



Before You Begin...

I wrote this for the woman who knows something is stirring inside her — but keeps talking herself out of it. I wrote it for the woman who has been faithful, who has prayed, who has waited — and is starting to wonder if she missed her moment. You did not miss it. You are right on time.

I came into this world at 3 lbs 9 oz — the 7th of 11 children, written off by medical professionals. My mother did not accept that report. She took me to her church, and that community of faith gathered around a tiny life and prayed. I am here today because of the power of God and the fabric of community. My name, Penny, comes from Penelope — which means weaver. WOVEN was written into my story before I was born.

For years I carried that miracle quietly, struggling to find my purpose and walk boldly into my calling. Then I realized: my story was not a setback. It was the strategy. These 7 signs are not a checklist — they are a mirror. Read them slowly. Sit with the reflection questions. And when you finish, take one bold step forward.

"Your story is not baggage. It is your brand."

With love and faith,

Penny D. Butler

Transformation Strategist | Founder, WOVEN Brands

You Feel a Holy Restlessness

Something inside you keeps saying: there is more.

You have been faithful in your current season — showing up, serving, doing what is in front of you. And yet something keeps stirring. It is not ingratitude. It is not restlessness for the sake of change. It is a holy nudge — a quiet but persistent signal from the Spirit that the next chapter is being prepared and you are being called forward into it.

That feeling you have been trying to dismiss? That is not a problem to fix. That is God getting your attention. The women who have walked boldly into their calling almost always describe a season just like this one — where the ordinary started to feel too small, not because they were ungrateful, but because their spirit was expanding. You were built for more than where you are.

The key is learning the difference between holy restlessness and simple dissatisfaction. Holy restlessness comes with a direction — a pull toward something specific: a ministry, a message, a community, a calling. Pay attention to what keeps coming up in your spirit. That is not random. That is a compass pointing you toward your purpose.

□ REFLECTION

When did you last feel fully alive in your purpose? What were you doing? What would it look like to create more of that in your life right now?

Your Story Won't Stay Quiet

Your testimony keeps surfacing — in conversations, in dreams, in quiet moments.

The things you have survived — the losses, the seasons of deep confusion, the moments where only God's grace held you together — keep coming up. In conversations with strangers, in the stories you find yourself sharing, in the dreams that wake you at 3am. You have tried to move past them, tried to keep them private. But they will not stay quiet.

That is because your story is not yours to keep. It was never meant to stay inside you. Every hard thing you walked through was also preparing you — shaping your empathy, your wisdom, your ability to sit with women in their pain and point them toward healing. Your testimony is your most powerful tool.

Stop treating your story like a liability. Start seeing it as your greatest asset. The scars are not shameful — they are your credentials. The valleys are not failures — they are your research. God does not waste pain. He redeems it and turns it into purpose. When your story will not stay quiet, it is because it is ready to be shared.

□ REFLECTION

What part of your story do you find yourself sharing most, even when you did not plan to? That is your calling speaking. Write it down.

You Keep Helping People — Without Being Asked

You naturally encourage, advise, and guide others toward their next step.

People come to you. They always have. Friends, coworkers, women at church, even strangers — they find themselves sharing their problems with you, their dreams, their confusion. And somehow, without even trying, you know what to say. You have a way of helping people see their situation more clearly and feel less alone. That is not a personality trait. That is a gift from God.

The problem is, many women with this gift have been giving it away for free — behind the scenes, in quiet conversations, through text messages and phone calls — without ever recognizing that what they carry has real value. You have been in an unpaid residency for your calling. God has been training you through every one of those conversations.

That gift deserves a platform. It deserves to reach more than the people in your immediate circle. When you step into your calling, you are not starting from scratch — you are taking everything God has already developed in you and giving it a wider reach. The women who need what you carry are waiting for you to show up with it on purpose.

□ REFLECTION

What do people most often thank you for or come to you about? What problem do you solve naturally, without even thinking about it?

You Are Tired of Playing Small

Shrinking is exhausting. You were not built for a small life.

There is a difference between humility and hiding. True humility says, 'I know who I am and I submit it to God.' Hiding says, 'I am not sure I am allowed to take up space.' If you have been downplaying your gifts, holding back your ideas, staying quiet in rooms where your voice is needed, or waiting for someone to give you permission — that is not modesty. That is fear. And fear is not from God.

Playing small feels safe. It protects you from failure, from criticism, from the vulnerability of being fully seen. But it also costs you every single day — every idea you swallow, every yes you turn into a quiet no because you did not feel ready enough. Shrinking is exhausting because it goes against the grain of who you were created to be. That exhaustion is a sign that something has to change.

The fact that you are tired of playing small is one of the most powerful signs that you are ready to step into your calling. You have outgrown the smaller version of yourself. The calling on your life is bigger than your fear, bigger than your past mistakes, bigger than anyone's opinion of you. It is time to find your shoes — and walk boldly into the purpose God prepared for you.

□ REFLECTION

Where have you been waiting for permission that God has already given? What is one area where you have been playing small that you are ready to change?

You Are Drawn to Women in Transition

You feel called to walk alongside women who are lost, stuck, or unraveling.

Maybe you have been in that place yourself — the season of not knowing who you are outside of a role, a relationship, or a title. The season where everything familiar fell away and you had to rebuild your identity from the ground up. Those seasons are painful. They are also profoundly formative. And the compassion you carry for women in that place was cultivated through your own experience of it.

There is a particular kind of woman you are called to. You can spot her. She is the one who is holding it together on the outside but quietly falling apart on the inside. She is faithful and capable and gifted — but she has lost her sense of direction. She needs someone to sit with her in the wilderness and say, 'I have been here. There is a way through. You are not alone.' That someone is you.

The women you are drawn to are not a distraction from your calling — they ARE your calling. That compassion you feel, that pull toward women in transition, that desire to see them healed and restored and walking boldly — that is your assignment. When God stirs your heart toward a specific type of need, He is showing you where to go. Follow that pull.

□ REFLECTION

Who is the woman you most want to help? Describe her — where she is, what she is struggling with, and what you wish she knew right now.

God Keeps Bringing the Same Vision Back

That idea, that ministry, that business — it keeps returning no matter how many times you set it aside.

You have tried to let it go. You told yourself it was just a dream, just not the right time. You set it aside during a hard season and told yourself you would come back to it later. But later came, and it was still there. You talked yourself out of it a hundred times, and it came back a hundred and one. That persistence is not your imagination. That is God.

A vision that will not die is a vision God keeps alive. He does not give you vision without intention. He does not stir your heart toward something and then leave you without the capacity to pursue it. The fact that this dream has survived every season of doubt, every season of loss, every season of busyness and distraction — that is the most powerful evidence that it is not yours to release.

The timing of God does not always look the way we expect. Sometimes He waits until we are ready — until we have been shaped and stretched enough to carry the weight of the vision He placed inside us. If the vision keeps coming back, it is not because you missed your moment. It is because your moment has not yet fully begun. Start building in the direction of what He keeps showing you.

□ REFLECTION

What is the one vision or calling you have tried to release but that keeps returning? What would your first step look like if you decided today to take it seriously?

You Are Reading This Right Now

This did not land in front of you by accident.

There is no such thing as coincidence in the kingdom of God. You found this guide — or it found you — because God is confirming what He has already been speaking over your life. Maybe you stumbled across it. Maybe a friend shared it. Maybe you were scrolling and something made you stop. However it happened, you are here. And that matters.

You are not too late. You are not too broken. You are not too far behind. You do not need to have it all figured out before you take your first step. The women who have walked boldly into their calling did not start with a perfect plan — they started with a willing heart and one forward movement. That is all God needs. He can work with a yes. He can work with a step. He can work with right now.

The 7th sign is the simplest and the most profound: you are here, and you are ready. Not because everything is in order. Not because the fear is gone. Not because you finally feel qualified. You are ready because God says you are ready — and His word over your life is more powerful than every doubt and every voice that told you to stay small. Find your shoes. The world is waiting for the woman you are becoming.

□ REFLECTION

What would you do this week — just this week — if you truly believed you were ready? Write it down. Then do it.

You Recognized Yourself, Didn't You?

You made it through all 7 signs — and my guess is that more than one stopped you in your tracks. That recognition you feel right now? That is confirmation. That is God using these words to say what He has already been saying to your spirit. The question is no longer whether you are called. The question is: what are you going to do next?

Recognizing the signs is the first step. But recognition without action is just awareness — and awareness alone will not change your life. What changes your life is a decision followed by movement. You do not need a perfect plan. You need one bold step in the direction of your calling.

I built WOVEN Brands to be that next step for women exactly like you. A community, a framework, a strategy, and a sisterhood for women who are done being stuck and ready to walk boldly. My story began in a community of faith that gathered and prayed over a tiny life. That is still what we do here — we gather, we pray, we build, and we walk forward together.

01 Book a Free 30-Min Clarity Call

Let's talk about where you are and where you're called to go. No pressure — just a real conversation.

cal.com/pbutler247/30min

02 Join the WOVEN Community

Connect with women on the same journey. Encouragement, faith strategy, and sisterhood.

wovenbydesign.co

03 Follow & Connect

Weekly encouragement, faith strategy, and AI tools for your calling.

[@pennydbutler](#) | [@wovenbydesign](#)

"Find your shoes. Walk boldly into your purpose."

— Penny D. Butler

#StopShrinkingStartStepping

pennydbutler.com | hello@pennydbutler.com