

## Concepta's Identity Journey



"I love that I am multi-cultural, multi-racial and multi-ethnic. I love that God gave me such a unique fingerprint and place in history on this earth. Most of all I love that I don't have to be defined by any one of those characteristics. My

identity lies distinctly in Christ whose DNA I carry. I am first a child of God and every other beautiful characteristic follows." ~ Concepta

# Official Bio

Concepta Jones is a multi-passionate Creative and Christian life coach specializing in women's ministry. Her goal is to empower women of all ages, to embrace their true identity in Christ. She offers solutions to help others through their personal identity journeys. She also believes in staying true to yourself by not allowing life circumstances define you.

## **South African Roots**

Concepta grew up in an Indian community in South Africa. Her ministry began at the age of five. She started singing with her father, also a musician, in the church worship band at a Pentecostal church in the city of Durban, South Africa. Her father sent her for voice and music lessons to hone her skills.

As her music talents developed, she expanded her reach and skills to include some of the Pop/R&B sound. She often traveled with her father and his bands to help with performances. However, as a teen, she branched out again.

It wasn't long before Concepta joined a band playing the top 40 charts in Zimbabwe. She was the only female vocalist in the band. Shortly thereafter, she teamed up with one of the band members and the two branched off to form a duo and performed at the international level. Her first international tour was performances in major hotel chains that spanned Dubai, Bahrain and Egypt, but Concepta's story doesn't end there. In fact, this was just the beginning.

## **Relationships, Music and Marriage**

When Concepta was 25, she met her first husband while she was networking for her musical career. He was an American living in the U.S. who ran an independent record label. Their relationship progressed and Concepta moved

to the U.S. where she married and had two children. However, after seven years of an abusive relationship, Concepta was looking for a way to break free.

It took a full year of planning, many prayers, and a lot of courage before the marriage finally came to an end. Concepta gives all praise and glory to God for the help he provided during this time. Although her family had remained in her home country, God surrounded her with a supportive church family, skilled attorneys, and even a job to help her provide for her children as a newly single mother.

Music remained a big part of Concepta's life, but her dream to pursue it was on hold while she learned to survive on her own while caring for her children. During this time, she lived in New York, which was very expensive, especially for a single mother with little to no financial resources, including child support. During this time, she also began an identity journey to rediscover her true self, which became the focus she needed that later helped her launch her ministry and guide others.

Concepta then met her current husband, David, and the two formed a dynamic, blended family. She pushed on and decided to resume her dreams in music with the Lord as her guide each step of the way. They currently reside in Maine.



### **Living with Purpose and a Mission**

Although writing and coaching were not initially on her radar, both were part of God's plan for Concepta. Today, she coaches other women and helps them find their own true identities in Christ despite what life throws their ways, including bad relationships. Concepta never saw herself as a writer, but with the Holy Spirit's prompting, she began writing to get her story written down while helping others in new ways. She currently has two books out with one more on the way.

Concepta's mission is to creatively communicate the love of Jesus through music and identity coaching. She firmly believes in the power of faith in God while learning to love the real you. She continues this ministry today and engages women across the nation and the globe. She provides inspiration and encouragement to women through her coaching, music, books, and her personal testimony of faith.

**“When you hear Concepta sing,  
you know that, that’s why she  
sings. God gave her that gift and  
people know that they are held  
and cared for.”**

— Teri

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