

The background of the cover features a soft-focus image of a desk. On the left, a portion of a white desk lamp is visible. In the center, a silver laptop is open, displaying a document on its screen. In the foreground, a dark green Bible with 'HOLY BIBLE' embossed on the cover lies next to a spiral-bound notebook with lined pages. A small, empty gold-colored rectangular frame sits on the right side of the notebook.

The
FAITH
FUELED
CEO

Chelley Odle

Unlock the strategies that fuel both your faith and your profits.

Welcome, Faith-Fueled CEO!

Hi, I'm **Chelley Odle**—a wife, a mother of two incredible grown sons, and Glammy to three perfect grandchildren. I'm also a business owner and a woman of unshakable faith.

My husband and I own and operate a radio station, a successful insurance agency, and a digital marketing business. From the outside, it might look like I've figured it all out—but let's be real: juggling it all is anything but easy.

I remember the chaos of raising kids, building a business, and trying not to lose myself in the process. And now, in my early 50s, I'm finding myself juggling all over again—navigating growing businesses, aging parents who rely more on me, emotional transitions like the empty nest, and all the unexpected turns that come with this stage of life. And if I'm honest, sometimes I forget about me. Maybe you do too.

The world calls us to hustle. To perform. To hold it all together. But I've learned the hard way—**my strength isn't enough.**

The only way I've been able to show up, keep going, and walk in peace through the pressure... is by putting Jesus Christ at the center of it all.

If you're reading this, you're probably a Christian woman like me—chasing purpose, managing life, running a business, and trying to stay faithful through it all. You're not just building something for yourself—you're building something with Him. And that changes everything.

This guide was born from that place. Not from perfection, but from process—learning how to navigate business with my Bible open and my faith is fully engaged.

Whether you're just starting out or deep in the trenches, I want you to know:

You don't have to choose between being ambitious and being anointed.

This e-book is a blend of practical strategy and spiritual encouragement. We'll explore topics like hearing God's voice in decision-making, creating a money mindset rooted in stewardship, honoring rest in a hustle culture, and using your platform to minister through your mission.

Because when Jesus is your CEO, your business becomes your ministry. Let's walk this road together, step by step—with faith as our fuel.

With love and purpose,

Chelley Odle
Faith Fueled CEO

God is the CEO

When you became an entrepreneur, you probably didn't imagine filling the role of CEO—Chief Executive Officer. Yet here you are, making decisions, leading others, carrying vision, and stewarding your resources.

But here's the truth: you were never meant to carry that role alone.

As a Faith-Fueled CEO, your greatest strength is knowing who really leads your business—**God Himself.**

When you place Him at the head of your company, everything shifts. Peace replaces panic. Purpose outweighs pressure. Direction silences doubt.

“Commit to the Lord whatever you do, and He will establish your plans.” — Proverbs 16:3

This doesn't mean you sit back and wait. It means you show up every day with faith and diligence, while keeping your spiritual ears open for God's guidance.

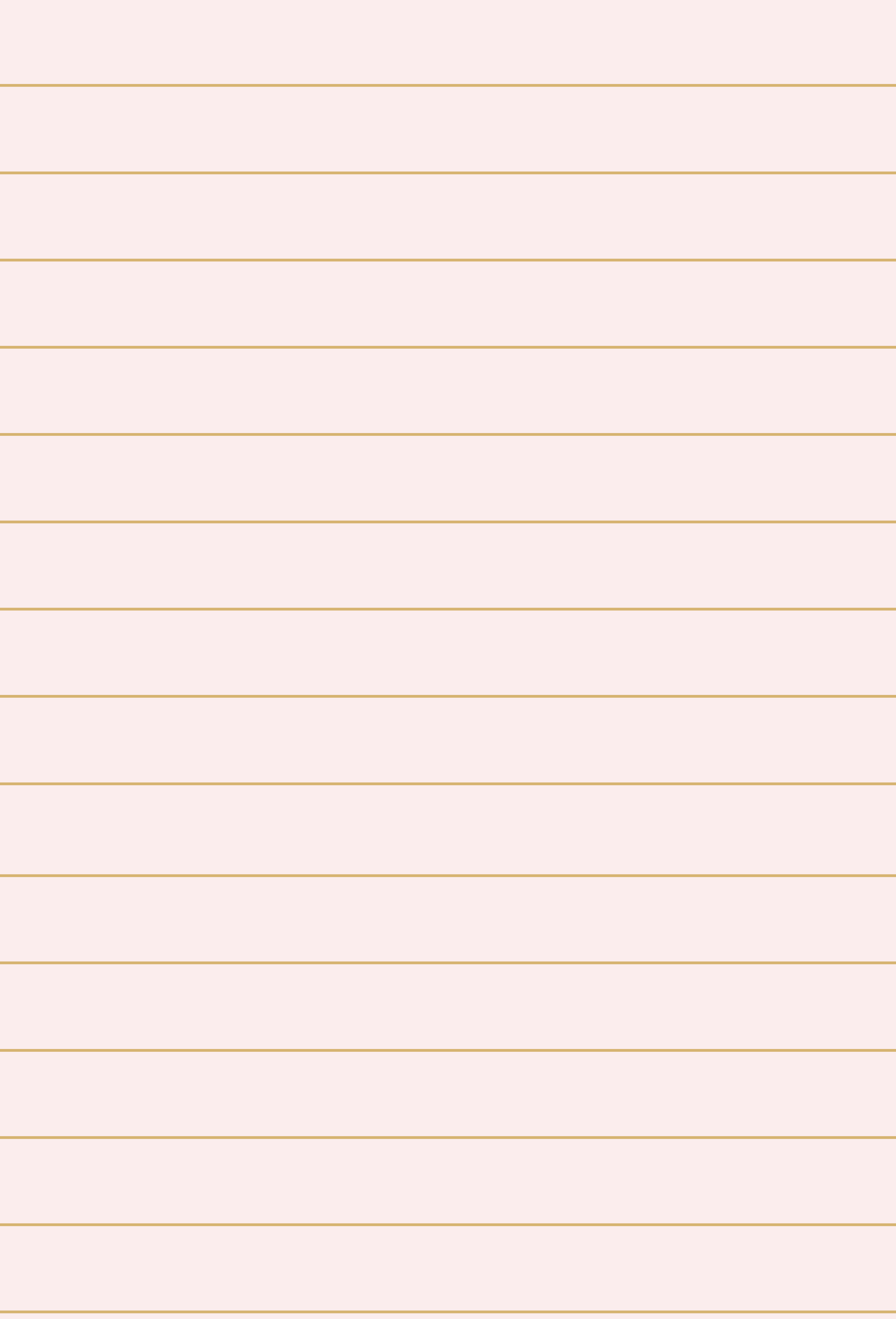
You invite Him into your strategy meetings, your to-do lists, and your sales goals. You pray over your clients, your team, and your future.

Because when God is your CEO, you're never building alone.

Reflection Prompt:

Who's been leading your business up to this point—your fear, your ambition, or your faith? What would it look like to let God lead from here forward?

*****The next page can be used for personal reflections and notes*****



Anchored Identity

You're More Than Title

Entrepreneur. Boss. Founder. CEO. Those titles look great on a business card—but they don't define your worth.

Too many women wrap their identity in their productivity. When the launch flops, when the client cancels, when the numbers are down... it feels personal. Why? Because we've unknowingly built our identity on the foundation of our work.

But here's the truth that sets us free:
Your value was settled at the cross—long before you ever opened your business. You are a daughter of the King. You are chosen, called, and commissioned. You are loved, regardless of how successful your last quarter was.

“Therefore, if anyone is in Christ, she is a new creation.

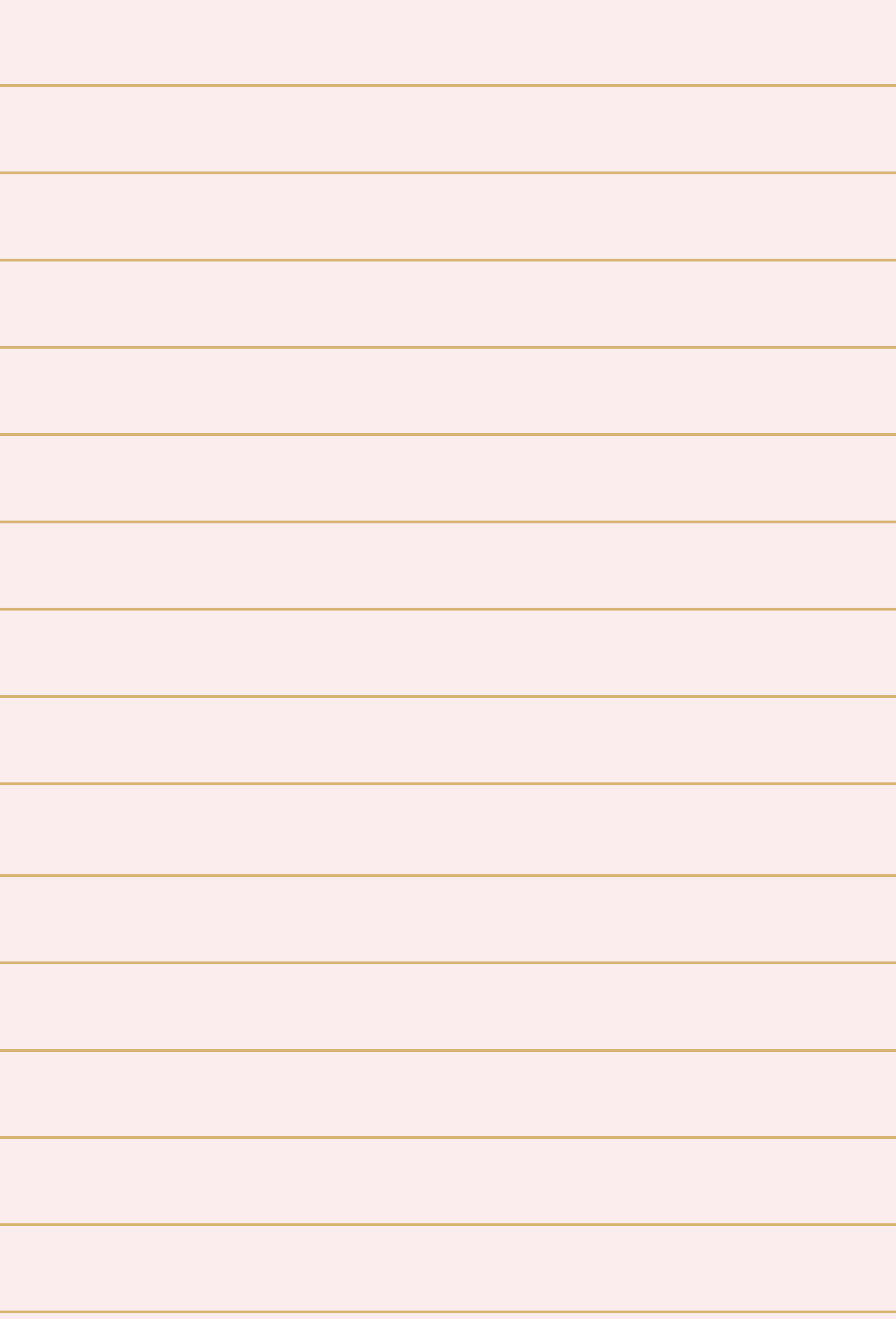
**The old has passed
away; behold, the new has come.” — 2 Corinthians 5:17**

(paraphrased)

Anchoring your identity in Christ grounds you when the world shakes. It keeps you steady when success comes—and when it doesn't. Because your worth isn't tied to your wins, it's rooted in His Word.

Reflection Prompt:

What titles have you allowed to define you? How would your confidence shift if your primary identity was simply “daughter of God”?



Hearing God's Voice in Business - Spiritual Discernment in Decision-Making

How do you make decisions in your business?

Spreadsheets? Strategy? Gut instinct? Those things can all play a role—but if you're a Faith-Fueled CEO, the most powerful asset in your decision-making process is the voice of God.

And yes, **He speaks.**

Not always through lightning bolts or booming voices, but through peace, conviction, whispers in prayer, clarity in Scripture, and nudges from the Holy Spirit. The question isn't whether He's speaking—it's whether we're still enough to listen.

“My sheep listen to my voice; I know them, and they follow me.” — John 10:27

As entrepreneurs, we're constantly presented with choices:

Should I launch this product?

Is this client the right fit?

Do I hire this employee?

Do I scale now or wait?

Before you ask your coach, your mentor, or the algorithm—ask the Lord.

God is not only invested in your spiritual life—He's invested in your business life. Because to Him, they're not separate. He's the God of the boardroom just as much as He's the God of your quiet time.

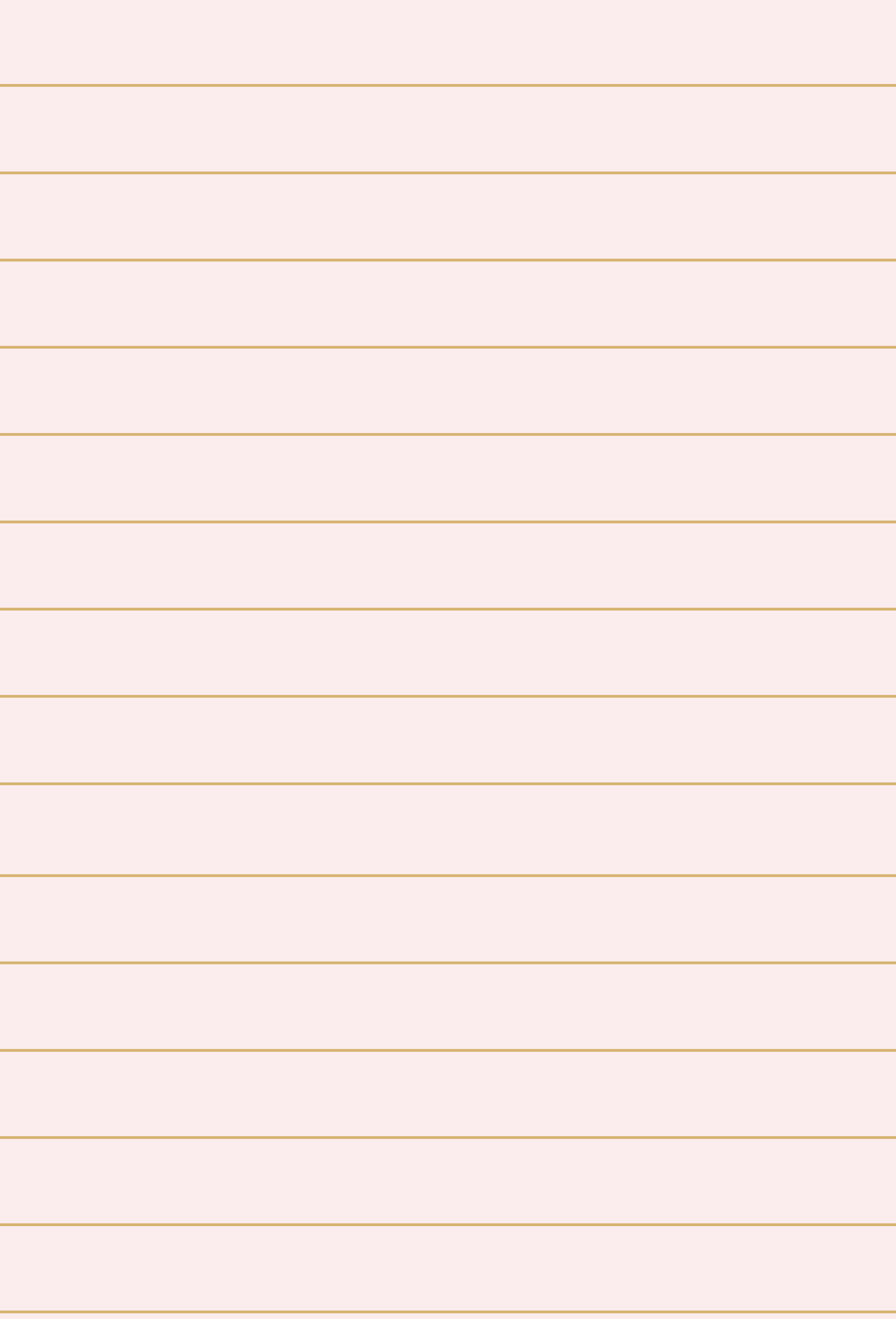
When you train your spirit to tune into His voice, you gain more than direction. You gain peace in the process—even when the outcome looks uncertain

Praying for wisdom makes all the difference.

Check out my free download: [“10 Prayers to Pray Over Your Business”](#)—available now! Just click the link. Use it as a starting point for inviting God into your decisions daily.

Practical Tip:

Create space in your schedule for “CEO Meetings with Jesus.” Set aside time weekly to pray over business decisions, journal what you sense, and invite God into every corner of your company. I have created space on the next page for you to write down some of those meeting notes.



Faith Over Fear

Courage to Step Boldly

Fear doesn't always look like panic. Sometimes it looks like procrastination, perfectionism, hesitation, or second-guessing yourself into silence.

As women, especially in business, we face fear in so many forms:

- ✗ What if I'm not qualified?
- ✗ What will people think?
- ✗ What if I fail... again?

But here's the truth:

Fear will always be loud when your purpose is about to speak.

God didn't create you to shrink back—He called you to **build boldly** in His name. Not in your own strength, but with supernatural courage that comes from knowing who sent you.

**“Have I not commanded you? Be strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go.”
— Joshua 1:9**

You may not feel ready.

You may not feel equipped.

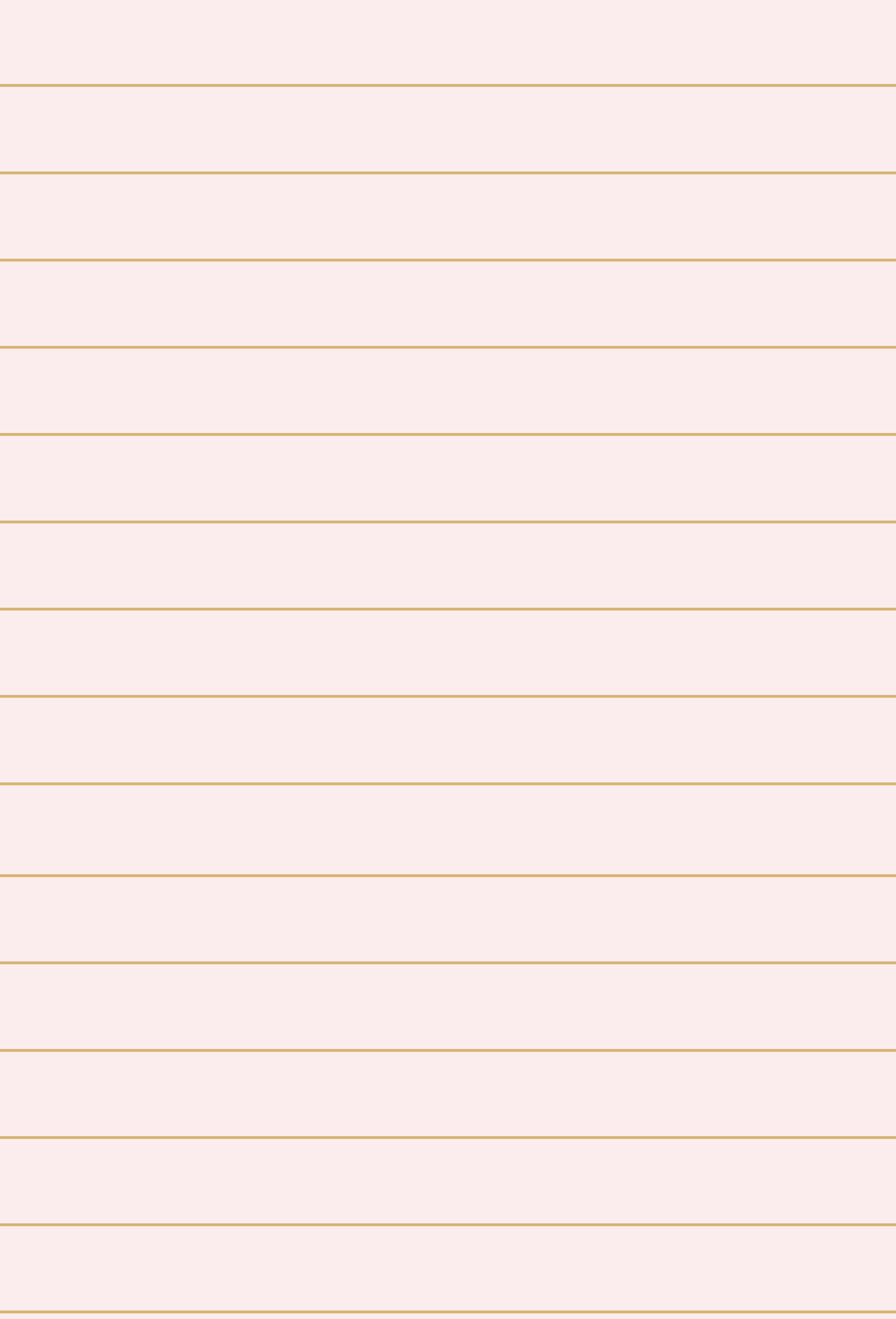
But you are **called**.

Faith doesn't mean the fear disappears. It means you move anyway—trusting that the one who calls you will also carry you. That His grace will meet you in the middle of the launch, the meeting, the unknown, and the mess.

You're not doing this alone.

Quick Faith Check-In:

What's one thing you've been afraid to start, say, or do in your business? Take it to prayer, and then take one step forward—in faith, not fear.



Time Freedom & Sabbath Rest Working From Rest, Not For It

You didn't start your business to be chained to it.

And yet, how easy is it to look up and realize you're running on empty again?

As women, we often carry the weight of it all—family, clients, content, sales goals, appointments, aging parents, and unread emails...

So we say things like:

 “I'll rest when I catch up.”

 “I'll slow down next month.”

 “Let me just finish this one more thing...”

But God designed us to live from rest, not for rest. He modeled it. He commanded it.

“Six days you shall labor and do all your work, but the seventh day is a sabbath to the Lord your God.” — Exodus 20:9-10

Rest isn't just about sleep or self-care—it's an act of trust. When you pause, you're saying:

“I believe God can do more with six days than I can with seven.”

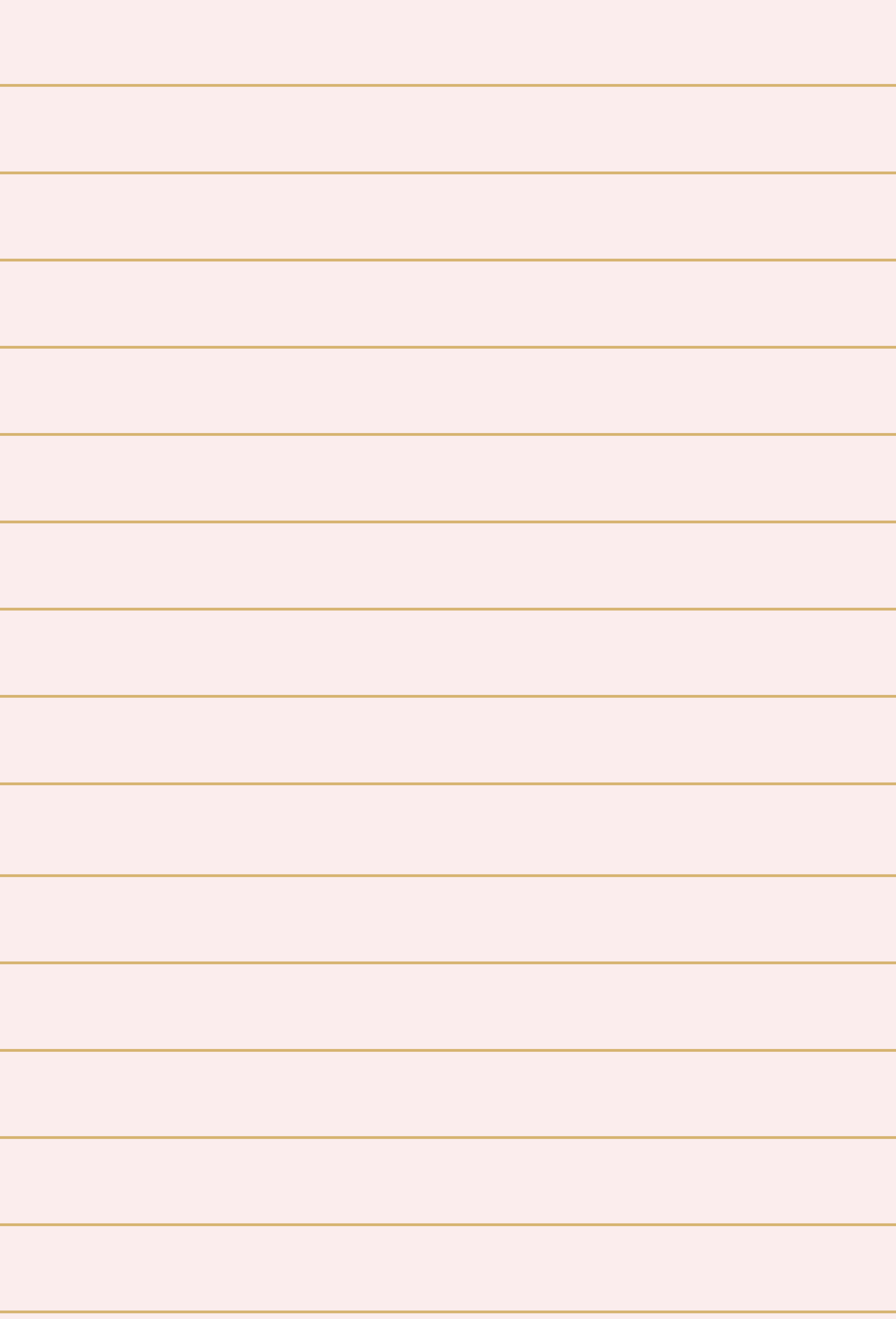
Time freedom doesn't begin with scaling or automation. It begins with a mindset that honors margin. With a heart that says, “I'm not God. I'm not limitless. And I don't have to be.”

As a Faith-Fueled CEO, your rhythms should look different than the world's hustle culture. Not because you're lazy—but because you trust the ultimate CEO to sustain you and your business.

 **Rest Strategy Tip:**

Pick a weekly day (or even a few hours) to cease striving. No content. No client calls. No pressure. Just delight, prayer, reflection, and real rest.

Faith in business isn't just about what you build—it's about how you breathe while building it.



Setting Holy Boundaries Guarding Your Time, Mind, and Spirit

If rest is the inhale, boundaries are the exhale. You can't breathe deeply in business—or life—if everything and everyone has full access to you.

I'll be honest: this has never come easy for me. Maybe you can relate?

As women, we often feel the pull to be available, accommodating, and “nice.” But when that comes at the cost of our peace, our energy, and even our calling, it's not grace—it's burnout in disguise.

“Above all else, guard your heart, for everything you do flows from it.” — Proverbs 4:23

That verse isn't just about protecting your emotions—it's about protecting your **capacity**. Because everything you create in business flows from what's going on inside of you.

Here's what I've learned:

- You don't need to respond to every message right away.
- You're allowed to say no without explaining yourself.
- Not every opportunity is your assignment.
- God doesn't call you to everything—He calls you to obedience.

Setting holy boundaries doesn't mean you're unavailable. It means you're **intentional**.


And when you begin creating space around your time, your values, and your Purpose—God fills that space with peace, clarity, and alignment.

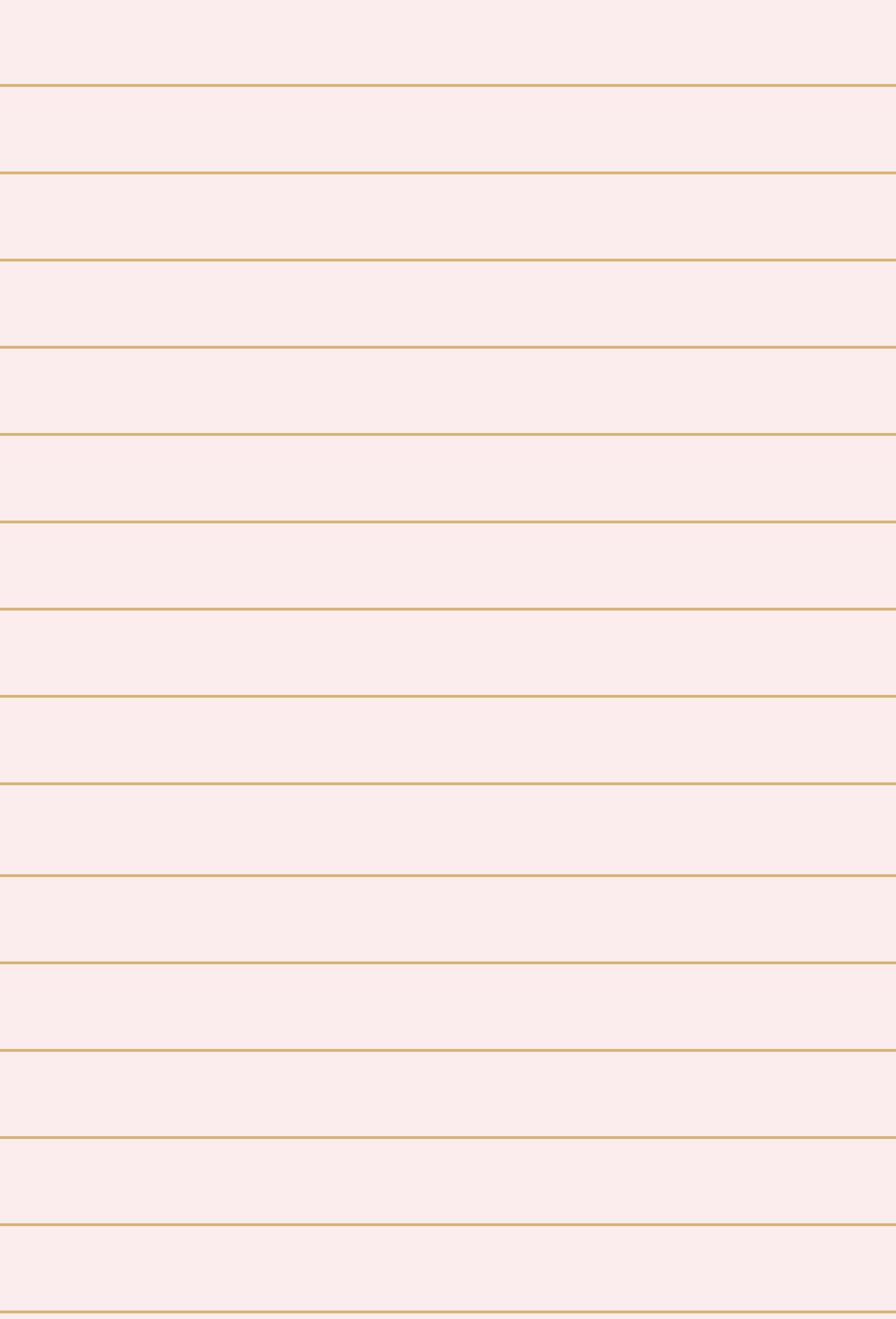
Boundary-Building Prompt:

Where in your life or business do you feel consistently overwhelmed or drained? That may be the place where a boundary is needed—or overdue.

- ➡ How is your time being utilized during the day?
- ➡ Do you have “time suckers”—tasks or people that constantly drain your focus?
- ➡ Are there people in your life or business who don't respect your time or space?

Consider only being available for meetings during specific time blocks each day. Make others schedule time with you instead of allowing constant interruptions. This isn't about being harsh—it's about being wise.

 **Boundaries don't push people away—they protect the purpose God placed within you.**



Kingdom Money Mindset

Wealth With Purpose

Money can be a tricky topic for Christian women in business. We want to earn it, but we don't want to seem greedy. We want to be generous, but we sometimes feel guilt just for wanting more.

Here's the truth:

Money isn't the problem—our mindset about it is.

For years, I wrestled with the tension between ambition and humility. But I came to understand that wealth in the hands of a woman surrendered to Christ is not a threat—it's a tool. A vehicle. *A kingdom weapon.*

“Give, and it will be given to you. A good measure, pressed down, shaken together, and running over, will be poured into your lap. For with the measure you use, it will be measured to you.” — Luke 6:38

When you shift from a scarcity mindset to a Kingdom money mindset, everything changes. You're no longer

success—you're **entrusted** with it.

You begin to see profit as purpose-driven.

You tithe with joy.

You bless your team.

You reinvest with boldness.

You sow into others because you know your source will never run dry.

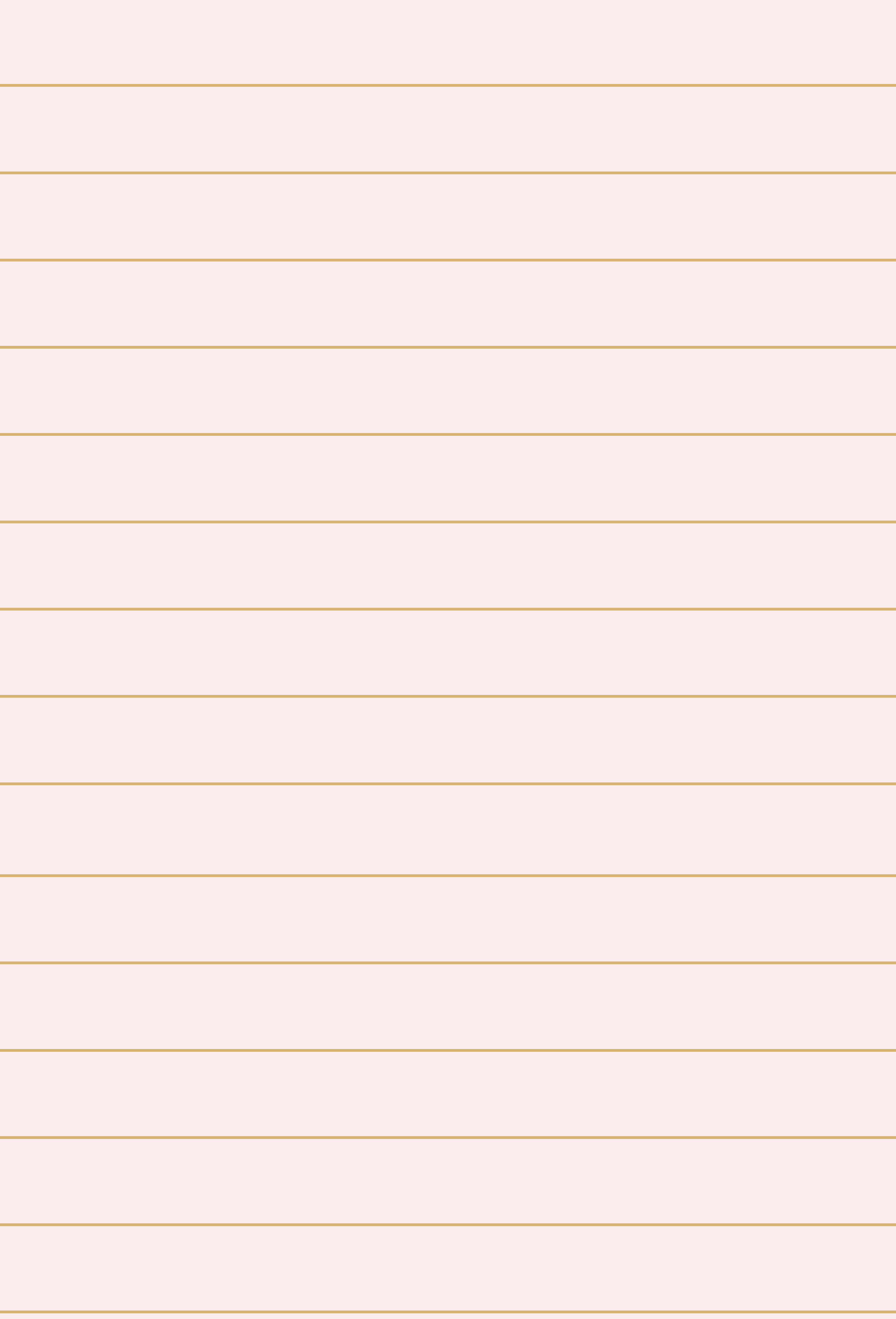
 **You are not just a business owner—you are a Kingdom distributor.**

God is not offended by your desire to prosper—He's honored when you steward it with excellence and intention.

Money Reflection Prompt:

What limiting beliefs have you carried about money or success? Ask God to help you redefine wealth—not as something to chase, but something to carry with holy confidence.

Bonus: Want help praying through money matters in your business? Download my free resource: “**10 Prayers to Pray Over Your Business**”



Godly Leadership in the Marketplace

Servant Leadership Like Jesus

Leadership isn't just about being in charge. It's about **who you reflect while you lead.**

In today's world, leadership is often loud—chasing influence, power, or applause. But Kingdom leadership looks radically different.

Jesus, the ultimate leader, wrapped a towel around His waist and washed feet. He served before He spoke. He listened before He led. He sacrificed instead of self-promoting.

“Whoever wants to become great among you must be your servant.” — Matthew 20:26

As a Faith-Fueled CEO, you're not just managing tasks—you're stewarding people. Your team, your clients, your contractors—they're not just roles on a

spreadsheet. They're souls. And the way you lead them speaks volumes about the God you follow.


Leadership isn't always about being the smartest or most skilled person in the room. It's about showing up with:

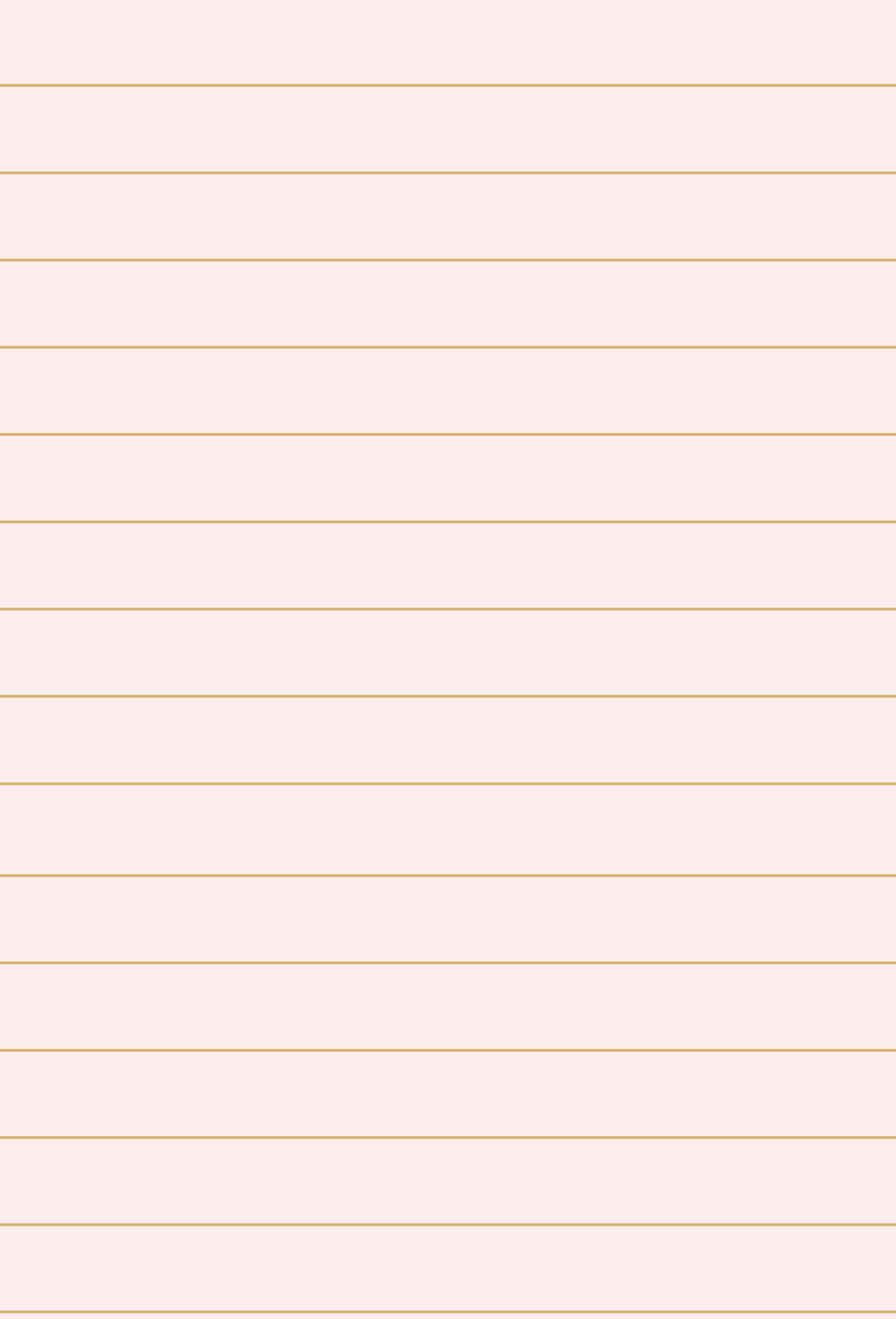
- **Humility** in success
- **Integrity** in pressure
- **Compassion** in conflict
- **Grace** in growth

You don't have to lead perfectly. But you are called to lead intentionally—with the fruit of the Spirit as your framework, and the heart of Jesus as your guide.

Leadership Reflection Prompt:

Where do you see your leadership style mirroring Christ? And where might He be inviting you to grow?

 Whether you're leading a team of twenty or one, you're setting the spiritual tone of your business.



When Trials Come Spiritual Warfare & Business Burnout

Running a business isn't all highlight reels and big wins. There are days that leave you doubting, discouraged, and downright done.

- ➔ The launch flops.
- ➔ The client backs out.
- ➔ The numbers don't add up.
- ➔ The criticism cuts deeper than it should.

And then there are the **unseen battles**—the emotional, mental, and spiritual warfare that no one else sees. The lies that whisper:

“You're not enough.”

“You're too late.”

“This isn't working.”

“God's not in this.”

“You have failed.”

But here's what I want to remind you:

You are in a battle—but you're not alone in it.

“Be strong in the Lord and in his mighty power. Put on the full armor of God...” —Ephesians 6:10-11

You weren't meant to fight these battles in your own strength. Your strategy isn't just spreadsheets—it's **Scripture**. Your defense isn't just planning—it's **prayer**. Your covering isn't just policies—it's **the presence of God**.

Burnout is real. So is spiritual opposition. But so is the **power** that raised Christ from the dead—and that power lives in you.

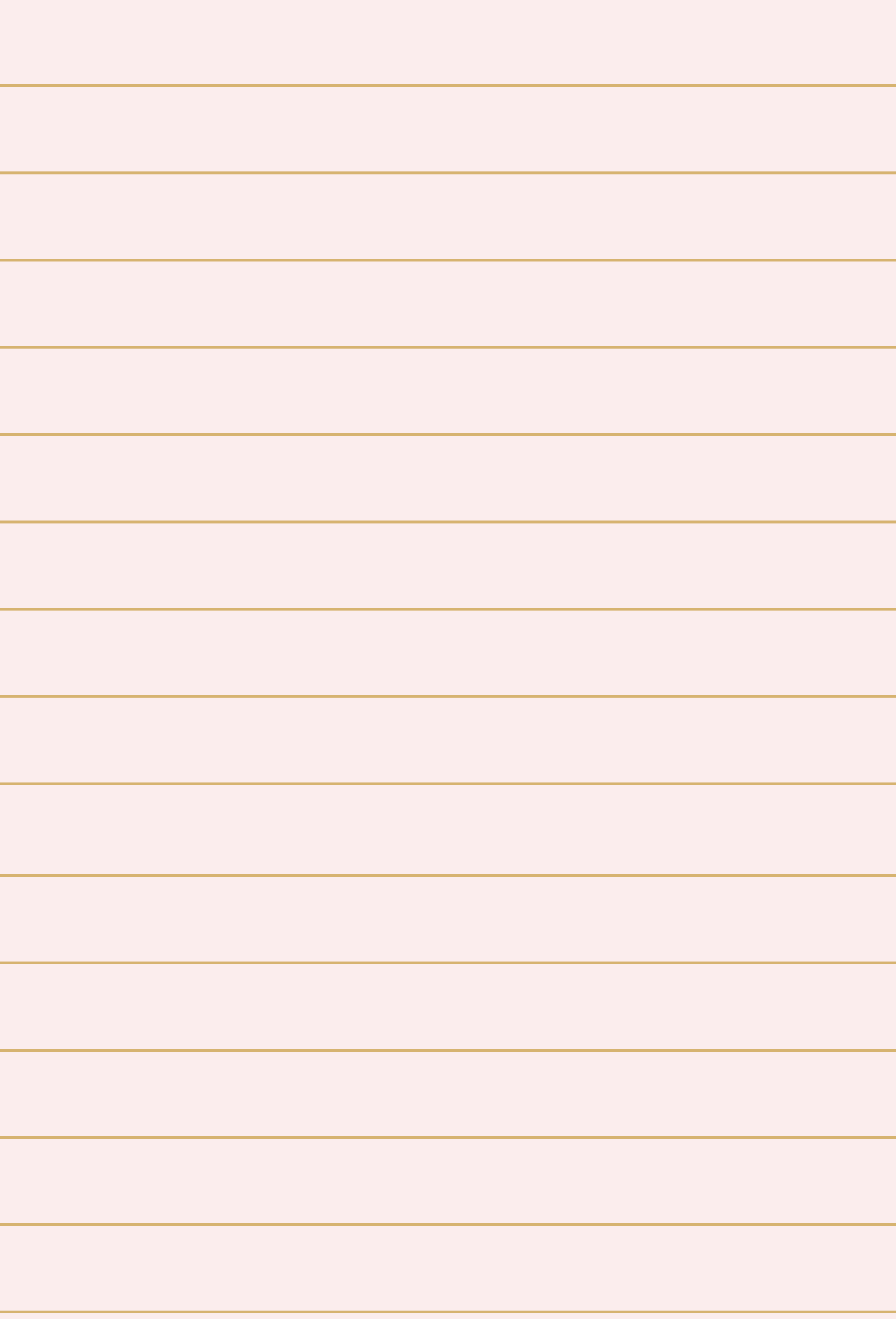
This chapter isn't meant to scare you. It's to remind you that even in the dark, **you are armed with light**.

Strength-Builder Prompt:

What have you been trying to carry on your own?

Put it down—literally or in your journal—and pray this simple prayer:

“God, I give this back to You. Fight what I cannot fight. Lead where I cannot see. I trust You with this.”



Building a Godly Team

Equally Yoked Partnerships

Your team isn't just a list of names—it's an extension of your mission. Who you work with matters. Who you trust to carry the vision with you matters even more.

As a Faith-Fueled CEO, it's not just about hiring the most skilled or experienced person—it's about inviting people into a culture of honor, excellence, and alignment with your God-given calling.

“Do not be unequally yoked with unbelievers.” — 2 Corinthians 6:14 (*paraphrased*)

Now, that doesn't mean every person on your team has to be a Christian—but it does mean you need to be discerning about influence. Who's speaking into your strategy? Who's representing your brand? Who's around your clients, your community, and your energy?

Your workplace—even if it's remote—is a spiritual environment.

And just like in your home or church, the atmosphere you cultivate will either multiply vision or create resistance.

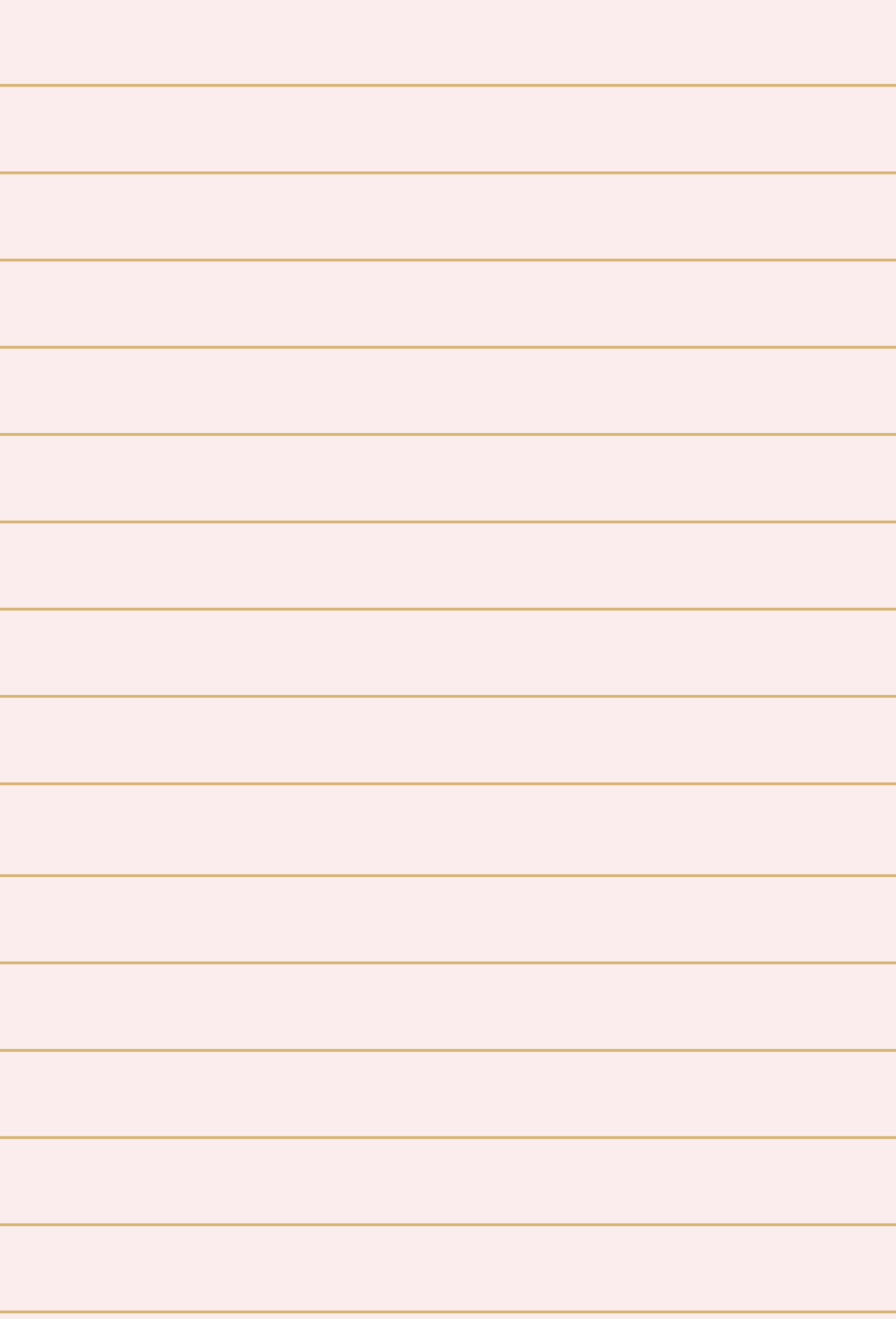
Here's what I've learned:

- Hire for **alignment**, not just ability.
- Look for **character**, not just charisma.
- Build a culture of **prayer, communication, and encouragement.**
- Let your team know you're building something that's more than business—it's Kingdom.

You don't just need workers—you need **warriors** who believe in the mission with you.

Team-Building Prompt:

What kind of atmosphere are you cultivating in your business? Have you been intentional about choosing people who protect your peace and share your purpose?



Faith-Fueled Marketing Shining Light, Not Just Selling

Marketing can feel icky for some faith-driven women in business—like self-promotion is somehow in conflict with humility. But when your heart is surrendered to Christ, your marketing becomes something entirely different...

It becomes **ministry**.

Because every caption, every offer, every post, every funnel—you're not just selling a service...

You're **shining a light**.

“Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven.” — Matthew 5:16

I used to struggle with this. What do I say? How do I talk about what I do without feeling like I'm bragging? How do I stand out without making it all about me?

Here's what I've learned:

When your marketing is driven by service—not striving—people feel it. When you speak with authenticity and Kingdom boldness, it draws people in. Not because of polished graphics or trending audio, but because of the **Spirit** behind your message.

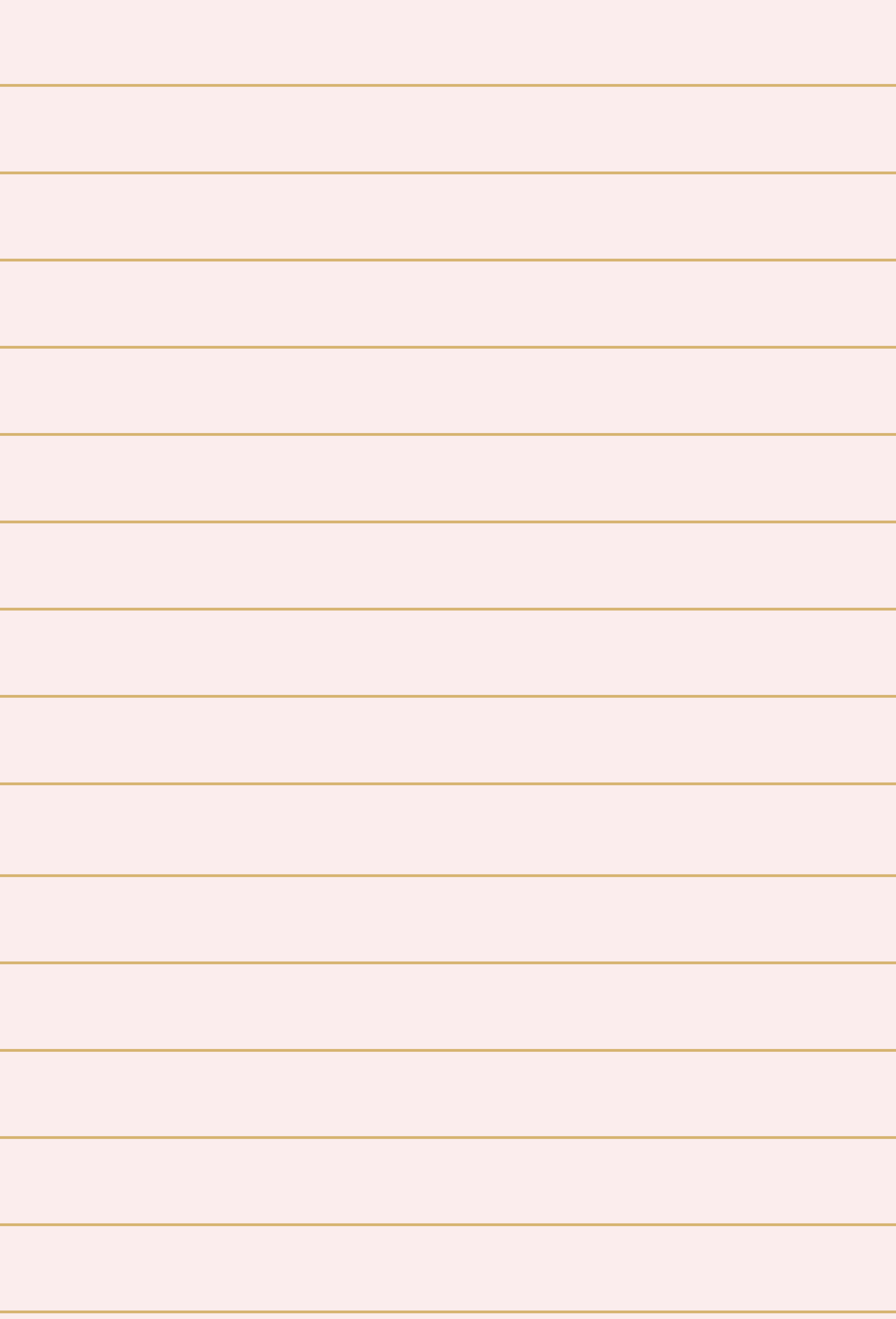
Your business isn't "too spiritual" for marketing. And your faith isn't "too soft" for the business world. You were made to bridge both.

So stop hiding your heart in the name of professionalism. Let your brand reflect your **beliefs**.

Faith-Fueled Action Step:

Take a look at your last few social posts or email subject lines. Do they reflect the woman of God you are and the solution you offer? If not, don't panic—just pivot. Start today.

✨ And if you need help starting, check out my free download: “**10 Prayers to Pray Over Your Business**” . One of those prayers is for bold, Spirit-led marketing!



Prayer Strategy for Your Business

Creating a Rhythm of Prayer Over Your Work

Prayer isn't just for emergencies. It's not your backup plan—it's your business plan.

As a Faith-Fueled CEO, you have direct access to the greatest strategist, guide, and provider: **God Himself.**

And yet... how often do we race through the day without ever inviting Him into it?

“Pray without ceasing.” — 1 Thessalonians 5:17

This doesn't mean you need to hold a revival in your office every morning (although hey—if the Spirit leads, go for it!)

It simply means developing a rhythm of conversation with God that covers your business like an atmosphere.

And if you ever doubt that God wants to be involved in your strategy, remember Solomon.

“God said to Solomon, ‘Ask for whatever you want Me to give you.’ Solomon answered, ‘Give your servant a discerning heart to govern Your people and to distinguish between right and wrong.’” — 1 Kings 3:5,9

King Solomon didn’t ask for riches, fame, or influence—he asked for **wisdom**. And because of that, God gave him everything else, too.

That kind of wisdom—holy, discerning, Spirit-led—is still available to you today. You just have to **ask**.

Here’s a simple strategy to begin:

1. Morning:

Pray before you touch your phone or calendar. Ask for divine alignment, wisdom, and grace for the day.

2. Midday:

Pause—even for 60 seconds—to reset your spirit.

Thank God for what's gone well. Ask for peace where there's stress.

3. Weekly:

Dedicate one “CEO Meeting with Jesus” time. Journal, worship, review your business through a spiritual lens.

4. Project-Based:

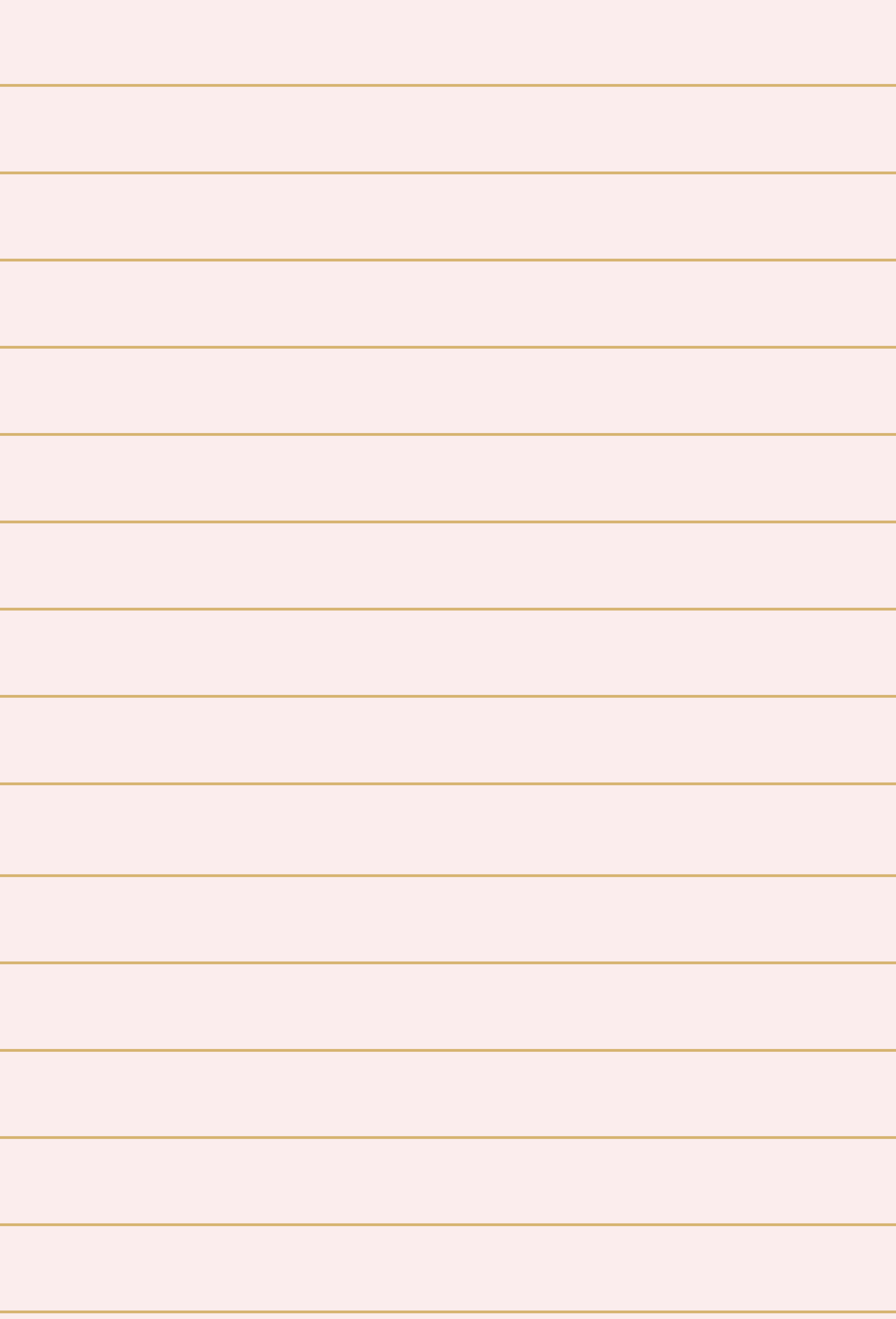
Pray over launches, offers, team hires, and decisions. Ask God to either bless it—or block it.

 Need help getting started?

Download my free resource: “*10 Prayers to Pray Over Your Business*” at faithfueled.ceo. Use them as a guide until your own prayers flow freely.

Faith Check-In Prompt:

What's one area of your business you've been trying to control instead of surrendering? Write it down. Release it to God. Ask Him for clarity, covering, and the wisdom of Solomon.



Activation & Next Steps

Putting Faith Into Motion

You've made it this far—and I pray something stirred in your spirit. Maybe it was the call to rest. Maybe it was the courage to speak up. Maybe it was the clarity to start again, this time with Jesus at the center.

Whatever it was, don't leave it on the page.

Activate it.

Because God doesn't just speak to fill you—He speaks to move you.

Now it's time to take what you've received and begin building with faith, wisdom, and holy boldness.

Faith-Fueled Action Plan

1. Reflect:

What chapter or scripture resonated the most with you? Go back. Reread. Journal. Sit with it.

2. Respond:

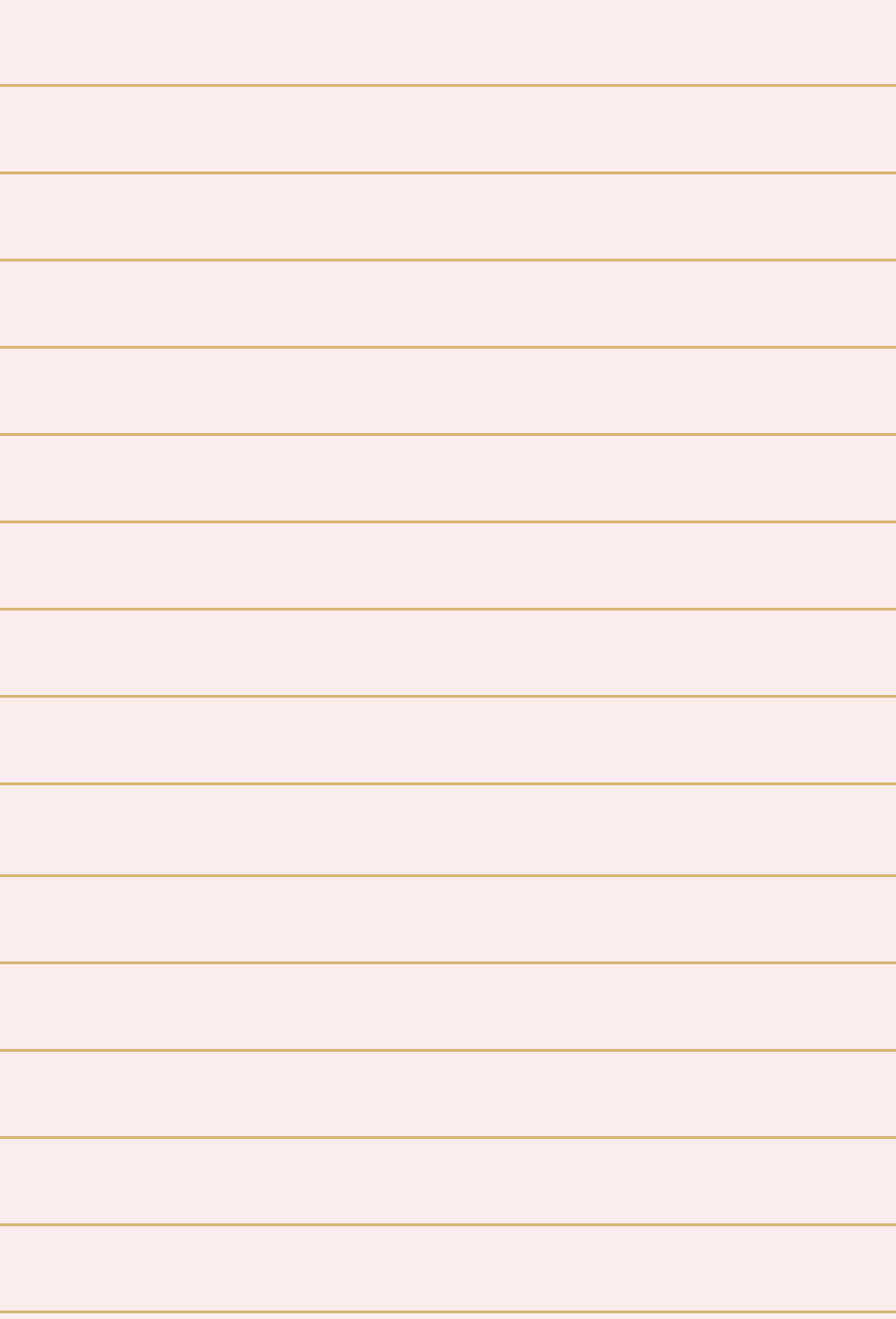
Choose one thing you're going to apply in your business this week. It might be praying before a team meeting... Establishing a new boundary... Or simply resting without guilt.

3. Reconnect:

Start your first “**CEO Meeting with Jesus.**” Light a candle, open your Bible, bring your journal—and listen.

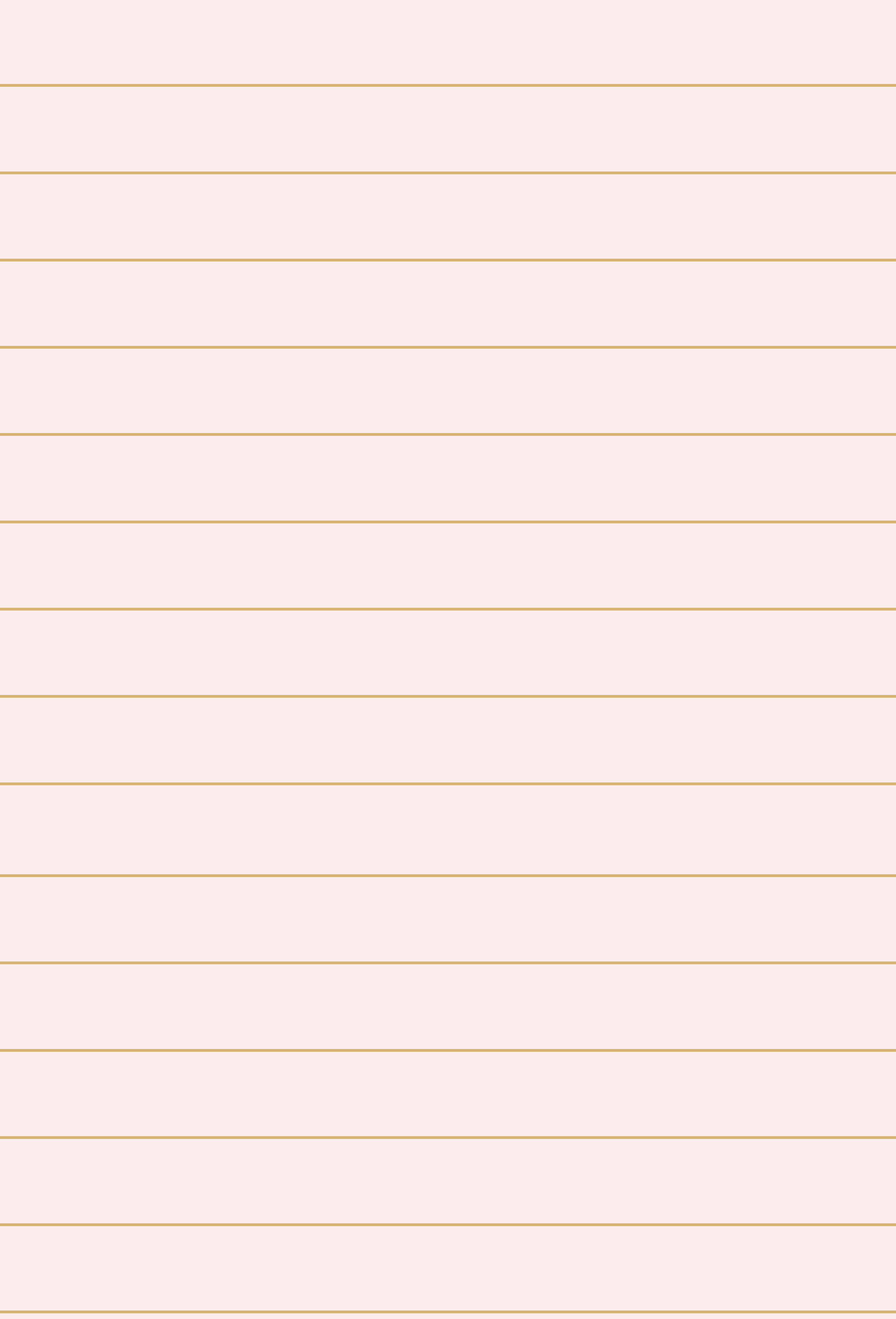
4. Repeat:

Let this book be your beginning, not your end. Return to these pages. Let them become a rhythm.



7 Days of Faith-Fueled Focus (Optional Challenge)

Day 1	Alignment	“Lord, align my heart with Heaven’s assignment.”
Day 2	Identity	“Who do You say I am, God?”
Day 3	Strategy	“Give me vision and clarity today.”
Day 4	Boundaries	“What needs to be cut or covered?”
Day 5	Boldness	“Give me the courage to step forward.”
Day 6	Rest	“Help me release control and breathe.”
Day 7	Gratitude	“Thank You for the growth and grace.”



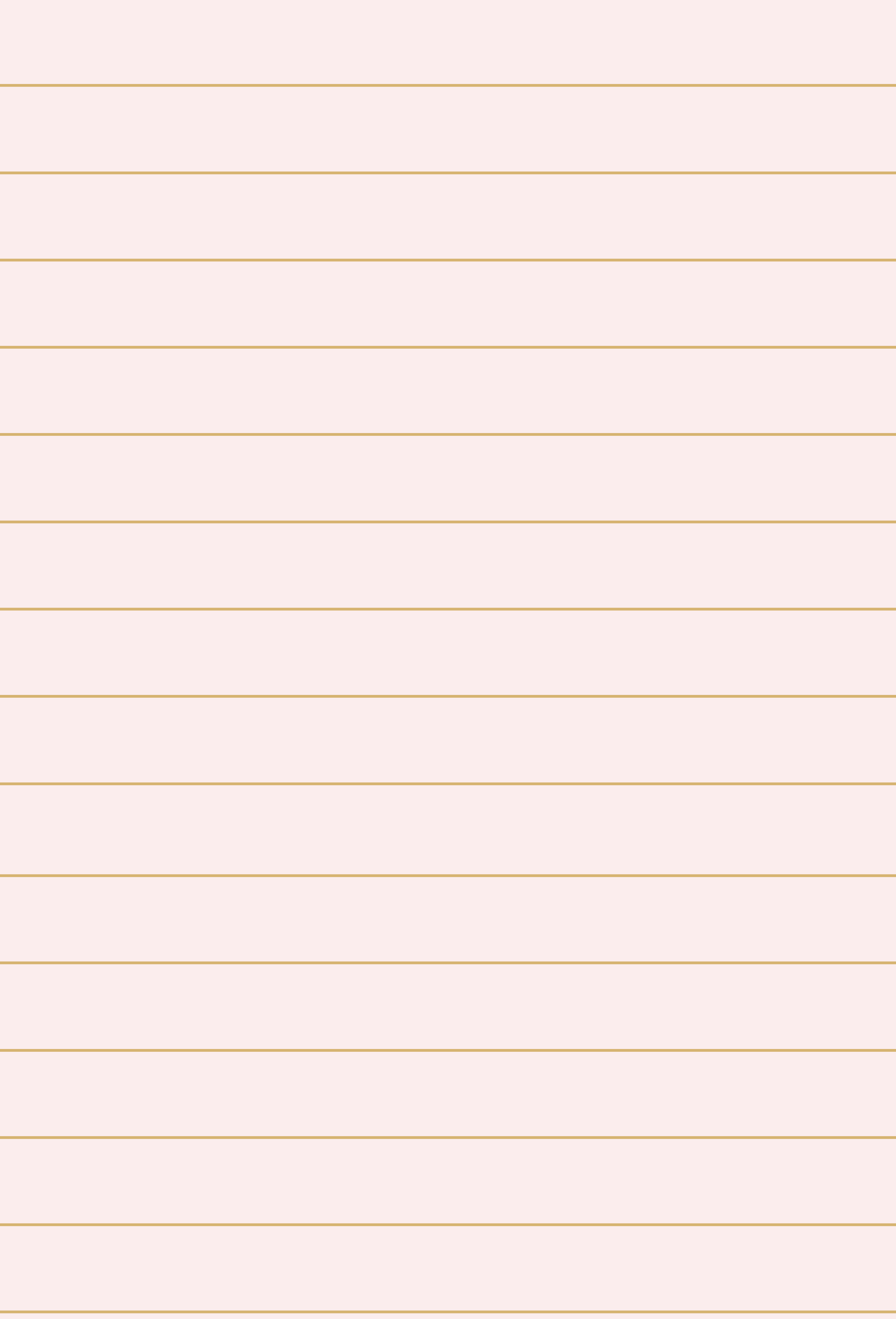
Want more?

Join the Faith Fueled CEO community, or download more free resources here: [**“10 Prayers For Your Business”**](#)

You are equipped. You are empowered. You are a Faith-Fueled CEO. Now... let's go build something eternal.

With purpose and power,

Chelley Odle
Faith Fueled CEO





Sweet friend,

I didn't write this because I had it all figured out—I wrote it because I know the weight of building, leading, and longing for balance.

Through every season—wife, mom, Glammy, business owner, worship pastor—I've discovered something sacred: business can be holy.

God is present in the boardroom as much as the prayer room. Balance isn't about perfection—it's about walking with Him, step by step, trusting His peace in the midst of it all.

This book is for the woman who wonder if she can really do it. You're not alone. God cares about your business, your rest, and your calling. He chose you for this assignment, and He's with you every step of the way.

With love and faith,

Chelley

P.S.

If reading this book stirs something deeper in you—like the dream of building, not just a side gig, but a true online business that gives you freedom—I want you to know about a resource that changed everything for me.

It's called the Digital Wealth Academy (DWA). Whether you're simply looking for an extra stream of income alongside your 9–5, or you're ready to build a business that can one day replace it, this step-by-step program shows you exactly how. It's simple, approachable, and created for everyday people who want more options and more freedom.

[[Click here to learn more about DWA](#)]