



THE PROLIFIC MASTERY ACADEMY

MY STORY

From Survival to Prolific

A memoir of faith, motherhood, and becoming

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From Survival to Prolific

by
LISA NOBLES

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*There was a time when I thought I was
simply trying to survive.*

My Why

Like many people, life didn't unfold the way I had imagined. There were seasons of uncertainty, financial challenges, difficult decisions, health setbacks, business disappointments, and moments when I questioned what God was doing in my life.

But looking back now, I can see that every season was preparing me for the one I'm living today. Before I became an entrepreneur, a business strategist, or a nonprofit founder, I was simply a mother doing everything I could to build a better life for my family.

As a single mother, my greatest responsibility wasn't building a business — it was raising my three sons: Trey, Tyshon, and Melvin. They were my “why.” Like many parents, I wanted them to see what perseverance looked like, even when life wasn't easy.

KEY TAKEAWAY

Purpose gives you something to keep building toward, even in the seasons that feel like pure survival.

Building Amid the Storm

One of my earliest entrepreneurial journeys began in Abilene, Texas, where I owned and operated Hair Jazz, followed later by Agape Hair Designs by Lisa Nobles. Owning a salon gave me the opportunity to serve people, build relationships, and pursue the dream of business ownership. But entrepreneurship wasn't always glamorous.

There were good seasons. There were difficult seasons. There were moments when business was thriving, and there were moments when I wondered how everything would come together. Like many entrepreneurs, I experienced both success and disappointment — some seasons brought growth, others brought setbacks. There were victories worth celebrating and lessons that could only be learned through failure. Looking back, I wouldn't trade either one.

KEY TAKEAWAY

Growth and setback are not opposites in business — they are both part of the same education.

The Weight No One Saw

Balancing the demands of running a business while raising three boys often meant making sacrifices that few people ever saw. There were long days, difficult decisions, and constant prayers asking God to give me the wisdom to lead my family well.

Sometimes the hardest work of building something meaningful isn't visible from the outside at all. It happens in the quiet hours, in the decisions no one applauds, in the showing up again the next morning even when the last one was hard.

KEY TAKEAWAY

The sacrifices no one sees are often the ones that matter most.

Faith as Foundation

My faith became my foundation. Being a Christian wasn't something I practiced only on Sundays. It shaped the decisions I made, the opportunities I accepted, the ones I walked away from, and the values I wanted my sons to witness.

There were times when the easier path wasn't the right path. Remaining true to my convictions wasn't always convenient, but it became one of the greatest investments I ever made.

KEY TAKEAWAY

Conviction isn't about the easy path — it's about the right one.

The Courage to Leave Familiar

After spending eight years building my business in Abilene, I made one of the biggest decisions of my life. I moved to Dallas. It wasn't an easy decision, but it was the right one for that season.

Several members of my family had already made the move before me, and being closer to them opened my eyes to possibilities I had never considered before. Sometimes a change in location becomes a change in perspective. That move reminded me that growth often begins with the courage to leave what is familiar.

KEY TAKEAWAY

Growth often begins with the courage to leave what is familiar.

Every Chapter, A Classroom

Over the years, my career continued to evolve. I've worked in corporate America, served families in the insurance industry, earned my college degree later in life, built businesses, and continued learning with every chapter.

But one of the experiences closest to my heart was founding Empowered Women of Faith & Purpose Inc. (EWOFPI) — born from a simple belief: every family deserves hope, support, and the opportunity to build a better future. Having experienced many of life's challenges firsthand, I understood what it felt like to need encouragement, resources, and someone who believed in your potential. Creating the organization allowed me to give back in a meaningful way and help empower others to pursue self-sufficiency with dignity and purpose.

KEY TAKEAWAY

Every chapter — even the unexpected ones — becomes part of your capacity to help someone else.

When God Says Slow Down

Then life presented another unexpected challenge. Health issues forced me to slow down. For someone accustomed to working hard and pushing forward, that season tested me in ways I never expected. But even then, God was still writing my story. Those quieter moments gave me time to reflect on everything I had learned — not just about business, but about life. I realized that millions of people weren't failing because they lacked talent. They were overwhelmed. Overworked. Trying to follow too many voices while losing confidence in their own.

KEY TAKEAWAY

The season that slows you down is sometimes the season that clarifies everything.

The Truth Shift

That realization changed everything. I had spent years believing that talent, effort, and sheer will were the missing pieces — but the truth was simpler and harder to see from the inside: most people don't need more information. They need clarity. They need permission to stop chasing every voice and start trusting their own.

“They weren’t failing because they lacked talent. They were overwhelmed.”

KEY TAKEAWAY

Overwhelm, not lack of talent, is the real barrier most people are fighting.

From Survival to Prolific

Today, through The Prolific Mastery Academy, I help working professionals build their first digital income stream using digital products, artificial intelligence, and simple systems designed to create sustainable growth. Not because my journey has been perfect. But because I've experienced what it feels like to begin again.

I've learned that success isn't built by chasing every opportunity. It's built through clarity, consistency, and intentional action — the same three things I had to relearn in my own quietest season.

KEY TAKEAWAY

Clarity, consistency, and intentional action — not more hustle — are what build something lasting.

Every Story Has Value

I also host the Savvy Speaks Empowerment Podcast, where I have the privilege of sharing conversations that educate, encourage, and remind people that every story has value.

It has become another way of doing what this book is meant to do — reminding someone, somewhere, that the season they're in right now is not the end of their story. It might just be the beginning of their most prolific one.

KEY TAKEAWAY

Your story — all of it, even the hard parts — has value to someone else who needs it.

God Doesn't Waste Seasons

If there's one lesson my journey has taught me, it's this: God doesn't waste seasons. He doesn't waste setbacks. He doesn't waste pain. Every challenge has shaped the woman I am today. Every failure has become a lesson. Every victory has become a reminder of His faithfulness.

KEY TAKEAWAY

Nothing in your story is wasted — not the setbacks, not the pain, not the waiting.

CLOSING

This isn't simply the story of a business.

It's the story of a mother.

A woman of faith.

An entrepreneur.

A lifelong learner.

*And someone who believes that no matter where your journey begins,
your future can become far greater than your past.*

FROM SURVIVAL... TO PROLIFIC.



CONTINUE THE JOURNEY

This Season Isn't the End of Your Story

If any part of my story met you where you are — in a season of survival, of waiting, of quietly rebuilding — I'd love for you to stay close to what comes next. Every week, I share the same clarity, consistency, and intentional action that carried me from survival to prolific — through The Prolific Mastery Academy and the Savvy Speaks Empowerment Podcast.

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