

Beverly Claiborne

A WOMAN WALKING IN HER DIVINE PURPOSE

I met Beverly Claiborne at an event that our friend had invited us too. We took to each other immediately and have been moving the relationship along with the speed of a successful relationship. I found her to be a God lover and a woman in control of her life and always looking for someone that she can help gain control of their life. Building her successful empire was not free from its challenges. Before stepping out on faith to make Abide Products and services her primary focus, Beverly owned a successful Interior design firm in Ellicott City, Maryland as well as served in management for three nationally known companies: General Electric, MCI, and Coca-Cola Enterprises. From her wealth of experience, she saw firsthand the importance of abiding in God and inspiring others to “Live Wise and Live Well” by applying Godly principles. In fact, I found her story on life so compelling and fascinating I asked her to share it with my readers and here we are. Let’s listen to Beverly in her own words as she shares HER STORY.

“The life you live is the legacy you leave! Think about it—true champions do not spend their lives always getting it right, they spend it getting better! It takes intentionality and courage to choose a path that requires discipline, diligence, and determination. I am Beverly Claiborne, a Christian author of *Abiding in God’s Word*, Speaker, and Certified Personal Life Coach. I love designing, journaling, traveling, laughing, and having fun, so when it comes to my business, I must really focus and be intentional with time management. I am a Christian, and a born-again believer. Before Christ transformed my life, I viewed life differently. With the Holy Spirit’s guidance which increases spiritual perspective and changes life’s priorities; I began to grow according to His will.

I think about the end results, and I keep motivating myself by telling myself, there is someone out there waiting to hear my story.



Living life with joy, peace, and happiness instead of stress and chaos is a mindset we must develop if we want freedom in this troubled world. Life changed when I started renewing my mind with the word. Therefore, I created the Abide Product line. Abide is a lifestyle brand created to encourage and inspire people to live wise and well.

I am inspired by Oprah's leadership skills because she not only uses her resources to help others, but she also demonstrates her faith. This is one of the reasons I founded the "Amazing Faith Foundation," our mission is to help people with life skills for success. Our number one goal is to educate youth and adults on how to navigate life by providing them with the resources they need to live wise and well. Educating them on love, health, and wealth. It is critical that

we surround ourselves with people who love us, nurture us, and people who genially want the best for us. What I know for sure is this, one touch from God changes everything, His love is the antidote to what this world is lacking."

Elle: I decided to dig a little deeper looking for even more gems. What inspired you to develop your idea?

BC: The Abide Product line was created after God opened my heart to read the book of John. After reading all about Jesus in this chapter, one scripture really spoke to me. John 15:5, where he reminds us to abide in Him which inspired me to create the brand based on the lifestyle of abiding in Christ. This revelation led me to name my business "ABIDE." I like to call it "A Business in Divine Encouragement."

Knowing what you know now, is there anything you would have done differently when you were first starting out?

Absolutely! Following a strategic business plan is the key to running a successful business, I often deviated from that plan which I see now made all the difference. I had so many great ideas and not enough resources to execute them all.

How has your book made an impact in the literary space?

Becoming a published author with Trilogy Christian Publishing has its benefits. Having the option to promote my book on TBN's Channel which reaches 155 million homes is a blessing. I'm thankful my book, *Abiding in God's Word* is changing lives in this area.

How do you overcome writer's block?

I think about the end results, and I keep motivating myself by telling myself, there is someone out there waiting to hear my story.

How has your faith influenced you as a writer?

My Faith is the reason I am a writer today. I never thought about becoming an author until my experience with God changed my life; it was never something I aspired to achieve. Once I started hearing the voice of the Lord, my faith started to strengthen, and I began to grow according to His will. I mean everything changed, my marriage, my friends, my finances and most importantly my relationship with God. Faith is like a muscle; you must exercise it, or it will become flabby. Faith is something many people fail to use properly and often ignore. God wants us to put our faith in Him; as soon as I put faith into action, everything changed in my life.

As a minority woman in business, why is representation important in the literary space?

Role models are essential. Just knowing that there are women who have gone before me with the courage to break barriers and achieve tremendous success inspires me work harder.

Black or African American represent just 5.8 percent of writers. If writing is one of your gifts, use it—we should not shy away because we are the minority in this space.

How do you define wealth?

This question makes me think about

4 Types of Wealth

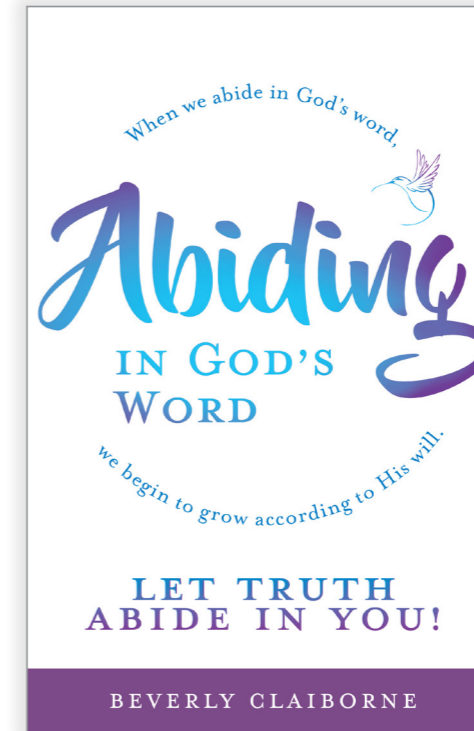
- Financial Wealth (money)
- Social Wealth (Status)
- Time Wealth (Freedom)
- Physical Wealth (Healthy)

Right now, I am walking in "time wealth" and I honestly feel

I have been for a while; it gives me the financial freedom to pursue happiness which is needed in this troubled world. I feel God has given me this as a gift so I can help pursue God's will for my life. Wealth is an abundance of valuables and possessions, being wealthy is not only having enough money to meet your needs, but it also gives me the liberty to meet the needs of others. God has blessed me to be a blessing!

Is it easy to build wealth as an author?

It is different for everyone! If you are famous or already have a following it can be lucrative, nevertheless, being an unknown or new author has it challenges; it takes time and effort. Becoming an author for me was more about sharing the truth of God's love with others and leaving a legacy for my children.



What are the three most important habits a woman should have if she aspires to be a successful author?

1. Discipline. Being disciplined with your time and having the determination to complete whatever it is your writing. You must have perseverance.

2. Focus. Stay focused and do not let distractions get in the way. Focus on writing something every day. Personally, I like writing in the morning after my quiet time with the Lord and a good cup of coffee. I feel refreshed and energized. Regardless of if you are a stay home mom or corporate executive, knowing when your creative juices are flowing is necessary.

3. Commitment. Keeping a designated writing schedule is important. I must be well rested or writer's block kicks in, I never write when I am tired because it interferes with my creativity.

Where can aspiring writers connect with you?

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- BeverlyClaiborne.com
- Theabidestore.com