

## Book Review – Kina Robertshaw

# Finding Divine Flow: Seeking, Finding & Flowing in Purpose

By Camelle Daley

UNICORN Publishing, 2019, paperback, 208 pp, £14.99, ISBN 978 191 6251304

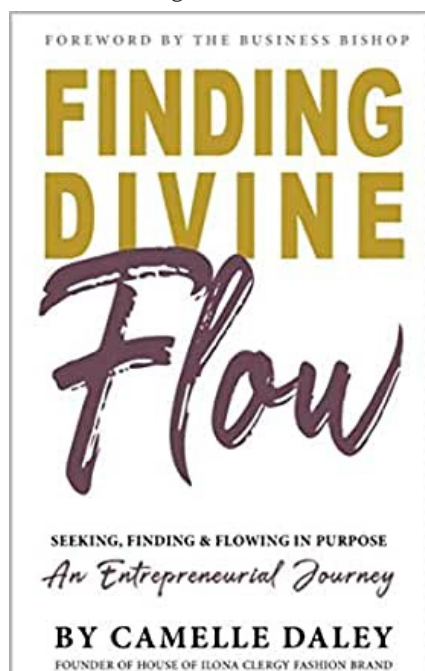
Camelle ilona Daley, a wife and mother, is the CEO of House of ilona, a businesswoman, entrepreneur, speaker, author and business coach.

It is from House of ilona that I have bought some of my most elegant and stylish clergy clothes. This sparked my interest to meet the person behind the business. So one day I drummed up courage and called House of ilona. To my surprise Camelle answered the phone – it is not often that you get directly through to the company CEO. I took that as a divine appointment – a meeting arranged by the Holy Spirit.

I interviewed Camelle for my video series Conversations with Christian Entrepreneurs as she seems such a good role model. With time I have come to know Camelle. She is an inspirational woman as is evident from this book. So at the outset I should say that it has encouraged me to believe in what I have to offer and has helped me to find my own divine flow.

*Finding Divine Flow* provides readers with practical insights on developing their potential within and pursuing the business that is ideal for them. The author, step by step, shares her own entrepreneurial journey – starting with finding purpose. Camelle was desperate to know her purpose: she “pursued God like crazy” to discover it. This pursuit of God enabled her to recognise her core ideas and motives. Camelle’s love for fashion and business was never in question.. Then she found an untapped niche – designing and making clothes for clergy – and House of ilona was birthed.

The power of simple journalling is something the author credits as part of her success in business. Through journalling, she engages with God, organises her thoughts, prompts reflections and generates creative ideas.



Camelle sees her business as a direct reflection of this process. For example “when I thought my prices were too high and no one would buy, no one bought. When I valued my work and believed it was worth its value, more people bought” (p.26).

Camelle took courageous steps to launch and grow her business. She talks about the different effect we have on people who stand with us and those who choose to dislike us, demonstrating this from the biblical narrative of Joseph. She talks of the Joseph effect – the very different impact his dreams had on his father and his brothers. The same thing can cause one person to love you and another to hate you.

The author shares honestly about the highs and lows of her entrepreneurial endeavours. She speaks about the power of focusing on the present and trusting the future to God. In chapter 9 the author challenges the reader with a powerful question: what is your motive for money? Here she shares how she finds her Divine Flow – bringing God intentionally into every situation and talking to Him. “Sometimes I get an answer right away, other times I get the inspiration right when I need it and do my best to remember to give God thanks” (p.152). In chapter 10 she shares some of her practical marketing strategies and top tips, asking: Who do you want to help? How do you want to help them? Where are they? Who do you need to become to deliver the message that will resonate with your target audience?

In chapter 11, Camelle, discusses “Developing your Personal Style”. This is an ongoing process. As a fashion designer, she has great taste and I am sure she likes to dress up. However she says that “the most beautiful thing you can wear is Godfidence” (p.176). Godfidence is having confidence in God, knowing that God is in control. She concludes by talking about confronting bad roots, those that produce bad fruit, in our lives. Her final encouragement to the reader is not to give up, but to find God’s Divine Flow to fulfil His purpose.

*Finding Divine Flow* is well written and easy to read. Practical, insightful and inspirational, Camelle has compiled a lot of wisdom and insight in this great little book.  



*Kina Robertshaw is Associate Vicar of Bromyard Benefice in the Diocese of Hereford. She hosts Conversations with Christian Entrepreneurs. With Richard Higginson she is the author of A Voice to be Heard: Christian Entrepreneurs Living out their Faith.*