

# Helping people find a balance

## Montgomery County woman aids clients by providing coaching, training and support.

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READING EAGLE: LAUREN A. LITTLE

Christine Morris at her home office. The entrepreneur relaunched her business after her house was destroyed by fire.

AFAMILY TRAGEDY helped Christine Morris define the true passion of her business.

With a diverse work history starting in the Army Reserve and transitioning into law enforcement and police dispatching in Montgomery County, Morris started a business in 2008 as a virtual assistant to local business owners that grew to include her own team of nationwide virtual assistants.

Her continued success led her to focus on higher-profile clients, occasionally traveling to work at live events or to attend strategy meetings.

“I was working with larger entrepreneurs, mostly coaches and trainers, managing their teams and operations,” Morris said.

She was also teaching two classes on virtual assisting at Montgomery County Community College, encouraging her students to figure out what they loved to do and incorporate it into a business.

Fast-forward to 2014 when Morris’s family was on a Disney vacation and an arsonist set a fire that demolished their Lower Pottsgrove Township home.

“We lost our home,” she said. “It required me to push pause on everything.”

Refocusing and finding balance in her life inspired Morris to help local entrepreneurs streamline their own business and personal lives.

In 2015, Morris relaunched her business, Christine Morris LLC, with the goal of doing just that.

### **Developing her business**

Although she continues a strong online presence, Morris is working to bring coaching, training and support to the local community.

She developed the website, [FabulouslyBalancedLife.com](http://FabulouslyBalancedLife.com), to inspire business owners to end the struggle among the competing focuses in their lives.

“It’s all about bringing balance,” Morris said. “And it’s all about systems to support that.”

Morris also created Academy Master Mind, a membership program available on her website which provides training on monthly topics pertinent to women in business such as branding, Facebook advertising and blogging, as well as an online discussion every week.

“You have that teaching component, but also the collaboration,” she said. “That part I love.”

Although Morris provides online business coaching for entrepreneurs who need to streamline their businesses, she is now working directly coaching local clients and has instituted a chapter of Polka Dot Powerhouse, an international women’s connection group in Lower Pottsgrove.

As its managing director, Morris runs the increasingly popular meetings of area business women on the second Wednesday of every month from 11:30 a.m. to 1 p.m. at Gatsby’s at the SunnyBrook Ballroom, one of the closest locations for Berks County residents to attend.

### **Establishing connections**

After experiencing a strong connection at the King of Prussia chapter meeting, Morris knew the networking experience would be beneficial in the greater Pottstown region.

“I feel like there’s such an opportunity in the area,” Morris said. “I feel like there are women out there who need this.”

Morris adds that the 25-plus attendees of the new Polka Dot Powerhouse meetings are diverse and not all entrepreneurs, but could range from photographers to realtors to therapists.

Meetings are agenda-driven with guest speakers and opportunities for women to collaborate and provide each other friendship and support.

“We focus on the friendships first,” Morris said. “It’s such a great group of women.”

And for interested business women who are unable to attend the monthly meetings, Polka Dot Powerhouse provides online networking options as well.

With a goal of growing the chapter and increasing opportunities for live workshops and events, Morris wants to continue to support local businesses.

A graduate of Sacred Heart High School in Carbondale, Lackawanna County, she brings to the Pottstown business community her farreaching work experience as well as a bachelor’s degree in organizational psychology from Albright College.

As the proud wife of Ernie, a detective in the Limerick Township police department, mother to daughters Katelyn and Carly, and survivor of a tragedy incomprehensible to most families, Morris understands the importance of stability and having a clear life vision.

“I always wanted to have my own business,” she said. “I always had that in me.”

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**Christine Morris LLC**

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