

Hello and welcome, everyone. This is Janice Johnson, your Ministry Marketing Mentor. I want to welcome you to this, our first call of 2012 for the Ministry By Design Private Partnership Program.

I'm so excited! This is, what? I think this is the first Thursday of the year.

So that's awesome, you spent the first Thursday here with me getting things ready. Yes, we are going to talk about simple strategies for significant success in 2012 with our ministries and our businesses.

I want to tell you a little bit about the program, for those of you who just got started. We had a couple of people who I invited. They may not know what the program is, but the Ministry By Design Private Partnership is exactly what it sounds like.

It's a partnership, number one, between you, God and me on how to create your ministry by design, rather than by default.

We actually talk about strategies that are going to move you forward, strategically, in a really effectively effective fashion. It's kind of easy. Not always easy, but it's going to be effective.

Then there's a partnership between you and other colleagues and Christian leaders all around the world. In the partnership we have access to a forum, so you can meet and communicate with others just like you, who are on this expansion journey.

Some of them are in the exact same places that you are, and some of them are in different places. The goal is for us to collaborate as believers and work together. That's something we don't often hear in our circle, in our world, which is kind of crazy.

We're going to work together to get this thing done, because ultimately expanding our reach... You guys who know me know this is my mantra, this is my life's mission, this is what the Lord told me, and why I do what I do.

It is not optional. Expanding your reach is mandatory, because when you expand your reach, you are offering others the opportunity to experience God through you. When you fail to expand your reach, you deny others the opportunity to experience God about you.

It's all about other people experiencing God. We have to use faith. The By Design Program is here to help us build more effectively.

I'm excited that you guys are here and you're part of our call today. I wanted to start off with some quick housekeeping so you'll know how we will flow today, then I'm going to jump straight into the lesson.

The great thing about these calls is—this is the first housekeeping—it's the first Thursday of every month. It's at 2:00 Eastern Time. We have our training call on the first Thursday of every month, and then we have a live Q&A on the fourth Thursday of every month.

I think, when we first wrote it out, we were trying to do things on the first and third, but we wanted to give everyone at least two weeks to implement what we talked about during our training calls.

Then you get to come on the fourth Thursday and ask everything you want to ask. No holds barred, just ask. We have an hour to spend together to really hash through some things.

The other thing is, each call is recorded—if I remember to press the button! Every call will be recorded, and it will be available to you in the forum.

You should have received access to the Ministry By Design Partnership Forum, those of you who are members; you just log in, and you can chat and talk to everybody.

There's also a section for your audio. There's a section for your transcripts. There will be transcripts of every call. There will also be worksheets available for you to follow along with the session.

I know you're probably thinking, "Where's our sheet for today?" We don't have it. I'm going to send it to you. Someone in our team is going to send it to you today, when you get the recording.

You get to access those worksheets, so you can follow along with me. I'm trying to make it where you can use them with your teams. Some of the stuff is great for you to know, but other people in your team need to know it as well.

We'll make sure we have all of that in the Ministry By Design platform. That's your little hub where you can gather.

The other thing I want you to know is, come expecting something from these calls. This is not just a time to be encouraged and inspired, but I really want to instruct you on what your next steps are.

I'm going to give you the best of what I know, and I really want you to be prepared to receive that. I like to pray. I'll do my best to start every call with prayer together, but make sure you pray, you come with an expectant heart.

Also, you guys who know me, you know I'm a teacher. I love to teach. I love to give tidbits and little things that we could say and stuff we can do beyond this moment. So that means you need to come with a pen and a piece of paper.

Now, if you're driving, fine. I understand that you can drive today. But when you listen to the replay, make sure you have pen and paper handy and you're writing and taking notes, because the key to expansion is execution.

Write this down: The key to expansion is execution. We want to make sure we are executing on the next steps.

Now, for the Ministry By Design Private Partnership Program, you'll be receiving e-mails from either Erica or Senita. Those are the two administrators for the program, so make sure you put

Support@ministrybydesignmastermind.com

as one of your whitelists. If you don't know what that means, send us a quick e-mail or pull up a chat and I'll tell you what that means. But whitelist it so you'll receive the e-mails. We'll make sure we send out the reminders the first week, the first Monday, on a call for Thursday.

You'll also get reminders, like you did today just before the call, so you'll make sure that you're there or you're just marking it off. You'll also receive a schedule. I'm trying to make it a quick schedule.

You get a schedule of when the calls are going to be, how they're going to come out and what the topic is going to be, so you can prepare. If you have any team members you want to come along with you, you can make sure that's the case.

I think that's about it—no, no, no, one more thing. Today, for those of you who are my social media-savvy members—you understand what hashtags are and you're on Facebook and Twitter—for today, what I would like our hashtag to be is #expand2012.

A hashtag is a # (that's a pound sign), for those of you who aren't. It's #expand2012, so if you hear anything throughout our time together today that you're like,

"Oh my goodness, this really meant something to me! This moves me! This is a great nugget!"

I want you to go on Twitter or on Facebook, and I want you to type whatever it is and do #expand2012.

Now, there are two reasons why we want to do this. When we start talking about this in our next session with you guys, this is because we want to create a buzz.

We want to make sure we have other leaders know what's going on, what we're doing, how important it is, and we want to give them the opportunity to join in.

So when you do this, when you start training—I'm not going to talk about training today—but if training is one of the things you're going to do to expand your reach, you want to make sure you give people an easy way to share it with other people.

What I would like for you to do, the easy way to share what we're doing today with others who may be interested is to tweet about it, Facebook about it. I don't Google Plus, so I don't know if I should say Google Plus about it...

But do that by doing #expand2012 [on Twitter]. Whenever people see the #expand2012, we'll know we can direct them to some other things. So that's enough about that. Let's talk about what we're here to talk about today.

Today, we're going to talk about simple strategies for significant success in 2012 and the simple things we can do to make a significant impact in 2012 in our ministry and in the lives of those we're called to serve.

Now, that's what it's all about. It's just about the simple way. I want to tell you one thing about the simple way. Simple does not mean easy. It's just simple. Simple means plain. It means easy to understand, but it doesn't mean easy.

A lot of times when we hear the word "simple," we think simple means it's going to be easy and effortless. That's not the case. Those of you who have been doing ministry longer than five minutes know it is not effortless and it is not easy, but it can be and it should be very simple.

Today I want to share with you some strategies to make sure, as we start this New Year and we get it going, that we're operating simply.

That's the way God wants us to operate. He wants us to operate in a simple fashion. If we just look time and time again at the strategies that the Lord used to create a significant impact in the lives of those that He used big people to reach, it was so simple. So simple.

Think about Gideon. I mean, a simple strategy! Think about Jehoshaphat. That was really simple. Slingshot, very simple. Think about David, the slingshot. All of God's strategies are simple.

If you find yourself moving in a complex manner or you're convoluted and you're all over the place, I want to challenge you early on in this call, before we even get any further, that if it's not simple, then it's probably not God's strategy.

If your strategy is not simple, then it's probably not from God. I know you probably didn't want to hear that, but I want to share that with you. I said a prayer about what we should talk about, and that's what He gave me.

So if it's not simple, it's probably not His strategy. We'll talk more about that in a minute. So why is simple important? And why would you want a simple strategy? "I mean, like, Janice, seriously, why do we even have to have simple?"

We want to have a simple strategy because, number one, when you have a simple strategy or you operate in a simple manner, it increases your results.

It increases your opportunity for results. It increases the opportunity for you to impact lives, for you to increase your influence, and for you to also increase your income.

Those of you who are business owners and who know expanding your reach equates to also increasing your income, you really want to pay close attention to using simple strategies to do so.

Let's break down those key areas there because we're going to talk about those a couple of times today. We're going to talk about your impact, and that's how you reach and how you touch, how you change the lives of those you're called to serve.

We're going to also talk about your influence. That's what people think about you after it's all done, and how many people you can really reach, people who you meet.

We're going to also talk about your income. For those of you who are business owners, because we have business owners and pastors and Christian leaders online, we know that it's important that you keep a steady influx of income coming in.

If the strategies are simple, number one, it impacts your impact because a simple strategy makes it fairly easy to move around and to serve those who you are called to serve.

If we look at Jesus, who I think was the best at expanding His reach, He used very simple strategies. It was very simple, and because of the simplicity of the strategy, He was able to make a greater impact in the lives of those He was called to serve.

We'll also talk about influence. When your strategy is simple, when what you do is simple, when what you offer is simple, then it is easy for others to communicate what you do.

It's easy for others to communicate what's happened in their lives. It's easy for others to share, but what is really complex, they're just hard for other people because they forget the stuff.

I work with a lot of pastors, and sometimes when we get into picking titles, we start thinking about ourselves and our focus is a little bit inward. We think about our personal experience with God and our personal experience maybe with school and our colleagues.

Because of our personal experience, we regurgitate that in a way that's personally valuable and important to us, and it has no significance to other people. Let me show you what I mean.

I'm thinking about, sometimes I am working with pastors, and especially when they've gone to seminary, they've had a lot of additional post-graduate studies. They're really intellectual in their conversations, their titles and some of the things that they say.

Personally, I like it. I did it, that's my faith and I'm in that world. But a lot of times those who they're called to serve have no clue what they're talking about.

So if you're saying titles such as "the numerological dispensation," it's like, "What?" The average person would not get that. If you're talking in the jargon that is familiar with their business...

I also work with a lot of coaches. A lot of coaches like to use the word “coaching.” What we fail to realize is that we’re going to really go simpler than the word “coaching” or simpler than our jargon, the jargon that’s unique to our field.

We’re going to lose a huge crowd because the crowd—you guys might want to write this down—doesn’t understand the jargon. The crowd is only concerned with what’s important to them, and it’s very simple.

They want to talk about eating, they want to talk about losing weight, and they want to talk about making more money. They don’t want to hear anything about being transformed by the renewing of their minds. Not the crowds. The crowds don’t want that.

Now the core, it’s a different kind of people. The core you can get a little deep with. You could talk spiritual language. I can talk marketing language to my core people because my core people who walk beside me, they get it.

They get when I say “Squeeze Page.” They get when I say, “We want to have a strategy, an autoresponder strategy,” or something. They get that, but if I told you guys that, you’re probably right now thinking,

“What? What is she talking about, an autoresponder strategy or Squeeze Page?” You’re not supposed to get it because you are the crowd, but the core people who work with me, those who work alongside me, they get it because that’s our language.

So when we talk simply and when we use simple ways to express what we’re doing, simple ways to interact with those we’re called to reach, we have a greater chance of making a significant impact.

The other reason why we want to use simple—remember, I said I was going to give you a couple of ways why it’s important to keep things simple—is because it allows us the opportunity to rest.

I know, you’re probably thinking, “Wow! I need to rest.” If you’re in ministry, you need to rest, and the only way you can rest is that you keep things simple.

When we get convoluted and very complex with our strategies and how we’re going to operate everything we want to do, we’re so overwhelmed that there’s little time for rest.

The benefit of resting, not just for you as a leader but also for your team members, is that it offers you an opportunity.

The first opportunity that rest gives you is for revelation. Do you know that when we're resting, when we're calm, when we're relaxed, that God can speak to us and we can actually hear Him?

He can give us a strategy when we take time to rest that will blow everything to pieces, that will move us so quickly to our destination that it's not even funny. You couldn't have thought of it in a million years, but unless you stopped to rest, you'll never hear it. You'll never get it.

When you rest, you also get an opportunity to rejuvenate and to recover and to refuel. Your body needs that. Your mind needs that. Your team needs that. So by keeping things simple we build in the opportunity to rest.

That's something that I know that, as leaders, we rarely do. I have to challenge myself on that. I mean, the Holy Spirit challenges me, my team members, my accountability partners, they keep me going. They're like, "Okay, Janice, do you have your rest in?"

We will talk about ways that we can build in rest, but it starts first, by creating simple strategies. We're going to dismiss, as we're going into 2012, every trace of complexity.

We're going to look for, always, the simple strategy the simple step. It has to be super simple. Remember, let's just say, "Okay, I want it super simple." All right?

Let's see... Now, I want to talk to you about some others that I know. If you've worked with me before, you've heard a little bit about his story, and I want to expound a bit about him a little more.

It's a pastor that I love, I hold dearly. He is one of my dear clients, and we had an experiment when we first started working together in this whole idea of simplicity.

A lot of people feared—except now, he's in year five of his ministry—and they see his success now and just assume that he had to do a whole bunch of complex things to get there. I want to denounce that.

He's a pastor down in Birmingham, Alabama. I forgot to ask him if I could use his name on the call, so I won't say his name now. When we meet on Thursday, in a couple of weeks, if he says "yes" I'll let you know who he is.

His ministry, when we started out five years ago, had 20 members. It was in year one. He contacted me because he knew he wanted to expand his reach. I asked him a couple of questions, and he was so clear about what he wanted to do.

When I asked him—I asked him a couple of things—I said, “What do you want to do?” He said, “I really want to reach God’s people,” and I said, “What does that look like to you?”

He was so simple in his response. So simple! He said, “I want to make an impact in the Birmingham, Alabama area.”

Amazing! He didn’t say “I’m trying to change the whole world,” and he was specific, he was so specific. He didn’t say that he wanted to be known nation-wide.

He just said, “Janice, for me, if we can impact the hearts and lives of the people in Birmingham, Alabama, I’ll be happy.”

So we drilled down a little bit to what that looked like, but it started out with him being so specific, saying that “I want to impact Birmingham, Alabama,” and particularly, those who were in economic hardship.

He wanted to provide a safe-haven for those who were in economic hardship in the Birmingham, Alabama, area, and that was his first focus. He didn’t try to do everything. He wasn’t trying to have ten or 12 ministries, in the first year. He didn’t try to do those things.

I mean, hear me, he was very simple. In year number one, it was actually the end of the year, so he did go about seven months without contacting me. But when he contacted me, it was at the end of the year, he had done some things.

He was like, “The only way we can move forward is that we have a plan,” and he said, “I know that I can’t figure this out. I don’t know what my level of expertise is, but if you come in and you give us a plan, I promise I’ll execute it.”

So in year number one, we created for him an expansion plan, and that’s what I consider a marketing plan or a plan that allows you to expand your reach—the reach of your ministry, and we built it on several strategies.

We built it on the simple things he wanted to do—the lives he wanted to impact, how he wanted to impact them, what he wanted his ministry to be known for.

He implemented that plan in year number two, January of the second year, 2007. He's saw phenomenal in his ministry. It was amazing. I'm thinking about some of the things we did and I'm like, "It wasn't really hard at all!"

Because he knew, "It can't be hard, because we only have a little bit of people. I only have 20 people, so I can't make it really, really complex. I just need some help."

I'm looking back, and I remember year number two, he implemented. Year number three, he called and asked a couple of questions and for some help with some things and they tweaked, a little bit, the plan.

Then in year number four, we kind of had to really adjust some things. He didn't want to call year in number four because he was thinking, "I'm just going to redo the plan I had in year number one and number two," but he realized that we had to do some things differently.

Now in year number five, without the use of mainstream media for four years: No television, no online streaming. A few radio spots ... I think we started radio probably somewhere midway between years number two and three, but not a whole, whole lot.

Now, he's gone from 20 members to 6,000 members in the Metro-Birmingham, Alabama area. Let me tell you, he's not from Alabama, so it wasn't his hometown. He did not have a big name. He just wasn't really popular. There was a church plan; he didn't break off from anywhere else.

The reason why I'm bringing that up is because many times when we hear about the success of other people, and we hear about how they grow, in our mind we're excited, but we start looking for the excuses—the reasons that they can do it, and we cannot.

I want to challenge you that if you see where you are today and you're comparing yourself to someone else: "Oh well, they were in ministry for a long time ... they had a lot of money when they got started ... they were from there, so they knew people."

All those things are excuses, and really, what they do is they hinder your ability to progress because now, you've postured yourself in a place of defeat, already from the jump.

Because what you do is, rather than saying, "You know what, God called me to do this. And if he called me to do this, he's going to provide for me," you start making

excuses about why you can't have the success of other people.

But I know, first hand, because I work with him, that he knew no one in the city. He was not from there. He was actually from Metropolitan Atlanta.

There was a church-plan. He only had 20 people. They did not have a big budget. He didn't have a big name. No organization came and supported him.

All the things that you're telling yourself that are the reasons that you can't have similar results, I would like for you to dismiss them, right now. Because in his mind, it was quite simple: "Lord, you called me, so you're going to make a way."

I want you to know that the Lord has called you, and He shall make a way. So that's why I want to go with "simple," and that's why we're going to talk about that.

If my great friend and client, who I love so dearly, can do it with 20 people in a country, city, urban ... No, it wasn't even urban. It was so country, y'all! Hear me say y'all? I come from Georgia.

It was country. The people there were country. No one thought anything could happen big there. If he could do it—6,000 members, now—dedicated, committed members through the lives that he had changed ...

If he could do that in 5 years, with a very small budget and just a simple idea, I am certain that you can. God has no restriction on a person.

So how then, can we do this simple thing? How can we use this idea of simplicity to expand our reach? How can we do that?

Remember, if you hear anything that was important, anything that kind of like strikes you, you're like, "Oh my gosh! This is really going to mean something to me!"

#expand2012

It's going to not only allow you to share your experience with other people, but it's going to allow you to go back later and look it up.

I'll tell you guys ... we're going to talk about that in our next call, how to go back and research everybody that's sharing your message.

So #expand2012

I need to know if this is good for you.

The first point, if you don't have your pens and paper out, yet, this is the time to get it out. Again, I told you I was going to give you worksheets. We will send them with the recording.

The reason why we didn't send them is because when I first created them, I made them good for you, the leader, but I'm trying to make a version that will allow you to share with your leaders or those who are going to walk alongside you, in this journey.

Point number one. The first thing you've got to do is get clear on where your head is. Have you ever tried to go somewhere, and you don't know where you're going?

It's like getting in the car. You've got the GPS because you don't know the address, so you can't plug anything in, you just drive.

I mean, how many of us do that these days? Really, I can't afford to do that because I waste all the gas. Because even with the GPS, I somehow manage to get lost, so I need to know where I'm going.

Was this an "I need to know where I'm going, when I'm going on a trip, going to a basketball game, trying to go get something to eat?"

You need to know where your head is, where you're going. That's not just for you visionaries, which is all of you on the line because that's who I work with. You like to say, you like to "be the big." Okay, I know.

You see the 10,000 people. You see the millions of lives being changed. You see the differences in different cities. You see the different people you're going to serve all over the world. I want you to come in a little bit, just a little bit.

When I say, "Get clear," I want to know what is the outcome that you desire? See, when we plug that thing into the GPS, the car knows, the GPS knows, I have not succeeded until we get to here.

What is "here" for you?

What is "here? You really need to get clear on where you're heading.

Now, many people ... I hear you right now, "Now, Janice, you're not telling me anything new. I know my vision. I know my mission. I know I'm called to do this."

But I want you to get specific. See, Jesus' mission was to seek and obey the law—so simple, right? You're like, "Okay, Janice."

See, that was simple. It was. But it was so big; it was so broad. Seek obey the law ... could we put a number on that, please? Because if we just plug in "Seek, obey the law" in the GPS, where is that?

So if you are saying that, "I want to reach millions of lives," I want you to ask yourself, "Where is that?" Where is this "millions of lives"? I mean, where is that?

I want you to go a little bit deeper. I want you to ask yourself about these areas. This is going to be on your sheet.

When you're thinking about where your head is and what the outcome is that you desire, I want to know what do you see, now? N-O-W, what do you see now?

Within the next 12 months, what do you see now? Where you're headed, what outcomes are you looking for, in the three areas that we're going to talk about?

Remember, we looked at those earlier ... what outcomes do I want in my income? What outcomes do I want in my influence? What outcomes do I want in my impact?

Okay, so let me give you examples of those. They were in no particular order. That's just the way that I wrote them on my notes. So, if you're saying that you're headed ... get clear on where your head is.

"I'm headed in my income" ... and a good example would be a \$100,000. "I would know that I would reach my destination, if within the next 12 months, I have \$100,000."

That's very clear. That's how clear I want you to be.

See, a lot of people say: "I want to be financially free." That is not a clear outcome. I don't know how to get to "financially free." You need to tell me a little bit clearer.

If you say: "I want to have \$100,000," or if you want to be "free of all debt" ... even free of all debt, go specific. A lot more specific—get more detail, if it makes it a lot simpler to create our process.

The second thing is influence. Here's a good example of what to do: "I would like to have a strong presence in the Metro-Atlanta area." Now, "town" is not really, really good because Metro-Atlanta is big.

I want you to narrow it down to something like: "I want to have a strong presence into the Dekalb-County area."

Okay, so, I want a strong presence in my ministry, my business. I want to be a household name for those I'm called to serve in the Dekalb-County area. That specific.

Then, I also want you to look at where you're headed with your impact? Okay, so on this one, we really don't do this a lot. We don't start thinking about that. We don't get really honed in a specific place.

It's a great impact thing, a great goal or a great destination to plug into the GPS for impact is: "I want to change the lives of 100 families." See, if you say "100 families," that's something that we can quantifiably touch, that's tangible.

We can look at it and say, "Okay, we touched 100 families, this is how I know," but if you don't start with the destination and it's not clear, we never can get through the simple strategy. Okay?

Are you guys out there? I know you are. I just like saying that, okay?

So remember, the three impact areas that you want to focus on for really creating your expansion. Where you want to get headed is: go where you want to get headed. Really Janice? Sorry, you know I'm a little country, and sometimes it comes out when I get excited.

But if you want to know where you're headed and get clear on where you're headed, you want to make sure you focus on three, critical areas. Those areas are your income, your influence and your impact.

Let me stop you, right here. One thing we came to do, and I want to guard you against this right now off the jump, is we start naming a whole bunch of stuff. Like "Ten things we want to do in the next 12 months". Don't do that. Stop.

For here, this is big enough where we can see over the whole span of 12 months: "I would know that I reached my destination, when I have done the following things in these three areas."

The reason I only gave you three areas is because I really believe, in order for you to be very successful, if you focus

on just one of those areas, you will do very well, but if you want to focus on more than one and you're like me, I need at least a couple of things to work on.

Pick those three critical areas, where you're expanding your reach, where you're growing your ministry. Those are actually the three most critical areas that you should be focusing on: Your income, your influence, and your impact.

So, I want you to take some time. Do it over the next couple of days and really sit with yourself. First, sit with yourself, you and the Lord, and then sit with your team and look at:

"Hey, this is what we're going to look at for the next 12 months. It'll be good. I have the statement. I'll tell you about it in a second. It'll be good. We could do this, if we could accomplish this, I would be pleased."

The other day, the statement I was telling you about is something called the "It is good statement." It's kind of like the "It is good factor."

I always, when I'm working with a client, I like to ask them, "What is good? What does good look like?" And it stems from, in the beginning, in the first phase of Creation when God was creating the Earth. Every day at the end of the day, He said, "It is good."

...And He doesn't mean a whole lot. Now we want to basically celebrate what we do, celebrate every day. This is God. I mean, God has to celebrate—He is God.

But God understands the importance of stopping to celebrate, so He celebrates every day at the end of a day's work. He looked at what He did and He said, "It is good." That's the first thing.

The second principle that we learn now is that He had to know what good looked like. A lot of times when we're building our ministry, our businesses, we have to stop to identify what is good. So we never say something is good.

Let me tell you, when you're driven and especially in the beginning stages, you need to celebrate. Beginning doesn't mean it has to be your first year. It's the beginning of maybe a new phase, a new shift, a big adjustment.

You need celebration more than any other time because to begin a work and make a successful and significant work, it takes a lot.

Sometimes you want to quit, sometimes you want to give up, and sometimes you want to just throw in the towel. Unless you stop to celebrate, you forget that you're doing something good.

I've served in ministry—and let me do a new to [Janice lane]—I've served in ministry for a very long time and I know how frustrating it is to work alongside a leader who hasn't identified what is good.

It's like spinning your wheels and going in circles and circles and circles, doing everything you know to do. Nothing is good enough because the leader hasn't taken time to identify what is good.

I want to challenge all of you, each leader on the line today, to take the time to identify what is good. What will be good for your income? What will be good for your influence? What will be good for your impact? Okay?

So that's the first step, to move into more simplicity in 2012. The second thing is, now that's you've identified what's good, where in our example we talked about the \$100,000, we want to impact Dekalb County, and want to change the lives of 100 families.

Now we want to know "How can I get there?" See, this is where we get all convoluted and all stressed out and everything, but "How can I get there?" We are all over the map and as visionaries, we can think of a whole bunch of ways to get there.

I know you're all shaking your heads like, "Yes! I know, you want to do everything. You want to get online, get on TV, get on radio. You want to walk around the neighborhoods, pass out flyers, go to the park, go to the schools, go to the conference centers, have big conventions on everything!"

That's not what I want you to do, but I do want you to think about how can you get there. So here's a question. It's kind of like a two-part strategy in getting to where you want to go, so make sure you have your pen and you're writing this down.

The first thing ... this is not part of the two-part strategy, this is just a little sidebar: "How can I get there with what I have, with who I am and what I know already?"

The great thing about this, remember this is a simple strategy. This is not going out and getting a whole bunch of other stuff, this is what I have. Think of it like the widow woman syndrome. So what we're going to do is we're going to apply the widow woman syndrome.

You guys remember the widow woman in 2 Kings 4? She didn't go acquire some new stuff. It was what she had that made the significant change in her life, in her family and in her situation.

So, I'm not asking you to go out and go get a whole bunch of new stuff. For 2012, your significance and your impact are going to be tied to what you already have.

What we want to do, the first step is to take inventory. Write down "Take inventory," and you're going to take inventory of a couple of things. So who?

The first thing, 1A under take inventory, you're going to take care of "Who do I have, and who do I know?"

Typically, when I'm working with ministries, and usually ministry growth just like business growth occurs in about three phases. Really four phases, but the two we're really going to focus on in this call, and probably while we work together this year, are the foundation phase.

That's a phase, not ... again ... it doesn't mean that you or your foundation are elementary. It's just that your ministry is in the foundational stages.

It's probably not self-sustaining yet. It's probably trying to get everything together, systems in place, and really define what you do and how you do it in a great way. That's the first phase.

So in those foundational stages, a lot of times there aren't any fulltime staff, or there are very few. If you're a business owner, you're working by yourself and you're really trying to make sure your idea is really a profitable and lucrative idea.

If you're in ministry, you're just trying to figure this out. You know you have a call, but you're trying to see out the best way to get your call out and get people there. So you have the foundation.

But then there's a middle-way of stage that's kind of like the existing phase. I have quite a few people who come to me when they get into the existing phase—you know, "We've been up and running ..."

You can be in the existing stage and be not even a couple of years old. You can be like ten years old. Ten years doing your thing—20 years—and you're just existing.

“Hey, this is what works. It got us started, but we’re really not doing anything more than just exist—we’re just existing.”

Then you have the expanding phases. Those are the ones that are really like we’re just consistently expanding, you know, and we’re not stuck. It’s not three on and five off, it’s “We’re going, we’re going.”

Then the fourth phase, which we won’t get into right now, but it’s that legacy, that driving phase, it’s that next thing. God has used you to not only impact locally, where you are, and even in some cities around you.

Now, it’s just like He’s giving you a nationwide call. In that nationwide call you’re doing this in multiple places with multiple leaders. You’re creating the legacy. It’s not just you; it’s you and all these different disciples that the Lord has used you to create.

So when you’re in those phases, I want you to always be aware of what you have and who you know. “Who do I have and who do I know?” because in the beginning you may not have anybody with you, but you know somebody.

You want to take inventory, first, of who do you have “Who do I have right here alongside me?” You’ll hear me talk about these people a little bit later. All of you who are part of the program get a copy of my book. I explain it in detail in, I think, chapter one.

It’s a concept that I call the Expansion Buddy. I believe in ministry we have Expansion Buddies. We don’t have people who just work with us and for us. Not even team members, I mean, I call them Expansion Buddies.

Not everybody. Now, you’ll have people who work with you, and you’ll have people who work for you, and then you’ll have your Expansion Buddies.

Your Expansion Buddies, those are the people who “get” your mission. They get your vision; it’s like it’s their vision. They eat-sleep-dream your vision, like God gave it to them. Those are the people who feel your vision and your mission, and they’re right alongside it all the time.

I have awesome Expansion Buddies. I have one who is my accountability partner. Her name is [Tanya]. She lives in Colorado. She’s awesome.

She takes my vision like it’s hers. She goes through and rips it apart when I’m off tread-path because she’s my number one champion.

She's 100% committed to making sure that I succeed in what I do. That's a different type of expansion buddy. Hopefully, you'll meet her when we do a live meeting.

I also have my executive assistant—I have two. One is Senita. She is like ... she hears my vision. She's listening to me and I'm all over the place—I have a bunch of stuff I want to do. She hears me and she pulls it together. She makes sure that it is tight so I can implement it.

When I tell her how I want to do it, she makes sure that I'm there. Even if I come up with an idea at 2:00 in the morning, she's like, "It's 2:00 in the morning, but I'll help you get it out."

My other Expansion Buddy is Erica, and both Senita and Erica are on the line. Erica, I just love her. Erica is my go-to girl for almost everything: when I'm off, when I'm on, when I'm tired.

Erica confronts me on my stuff. She keeps me on my game. She's like, "Janice, you just taught this last week. You said that we're supposed to be consistent, and you're not being consistent.

"I feel like that's an excuse that you're giving, and so your people are depending on you. God called you to reach these people." So she regurgitates to me the stuff that I say.

Those are the people that you need as Expansion Buddies. You don't need just yes-men, yes-women. You want people that are going to help you expand the vision that God has given you.

It's critical that you guys identify those early. If in the beginning you have only one person, everybody is not fit to be an Expansion Buddy, so don't force people to be Expansion Buddies. They're just workers.

That's on another day when we talk about teams, but if you have one, you write that person down. If you don't have anybody, then think about who you know ... you know me. You don't know my team, you know other people. Write those people down.

The second part of taking inventory is: "What do I do? What do I do? What is it that I actually do? What do I, as a pastor, do?" A lot of times we don't look at this.

You're more than a pastor. Most pastors are also speakers. Most pastors are also teachers. Most pastors

are also counselors. Most pastors are also CEOs. Write down the things that you do.

You want to know who you have, who you know, what you do—not just what you do, but also identify what do you currently do. Just write it down. We'll talk about this in a second, next section of that.

So, “What do I do? What do I do, or what do I know?” Sometimes if you're new, you haven't done anything yet, but you know some stuff. What do you know? What do you know that could really help you expand your reach?

Expand your reach, remember we talked about earlier, is about other people experiencing God through you. So then take it a step further. “What do I know that will allow others to experience God through me? Like when they hear this, they'll see God. They'll see God in me and through me.”

Some of my clients ... I have one client, she's awesome. She is amazing with graphic design and she has a heart for Christian leaders and for churches.

When God uses the gift of her graphic ability to really take a pastor's vision and communicate it visually, it's amazing. People know that God is in that place or in that business or part of it. That's her expression of God, her graphic design.

I want you to take the time to identify, what is your expression of God? Singing? What is it? List all the things down. Okay?

Now, these lists are probably big. If you're a visionary and you're on this call, it's probably a big list, but after you list that, take an inventory of all the things that you have to work with, then I want you number two, to narrow it down.

Now, no leader ever, ever, ever, ever, ever that I've ever worked with in all of my years of working with Christian leaders, has ever wanted to hear that statement, “Narrow it down,” but it's critical to operating significantly and to operating simply, is to narrow it down.

I want you to take a look at that list, and I want you to narrow it down using these criteria. I want you to narrow it down this way: “What worked? What did I do? Who do I know, that worked for me last year along this expansion journey?”

Those things I want you to circle. What worked well last year? If you didn't do anything last year and this is your first year, “Janice, we didn't do anything, we hadn't tried anything,” that's okay.

What have people said about you? What do they consistently say about you that works? “Man, the way you talk! Man, the Lord just uses you!” “When you teach, I just ... really great!” “You know, when you come you just have a way of exploring ideas!”

It’s just like with my client. “When you draw, when I look at those pictures and your work, it has a way of making me feel good.”

Identify only three of those things. Three. Three. What worked last year and/or what are people saying that has made an impact? Only three. I know you probably wrote down 12 ... probably 20, but of the 20 ... of the 12, keep three. Yep, narrow it down.

I know you’re not happy. I know. I know narrowing it down is not really fun, but it’s the only way to live a simple life and a significant life, and it’s the only way to really make an impact.

Because when we try to do everything we know how to do and we try to become everything that we’re good at, we are confused, tired and people that we serve are like, “Huh?”

It doesn’t take a lot, guys. It does not take a lot to make a significant impact, so look at those things.

For those of you who are business owners, I want you to think about, if last year you did some programs or some packages, or you sold some products for something and it worked for you really, really well, that should be one of your three. It’s very simple.

Then I want to just caution to you to omit from your mind—let’s just scratch it out right now, erase it—the hype that says, “I got to do everything—I need to have multiple streams of income.”

I hear you. “I need to branch out! Janice, you’re trying to tell me to only do three things? To only focus on three things?” Yes. Three is actually a lot of things.

I really want to stay focused on one, but I know I wouldn’t get away with that with you guys, but focus on three things of the things you do really well. Three.

Let me tell you why. When you try to branch out to multiple streams, multiple places, multiple branches, all these extensions; then your mind is pulled in multiple directions, multiple extensions, and multiple branches.

What does the Bible say, all of you Bible readers on the call? What does the Bible say about a man that's double-minded, that's thinking about multiple things? He's unstable in all his ways.

There is stability in simplicity. When you have a single mental focus, you have the opportunity to be stable and to make a significant impact.

We look at our lives and to think that we really did well ... In our ministry, the things we really did well, we did those things really well—not good, not good enough, not something that got some results. I'm talking about exceptionally well with the things that we focused on.

That's why I want you to really get clear, although your list is 20, to narrow it down to three so we can really focus. Okay?

We're picking the things that worked well last year or the things that people have said about us that was good, right?

What we want to do is, now that we have found out what we can do "How can I do this?" How can I use who I know, or what I do because we're going to pick the ones that work. Now I want you to think about: "How many times do I need to do this to get my outcome?"

So if you said speaking or holding events was really good for our ministry last year "Last year, man, we held that community event. We got an influx of 20 people to come to the ministry.

"If our goal was to get 100 people to the ministry this year, if we do it five times and we get the same results, we'll be okay." Does that make sense?

So, how many times? That means you have to know what you have to know your results. If you don't have any results but people said things, we're going to go on with your best three strategies and your best three moves.

I want you to start thinking, if we did events and they worked well for us. One event brought in 20 people, although the event had 500 people, 20 of those people connected with our ministry. We need to do five events to get our goal of serving 100 people next year. Right?

So this is the kind of logic I want you to think. So how many of the events do you need to do if the event was the thing that was successful for you?

Or if speaking is your business... Let's say your business is not speaking, but you found out through speaking you grew your business. How many speaking engagements would you need to have to meet your outcome?

Remember the outcome was the income outcome, the influence outcome, and the impact outcome.

Let me tell you why I want you to pick those things that are on your list and not some random other things. Because some people want to do stuff like, "Yeah, one of the things I want to do this year is, I want to write a book."

I hear this all the time, guys. I hear this all the time, "Yeah, Janice, I want to write a book and I was thinking that the book is going to do, you know ... is really going to help me and my ministry blow up."

I have to ask hard questions. "Okay, so how do you think the book is going to help you 'blow up'?" Number one, I want to know how does the book impact your income, how does it impact your influence, and how does it impact your ability to impact other lives?

Tell me that, okay? Then we'll get you closer to your goal.

All right, and you have to ask yourself these hard questions. All right, how many books do you need to sell for it to impact your income?

How many books do you need to get out for it to increase your influence? How many books do you need to have, and how many lives or hands in order for it to really impact others' lives?

You have to think along those lines, when you think about what you're going to do and what you're going to produce. You can't just do a book for books' sake.

Let me just stay on books for a minute. Do you understand that books are not a moneymaker, the book itself?

The book will not make you any money. How many \$15 books do you need to sell to make a lucrative income? Then, who needs to get your book to give you a significant influence? What about the book is going to make you influential?

We really have to get clear. A lot of people, especially in ministry, that's our first thing. It's like, "I can quickly write a book, I write all the time. Let me just make a book," but there's a whole bunch of strategy that goes behind it.

So when we talk next month—and we talk about power moves and moves that are going to position us where we want to be strategically—I want to talk about specific moves that are critical to your ministry and those you are called to serve.

Some of the people who you serve don't even read books, so writing a book is not going to help you. You want to be clear on that. Okay, I got off on a little tangent. All right, I had a conversation with a client about a book.

All right, so you guys know that the first thing we want to do is take inventory, and then after we take the inventory we want to narrow it down and pick three. Yep, only three things—let's pick those three.

All right, we're coming down to the home stretch so let me recap a little bit.

We are going to operate simply in 2012 by getting clear on where we're headed so we know what the outcome is that we want to achieve, and three areas: that's our income, our influence and our impact.

Then we want to be very crystal clear on how do we get there, how will we get there, not other churches, other ministries, other businesses, but based on the skills that we have, the people that we know, how can we get there?

Then here is how we are going to get there is number three, you got to create a strategy. Now, just because you know what your skills are and where you want to go, does not mean you're going to meet your goal at the end of the year. I'm sorry, that's not enough.

My pastor—he said this probably about four weeks ago and it stuck with me—he said, "It's a shame to have a winning team and always be on the losing end." I was like, "Wow, that hurt my feelings."

Because some of us, all of us, we have winning teams. We are winners, God created us as winners. Can you imagine having Kobe, Michael Jordan, Magic Johnson, we've throw Scottie Pippen in there. Let's see who else I wanted to do.

I played basketball for nine years, I love basketball. Give me a tall person Dwirk **Shelinsky** you know the... tall guy.

Having all of them on one team is always losing? See, I mean that is a whole bunch of great talent in one place and you always lose, but you know how that will happen, how that does happen?

It's because you have a great team, great leader, you have great ideas, but you have no strategy. They don't have any plays. They don't know how to play, so they just get out there and they just play.

I can tell you this with all honesty and certainty, just having a player; they're showing up to the game, does not guarantee a victory. I'm sorry. It will never guarantee you a victory.

So just knowing that you want to serve, you want to make \$100,000 next year, and knowing that you have the ability to speak and you have the ability to train and you have the ability to host—invest in workshops—is not going to get you there. It is not.

Not even if you get specific and say, "I need 5 events next year and I need to speak 20 times next year, and I need to teach 3 additional workshops next year."

That is not enough to guarantee a victory. Victory and expansion is only guaranteed when there's a clear strategy on how to get there. So when you know the play, and you run the play, you can win the game.

So here I want to talk about is the key words here for you is you're going to #expansion2012 anything. No strategy, no victory. Know this: No strategy, no victory.

So here's how we create a strategy—and we're coming down on the home stretch and I'm really, really excited—we're going to go probably about 15 minutes over today so if you have to jump off the call, it's okay.

What we're going to do is you will get a copy of the replay, but here's how to create a strategy. Remember our mantra is keep it simple, very simple. So we always go on what works now.

The first thing you do is, what's working now? What is working now? What is working right now if you held the event—now my example earlier—if you held the community event, and the community event brought 20 new people? You need a whole community event this year. Period.

Don't try to do another new step. "I'm going to go online and research and go and get on Facebook." Why are you doing something new and abandoning what always works?

Okay. Second thing, when you're a business owner, what programs already work? What do you do right now that worked for you last year?

We've already created the list, but what is already working? What programs, what products, what events, what ideas, what things are already working? That's where we start.

Then you want to think about what new can you introduce into your process that will allow you to serve more people, but don't get excited because you guys are probably thinking, "Yeah! We could do this, this, this..."

Uh, uh, uh, uh. Here's the stipulation. Easily: what you can introduce easily?

That means my team can do it, I can do it, or I know somebody that could do it, and we could do it easily. Because if it's too complicated, it's not worth it. In this case, big is not good, it is not better. It is small.

Small is where the significance is. "What small, slight change, what slight adjustment can I make right now? What introduction can I make into my ministry that we can do kind of easily?"

You know, it's a few of us, or we can kind of do this. What are those things? Write them down, and you've thought about them, you say, "I'm thinking about doing a couple of things."

If you don't have any, I did. When we come to a Q&A call at the end of the month, make sure you bring your questions and I'll give you a few based on who you have on your team.

Then number three, is your strategy is based on what will it take, so we're going to start with what we have right now. We're going to think about what we can possibly introduce that will help us get to our goal, because we identified it already, and then how many of those things, what will it take to reach my goal?

So if you said community events, if you said speaking engagements, if you said, for you as a leader, speaking at other places—I'm giving you guys great ideas.

As a leader, a great way to increase your influence in an area is to join the groups, the influential groups in your area.

Because one of the things we really seldom do in ministry, and I don't really get it, but if you want to influence an area, go to the places where people of influence hang out in that area, and become a member. Participate.

One of the strategies we implement this year in our church is every person on our leadership council is a member of an influential board or influential organization in our community. Every, every person on leadership board.

You participate in that. Not only do you participate in that board or in that community organization, you take your representative out to lunch. That is an office strategy.

I think we take them out to lunch, not all the time, but just once a quarter. You take your person out to lunch.

“Hey, you know what? I’ve been enjoying this organization, it’s meant a lot to me personally and to the ministry and to the community. I just wanted to have lunch with you one-up.”

If influence in your community is one of those goals that you set out, if that is the thing you plug into your destination, you want to do something like that, okay?

So then you identify. Once you’ve identified what it will take, how many times you’re going to do what you’re going to do, then the last part of that is quite simple: when can you do that?

“If I need to have five events, when can I do these events, you know?” You pull out your calendar. So you pull out your calendar, and we’re not going to go over calendar plotting today, but when you pull out your calendar, I want you to think big for a minute. Start first with the quarter.

“How many of these things do I need to do a quarter, how many do I need to do in a month and then...” Well, not how many, but “big think,” and you can do how many a quarter? Which month in a quarter and what day in a quarter?

It makes planning so much simpler. Let me just give you a great example, okay? It’s great because it’s my example.

I’m looking here I’m sitting in my office and I have a 12-month—and I’ll put the link to this inside of the document with the transcript—but I have a 12-month add-it plan calendar.

I feel so free because I know that I serve wonderful people like you on the first week of the month and the fourth week of the month.

It is so exciting because those other two weeks I know is dedicated to building myself up spiritually, maybe networking—working inside my business.

I work on my business and with clients on the first week of the month and the fourth week of the month, and that's because I took the time to look at what really works for me in my business.

What works for me with serving other people, what works for me as far as expanding my reach without making me crazy.

I really got clear and I picked my three things. I'm not telling you guys anything to do that I'm not doing myself or sharing with my clients, and I'm telling them, "Hey, take those things, put them away in your calendar," and they are on my calendar.

I'm excited. I know our next call is on January 26th, which is one day from my Road to Expansion Atlanta event, which is on January 27th. Do you hear that? You hear how the events and working with clients are grouped all in the same week?

Because I'm going to need some rest. Remember, we talked about that earlier. I'm working with everybody on the first and fourth week, so if I need some down time I got it on the second and third weeks, okay?

So I hope that was really simple for you, I hope you got something out of that. I know that if you follow those steps and you play the recording, if you take the time to sit down and go over the simple strategies...

Guys, do away with the 10 and 12 things that you want to accomplish in 2012. Just don't do that. Let's just narrow it down to three. If we could do it with one, that would be awesome, but narrow it down to three.

If you have some question, or rather those things that are really going to move you forward, the way that you think you should move forward, bring them to the Q&A call on the fourth Thursday.

You'll get the download information, but you can have anything on that call live with me and I'll be happy to answer it.

Before we leave today, I want to encourage you to keep heart. Because I know you're like, "That is great, but sometimes, Janice, you get tired. Sometimes I get frustrated. Sometimes things don't work out the way we want to."

That happens in ministry. We create this great plan and people fall off. Or we want to do it, but we don't have anybody. It's just us.

So here is something I use that the Lord gave me to really keep me focused and to keep me grounded in this path. It's a process of simplicity, because He shared with me that significance is in the simple things. It's the simple steps that lead to significance.

I want to share with you the first thing, is follow the path of peace. That's really tough for some of us. Follow the path of peace. There's something that says: "Take the path of least resistance," or something. I think that is one of the quotes.

Really, it's go where the peace is. If you have no peace about a move, if you have no peace about a strategy, if your team doesn't have peace, if your Expansion Buddy doesn't have peace, don't force it. Follow the path of peace.

Because you know what? The Bible teaches us in Psalms that God as our shepherd leads us besides the still, peaceful waters! So when you're following peace, you're certain to be led by the Lord because He leads you in the peaceful places.

So if you're not feeling peace about a part of expansion or a part of your ministry, even a part of your personal life, I want to just caution you and really encourage you and ask you to stop for a minute.

Be sure that you're hearing the voice of the Lord and that you're following His voice, you're following His direction, you're following His divine strategy.

The second thing I want to remind you of: this is not a race. The only urgency you have, the only urgency you have with expanding your reach, is the urgency of serving the lives of those who are hurting.

Then when you realize that you're serving them because you're allowing them to experience God through you, and it is in the urgency for God to reach those people's lives. The urgency is on Him! Not on you! So you don't have to run.

God is God. He knows exactly what His timing is. He knows exactly how He wants to reach these people and when He wants to reach them. So don't feel like you have to race. This is not a race. It will happen, you will expand your reach.

Because God does want to change the hearts and minds of those around you through your ministry and through your business, no matter what it is. So don't feel like you have to be compelled to run really fast.

The last thing is, whenever in doubt, go small. Not big, not gigantic, not really, really huge, not fast. Just go small, because in the small steps, the simple adjustments and the simple strategies, you can move quickly.

See, when you make a small step, you can go in and you can come back out. See, that's when significant progress is made, is in the small steps. Small steps don't let you down.

Do you know that it takes a lot to do a big thing? It takes a lot of energy from you to take it all the way through, for your team to carry it all out, from your resources to make sure it goes well. It's huge and sometimes big is hard to recover from, but small is kind of simple.

So what I want you to do is when you feel like, "Oh my gosh, this is overwhelming," just stop and say, "What small step can I do? Father, just show me the small step, show me that little thing I need to do right now." It's in the little things that great things happen.

Now, as I leave I want to share with you this one thing. I want to read to you a Scripture that has been on my heart to share with you today. I want you to take this with you as you move forward, you expand your reach, and you serve those who God called you to serve.

It's in Matthew 11:28. I want to read it in the New King James version. Jesus is talking here, and he says, "Come to Me, all you who labor and are heavy laden, and I will give you rest."

Let me be honest, we've all been in that place. Ministry is not an easy job, guys. It's not easy. It doesn't matter if you're the leader or you're serving leaders. It's never easy.

Because: "Take My yoke upon you and learn from Me, for I am gentle and lowly in heart, and you will find rest for your souls." Here's the key verse: "For My yoke is easy and My burden is light."

I know I've shared with you multiple times throughout the call today that it is not easy, and here in Scripture it says it's easy. But what He's saying, when I looked those words up, literally translates to: "My yoke is better. It's good. It's easy to bear. It's light in weight."

So there is some weight, but it's a light weight. If you're feeling heavy along this journey, if you're feeling as you go forth...

Because right now we're in the beginning and we're so excited, but there are going to be times when we feel a little bit heavy. If you do, just remember that the way that the Lord has for us is not hard to bear. It's easy to bear.

It is simple steps, because it's a work that is going to be a little bit hard sometimes, but it's going to be simple to implement. We're going to take our time and it's going to carry a load, but it's going to be a light load.

So I just want to encourage you today, as you expand your reach and you serve those around you, to remember to always keep God first and look toward Him. If you find yourself all going every which way, seeing chaos everywhere, remember to just think simple, just stop and say,

"What is my simple step? What is the simple thing I need to do right now in this moment?" I guarantee you will have significant progress and success.

I want to leave you with what I always say, what the Lord has given me. Expanding your reach is not optional for you to get out there and serve more people.

It's not optional for you to share what God has placed inside of you. It's mandatory. Failure to do so is not modest, it's selfish. When you fail to expand your reach, you deny others the opportunity to experience God through you.

Until next time, this is Janice Johnson, the Ministry Marketing Mentor. I want to leave you with a couple updates.

Number one, we have our last Q&A call on January 26th. Those of you who came on the complementary scholarship seat, I do want to invite you to the training call, the Q&A call on the 26th of January. You'll get the login details.

We will have the audio up within 24 hours and the transcript will be available within seven days. It takes us about that long to get it from our transcription company. Also, when we upload the audio, we'll give you the worksheet that accompanies today's call.

You guys be blessed. I love you, and thank God for the commitment that you've had to serve and build around you. Take care.

