

J. LONDON-CLAY

SPIRITUAL CEO ROADMAP



BUILD YOUR BUSINESS WITH KINGDOM
CLARITY, PURPOSE & PEACE

Spiritual CEO Roadmap:

Build Your Business with Kingdom Clarity, Purpose & Peace

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contact me at:

Jamie London-Clay

P.O. Box 3726

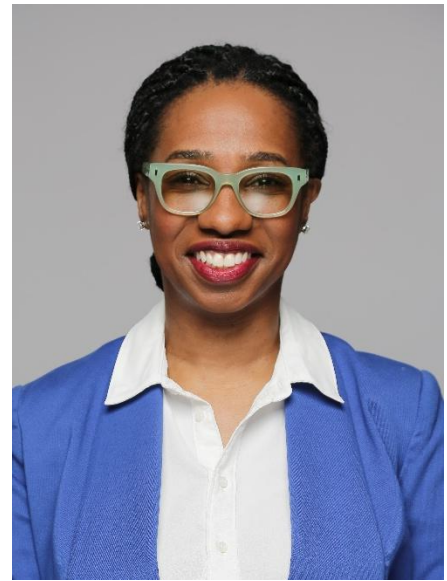
Oak Park, IL 60303

www.JamieLondonClay.com

Instagram: [@JamieLondonClay](https://www.instagram.com/JamieLondonClay)

👉 *About the Author*

Jamie London-Clay is a soul-led writer, singer, empowerment coach, and digital entrepreneur committed to helping others heal, rise, and reclaim their divine identity. A Chicago-based widow, creative visionary, and spiritual truth-teller, Jamie



walks boldly in her calling after surviving profound personal loss, religious rejection, and life-altering transitions that reshaped her from the inside out.

She is the founder of ***I Empower You to Empower You***, a sacred brand and movement designed to liberate the spiritually gifted, the misjudged, the grieving, and the overcomers. Through her journals, music, blog, coaching, and digital resources, Jamie creates safe, Spirit-led spaces for those ready to break free from religious control, rebuild after devastation, and walk in Kingdom with boldness and grace.

After years of navigating spiritual trauma, leadership rejection, and the painful tension between religion and truth, Jamie made the courageous decision to release the label of “Christianity” in order to fully follow Christ without compromise. Her message is rooted in love, truth, and unwavering Spirit-led clarity.

But her story goes deeper.

Jamie is also a woman who knows what it means to lose everything and choose life again. After becoming widowed, she faced the raw ache of starting over—alone, unseen, yet still called. What once looked like the end became a new beginning: a path of healing, wholeness, and purpose that no one else could walk but her.

Whether she's writing, singing, coaching, or creating, Jamie's message remains the same:

You don't need a label to be loved by God.

You don't need a platform to be powerful.

You don't need religion to walk in Kingdom purpose.

You just need permission to be fully, fearlessly you.

Her work empowers others to break cycles, reclaim their voice, and walk confidently into the life God uniquely designed for them.

She shares transformational content through her blog, YouTube channel, coaching programs, and digital products at jamielondonclay.com.

Welcome, CEO in the Spirit!

You were never called to hustle your way into burnout. You were called to build with clarity, order, wisdom, and peace. The Kingdom of God operates differently than the world—and as a Spirit-led entrepreneur, you've been chosen to do business in alignment with Heaven's flow.

This guide is your sacred roadmap to align your calling, elevate your income, and protect your peace.

Whether you're just starting out or ready to reset your business to reflect your values and purpose, this guide will walk you through five powerful pillars to step confidently into your divine assignment.

Let's build with God.

J. London-Clay

Pillar 1: Clarity of Calling

"Before I formed you in the womb, I knew you. Before you were born, I set you apart." —

Jeremiah 1:5

You are not random. Your business should reflect your divine assignment.

Ask yourself:

- Who am I uniquely anointed to serve?
- What transformation am I called to help others achieve?
- What gifts, experiences, and passions do I carry?

Clarity Exercise: Journal the answers to these:

- What do people often come to me for?
- If I could only help one type of person with one problem, what would it be?
- What frustrates or burdens me in the world (that I feel called to change)?

Kingdom Business Niche Example: Instead of saying “I’m a coach,” say “I help people break generational cycles and launch profitable coaching businesses rooted in healing.”

Pillar 2: Aligned Vision + Values

"Write the vision and make it plain..." — Habakkuk 2:2

Your business should flow from your spiritual values—not fight against them.

Define Your Vision:

- What does success look like for you spiritually, emotionally, and financially?
- How do you want people to feel after experiencing your brand?
- Where do you see yourself in 3–5 years?

Kingdom Values Checklist:

- Am I building with integrity?
- Am I pricing based on value, not fear?
- Am I creating offers that serve and solve?
- Am I marketing with truth and not manipulation?

Write your values as declarations:

- "I honor God in how I serve and steward."
 - "I do not hustle—I build in alignment."
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Pillar 3: Holy Spirit Strategy

"Trust in the Lord with all your heart... He will direct your paths." — Proverbs 3:5-6

Planning with God is your superpower.

Spiritual Strategy Tips:

- Pray before planning sessions
- Ask God for your clients by name and need
- Dedicate your launches, content, and team to Him

Monthly Strategy Flow:

1. Set time for prayer and fasting before each quarter
2. Create 1–3 major goals based on clarity from God
3. Break them into aligned tasks
4. Leave room for divine interruptions and Spirit-led shifts

Your planner can be prophetic. Let the Holy Spirit be your CEO.

Pillar 4: Rest & Rhythms

Over Hustle

"There remains, then, a Sabbath-rest for the people of God..." — Hebrews 4:9

Burnout is not your portion. Rest is holy. Boundaries are spiritual.

Peaceful Business Practices:

- Set business hours, even as a solopreneur
- Take “Silent Saturdays” for rest or no-social-media days
- Schedule Sabbath days or weeks into your calendar

Sample Weekly Rhythm:

- Monday: Vision/Planning + Prayer
- Tuesday–Thursday: Client & Creation Days
- Friday: Admin or Wrap-up
- Saturday: Rest
- Sunday: Worship + Journaling

The more peace you protect, the more power you walk in.

Pillar 5: Kingdom Wealth Mindset

"Beloved, I pray that you may prosper in all things and be in health, just as your soul prospers." 3 John 1:2

You are not greedy for desiring wealth—you are responsible for stewarding it well.

Wealth Affirmations:

- "God delights in my abundance."
- "I serve with excellence and receive with grace."
- "I break every agreement with lack and limitation."

Charge what aligns with the value, not your past. Undercharging dishonors both you and the person assigned to receive through you.

Healing Money Beliefs Prompt:

- What messages about money did you grow up with?
 - Do you secretly feel guilty for wanting to be paid?
 - How would a healed, wealthy, spiritually secure version of you show up?
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Your 7-Day Alignment Challenge

Day 1: Clarify your calling. Write your Kingdom niche.

Day 2: Define your vision and write 5 value statements.

Day 3: Dedicate your business to God in prayer.

Day 4: Create a peaceful weekly rhythm.

Day 5: Audit your offers and pricing.

Day 6: Write your wealth affirmations.

Day 7: Rest and journal any revelations.

The Action Plan – Implementing Your Roadmap

You've read the roadmap—now it's time to walk it out. Here's how to implement each pillar in simple, bite-sized steps over the next 30 days:

Week 1: Foundation & Focus

- Spend 15–30 minutes daily journaling your calling, who you're called to serve, and why.
- Write your Kingdom niche statement by Day 3.
- Pray for clarity, confirmation, and direction every day.

Week 2: Vision & Strategy

- Define your spiritual success vision—what does life look like aligned with purpose?
- Identify 3 core values that will shape your business model.
- Schedule a 1-hour planning session with the Holy Spirit—set monthly goals.

Week 3: Rhythms & Rest

- Create your weekly schedule using the sample rhythm provided.
- Establish business boundaries: working hours, tech-free days, and Sabbath.
- Choose one self-care ritual to practice this week.

Week 4: Wealth & Worth

- Evaluate all current prices and offers—are they aligned with the value you bring?
- Declare your wealth affirmations daily.
- Reflect on your money story and write a new narrative based on abundance.

Pro Tip: Don't try to do it all at once. Take aligned action, stay in prayer, and trust the process. Your business is a ministry—it's unfolding divinely.

Bonus Resources

Spiritual CEO Spotify Playlist

Create a playlist with songs that center your spirit, ground your focus, and restore your peace. Suggested tracks:

- "Firm Foundation (He Won't)" – Cody Carnes
- "Refiner" – Maverick City Music
- "Jireh" – Elevation Worship & Maverick City
- "Psalm 23 (I Am Not Alone)" – People & Songs feat. Josh Sherman
- "Wait on You" – Maverick City & Elevation Worship
- "He's Able" – Deitrick Haddon
- "Bless Me" – Maverick City x Kirk Franklin

Search "Spiritual CEO Flow" on Spotify or create your own custom playlist to play during prayer, planning, or journaling sessions.

✦ *Spiritual CEO Affirmations*

Speak these aloud daily to shift your atmosphere and mindset:

- I am led by God in every business decision.
 - I serve in alignment with Heaven's strategy.
 - My peace is my superpower.
 - Clients are drawn to the clarity and light I carry.
 - I prosper without pressure.
 - God is my CEO, provider, and promoter.
 - I steward wealth with wisdom, faith, and flow.
 - My business is a vessel for impact and overflow.
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Final Encouragement

You are not building this business alone.

Heaven is backing you. You have permission to build slowly, sacredly, and strategically. The fruit will be undeniable.

Keep God as your CEO, and peace as your profit.

With love and alignment,

Jamie London Clay

Empowerment Coach | Kingdom Creative | Spiritual Doula

*Ready for more support? [Apply for the Empowered Coaching Experience](#)
or download more resources at [JamieLondonClay.com](https://www.JamieLondonClay.com)*