VFGqQ [Free PDF File] Imperfect Courage: Live a Life of Purpose by Leaving Comfort and Going Scared





The founder of the popular fair trade jewelry line Noonday Collection shares her story of starting the rapid-growing business that now counts Jennie Allen and Shauna Niequist as fans and calls on readers to take pursue their dreams and live a life of purpose. In 2015 Noonday Collection was recognized by Inc. magazine as one of the fastest-growing companies in America. Years earlier, when Jessica Honegger stood at a pawn-shop counter in Austin, Texas, and handed over her grandmother's gold jewelry, she had just one goal: to fund the adoption of her Rwandan son, Jack, by selling artisan-crafted jewelry. But this first step launched an unexpected side-hustle--Noonday Collection. Jessica was wildly outside of her comfort zone: emotionally, occupationally, and financially. Still, she knew it was the right move. Jessica went scared but found and tapped into necessary (if imperfect) courage--the courage to leave comfort and embrace risk, and now Jessica invites the reader to do the same. First, she challenges women to step into their own stories, as Jessica did in creating Noonday and partnering with Jalia, an African artisan. Next, she challenges the community of women--artisans and ambassadors--to come together, risking for each other and committing to collaborate together. Finally, Jessica encourages women to go out and impact their world in meaningful ways.

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