?**

**A.** I feel like nothing good can come from our brokenness and weakness if we're not willing to be vulnerable and tell people about how we've come through it. While I'm not necessarily proud of everything in my past, I'm so grateful for the lessons I've learned along the way. If sharing my story can prevent somebody from having to go into the

downward spiral that I went through myself, then it's worth every bit of the humility it takes to share it.

**Q. You also wrote *Famous in Heaven & at Home: A 31-Day Character Study of the Proverbs 31 Woman*. Can you share a bit of the motivation behind this book? Who should read it?**

**A.** It's super comical, really—if I'm being completely honest, I have to tell you that I never really liked the Proverbs 31 woman. I think that's because I always looked at her description as this impossible to-do list. Instead of just avoiding it, I decided to really start examining that chapter to try and figure out the character traits that exist in the Proverbs 31 woman. Rather than looking at it as this laundry list of impossible tasks that we're supposed to do, it's really a character study which helps us understand who God has called us to be.

At first glance, it's most valuable and relevant for the woman who is a wife and a mom and recognizes that she has a circle of influence, but honestly, I wish that I had read a book like *Famous in Heaven and at Home* as a teenager, and as a young adult, then as an engaged woman, and then as a newlywed. I wish I'd read it before I'd gotten to all of those places because choosing to live in a way that honors God and my family isn't supposed to start the day I got married or became a mother. It's a lifelong goal.

The title refers to the kind of known I want to be. When I think about the legacy I want to leave, I know that I want to be famous in my home and in heaven because other people are there because I told them about Jesus.

I broke *Famous in Heaven and at Home* up into super-easy-to-read chapters so you can take 31 days to explore all 31 verses in the biblical chapter. I hear often that it's a book people don't read just once. It's a book we need to read as early as possible because the world has a way of telling us what we need that is so different from what God has said.

**Q. That makes sense for our homes and our personal lives, but why is it important to focus on God first when it comes to running a business day to day?**

**A.** Matthew 6:33 tells us to seek first His kingdom and His righteousness, and then all these things shall be added unto you. It's funny that the catch phrase right now is that we're supposed to do "all the things"—that's actually the opposite of what the Bible says. The Bible says if we put God first and we trust Him and give Him our best, we can trust Him with the rest.

I feel like people want balanced lives, but balance is impossible. Nothing in your life is going to be of equal importance every given moment. If we stop trying to change our priority list all the time and resolve to say that God will be first in everything we do, that's the only way to simplify our lives so that any kind of balance is possible. It's the only balance that makes sense.

**Q. Why did you decide to focus specifically on women entrepreneurs?**

**A.** I can relate to struggles of women entrepreneurs. Men can definitely use the things we teach in She Works His Way, but I also know that the business who tries to satisfy everyone satisfies no one. My stories are specific, rooted in my experience in business as a woman.

We wanted to create a space for women that makes them feel like they've found their tribe—their people—as soon as they join. I want them to see, yes, this is where I need to be for my business training. In order to cultivate that environment, I have to narrow down my audience. Our training, teaching, and resources that we offer aren't just checking a generic, vague box—they're really serving a purpose.

**Q. She Works His Way utilizes a membership model. What are some key benefits of being a member?**

**A.** The best thing about being a She Works His Way member is the other members you'll connect with. I understand what it's like to not fit into a group. For example, I don't necessarily fit in with the traditional stay-at-home mom Christian groups because I run businesses. But then, I could also go to a secular business conference and not completely fit in there either.

She Works His Way is a place for connection. You're instantly in touch with more than 1,000 women who share your priorities, and that community is by far the biggest gift.

Then, there is the teaching, training, mentorship, and resources from our leaders who are in the trenches with you. We don't pretend to be experts who have it all together, but we do say, look, we are doing this work ourselves, these are the things God us teaching us, so let's pursue this together.

We provide classes, both recorded and live, that tap into that heartbeat. Our training will be relevant to you as a Christ follower, a leader in business, and a leader in your home.

**Q. You make an important distinction between marketing advice (how many times to post on social media) and business advice—can you talk more about why you feel actual business advice is an underserved area?**

**A.** When you think marketing, you think about the masses. But business is still done person to person. Your business must have a firm foundation to last. You can be really popular on social media—and completely broke. Popularity doesn't mean you're purposeful or profitable. When we provide business training, our focus is getting you resources that will make you purposeful and profitable, and in the right places.

**Q. Can you give a couple of examples of what She Works His Way classes cover? What is a course like?**

**A.** A unique aspect of our training is that rather than simply teaching business strategy and then sprinkling God's word in to support it, we like to go straight to God's word and then derive our business applications from that text.

A great example is the three classes we offered this month that were all rooted in the book of Nehemiah.

The first course was on being a praying leader—what does that mean, exactly? You can't do God's work without talking to Him, so we covered the basics of what that means first.

Nehemiah was an active leader—he prayed and got to work. The second course looked at examples of ways Nehemiah was in constant communication with God and then how that communication activated him in his actual work.

The third class was on how to handle a promotion. Nehemiah left a cushy job to go to Jerusalem to rebuild the wall and ended up getting promoted to governor. It wasn't a promotion he sought, but as he worked hard and endeared himself to the people, they wanted him to be his leader. So often, people do not handle promotions in a Godly way—but in Nehemiah, we have an example of someone who did. He took that promotion, and whereas most of his peers abused the power they had, he humbly served the people.

So, the courses are in-depth Bible studies partnered with real-life application focusing on an important question: How do we live out God's truth in our daily life as we work?

**Q. You offer advice and tools for established entrepreneurs and those who are just getting started. A great example of this is what you have to say about how to launch a business without losing your friends—especially in this age of marketing through social media. Could you share your tips for promoting and establishing a business like direct sales or any small business, really, while maintaining relationships?**

**A.** The first thing I tell people to do is think like a customer. Imagine your friend selling something that you absolutely cannot relate to. Sometimes we're so attached to what we do because we love it so much, we think there's no way we could ever annoy anyone—but that's just not the truth.

Respect your personal social media account boundaries and create separate business accounts. It doesn't mean you can't mention your business on your personal account, but those nods should be so personal in nature that they don't annoy someone who'd never do business with you.

Two, don't add people to a Facebook group without getting their permission first. You'd think you wouldn't have to tell people not to do that, but it happens all the time. Simply

asking the question first could be all you need to do to make the difference. If you add me to a Facebook group without my permission, I'm immediately going to remove myself. I've had people do that to me—and I opted out. Then, someone came to my house and presented the same product to me, and I loved it. So everyone who didn't respect boundaries missed out on my business. Just treat people the right way.

Three, stop the lifestyle bragging. This is one of the main things that annoys people who aren't in business for themselves. They work for someone else and don't have control over their hours or compensation. If you elevate your lifestyle over theirs, you're essentially dishonoring them—and these are people like nurses and teachers. The way we discuss the success we've had or freedom our job allows us to enjoy should be done in a way that respects other people.

Four, you have to be able to carry on a conversation with people about something other than your business. Sometimes, we can get so immersed in our business that it becomes impossible for us to talk about anything else. But no matter how awesome your venture is, even at its very best, it can't love you back.

Five, stop those mass posts that attempt to sell to everyone. Facebook posts are marketing, not selling. Sales happen in individual conversations when someone is intrigued enough by your marketing to ask questions. Your mass posts should provide value in your field that give you credibility and cause people to be curious enough to start a conversation with you. When it comes to social media, use your public posts to provide value for people.

**Q. You've talked about balance briefly—and about how there's really only one way to achieve it. As a wife, mom, and business owner, what does working toward that balance look like for you every day?**

**A.** At any given moment, you have to be committed to doing what matters. Do I like getting up at 5 a.m.? No, but I do it because that is how I can ensure that I have time to pray and read God's word, and have a few quiet moments to myself before my kids wake up.

Honestly, there are times when work has to wait. My kids are little. They're 7, 5, and 2, and they're not going to be in my house forever. So I have to take the time to be intentional with them right now because if I wait until they're out of the house later, I will have probably missed my relationship building years. For me, that means that sometimes, I have to slow my ambition and allow myself to be led by God more than I allow myself to just be driven.

It's also all about having accountability in areas where you know you need it.

One of my mentors always talks about knowing the difference between your key priorities and your intrinsic priorities. My key priorities are my faith and family, but my natural inclination—my intrinsic priority—is to work. People who need accountability to get their stuff done? I don't understand them. It's not how I operate.

Because of that, my friends don't ask me if my business is growing or if I'm getting my assignments done on time. They ask me if I'm doing a good job of stopping work when the kids get home from school or how often my husband and I are going on dates.

I put accountability in my life where I know I need it.

**Q. What do you see as the biggest challenge for women of faith today?**

**A.** In today's business climate, you have to stay very connected to what you're supposed to do without being distracted by what everyone else is doing. Social media is a great thing. Technology is a fantastic tool—I'm all for the fact that we can connect with more people than we ever could before. However, so many times, I feel like we're so busy watching everybody else live their life that we stop living ours.

You have to know how to be able to turn it off. You have to know the difference between what someone else is doing and what God has asked you to do. Stay focused on what you're doing while still encouraging others in what God has asked them to do. Cultivate a culture of celebration rather than comparison. God gives us all assignments, and what makes each task significant isn't the size or notoriety of it. What makes our work important is that God is the one who gave it. He's the great equalizer.

**Q. You touched on this earlier when you were describing how valuable the She Works His Way community is for working women. What do you want to say to the woman who wants to start her own business but is trying to reconcile that longing with aspects of her faith?**

**A.** Shorten your approval list. Our main approval comes from God—that vertical approval is what matters most. Our horizontal line of approval should not extend very far—mine doesn't extend much past my own household.

The Bible tells us that we cannot live for the approval of man and God. We cannot serve two masters. So stay focused on what you know God is asking you to do. As long as He is pleased, that's all that matters.

### **About Michelle Myers**

Michelle Myers is an author, entrepreneur, and motivator. She is the founder and face of *She Works His Way*, a space devoted to encouraging, inspiring and training women to pursue their passions in life and in business, while prioritizing the people and things that matter most. A mother, pastor's wife, author, and serial entrepreneur, Michelle launched *She Works His Way* as a platform that allows her to pour God's truth into the lives of women in ministry and business. Previously, Michelle launched two other successful businesses: Myers Cross Training and Cross Training Couture, and wrote *Famous in Heaven and at Home*. Michelle lives in North Carolina with husband James and two boys, Noah and Cole, and daughter Shea.

<https://sheworkshisway.com>