

New Book Invites Women to Break Free from Financial Unease and Embrace Their True Worth

Women of Worth: A Faith-Based Guide to Financial Wisdom to Release March 10, 2026

ATLANTA, Feb. 10, 2026—Although [94% of women](#) anticipate being personally responsible for their finances at some point in their lives, only 28% feel empowered to take action. Bethany Frymire can empathize. In her debut book, [Women of Worth: A Faith-Based Guide to Financial Wisdom](#) (Harvest House Publishers), Frymire sits down with readers like a friend bringing a cup of coffee, dismantling the shame often associated with feeling ill-equipped to make wise financial decisions. Written with compelling and personal stories to illustrate her points, Frymire speaks directly to women who feel unworthy or unsure.

“This book doesn’t just tell you what to do,” said [Kirsten Watson](#), author, speaker, Paterson LifePlan Guide, and author of the foreword in *Women of Worth*. *“It reminds you who you are. This book isn’t just about money. It’s about courage. It’s about calling. It’s about standing up in your life, however messy or uncertain it may feel, and saying, ‘Yes, Lord. Use me here. Use me now.’”*

Frymire’s authority on the subject wasn’t just learned in a classroom or as a financial advisor; it was forged in the fire of experience. In *Women of Worth*, she recounts several impactful stories including surviving Hurricane Katrina just months after buying a home with her husband and subsequently losing all of their earthly possessions. That experience taught her that while money can be a tool, a test and a testimony, it is never a measure of self-worth.

“For women who have ever doubted themselves, I see you,” says Frymire. *“If faith, identity, finances and professional or at-home roles seem to be a challenge, join me as we walk through this together. My hope is that women come away realizing their worth and learning to confidently tackle any financial unease.”*

Frymire’s affable writing speaks directly to the heart, teaching financial wisdom through stories but also moving past spreadsheets to ask the questions that drive behavior:

- *What unspoken messages guide my actions and views of myself?*
- *What is God calling me to?*
- *How do I find the courage to faithfully follow God’s plans for me and my life?*

For Frymire, self-worth begins intentionally with purpose and encouragement. She invites women to discover who God has called them to be and then apply that wisdom and confidence to their finances.

With practical insight into budgeting, reducing debt, investing wisely, and living generously, readers will come away with immediate, actionable strategies. Written in straightforward language, Frymire invites readers into her own story with prompts to help direct their path. Furthermore, as a mother

and financial advisor, she equips readers to guide the next generation in biblical financial wisdom with a dedicated resource on how to teach children about money.

Women of Worth: A Faith-Based Guide to Financial Wisdom (Harvest House, ISBN: 0736993304) is available March 10, 2026. Paperback: \$14.99.

Bethany Frymire is a financial advisor for Blue Trust's Everyday Steward® division and serves clients who seek objective advice based on biblical principles through financial planning, investment management, strategic giving, estate planning, and trust services. Frymire earned her bachelor of science in marketing from the University of Florida. She is a CERTIFIED FINANCIAL PLANNER® professional and a Certified Kingdom Advisor® (CKA®). (The CFP Board owns the certification marks CFP® and CERTIFIED FINANCIAL PLANNER® in the U.S.)

Blue Trust believes women have a critical voice in the financial world. For more than 45 years, it has served and championed women—intentionally inviting them into the planning process and equipping them with financial knowledge. Blue Trust provides wealth management strategies and trust services based on biblical principles to help people make wise financial decisions, live generously, and leave a lasting legacy.

MEDIA NOTE: For more information about [*Women of Worth: A Faith-Based Guide to Financial Wisdom*](#), to request an excerpt or to arrange an interview, contact Christine Cape at 404.545.0085 or Adrienne Brown at 404.998.1106.