



Jessica Weiss - Wife, Mother, Business Owner and Author

PIES, PRAYER & A 90-DAY PLAN: BUILDING A BUSINESS ON THE WORD

*An Honest Conversation About Faith,
Family and Entrepreneurship*

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EP 26



EPISODE SUMMARY

Jessica Weiss is the founder of Red Couch Bakery — a Greater Vancouver pie company born from a backyard apple tree and a Proverbs 31 prayer. She is a wife, a homeschooling mother of four, and now a first-time author. Her debut book, Pray, Rest, Observe Miracles, tells the true story of God's faithful intervention through the high-risk pregnancy of her son Caleb. Jessica brings practical wisdom on stewardship, focus, and building a life and a business rooted in the Word of God.

“I’m not busy. I’m focused.”

What if the difference between a dream you’ve carried for years and a dream you’ve actually delivered comes down to one word — focus? In this episode, Angel and Sarai sit down with Jessica Weiss — wife, mother of four, homeschool teacher, founder of Red Couch Bakery and first-time author — for a heart-to-heart conversation on faith, family and entrepreneurship that doesn’t feel like a business class. It feels like a friend handing you her playbook.

Jessica opens up about how Proverbs 31 reshaped her identity long before it reshaped her income, how a \$25 pie made from her backyard apples turned into a quarter-million-dollar bakery business, and the moment her water broke at 19 weeks — and what God did in the nine weeks of bedrest that followed. She walks through the practical tools that finally got her unstuck: 90-day goals, daily focus blocks, and a stack of mentors (Terri Copeland Pearsons, Brian Tracy, Grant Cardone) running in her ear on the school run.

If you’ve been carrying a dream around year after year, this conversation will hand you a different way to hold it — one that’s bold, faith-filled, and finally produces fruit.

KEY TAKEAWAYS

- ***Start with the Word, not the work.***

Jessica's business, marriage and mothering all sprang from a season of camping on Proverbs 31. The fruit follows the root — you become a product of what you focus on. You're not busy. You're focused. Reframing your language reshapes your life. Focus is the difference between scattered effort and a finished product — between carrying a goal for years and getting it done in 90 days.

- ***The gift is already in you — name it and build around it.***

Ask, “What do people say I'm good at?” and prayerfully steward what comes back. Jessica's bakery didn't come from a market analysis; it came from a backyard apple tree and twenty pies given away for free.

- ***Trade one-year goals for 90-day goals.***

A year-long deadline lets the dream drift; 90 days creates urgency. Pair that with daily habits and you build the self-confidence to actually finish what God put in your heart.

- ***Get under the gifting in your children.***

As Kenneth Copeland teaches, your number one responsibility as a parent is to recognise the God-given talent in your kids and get underneath it — clearing the way for it to be everything He's called it to be.

QUOTES & ENCOURAGEMENTS

FROM THIS EPISODE

“I’m a product of the Word of God, and we all are”

— Jessica Weiss

Reframe: identity comes first. Your business, your marriage, your motherhood all flow downstream from what you let the Word of God produce in you.

“What do people say I’m good at? They said I’m really good at making pie.”

— Jessica Weiss

Reframe: God doesn’t usually hide your calling. He plants it as a gift, hands you the feedback through the people around you, and waits for you to say yes. Pay attention to what keeps getting confirmed.

“Your number one responsibility as a parent is, when you see that God-given talent your child has, it’s your responsibility to get underneath it and allow it to be everything God has called it to be.”

— Kenneth Copeland (quoted in the episode)

Reframe: parenting isn’t passive. When you see the spark, your job is to clear the runway

“God is so good, he gets strategic — he will guide you and show you where it lines up with everything else you’re supposed to be doing in your life”

— Jessica Weiss

Reframe: the Holy Spirit doesn’t just hand you the vision — He hands you the calendar. Ask Him not only what to do but when.

KEY SCRIPTURES

Anchoring truths from the heart of this episode (NKJV).

Proverbs 31:16–18

“She considers a field and buys it; from her profits she plants a vineyard. She girds herself with strength, and strengthens her arms. She perceives that her merchandise is good, and her lamp does not go out by night.”

Matthew 7:7–8

“Ask, and it will be given to you; seek, and you will find; knock, and it will be opened to you. For everyone who asks receives, and he who seeks finds, and to him who knocks it will be opened.”

James 2:17

“Thus also faith by itself, if it does not have works, is dead.”

Habakkuk 2:2–3

“Write the vision and make it plain on tablets, that he may run who reads it. For the vision is yet for an appointed time; but at the end it will speak, and it will not lie. Though it tarries, wait for it; because it will surely come, it will not tarry.”

THIS WEEKS FAITH STEPS

Five simple, doable moves to put this episode to work in your life.

- 1. Camp on a passage.**
Pick one Scripture passage God is highlighting to you and read it daily for a season. Don't rush. Let it become identity before it becomes action — just like Proverbs 31 became for Jessica.
- 2. Ask the question.**
Pray, “Lord, what do people say I'm good at?” Write down what comes — and what the people around you have already been confirming. The gift is usually closer than you think.
- 3. Shrink your deadline.**
Take one dream you've been carrying around for a year (or five) and rewrite it as a 90-day goal. Then write down the very next step you can take this week
- 4. Trade “busy” for “focused.”**
Catch yourself the next time you almost say, “I'm so busy.” Replace it with “I'm focused” — and let your schedule rise to meet the new language.
- 5. Get under your child's gifting.**
Identify one God-given talent in each of your kids and write down one practical way you can champion it this season — a coach, a class, a conversation, or a prayer of agreement.

GET CONNECTED

- [Red Couch Bakery](#) – Jessica’s pie company in Greater Vancouver
- Pray, Rest, Observe Miracles – Jessica Weiss’s debut book on the story of Caleb. [Order on Amazon Canada](#)

If this conversation reframed something in you – about your dreams, your time or your calling – share it with someone who needs the same encouragement today. Subscribe to Victory Podcast wherever you listen, and leave a review if this episode blessed you. It helps more people find these conversations. And don’t miss the free PDF resource linked in the description – it’s built to help you take what you heard and walk it out in your everyday life.

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