



Faith & Destiny

BizSnaps

A Snapshot look at local businesses

Name: Emery and Alice Eastlick
Title: Owners
Business: Faith and Destiny Christian Store
Address: 1266 Milton Avenue Suite C
Janesville WI 53545
Phone: 608-757-1555
Directions: Corner of Milton Avenue and
Mt. Zion Avenue
Hours: Monday - Friday 7am-8pm and
Saturday 8am-8pm



When business started: December 15, 2007

Products & Services: We sell Bibles, books, gifts, music, movies, toys, greeting cards, and jewelry. Our store includes a gourmet coffee shop, with lattes and other specialty drinks. We hold special events such as live music, kids' activities, Bible studies, and prayer gatherings. Our seating areas can be reserved for group meetings. We also have Wi-Fi.

What differentiates us: Most importantly, we care about our customers. We also sell most of our products at discounted prices. A large selection of our books are 50% off retail and our quality greeting cards are also half off everyday!

Why we started this business: It was our dream to own a business where we could connect with people and encourage them in their faith, believing each person has a special destiny. We named this business after our two daughters, Zion Destiny and Rhema Faith.

Future Plans: We hope to continue to expand our product selection. We also want to increase the number of special events we host in our store.

What or Who Influences the way we do business: We try to keep up with the trends in Christian Retailing.

Favorite Saying that applies to our business: When our family saves, so do you.

Challenges we've faced: It has been a challenge getting the word out that we're here.

Most Rewarding: We enjoy building relationships, praying with customers, and seeing lives changed. We know we are in a retail business, yet we believe it is a people business first and foremost.

Types of customers: Our customers are people looking for quality, value, and customer service.

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