



HIDDEN IN PLAIN SIGHT:

**How *Jaala Nixon*
Is Helping
Women Embrace
Their God-Given
Purpose**

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Hidden in Plain Sight: How Jaala Nixon Is Helping Women Embrace Their God-Given Purpose

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There are seasons in life when it feels as though everyone else is moving forward while you remain unseen. For some, those moments can feel discouraging. For Jaala Nixon, they became the very place where God was preparing her for purpose.

Before founding ***Her Anointing*** and the ***Her Anointing Initiative***, Jaala wrestled with many of the same challenges she now helps other women overcome. She struggled with dimming her light, confusing visibility with validation, and questioning whether her voice truly mattered. Looking back, what once felt like delay became a season of divine development, expanding her vision of what God was calling her to become.

"I was hidden in plain sight," she reflected; a realization that transformed the way she viewed both herself and God's timing.

Today, Jaala is dedicated to helping women recognize that their identity is not defined by social media algorithms, professional titles, or public recognition. Instead, she believes every woman carries a unique anointing that deserves to be developed before it is displayed.

From Personal Struggle to Purpose

The vision behind ***Her Anointing*** was born from experience rather than strategy. As Jaala navigated her own journey of healing and spiritual growth, she recognized a pattern among many women around her. They carried incredible gifts and talents but often remained hidden behind fear, self-doubt, or the pressure to support everyone else's dreams while neglecting their own calling.

Rather than focusing solely on entrepreneurship or personal branding, Jaala's mission became helping women discover who they are before determining what they do. For her, branding begins with identity.

When women understand the gifts God has placed within them, confidence follows naturally.

Choosing Obedience Over Comfort

Balancing the responsibilities of marriage, motherhood, ministry, entrepreneurship, and leadership is no small task. Yet instead of relying solely on productivity systems or carefully planned schedules, Jaala begins each day by asking God a simple question: **what assignment matters most today?**

The daily posture of surrender has become the foundation of her leadership. Rather than measuring success by how much she accomplished, she measures it by her willingness to remain obedient to God's direction.

She describes it as a daily heart check, a conscious decision to ensure her priorities remain aligned with purpose instead of performance.

When Motherhood Changed Everything

One of the most significant turning points in Jaala's life came through becoming a mother. While raising her child, she discovered a deeper understanding of God as Father. That experience reshaped her perspective on grace, patience, correction, and unconditional love.

What had begun as a new chapter of motherhood, instantly became a season of spiritual transformation. It taught her that leadership begins long before anyone is watching.

Hidden in Plain Sight

Like many leaders, Jaala's journey has not been without hardship. She openly shared her experience with depression and the emotional weight that accompanied seasons of uncertainty for her. During that time, studying Scripture helped alter her perspective. Rather than seeing herself as forgotten, she came to believe she was being developed.

The phrase "hidden in plain sight" became more than an observation. It became a spiritual breakthrough. She believes God sometimes allows people to grow in private before entrusting them with public influence. Those hidden seasons, while often uncomfortable, become opportunities to strengthen character, deepen faith, and prepare for greater responsibility.

Leading Through Her Service To Others

Although ***Her Anointing*** continues to grow, Jaala measures success differently than many entrepreneurs. Her proudest accomplishment isn't a product launch or business milestone. It's learning to steward influence well.

She believes authentic leadership isn't about accumulating followers or receiving recognition. It's about serving others with humility and pointing them in the direction of hope.

Whether mentoring women, speaking encouragement, or creating resources that help others discover their purpose, Jaala's goal remains the same: **to make a meaningful impact, even if it's only one person at a time.**

Building a Kingdom Vision

Jaala's vision continues to expand. Through ***Her Anointing***, Jaala is developing programs that help women strengthen their personal brands while remaining grounded in their faith. She is also preparing to launch the ***Her Oil*** podcast, creating spaces for honest conversations about spiritual growth, identity, and purpose.

Building what God has entrusted to you often requires faith, but every now and then He provides a reminder that you're exactly where you're supposed to be.

For Jaala, that reminder came when a prayer journal she created received more than 150 downloads within its first week, despite never carrying a price tag. To her, it became further evidence that obedience often produces results beyond what numbers alone can measure.

Her ministry extends beyond digital platforms. She is building both a for-profit business and a nonprofit organization, believing each will strengthen the other in advancing the mission God has given her.

Upcoming initiatives, including new merchandise, gatherings, and community-centered experiences, are all designed with one purpose in mind: **helping women embrace the calling God has already placed within them.**

Becoming Before Being Seen

As ***Her Anointing*** continues to evolve, Jaala is preparing for the launch of the official ***Her Anointing Tote Bag*** in August, along with additional resources and offerings designed to help women develop their personal brands and strengthen their digital presence.

Yet, beyond the products and platforms, Jaala's focus remains simple. She isn't pursuing visibility for the sake of recognition; she is pursuing faithfulness.

The woman who once felt hidden in plain sight now spends her days helping other women recognize what God has been developing within them all along.

Because sometimes the hidden season isn't a season of being forgotten. It's a season of becoming.

To Follow Jaala Nixon's Journey: Instagram | Threads @jaalaofficial | Facebook Jaala Nixon