



DOES THIS MATTER?

A MANIFESTO FOR CHRISTIAN COACHES

www.KimAveryCoaching.com

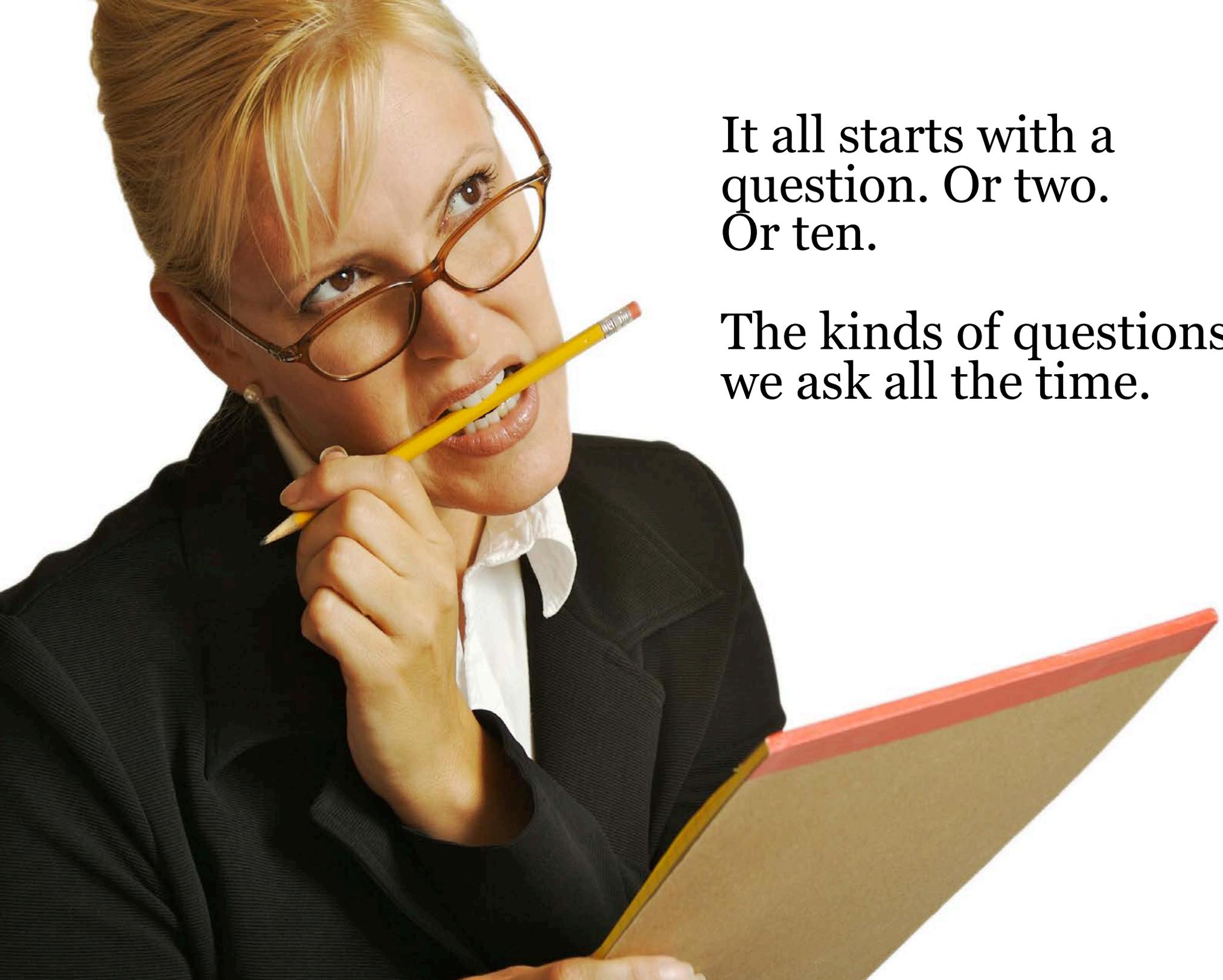




Do you ever ask yourself if all the work you're putting into building this coaching business really matters?

If you really matter?

If so, you are not alone.
I hear it every day.



It all starts with a
question. Or two.
Or ten.

The kinds of questions
we ask all the time.

Should I change my tagline? Start a group?
Pick some new website colors? Change my
niche?

Should I get a triple macchiato with my donut
or stick to my diet instead?

It's funny how these same questions come back again and again. They're asked by our outer selves, the ones who get dressed up at conferences, make easy small talk on the phone, and exude confidence like a Calvin Klein model. That self knows she's only one website redesign away from the coaching business of her dreams.





But like a persistent fever pointing to an underlying infection, the never-ending nature of these questions gives evidence that there's something deeper going on inside.

Asking donuts or diet, website or niche, or should I change my tagline one more time - it's a distraction.

A cosmic stalling tactic.

Self-esteem's sleight of hand.

An easy hook to hang failure on when we launch our passions out into the world and they crash-land without a survivor on board.

But when we dare go deeper, to explore the bigger, scarier issues beneath the mask, our hearts are whispering these questions.





*Does building this
coaching business
really matter?*

*God, did you really
choose me?*

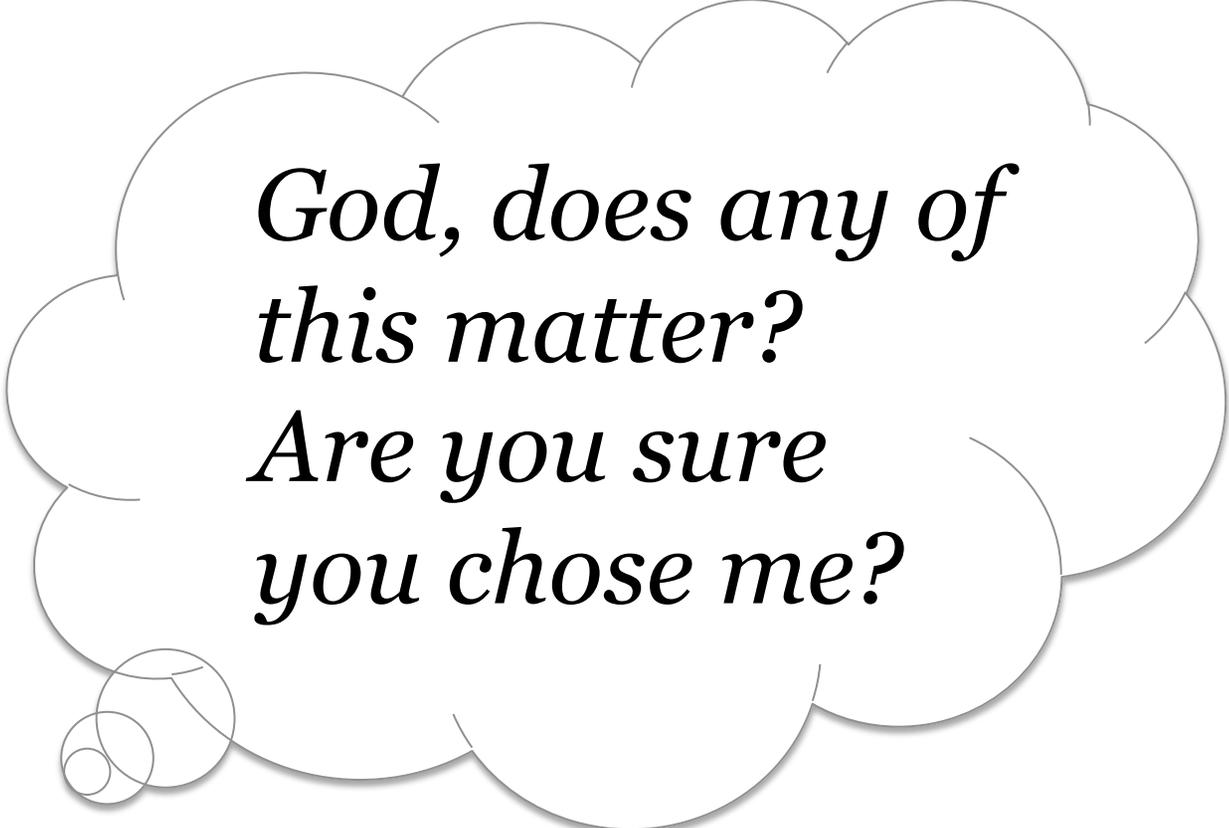


Take yesterday for example, when rejection punched me in the gut and knocked the wind out of my sails. To ease the pain, I decided that no one signed-up for my amazing offer was because it was Monday. Or the website was red. Perhaps my tagline was off, and I should have ordered a coffee with cream.

And I believed it. For a minute.

But it didn't last.

The bigger questions begged to come out.
Ones asked by the real me, the one that no one
sees, the inner me, the one who shakes in her
big girl boots wondering, stalling, avoiding
risk, afraid to say...

A thought bubble with a scalloped border and a small tail at the bottom left. Inside the bubble, the text is written in a black, italicized serif font.

*God, does any of
this matter?
Are you sure
you chose me?*



You see, I'm spending hours, months, years, of my one, crazy, unrepeatabe life trying to promote the cause of Christian coaching to a world with other things on its mind.

Daily, I'm stepping up on my shaky platform
cobbled together with heart and hope,
proclaiming a message that most people
don't want to hear, and those who do,
don't want to hear it from me.

Or so the inner accusations go.



And once again, my
trembling heart
whimpers in the night,
*God, does this really
matter? Did you really
choose me?*

Like a washing machine stuck on rinse and repeat, no matter how much success I experience, the questions come back again and again.

Slowly, the truth begins to dawn.

On my own, I can never succeed enough, be
enough, do enough, keep up enough to fill my
heart with the confidence that I need.



So, here's the thing.



I can continue the self-delusion that tweaking, stalling, and rearranging the pieces of my message is all I need to do before I step boldly into this call, or I can bring these questions to my Lord who knows me best of all.



I stop.

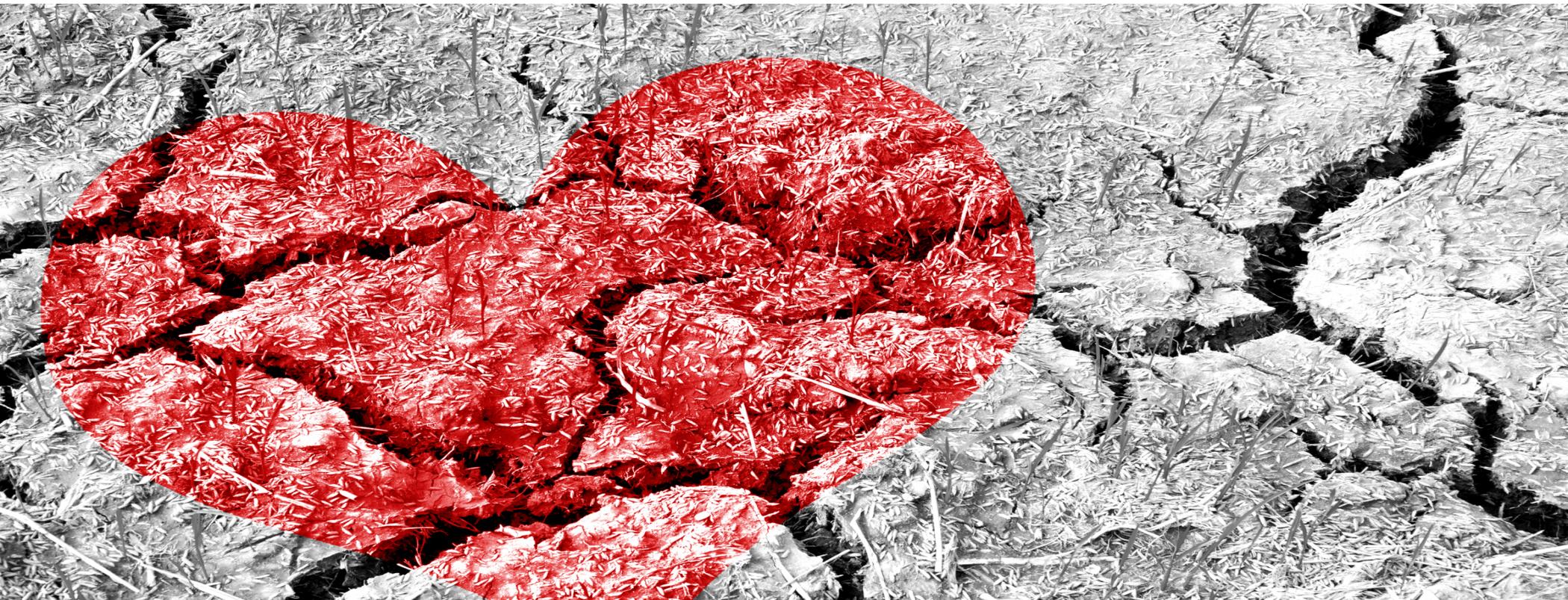
Breathe deep. Look at Jesus' face.

He smiles, then answers my questions with a resounding “yes.”

“Of course, this message matters. It’s a critical part of My global plan to win the world back to Me. It’s My message, designed to be delivered from your lips, to call My people home.”

And better than that, I hear, “You matter. I love you. I like you. I delight in you. It’s my greatest joy to be with you, even you, especially you, in this journey of your mission and life.”

And the needy bleeding in my heart slows.
And stops. The cracks and crevices begin to
fill. With joy. With love. With the courage to
do it one more day.





So for today, this one day, I'm standing tall, on a platform built by God, declaring confidently to the world, Christian coaching matters. And among others who deliver this message, God has called me.

I matter.

And so do you!

Yes, you, even you.

Especially you.



We can't wait until the world chants our names or enshrines them in flashing lights to share what we have. It won't happen. And if it does, it won't last.

God has given
you a message.

A gift.

Not to hoard,
and tweak,
and refine,
or bury in a field
for fear it will go
away.



He's given you a message, divinely sent,
blood-bought, to share with a world that
will ignore it, devalue it, and throw it away.

Share it anyway.



He's given you worth. Eternal, undying,
irreplaceable worth that the world will never
recognize and never reward.



Own it anyway.

Open your heart.
Ask the hard questions.
Then breathe...

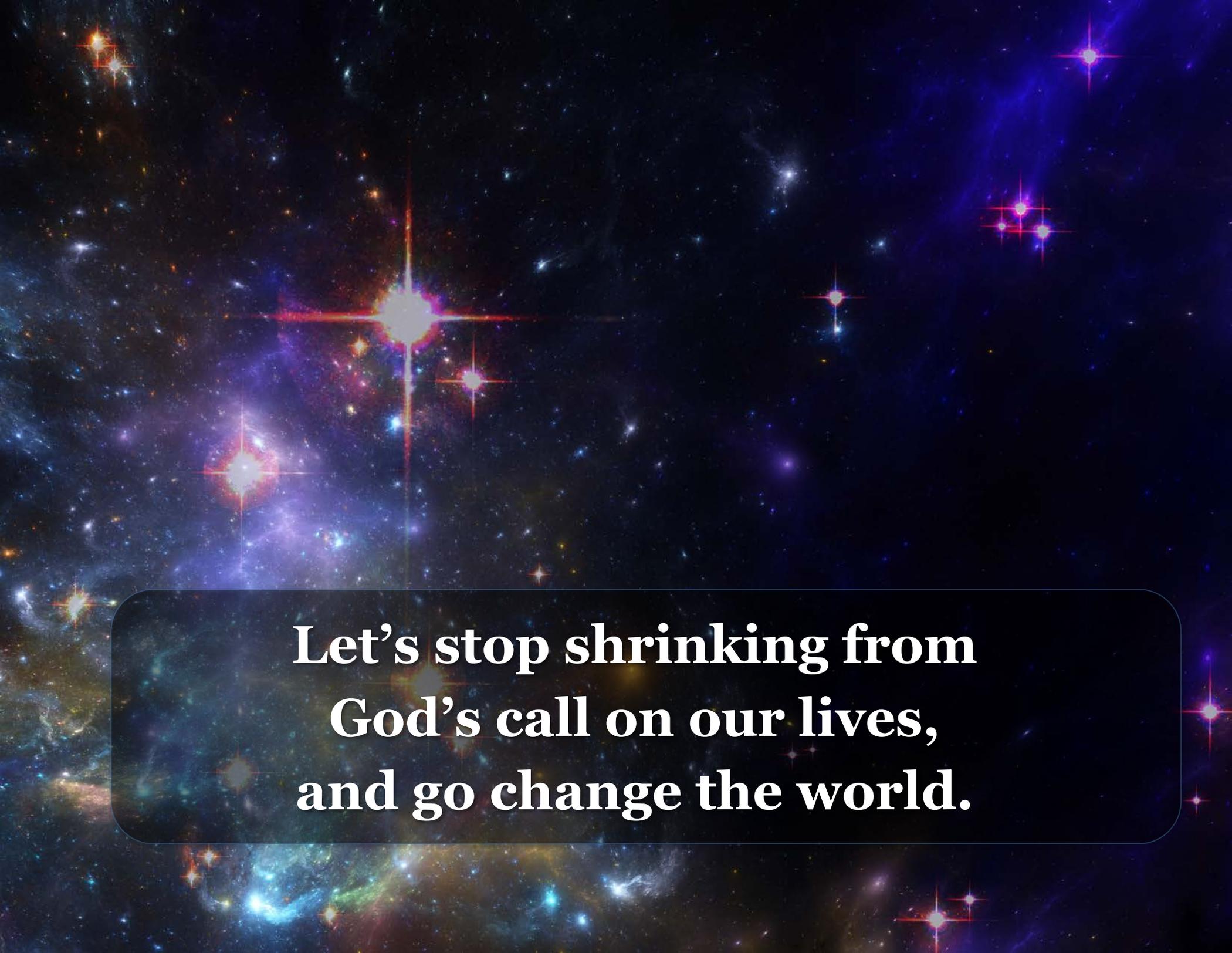
Look in Jesus' face.
Feel His pleasure.

Your message matters.

You matter.

Coaching matters.





**Let's stop shrinking from
God's call on our lives,
and go change the world.**

Let's Ignite a Movement

You are welcome to share this manifesto with anyone, anywhere. I only ask that you not change it in any way.

Here are some ways to share:

[Twitter](#) | [Facebook](#) | [Download PDF](#)

Kim Avery equips
Christian coaches to
succeed in business
so they can partner
with God to change
the world.



www.KimAveryCoaching.com