



Week 1: Income/Money, Covering Your Weaknesses

Deuteronomy 8:18

1. I.C.E.C.R.E.A.M. = _____/_____, _____/_____/_____,
 _____/_____/_____, _____, _____,
 _____, _____/_____, _____

5 Reasons People want to be an Entrepreneur or Business Leader”

1. **Because they are passionate about what they are doing**
2. **No other options. They can't find a job, they don't have marketable skills, they have a criminal record, bad credit, etc.**
3. **They just want to be the boss: They are too arrogant to follow other people's directions or orders, or they feel like they have the talent and skills to run the business better than the current leadership**
4. **They need or want to have control over their work schedule: A. Kids or other family obligations, outside of work activities. B. They can also be too lazy to stick to a set work schedule.**
5. **The desire and potential to make more money and become wealthy**

2. God has 5 main purposes for a business (5 P's)

Passion: Gives you an outlet for your passions and works that God has placed in your heart.

Product: God wants us to create and deliver goods and services that solves problems for other people

Philanthropy: God wants us to give spiritually, physically, and financially to our churches and our communities

Profits: Without profits the business can't sustain the prior 3 main purposes that God has for a business

Personification: To be a role model of God's teachings and principles



3. Start your business day with _____, _____,
and _____. (prayer, reflection, planning)

Joshua 1:8, Proverbs 28:26, Proverbs 16:3

4. A Business is a _____ to consumers. **Numbers 30:2** (promise)
5. A business without a _____/_____/_____ is a business that is making promises that it has spent very little time preparing to keep. (*good business plan*)

Luke 14:28

6. What do you need to have a successful business? (**10 Key Items**)
1. **Core bible based beliefs and values that guide your actions**
 2. **A product or service that solves a problem and makes people's quality of life better**
 3. **A specific demographic or niche group that has a need or desire for your product**
 4. **A board of advisors that can help you maintain a clear vision of your business and suggest courses of actions**
 5. **A written business plan that is reviewed and updated as your business changes**
 6. **Written rules, guidelines, and processes that detail how the business needs to operate on a daily basis**
 7. **Marketing and prospecting activities that allow you to put your message in front of as many qualified prospects as possible**
 8. **Key relationships that impact and influence the overall operation of your business (Staff, technology, mentors, referral partners, etc.)**
 9. **Disciplined time and money management**
 10. **A burning passion for the type of business you chose to operate**



7. 3 Types of Discipline: Self Discipline, Accountability, Outsourcing
8. When the Devil can't make you do bad things, he tries to make you _____ you are too _____ to do good things! (believe, busy)
9. If you don't make the time to create _____, all of your time will be spent fighting off _____ (wealth, poverty)
10. The more you _____ your money the more _____ you acquire. (mismanage, masters)
11. **20% Rule of a Start-Up Business (& a struggling business)**
20% of your workday should be spent on marketing your business
20% of your business income should be spent on marketing/advertising
20% of all outbound business calls should be to a potential business referral or business networking partner
12. Your _____/ _____ is a direct reflection of your network. (**Proverbs 13:20**) (net worth)
13. There are 3 entities you must pay or your business will not survive: God, _____, _____ (**Mark 12:17**) (yourself, taxes)

The 7 Major weaknesses in most businesses today:

1. **Lack of business vision and a written plan**
2. **Lack of a Board of Advisors/Mentors (or not listening to your advisors/mentors)**
3. **Lack of discipline (In all areas of the business including money, staffing, and accountability)**
4. **Lack of successful, reproducible, processes**
5. **Lack of an effective network of referral partners**
6. **Lack of proper tracking and accountability practices**
7. **Weak use of currently available technology**