

# **An Introduction to Generation Self Employed**

## **Session 1**

### **Why Have a Business?**

#### **Words of Wisdom**

A wise man will hear and increase in learning, and a man of understanding will acquire wise counsel. The fear of the LORD is the beginning of knowledge. Fools despise wisdom and instruction. – *Proverbs 1:5, 7*

The beginning is the most important part of the work. – *Plato*

#### **Point to Ponder**

There's a saying: "A fool and his money are soon parted." Anyone looking to start a business would be foolish to not seek the input of knowledgeable individuals to advise them. This does not mean that you allow yourself to be dissuaded by those who always say "no" to everything. Many successful businesses have been launched by those who went against the conventional wisdom. The key, however, is they took the time to understand the potential problems and apply that wisdom to the launch of their business. Use that information to lay a firm foundation for your business going forward. As Plato says, "the beginning is the most important part of the work."

## Session 2

# Creating Your Mastermind Group

### Words of Wisdom

I can do all things through Him who strengthens me. When the brethren came from Macedonia they fully supplied my need. – *Philippians 4:13, II Corinthians 11:9(b)*

Men take on the nature and the habits and the power of thought of those with whom they associate in a spirit of sympathy and harmony. – *Napoleon Hill, Think and Grow Rich.*

### Point to Ponder

In writing to the believers in Corinth, Paul reminds them that he was not a burden to them at all. Why? Because the believers in Macedonia “fully supplied my need.” The Philippians were those believers in Macedonia Paul wrote the Corinthians about, for that is where the city of Philippi was located. The key to understanding the phrase “I can do all things through Him who strengthens me” is to realize that God strengthened Paul through the aid and assistance of other believers. God has designed us to be most fruitful when we work in harmony with other likeminded people. In his seminal book, Think and Grow Rich, Napoleon Hill recognized this truth and applied it to the work of building a business. In developing the idea of a “master mind group,” Hill recognized that when you surround yourself with positive thinking, helpful individuals, you will take on the nature and habits of those people. The same is true if you surround yourself with those who think negatively, constantly complain about everything in life, and offer up endless excuses for why they do not succeed at anything.

# Session 3

## What Business Structure is Best for You?

### Words of Wisdom

I know that there is nothing better for them than to rejoice and to do good in one's lifetime; moreover, that every man who eats and drinks sees good in all his labor – it is the gift of God. – *Ecclesiastes 3:12-13*

Everyone enjoys doing the kind of work for which he is best suited. ... If the job doesn't already exist, perhaps you can create it. – *Napoleon Hill, Think and Grow Rich*

### Point to Ponder

Some people do nothing but complain about their work. Others love what they do, and would likely do it (at least as a hobby) even if they didn't get paid. Solomon, in the book of Ecclesiastes, recognized this. The talents and passions God bestows on us is His gift to us. What we do with them is our gift back to Him. But, if the job we want to do – and get paid for – doesn't exist, then if we wish to be truly content with our labor, we may have to create that job. That is the point Napoleon Hill makes in chapter on Organized Planning. If you want to succeed in business, you will need to get organized. That means selecting the business structure that is best suited to what you want to do.

# Understanding Yourself as an Entrepreneur

## Session 1

### Understanding Your Behavioral Blend

#### Words of Wisdom

Otherwise, you may say in your heart, ‘My power and the strength of my hand made me this wealth.’ But you shall remember the LORD your God, for it is He who is giving you power to make wealth that He may confirm His covenant which He swore to your fathers, as *it is* this day. – *Deuteronomy 8:17-18*

No man is an island entire of itself; every man is a piece of the continent, a part of the main; ... any man's death diminishes me, because I am involved in mankind. - *John Donne*

#### Point to Ponder

Perhaps the most pernicious sin we humans commit is the sin of pride. When things are going badly, we're quick to reach out to God and ask for help, or perhaps blame Him for our circumstances. But, when things are going well, we are quick to take the credit for it. Whether you're a carpenter and say "*Man, I did a great job building that house,*" a financial planner and say "*My analysis allowed me to help my clients earn a 20% return even in a down market,*" or a pastor who says, "*I really pray that the points I made in my sermon make a difference in people's lives,*" we take credit for things when times are good. Consider all your strong points, and reflect on the journey God has led you on to gain, refine and develop your skills. Remember: Your talent is just on loan from God.

# Understanding Yourself as an Entrepreneur

## Session 2

### A Realistic Appraisal of Who You Are and Why You're Here

#### Words of Wisdom:

Behold, I am laying in Zion a stone, a tested stone, a costly cornerstone for the foundation, firmly placed. He who believes in it will not be disturbed. – *Isaiah 28:16*

*Nosce Te Ipsum* – Know Thyself

#### Point to Ponder

To become an entrepreneur, we must invest in creating a firm foundation for our business. The entrepreneur is the cornerstone that will anchor a business. As individuals, we need to anchor ourselves in Jesus Christ. We must know ourselves so that we can realistically assess whether or not we will be able to succeed at our endeavor.

# Understanding Yourself as an Entrepreneur

## Session 3

### Counting The Cost of Entrepreneurship

#### Words of Wisdom

But don't begin until you count the cost. For who would begin construction of a building without first getting estimates and then checking to see if there is enough money to pay the bills? Otherwise, you might complete only the foundation before running out of funds. And then how everyone would laugh at you! They would say, "There's the person who started that building and ran out of money before it was finished!" – *Luke 14:28-30*

What is a cynic? A man who knows the price of everything and the value of nothing – *Oscar Wilde*

#### Point to Ponder

Whenever we undertake a project that involves risk, there is a cost that must be counted. Things worth doing in life are worth doing well, but to do them well, we must be willing to invest something. What we choose to invest may be time, talent, money, or some combination of the three. What are you willing to invest to achieve your goals of being an entrepreneur?

# Understanding Yourself as an Entrepreneur

## Session 4

### Becoming A Team Player

#### Words of Wisdom:

Two are better than one because they have a good return for their labor. For if either of them falls, the one will lift up his companion. But woe to the one who falls when there is not another to lift him up. Furthermore, if two lie down together they keep warm, but how can one be warm *alone*? And if one can overpower him who is alone, two can resist him. A cord of three *strands* is not quickly torn apart. – *Ecclesiastes 4:9-12*

When you pull on that jersey, you represent yourself and your teammates. And the name on the front is a hell of a lot more important than the one on the back! Get that through your head! - *Herb Brooks, Miracle*.

#### Point to Ponder

No matter how talented you may be, at some point you will need to include others with whom you can work to make your business idea a reality. Different people are skilled/blessed in different ways. But just as it is important to find the people with the right skills, you must choose people to work with who you know, like and trust. All business partners must be compatible with regard to morals, character, skill, and personality. Only if these things are shared by all business partners can you move forward, in a trusted relationship, to build your business.

# Understanding Yourself as an Entrepreneur

## Session 5

### Your Journey from Ignorance to Expertise

#### Words of Wisdom

So take care how you listen; for whoever has, to him more shall be given; and whoever does not have, even what he thinks he has shall be taken away from him. – *Luke 8:18*

A fool and his money are soon parted – *Thomas Tusser*

#### Point to Ponder

In this life, there will be many times when an opportunity will present itself and you'll think "That's great – I'll do that!" However, before jumping in with both feet, we must ask questions and listen carefully to the answers given back. Investigate the opportunity – this is called "doing your due diligence." Don't go after the latest "hot" idea. A poor man who is too eager to get rich quick will lose what little he has to the pitch man that tells him this or that "opportunity" will make him rich.



# Understanding Yourself as an Entrepreneur

## Session 6

### The Lemonade Stand Game: An Exercise

#### Words of Wisdom:

Here is what I have seen to be good and fitting: to eat, to drink and enjoy oneself in all one's labor in which he toils under the sun during the few years of his life which God has given him; for this is his reward. - *Ecclesiastes 5:18*

And whistle while you work. Come on get smart, tune up and start to whistle while you work. - *Music: Frank Churchill; Lyrics: Larry Morey; featured in Disney's "Snow White"*.

#### Point to Ponder

Why do people want to be their own boss, instead of working in a J.O.B. that allows them to stay "Just Over Broke"? For many, it is the chance to use their skills and abilities to make their own ideas a reality. For others, it is the chance to be their own boss. For still others, it is the difference between getting paid to do what you love vs. working at a boring, unfulfilling task that makes someone else's dreams come true. As we have seen, you don't just suddenly become an entrepreneur. A key question you must ask yourself is this: Can I change the way I think from that of an employee mindset to that of an employer mindset?

# Servant Salesmanship

## Session 1

### Until You Sell Something, You Don't Make Money

#### Words of Wisdom

Do to others whatever you would like them to do to you. This is the essence of all that is taught in the law and the prophets. – *Matthew 7:12*

Honesty is the best policy - when there is money in it. - *Mark Twain*

#### Point to Ponder

Of course, in business, we want to make money. Unless and until you sell something, you don't make any. But making money should not be our only motivation – and in fact, if we make it our primary motivation, others will sense that and be less likely to buy from us. If our primary goal is to serve the customer, and make their life better by helping them achieve their goals, our financial needs will also be met. Therefore, do not sell anything to anyone that you would not, in good conscious, purchase and use yourself, or encourage your family to purchase and use.

# Servant Salesmanship

## Session 2

### Understanding the Needs of our Customers

#### Words of Wisdom

O LORD, You have searched me and known *me*. You know when I sit down and when I rise up; You understand my thought from afar. You scrutinize my path and my lying down, and are intimately acquainted with all my ways. Even before there is a word on my tongue, behold, O LORD, You know it all. – *Psalm 139:1-4*

This is what customers pay us for - to sweat all these details so it's easy and pleasant for them to use our computers. We're supposed to be really good at this. That doesn't mean we don't listen to customers, but it's hard for them to tell you what they want when they've never seen anything remotely like it. – *Steve Jobs*

#### Point to Ponder

Christianity teaches that God knows our innermost thoughts. He knows us better than we know ourselves. He formed us in our mother's womb, and even before we could form our first thought to ask for what we needed, God *knew it all*. To be clear, Steve Jobs was not God. Yet, he had an innate sense of what his customers needed. He knew what they needed because he somehow managed to get inside the heads of his customers. He understood their computing needs better than they understood those needs themselves. The idea presented in both the above quotations is that not all will listen to us/value our message. In this session, we want to ask: What does our customer need, why do they need it, and why should they buy it from us?

# Servant Salesmanship

## Session 3

### Prospecting: Looking for Opportunities to Serve Someone

#### Words of Wisdom

As you enter the house, give it your greeting. If the house is worthy, give it your *blessing of* peace. But if it is not worthy, take back your *blessing of* peace. Whoever does not receive you, nor heed your words, as you go out of that house or that city, shake the dust off your feet. – *Matthew 10:12-14*

Some will. Some won't. So what? NEXT! – *Author Unknown*

#### Point to Ponder

The idea presented in both the above quotations is that not all will listen to us/value our message. In Matthew 10:12-14, Jesus is teaching us to “shake the dust off our feet” and move on, not dwelling on what “might have/could have/should have been.” In the quote by the unknown author, the idea is to not dwell on why someone said no. They may have perfectly good reasons to say no – and it may be the case that such an individual was not the sort of person we should have asked. In order to serve someone with our product or service, we need to “qualify” them. Do they truly need our product or service? In this session, we want to ask the question: Who is our prospective customer? Why should they buy from us?

# Servant Salesmanship

## Session 4

### Planning Your Sales Strategy

#### Words of Wisdom

Now suppose one of you fathers is asked by his son for a fish; he will not give him a snake instead of a fish, will he? – *Luke 11:11*

Don't sell people, serve them. Selling people drives them away. Serving people brings them back. - *David Lantz*

#### Point to Ponder

We do not sell something bad to a customer who is seeking a good product or service. We sell that which will benefit our customer, not do harm to our customer.

# Servant Salesmanship

## Session 5

### Understanding What Motivates a Customer to Buy

#### Words of Wisdom

As a man thinks within himself, so he is. He says to you, "Eat and Drink!" but his heart is not with you. – *Proverbs 23:7*

Whether you think you can or think you can't - you are right. ~*Henry Ford*

#### Point to Ponder

There is an old saying: "A man convinced against his will is of the same opinion still." Outwardly, someone may say that they agree with you. Perhaps they are trying to be polite by saying yes, when they really are thinking "I'm not sure." Perhaps they intend to use what you are telling them for their own purpose, but have no real intention of helping you. And finally, perhaps while you are there with them, they believe they can accomplish what you ask of them, but as soon as you are gone, they lose all confidence in themselves. As you speak with people to gain their trust and commitment, they must first believe that you genuinely believe in what you are saying, and that you truly have their best interests at heart.

# Servant Salesmanship

## Session 6

### Planning on Closing the Sale

#### Words of Wisdom

You do not have because you do not ask. You ask and do not receive, because you ask amiss.  
– *James 4:2-3*

A man convinced against his will is of the same opinion, still. - *Author Unknown*

#### Point to Ponder

We face two problems when it comes to sales. First, we fail to ask, because we assume others know what we mean/want/need. Second, we cannot have what is not ours. In sales, you must ask for the sale. But that is not all. You must ask in the right way. If you ask from a selfish point of view you are not likely to be met with a yes. We must serve the customer, not use or take advantage of the customer. Now, it is possible that even if we “ask amiss,” they may still say yes. But, in doing so, they may not be very happy about things. In this case, we may have made a sale, but we will have an unhappy customer. In such an event, they may tell others that they don’t like us/our product/service. Additionally, they may frequently call with demands for service that we find difficult to meet. Therefore, setting proper expectations and seeking to serve, not use, our customers, is the end toward which we should strive. This, after all, is the application of the Golden Rule to sales: Do unto others as we would have them do unto us.

# **Business Strategy: Failure to Plan Means You Plan to Fail**

## **Session 1**

### **There Be Giants in the Land. Be Strong and Courageous!**

#### **Words of Wisdom**

Then Caleb quieted the people before Moses, and said, “We should by all means take possession of it, for we shall surely overcome it.” But the men who had gone up with him said, “We are not able to go up against the people, for they are too strong for us.” – *Numbers 13:30-31*

“A realistic strategy does three things: It defines the current reality of the business, it digs into the core competencies of the business to unleash the future, and it carves out a mandate for leadership and change.” - *Eric Beaudan, The Failure of Strategy*

#### **Point to Ponder**

Anyone who has ever thought of starting a business has said to themselves: “What makes me think I can do this? What do I know? How can I compete with those already out there who are doing this?” In a word, there appear to be a lot of giants out there. They’re too big for us. How can we compete and win? We might as well never even try, and save ourselves a lot of heartache! That’s what 10 of the 12 spies who went into the Promised Land reported to Moses when God told them to go into the land of Canaan and possess it. To be sure, launching a business won’t be easy. We need to have a realistic strategy. We need to “spy out the land” to know what we’re up against. But if you will do your homework, and dig into what you’re good at, you can unleash the future, and in God’s strength, create a business that serves your customers and provides a living for you and your family.



# **Business Strategy: Failure to Plan Means You Plan to Fail**

## **Session 2**

### **Building a Plan for your Business**

#### **Words of Wisdom**

Where there is no vision, the people perish. – *Proverbs 29:18*

The real question isn't how well you're doing today against your own history, but how you're doing against your competitors." - *Donald Kress*

#### **Point to Ponder**

If there is one thing that an entrepreneur brings to the table that no one else brings, it is vision. Without a clear sense of where one is going, and an understanding of how to organize people, resources, and money to get a business off the ground, nothing happens. Nothing. The thing is, you are not competing with yourself. You are competing against others who wish to do the same thing you are doing. Therefore, you need to develop a sense of perspective. Look at the business you hope to launch. What are the market conditions facing it? What does it take to succeed in that market? Why do businesses fail? You must understand the answers to these questions, because only then can you develop a vision for your business that is sound, has a firm foundation, and sees things as they really are, not as you hope they might be. If you fail to understand what it will take to succeed against your competitors, your vision is not true.

# Business Strategy: Failure to Plan Means You Plan to Fail

## Session 3

### Identifying a Strategy for Your Business

#### Words of Wisdom

Now listen to me: I shall give you counsel, and God be with you. If you do this thing and God so commands you, then you will be able to endure, and all these people also will go to their place in peace. – *Exodus 18:19, 23*

Most strategies will work if they are sustained smartly – *Eric Beaudan, The Failure of Strategy*

#### Point to Ponder

In Exodus Chapter 18, we find a classic case of the need to delegate authority, and the barriers (from Moses' perspective) to making this process work. To set the stage, it had been less than three months since the Israelites left Egypt. Jethro, Moses' father-in-law, met Moses at Mt.Sinai, where he brought his daughter Zipporah and his grandchildren to be reunited with Moses (verses 8-12). In the course of their reunion, Jethro observed that Moses was wearing himself out because he refused to delegate the task of judging the disputes of the people. It didn't take Jethro long to see that this was a recipe for disaster. Jethro knew that his son-in-law needed a strategy to organize people, identify what needed to be done, and delegate responsibility for making sure each task was accomplished with the overall objective (have "all these people go to their place in peace") in mind. As Eric Beaudan makes clear in his article, *The Failure of Strategy*, the key to success is not the choice of strategy. **The key is how the strategy is executed.**

# **Business Strategy: Failure to Plan Means You Plan to Fail**

## **Session 4**

### **Evaluating the Strengths and Weaknesses of Your Business**

#### **Words of Wisdom**

Whatever you do, work heartily, as for the Lord and not for men, knowing that from the Lord you will receive the inheritance as your reward. You are serving the Lord Christ. –  
*Colossians 3:23-24*

It is important that all employees share a common view about the level of competence they will require for the strategy to succeed. Unrecognized incompetence, however, can lay waste to the best plans. *Eric Beaudan, The Failure of Strategy*

#### **Point to Ponder**

As we have seen, to be an entrepreneur, you must have passion for your business idea. But, you must also act with right motives. As a Christian, it is the Lord Jesus Christ whom we serve. As Christ's servants, we as business owners have a responsibility to those whom we might employ. By treating employees as we would wish to be treated, we will earn their respect, and their loyalty. At the same time, we must not think too highly of our own ideas and ways of doing things – that we may, in fact, not recognize our own incompetence. That is why we must be honest with ourselves and seek help to improve. Finally, don't reward incompetence! If you do, you will drive your truly competent employees/partners away.

# Business Strategy: Failure to Plan Means You Plan to Fail

## Session 5

### Implementing the Strategic Plan

#### Words of Wisdom

And of the sons of Issachar, men who understood the times, with knowledge of what Israel should do – *I Chronicles 12:32*

Brilliant strategies can often obscure the need for energetic action and reflection during execution. *Eric Beaudan, The Failure of Strategy*

#### Point to Ponder

There's a saying, perhaps you've heard it, which says: "The best laid plans of mice and men often go astray." Sooner or later, we need to change from talking about our plans to start a business to actually DOING IT. Eric Beaudan's paper, *The Failure of Strategy*, focuses on not just actions, but energetic actions. His point: When it is time to implement your plan, you must be "all in." Furthermore, from I Chronicles 12:32, you must do so with "an understanding of the times." In other words, being aware of the market forces that influence your business, what succeeds, and what fails. To be sure, you'll need to make adjustments on the fly. But once committed, you must apply Walt Disney's motto: "Keep Moving Forward."

# **Your Business by the Numbers: Profits = Total Revenue – Total Cost**

## **Session 1**

### **Organizing Your Business Data**

#### **Words of Wisdom**

Again, the kingdom of heaven is like a merchant looking for fine pearls. When he found one of great value, he went away and sold everything he had and bought it. – *Matthew 13:45-46*

Profit tells the entrepreneur that the consumers approve of his ventures; loss, that they disapprove. – *Ludwig von Mises*

#### **Point to Ponder**

Profit is the life blood of a business. Unless you receive more money for the products and services you sell than it costs you in the materials and personnel to produce, your business will fail. A good business person recognizes something of value when he or she sees it. Upon finding it, the entrepreneur will invest in that “pearl of great value,” nurture and refine it until all of its qualities can be realized. At that point, the product or service is brought to market. If the entrepreneur has truly invested wisely, consumers will approve his business by purchasing the product. If they disapprove, the entrepreneur will suffer a loss. The question facing the entrepreneur is this:

How will you collect and analyze sales data to know if you are making money, or losing money?

# **Your Business by the Numbers: Profits = Total Revenue – Total Cost**

## **Session 2**

### **Will You Make a Profit?**

#### **Words of Wisdom**

Redeem them when they are one month old. The redemption price is five pieces of silver as measured by the weight of the sanctuary shekel, which equals twenty gerahs. – *Numbers 18:16*

Price is what you pay. Value is what you get. – *Warren Buffett*

#### **Point to Ponder**

We must pay attention to our costs when setting our prices. They should be fair to the consumer, but adequate to insure that we make money, else we will go out of business. If we are fair and honest, we communicate the value of what we have to offer to consumers. Likewise, consumers need to know the value of what they consume. If a business was not allowed to make a profit, why would the owner stay in business? The answer is, he would not. Instead, he would close his doors and go out of business. If that happens, who will serve the customers? Therefore, price communicates to the consumer what the seller's time and talent is worth, and it communicates to the seller the value the consumer places on the seller's product or service.

# **Your Business by the Numbers: Profits = Total Revenue – Total Cost**

## **Session 3**

### **Be Precise in Your Calculations**

#### **Words of Wisdom**

Then Moses said, “This is what the Lord has commanded, ‘Let an omerful of manna be kept throughout your generations, that they may see the bread that I fed you in the wilderness, when I brought you out of the land of Egypt.’” (Now an omer is a tenth of an ephah.) – *Exodus 17:32 & 36*

The price of anything is the amount of life you exchange for it. - *Henry David Thoreau*

#### **Point to Ponder**

Why did God want the Children of Israel to keep a small amount of the Manna they’d eaten for forty years preserved “throughout your generations?” We can understand this by thinking about a modern practice many small business owners employ to remind themselves of the lean years when they first started their business. Have you ever walked into a store and seen a plaque on a wall with an old check, or maybe a couple of dollars? Sometimes, business owners frame their first paycheck as a reminder of how hard it was to start up their business. That’s why God wanted the Israelites to “frame” an omer of Manna – so they would never forget what they went through to reach the Promised Land that “flowed with milk and honey.” This is the point that Henry David Thoreau makes. As you start up your business, the price you pay is that portion of your life you exchange in order to make it come alive. Therefore, be precise in your calculations, so that you will know if you are making a profit. Remember, an omer is one tenth of an ephah.

# **Your Business by the Numbers: Profits = Total Revenue – Total Cost**

## **Session 4**

### **Budgeting to Break Even**

#### **Words of Wisdom**

Go to the ant, O sluggard, observe her ways and be wise, which, having no chief, officer or ruler, prepares her food in the summer *and* gathers her provision in the harvest. How long will you lie down, O sluggard? When will you arise from your sleep? – Proverbs 6:6-9

Budget: a mathematical confirmation of your suspicions. - *A.A. Latimer*

#### **Point to Ponder**

Somehow, ants know how to plan for the future. They are attuned to the changes in the seasons. They know how much to harvest for storage so they can survive the winter, and emerge the next spring to expand their colony – their “business.” Humans also have built in basic instincts that tell us when things are going well, and when they are not. However, we lack the built in sense of communication that ants have born into them. Therefore, we need a budget. Yes, a budget is a set of numbers that add up what we spend and compares it to what we take in. But even more importantly, it is the tool we humans use to communicate with each other about the health of our “colony” – our business. Show me a household, a business, or a nation that cannot create and stick to a budget, and I will show you a household, a business, or a nation that is going over a “fiscal cliff” of its own making.



# **Your Business by the Numbers: Profits = Total Revenue – Total Cost**

## **Session 5**

### **Sales Proposals by the Numbers**

#### **Words of Wisdom**

You shall not have in your house differing measures, a large and a small. You shall have a full and just weight; you shall have a full and just measure, that your days may be prolonged in the land which the LORD your God gives you. – *Deuteronomy 25:14-15*

I have made the tough decisions, always with an eye to the bottom line. Perhaps it's time for America to be run like a business. – *Donald Trump*

#### **Point to Ponder**

In Deuteronomy 25:14-15, we are warned that in setting our prices, we must be fair and just. We can't cut corners. We must not cheat others. Donald Trump reminds us that we should not cheat ourselves, either. We must be fair and offer our customers a good deal for their money. However, we must also pay attention to our bottom line. Your family and the families of those you employ are depending on you to do so.

# **Your Business by the Numbers: Profits = Total Revenue – Total Cost**

## **Session 6**

### **Budgeting to Organize Your Business**

#### **Words of Wisdom**

In all labor there is profit, but mere talk leads only to poverty. Poor is he who works with a negligent hand, but the hand of the diligent makes rich. – *Proverbs 14:23* and *Proverbs 10:4*

The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand. – *Vince Lombardi*

#### **Point to Ponder**

They say talk is cheap. This saying is backed up by scripture. Two things are required in order to avoid poverty. First, work hard. This is the point of Proverbs 14:23. And, as Vince Lombardi points out, we may not win every game, but we will have profited personally in knowing we have applied the best we have to offer. Second, have a plan and work it diligently. If you are negligent, you will squander your talents. Coach Lombardi was a master of the game of football. He knew how to organize his players better than the other teams – that’s why they won. In business, it is not enough to have good resources. You must organize them as efficiently and effectively as possible. How do you do that? You diligently track numbers and listen to your people. Learn how to understand what they are telling you, and then have the courage to act on the information you extract from the data.

# Session 1

## Why Have a Business?

(Because the Global Economy is Starving for Your J.O.B.)

### Words of Wisdom

A wise man will hear and increase in learning, and a man of understanding will acquire wise counsel. The fear of the LORD is the beginning of knowledge. Fools despise wisdom and instruction. – *Proverbs 1:5, 7*

The beginning is the most important part of the work. – *Plato*

### Point to Ponder

There's a saying: "A fool and his money are soon parted." Anyone looking to start a business would be foolish to not seek the input of knowledgeable individuals to advise them. This does not mean that you allow yourself to be dissuaded by those who always say "no" to everything. Many successful businesses have been launched by those who went against the conventional wisdom. The key, however, is they took the time to understand the potential problems and apply that wisdom to the launch of their business. Use that information to lay a firm foundation for your business going forward. As Plato says, "the beginning is the most important part of the work."

## An Introduction to Generation Self Employed – Session 2

### Creating Your Mastermind Group

#### Words of Wisdom

I can do all things through Him who strengthens me. When the brethren came from Macedonia they fully supplied my need. – *Philippians 4:13, II Corinthians 11:9(b)*

Men take on the nature and the habits and the power of thought of those with whom they associate in a spirit of sympathy and harmony. – *Napoleon Hill, Think and Grow Rich.*

## Point to Ponder

In writing to the believers in Corinth, Paul reminds them that he was not a burden to them at all. Why? Because the believers in Macedonia “fully supplied my need.” The Philippians were those believers in Macedonia Paul wrote the Corinthians about, for that is where the city of Philippi was located. The key to understanding the phrase “I can do all things through Him who strengthens me” is to realize that God strengthened Paul through the aid and assistance of other believers. God has designed us to be most fruitful when we work in harmony with other likeminded people. In his seminal book, Think and Grow Rich, Napoleon Hill recognized this truth and applied it to the work of building a business. In developing the idea of a “master mind group,” Hill recognized that when you surround yourself with positive thinking, helpful individuals, you will take on the nature and habits of those people. The same is true if you surround yourself with those who think negatively, constantly complain about everything in life, and offer up endless excuses for why they do not succeed at anything.

# An Introduction to Generation Self Employed

## Session 3

# What Business Structure is Best for You?

## Words of Wisdom

I know that there is nothing better for them than to rejoice and to do good in one’s lifetime; moreover, that every man who eats and drinks sees good in all his labor – it is the gift of God. – *Ecclesiastes 3:12-13*

Everyone enjoys doing the kind of work for which he is best suited. ... If the job doesn’t already exist, perhaps you can create it. – *Napoleon Hill, Think and Grow Rich*

## **Point to Ponder**

Some people do nothing but complain about their work. Others love what they do, and would likely do it (at least as a hobby) even if they didn't get paid. Solomon, in the book of Ecclesiastes, recognized this. The talents and passions God bestows on us is His gift to us. What we do with them is our gift back to Him. But, if the job we want to do – and get paid for – doesn't exist, then if we wish to be truly content with our labor, we may have to create that job. That is the point Napoleon Hill makes in chapter on Organized Planning. If you want to succeed in business, you will need to get organized. That means selecting the business structure that is best suited to what you want to do.