

**Janice Johnson: *Ministry By Design Private Partnership Program***

**Positioning Yourself Part 3: Training Call June 2012**

**“Know Your Position and Get In It”**

Hello everyone and welcome. This is Janice Johnson your Ministry Marketing Mentor, and I want to welcome you to today’s “Ministry By Design Private Partnership Training Call.”

I am really, really excited about where we are in this process and what God has been doing in your lives and in your ministry, and also in my life and in my ministry.

Welcome to those of you who just joined us in the “Ministry By Design Program” and decided to jump right in with Module 6. Hi, welcome, I’m glad that you’re here.

For those of you who’ve been on this journey since the beginning, congratulations for just being serious and committed to expanding your reach in a way that will allow you to serve more people, honor God and give Him glory through your life.

We’ll hopefully reduce a lot of the headache and stress you feel from trying to figure it all out or going this thing alone. Before we get started in today’s lesson, I do want to take the time to go over a couple of things.

I want to remind you about why we have the “Ministry By Design Program.” The program is designed to bring you together to teach you the principles of Expansion, for me to guide you, and for me to really help you along this journey.

I’ve been speaking with many of you over the last weeks or so, and I’m just checking in on you seeing how things are going with your ministry.

It's funny how the enemy works. What he'll do is, he will allow us to sometimes take a step because God is moving, and He's showing us the way. He's opened many doors for us, and we're all excited and gung ho.

So the enemy, he'll back off a little bit (it seems like it, right?), until you get dead into that thing, and you're getting in stride and—bam! He'll just throw up some type of wall of distraction.

You guys, remember I talked about distraction? If you haven't, check out the video it's on YouTube.

Anyway, he'll throw up a wall of distraction or he'll have confusion in the midst, and you'll start losing things that seem very important and critical to your mission, and it's really to get you off track.

It's really to make you feel like you're not doing the right thing or to second-guess your move. I want to encourage those of you who maybe experiencing that, as you're on this journey, to remember that God chose you for this.

He chose you and He was serious about it. He didn't change his mind about the journey and about you traveling it. And he's with you. He has not left you alone, and even though you may seem like that sometimes you're not alone.

The other thing is, I'm here with you, too. I'm praying for you. I'm fighting for you on this end. I'm here. Leverage the fact that we're here, the fact that the "Ministry By Design Program" exists, that you have other pastors and leaders that are on the Forum.

Some of you haven't logged into the Forum, but you're there. And if you want to connect with other people or you need a specific question answered, come to the Q&A Call. Shoot me an email.

You all know, by now, that I'm a real live person and I'm committed to this thing. I remember sharing with one of the partners, earlier in the week, that this is what I do. This is not my Plan B or C.

I don't have a back-up plan—this is the plan. I was here; God put me here to do this to serve men and women like you to help you to grow your ministry, in a way that honors Him, that's effective, and without compromise.

And also, to kind of lighten the load a little bit to really help you to see what you can't see. Many times we're

so close to what's going on that we don't get to see what we need to do. One of my good friends always quotes this. I don't know who said it, but she says to me all the time:

"Janice..." Usually, she says this when I come to her about stuff that I know how to do. It's like, "I know this stuff, I teach this stuff, why am I struggling?"

She reminds me, she says: "You know, it's hard to see the picture when you're the frame."

And you guys are the frame.

So there are things that are going on in your ministry, and there are some things that are going on in your business, and even things that are going on in your life that you're not going to be able to see by yourself because you are the frame.

And so, you need someone who's going to step back and look at it for you, and be able to share with you in a way that's loving...in a way that's honest, though, and a way that's strategic—and they'll move you forward. That's what I'm here for.

So guys, I just want to encourage you along this journey. Don't feel like you're alone. Most of you, if you're in Expansion Level or higher, you have my cell phone number and so, you can text me—text me.

And then, you also have my email address—and yes, I do answer my emails—and if I don't, Erica does and she shares them with me, but most of the time it's me.

I do want to remind all of you, that we do have the Ministry By Design Membership Site. So it's:

[MinistryByDesignMembers.com](http://MinistryByDesignMembers.com)

All of you should have received your password about three or four weeks ago. If you don't have it, just email us at: [support@ministrybydesignmembers.com](mailto:support@ministrybydesignmembers.com).

Just email us there and let us know what you're missing, what we need to get you, and we'll work to get it to you expeditiously. If some of you have forgotten your passwords, or you don't know how to get in, the browser isn't working, whatever.

I mean, this is technology and sometimes we have glitches. Just email us and let us know. We have it up and running, and we want to make sure you have everything that you need.

All right. I think that's all I want to talk about, as far as housekeeping. I want all of you to mark your calendars for the second week in October. We're going to have our "Benefit From Your Blessing Conference" here.

Conference... that sounds so churchy! Sorry! Well, event—here in Atlanta, it's going to be a two and a half day event. I'm so, so, so excited about what we're going to share there.

This is going to take not only the stuff that you learned in the "By Design Program," but some other very strategic moves, pull it together. I'm going to show you how to position-package.

In some parts of it, we're going to talk about pricing your blessing: the thing that God has given you so that you can reach more people who you can benefit abundantly, and so you can live the life that God intended you to live with that thing that He has placed in your heart.

We're going to talk about strategic moves outside of your four walls and the things that you can do to spice up the four walls. I have a special guest coming. I'm very, very excited about this person.

I was a little leery about bringing other people on the stage because I'm protective of you guys. I love you and I know that, as pastors and leaders and influential people, you get pitched all the time.

I did not want that for you. So don't worry that's not going to happen at this event. But I do have someone who's critical to expanding your reach that's going to come and share with us some really great stuff, so start marking your calendars.

The hotels got on my nerves, so I haven't decided if it's the second week or the first week, but I will lock that in and by the next call, I'll let you know the exact dates. But it's going to be the second or the third week of October.

All right, let's get your pen and papers out. Now this is the third part of "Positioning Yourself for Expansion."

Today, the reason why I chose to push one topic back and bring this topic to the forefront, we were actually going to talk about some more hands-on technical stuff like using Internet strategies and things like that.

But you guys have been asking me some really great questions concerning Positioning and I find that, as we're going through this program, some things are coming up that I haven't been able to address in the hour to 75 minutes we have on this call.

So I wanted to take this particular lesson to really hone in on some of the specifics of positioning yourself. Most of the lessons can stand-alone by themselves.

You can listen to them at any point of the program. If you're at the beginning of the program, middle of the program—and if you just came in and it's the 12th month—you'll be able to listen to any audio by itself and it will make a lot of sense.

With this audio, I'm going to encourage you today to take your notes.

If you have not listened to the first part of "Position" (what I'm talking about is "Positioning Your Ministry") or the second part when I talk about "Positioning Yourself," I want to encourage you to please listen to those audios.

I get specific on some things that you need to do for your ministry—the organization—and specific things you need to do for yourself, as an individual. In this call, I'm going to bring it all together and give you some other key things that you can do.

And then I want to talk to you about something that my momma told me. If I had listened to her, I would not have grown my ministry.

If you listen to your momma, because I'm sure your momma told you the same thing that my momma told me, then you won't grow your ministry. So I want you to listen in to that. Take a lot of notes. Make sure that you just go back and reflect.

And then the last thing I'm going to say before I get into it is: Expanding your reach takes time. You remember guys, I always say this quote, and if you haven't heard it yet, write it down.

Tweet it. Post it. It's something you need to keep in your arsenal—you need to remind yourself over and over again: Anything that grows fast, dies young.

Anything that grows fast, dies young.

You don't want something that's going to be an overnight success because it's not going to last long—because there are going to be so many holes.

A lot of times when I work with you guys, individually, if you have worked with me individually on anything, and we're talking, you know I get to talk real talk with you guys.

You may hear me say: "You got a couple of ways that we can do things. We can do it fast. Or you could do it right. Or you can do it fast and right."

Now if you do it fast, it's going to be full of errors and you're probably going to mess up more things than you do well. If you do it right, it's going to take you some time. I mean, it just takes time to do things right, and to do them well.

Or you can do it fast and right—and that's going to take you a lot of money. So what we're doing, because we know that in many of the stages that we're in, in our ministries and in our businesses—we're building this thing.

A lot of you are even in the program on the "Nehemiah discount," you know, realizing that "there was famine in the land and there were tough economic times."

Although we are spiritually rising above that, sometimes, naturally, it takes some time to manifest, and I understand that.

And so we're going to have to do things right and take time. That's the way we can do it without emptying our pockets. That's the way we can do it by being

good stewards and saving our resources or stretching the ones that we do have.

Don't allow the enemy to entice you into doing things in a hurried manner. Anything that grows fast, I haven't seen anything...you guys just think over your life. Any musician, any organization, any animal... anything that grows fast, dies young.

All right, so, get your papers out. The main idea for today's topic, it is "Positioning Yourself, Part 3," but it's positioning yourself and your ministry, so combining of the two for Expansion. It's Part 3 and the subtitle is: "Know Your Position and Get In It."

Okay, "Know Your Position and Get In It". It seems very simple. You know I like to keep things simple, but I don't want you, in hearing the simplicity of the title and the topic, to ignore what I'm about to say and to dismiss it as something that you shouldn't pay close attention to.

The reason I chose to know your position and in getting your position is because often along this journey of expansion, especially where we are and where you guys are going along this journey—it's so easy to over-complicate things.

We over complicate things by trying to do so many things at one time. We see that there are endless possibilities before us, God has really opened up the floodgates for us; we're getting opportunities to the left, opportunities to the right.

We have people who want us here, people who want us there. And in the midst of all of that, we get convoluted, and we start coming up with these complex, and complicated plans and process.

Or just actions—sometimes we don't even plan it out. We're just doing a bunch of things and thinking a bunch of things, and that will leave you stagnate. The more complicated, the more likely you are to not move forward, to mess things up—and to really be frustrated.

So I want you to keep it very simple. And the simple thing for you to do is to know your position. The

keyword there is your—Y-O-U-R—so know your position and get in it, okay?

Let me tell you why, why this is important. It's important that you know your position because if you don't know your position, what will happen is you will be fooled into thinking:

“Well, I know a little bit of this, I know a little bit of that. I know this. I know that...” and you'll find yourself being in everybody else's position—or doing a little bit of everything.

Nod your head if you find yourself “I'm doing a little bit of everything.” See, when you're doing a little bit of everything, you're not effective and you're often exhausted.

I do want to encourage you that positions change. Your position will change according to the season that you're in, personally, and the season that your ministry is in. But wherever you are for the time being, it's important that you know your position.

Now, you guys know me, I like to give you an example of what in the heck I'm talking about, so you won't think I'm just sitting here making up stuff off the top of my head.

I do have a practical example, but I also have a Biblical example. It's not often that I do both, but I'm excited about this one. I'm going to start first with the Biblical example because I know this is one all of you can resonate with.

My favorite ministry marketer... I know some of you are like, “What! You're going to say this person is a ministry marketer?” Absolutely! Is Jesus, the Christ! He was the best.

He was the Master Ministry Marketer. He really knew how to expand His reach without compromising His message. He's really my go-to guy for ministry marketing.

I just study His life over and over again, and if you just study the principals of how He grew a massive ministry here on earth, it's amazing to me. But one thing, even in Jesus in His infinite wisdom: His ability

to be God and flesh at the same time, He still followed very simple principals, even ones that I'm going to outline for you today.

Jesus was clear at the beginning of His ministry [about] the position and the role for which He was going to play. Just think over Jesus' life in the beginning stages. Not when He was a kid, but in the stages of growing His ministry.

There was a season where all He did—His role—was to identify His expansion buddies. His role, and His key role at that time, His position—was to seek out other Influencers.

I don't know what I'm going to call that. I haven't come up with a clever name for it yet, but there is a season where your role is to gather other Influencers.

And so think about that. That's when he was getting the 12 Disciples. For a minute there, Jesus wasn't focusing on healing anybody. He wasn't trying to gather any crowds together. He wasn't teaching these massive, long lessons.

When He decided that it was time for Him to grow the ministry and expand His reach. For a season, His role was that of a "seeker of influencers," so for a season, He was in a role of "seeker of influencers".

Now once He identified who those Influencers were—our 12 Disciples—once He got those boys on His team and He started teaching them, then He served in two roles.

One was "to train My Influencers: to teach and to train them so they can go out and influence more, and influence in the way that I want them to."

But then also, He became a gather of crowds. Now, I say He was a gather of crowds, but He really wasn't a gather of crowds. I'll talk to you about that later in the lesson, but He didn't try to do both at the same time, is what I'm trying to tell you.

There was a season—although He was aware that at some point, He would have to go gather crowds—for a season, He was a "seeker of influencers."

Okay, let me give you two practical examples and then I'm going to show you how we implement this into your life—your ministering your business—for where you are:

So that you can be realistic about your expectations on growing your ministry and what you need to be doing, right now, so that you're not overwhelmed and you're not frustrated, and that you have the results that you desire.

Okay, this is basketball season. You know, this is the playoffs. I love basketball. Hey... if you guys ever want to do something extremely special for me like, get me season tickets somewhere.

Or get me a ticket to a really great NBA game that would be so wonderful for me! Okay, sorry. So this is basketball season. I absolutely adore basketball, and I love franchise players.

Those of you who've talked to me, over the last two weeks, you know I've been talking a lot about franchise players. And if you haven't, I'll let you know—maybe we'll talk on this call or maybe we'll do it on a Q&A Call.

Anyway, I love to watch franchise players. Those are the people who pretty much “make” the franchise. Seriously. Let's just keep it real. The franchise is built around them, and they know who they are.

What I love about them is, franchise players understand every other role on the floor. They understand all of the five positions. They are very certain, and secure in their position, and they play their position.

They know their position. They play their position. Now the thing is, although they are aware of other positions on the floor... like, let's just say the franchise player is the point guard.

Let's say, it's Derreck Fisher (which we know it's not), and he's a point guard. Although Derrick Fisher knows he is designated as the point guard and he understands the “2” he understands the “3”...

He knows the “4” position, and he definitely can understand the center, the “5” position—he plays and he gets in his position.

He’s not out there trying to be a “5” and he isn’t. Now push come to shove, it's crunch time, and somebody fell on the other side of the court; you know he’ll get down there and he’ll re-bound, but that doesn’t make him the “5.” His position is still the point guard.

You have to understand what your position is for the season that you’re in; otherwise, you’re going to mess some things up. Most often what will happen is the person whose position you try to take over, never rises to the occasion, because you always fill in.

Or what will happen is, you’ll get burned out and you won’t know what to do, and you’re ineffective because you’re all over the court. You’re everywhere—“Look at so and so! He’s everywhere!”

That’s not a compliment!

So know your position. And know for the season that you’re in, what position that you’re supposed to play. I want to talk to you about one other person who did it and did it well—we know Jesus did it very well.

I’m going to recap with Jesus. Because Jesus knew that in the beginning of building His ministry, it was key that He became a “seeker of influencers”:

Once He identified all 12 of His Influencers, just look throughout the Bible, look throughout His story, look throughout the life of Jesus:

Galvanizing the crowd became very easy. Expanding His reach became very easy because when he was working on the crowds, He wasn’t trying to find Influencers. He had already found them.

Actually, the Disciples started reproducing themselves. It wasn’t Jesus that was reproducing more Disciples; the Disciples started reproducing themselves, after Jesus had identified the first 12.

What He did was He mastered that first position then He moved onto the next position (I’m going to break it all down in a minute), which was to gather crowds for

the sake of expanding the message and the reach of the ministry.

So, again, put stars or quotes around “gather crowds,” when you hear me because I’m going to tell you a secret—yes! I like sharing secrets—about gathering crowds. So you won’t be alarmed, put little quotes there, and I’ll come back to it.

First, Jesus was a “seeker of influencers.” After He had gotten the number of influence that He identified that were enough for Him to move forward, then He started gathering crowds or going to the crowds (that’s the hint there).

And then, in going to the crowds, He was able to build a ministry that multiplied fairly quickly. I mean, three years is really quickly, and we’re still multiplying now, but it’s because He first focused on seeking Influencers.

Then He went to gathering crowds. Do you see there was a position that He had at one season, and then once that position was maximized, He moved onto the next position. Are you guys understanding where I’m going with this today?

Yes. Great! I know I can’t see you, and you can’t see me but just nod your head. Wonderful! So, how do we implement all of this? How in the world do we get to the place where we know our position, and we get in it?

Before I tell you that, I do want to share the one story, when I look at the one person that I know that really grabbed hold of this principle—the person that I’m closely aligned with—and ran with it, and we could see the success in his ministry.

I think about Pastor Moody who did our bonus interview a couple of Modules ago. What I loved about his ministry and what I love about him is, he understood his position for the season he was in.

And he whole-heartedly, actually, honestly duplicated, exactly the “work ethic,” for lack of a better word, that Jesus did.

In the beginning, we didn't really talk about this on a call, on the interview, so you won't find this in the interview, but I know this. In the beginning, he was very clear about becoming a "seeker of influencers".

One thing I liked about working with him is every person who was on his team, was very sharp. I'm saying they were really sharp people. They knew their position, and they knew it well.

Now, they may need to be in-grafted into the traditions of church and the culture of church. Not ministry because they understood ministry, but I'm saying church; you know, understanding some dynamics that are "church world," "church-speak."

They may have needed to be maybe shaped in that a little bit, but for their specific thing, their specific job function, they were sharp. They knew their job functions.

Let me tell you... you know I have some moves I call "power moves," and it depends on what day you talk to me on, I call them "gangster moves." That's a gangster move. That's one of those moves that you're like, "Wow! How in the world did they do X, Y, Z?"

Because that's a gangster move, you're just not gathering people who are sick, or gathering people—you're not even just gathering good workers.

You have people who are well trained in a specific area, and you position them according to the need that you have. That is what he did, in the beginning of his ministry.

So in the first three years, even in Year One when he hired me, his ministry... again, for those of you who don't know him and if you're new, this is the pastor who went from 20 members to 8,000 members—20 families to 8,000 members in six years.

When we first started, he hired me in Year One of the ministry, and the reason why he hired me is because, although he had very sharp people on his team, he understood—and I'll tell you this, when I get to the point.

Number one, that marketing and understanding the principals of expansion was one of those key rolls that needed to be filled early in the ministry.

And because it needs to be filled early in the ministry, he brought me onboard. Now we learned two things from that. Number one, we understood that knew who he needed to have around him,

Because his musician was great, his finance guy was great, and he was an excellent teacher, and speaker, and trainer, already. But then, he also understood that he needed someone who was well versed in marketing principals, and how to navigate.

How to galvanize people, how to speak their language; what practices and strategies to use, but I didn't go to his church. As a matter of fact, I didn't live in his city, and so, I was not around him.

But he knew that and that let's me know, some of these key roles can be away, just as long as you fulfill that role.

Once he had his key-core group of people in place, he then became a "gatherer of the crowds"—he started going after the crowds, that's how he filled the ministry. And so we look, and I watched him do this working along side him for the whole six years.

And in year three, (I think it was year three), he did a super-duper power move. Now he had, had people along side him. He had the basics, and I'm going to tell you, right in a second.

He had the basics, but then he went and did a power move that helped his ministry to explode, and we'll talk about that here in a second.

That power move—you have to know where you are because sometimes you get the power move too early.

You ever made a move way too early? Like you ever see people... they're getting an "ally hoop," and they jump too fast, and so then they get hung?

I'm sorry... I'm a basketball junkie. I'm sorry... I love basketball.

So when you move slightly ahead of the season or the time that you're in—and it's a good move done at the wrong time—and so the whole play is all messed up, you have to be careful about that.

So I'm going to help you identify the order of the plays and what you do, okay? Implementing... and this is what we're going to do for today. We've got good time; I have about 30 minutes to break it on down for you.

Here's what we need to do to know our position and to get in our position. I want to tell you, I want to go as clear as I can with this and be as specific as I can.

The first thing we must do is: You must identify your position—identify the position you're in, right now. And when you're identifying your position, you're not looking at your title, so I don't want you to say, "I'm the pastor" or "I'm the CEO."

I want you to look at the position of your organization or your ministry. What is the position of your organization in your ministry? Where are we right now?

This is going to determine who I need to be. Think about it. If you need an indicator, I'm going to talk to you.

There are two main positions that you can be in right now. There are several others, but for the sake of what we're doing and for the sake of expansion, you can be in one of these two positions.

You can be in the "building your core position" or the "expanding your reach position." Or if you want to know how I named the programs, I named the programs just like the positions. You can either be in Foundation or you can be in Expansion.

Now in Foundation, let's talk about what "Foundation" means. It doesn't mean that you're in year one, year two, year three. Some people are 25 years in ministry, and they're still in the Foundational Stages.

It doesn't mean that you are "foundation." It doesn't mean that you are "fundamental," it doesn't mean that you are simple—it doesn't mean anything negative.

Simply put, this is how I measure Foundation. I measure that a ministry is in Foundation, if you're still trying to decide month-to-month, if you're going to exist—if you're going to make it. That's Foundation.

The key is: Is the ministry sustaining itself? If the answer is “no,” then you're in Foundation. If the answer is “yes,” then you're in Expansion, [it's as] clear as that.

You don't have to say, “I've got 12 degrees... I've got this many people...” All I'm asking: Are you trying to decide, from month-to-month, if we're going to make it? And does everything in your ministry rely on you?

So, if your answer is “yes” to those two questions, then you're in Foundation. And all it means is we need to step back a minute, and we need to build some things—put some things in place that will allow the ministry to function.

Once it gets to the place where it sustains itself—I'm not saying it's thriving, I'm saying it's sustaining itself—then we move to the next phase. And the next phase, or the other phase that you can be in, in your ministry is Expansion.

Now, when you're in Expansion that means that we have all the fundamentals in place. We have a foundation, our ministry does sustain itself, but we could stand to grow.

We could expand. We can tweak some things. We need to be on an upward slope; we need to do some things differently—so we're not “maintaining.”

Many people, some of you when you reached out to me, you're like, “Janice, we're ‘maintaining.’” So if you find that you're in the Maintenance Phase—then you've come past the Foundation—you have the core in place.

The ministry is going to support itself tomorrow. It's not going to run down tomorrow. You're not one client away, you're not one member away from shutting the doors. You're not one week away from shutting the doors.

Let me just say this, many ministries are in that position, right now. Many. Many that I work with; many that I don't work with, I know that. It's a fact. It's reality, and it's not anything to be ashamed of. It just means we need to tweak some things.

So if that's where you are, you're in the right place because I'm here with you, and you're not by yourself. You've got God, you've got me, and we've got this program, so it's okay, and I have seen that before.

So smile, "I'm okay." Breathe. If you find yourself there and you're feeling a little yucky, get over it. It's just the enemy trying to make you feel burdened by that. Right now, the truth of the matter is, I want you to be honest about where you are.

Because if you don't admit where you are, what will happen is we'll be doing things that we should do in Expansion—and when you have these foundational things in place, and you don't have them in place—you're going to be operating out of order.

Now Jesus, in His infinite wisdom in Him, being God made flesh who could do anything—the Bible even tells us that nothing is impossible for Him.

If He understood that there were phases, and He must have this in place before He could do the next thing, then surely we should as well, okay? So the first thing you want to do, Step Number One is: Identify your position.

Are you in Foundation? Are you in Expansion? So the activity I have for you, right now, is to identify where you are. What is your current position? Where is your ministry? Because, this is going to determine what you need to do, okay?

The key thing you can look out for: If you're trying to decide month-to-month if you're going to make it, then you're probably in Foundation.

If your ministry can support itself, but a lot of things are relying on you—or you need to grow and you're ready for the next step or you find yourself "maintaining"—then you're in Expansion and we need to do those activities, that's the first thing.

I want to share with you what you need to do. Once you've identified your position. Guess what we need to do? Step Number Two is: Focus on one position until you master it.

See, the key in becoming a “franchise player” (and I'm just throwing this in there again) a franchise player, before they became a franchise player—they mastered something. They mastered one thing well.

Before they start trying to be everything, they mastered something extremely well. Let's go back to Jesus. Jesus was a great “seeker of influencers” and because He was so good at it, He was able to get the 12 [disciples] relatively quickly.

I mean, think about the 12. It's not just 12 Disciples. Listen, these people were doing the doggone thing. You know, you had Andrew and Simon Peter who were fishermen, and they were great.

You had the accountant, you had a doctor... Seriously, these people were the top in their fields. If we were to think long-term, if we just played the whole movie out with Jesus selecting the 12 disciples, look at the skills that they already had.

You guys have heard me talk about this in “Module 2: One Man Can't Expand.” These people were highly skilled in their areas, so because they were businessmen (hint!)—which were great to build ministry around—they understood how to work with people.

They understood how to strategize. They understood how to move things forward, and because of that, there were tons of things that Jesus never had to teach them because they were already well versed in this way of operating.

In this particular mode of operating, they were already leaders; they were just leaders in a different industry. And so, when He brought them onboard—for the sake of expanding his reach when He was building His core—what He had to do then is share His mission and His message.

When you're building your core, you want people who are already well skilled. You want people who are

already well trained, so that all you'll have to do is share with them your message and your mission.

Now, you may take a long time because the Disciples, I mean, sometimes I thought they were boneheads: it took a long time for them to "get it"—but it's taken us a long time to "get it."

Yet and still, they'll take some time to get the actual message and mission that you're talking about, but as far as performing the job, they had no problem doing that.

The second thing you want to think about is when you're picking your core, when you're focusing on your position. When you're seeking Influencers, let me tell you the key things that you want to look for, with them.

If you're in the phase of building Influencers, I want to talk to you a little bit about that. When you're focusing on your one position, I do want to help you with a couple of the positions today.

So if your position right now—if you're in the position of seeking Influencers or you're in the Foundational Stages—let me talk to you about what you should have in place.

When you're in the Foundation stages, it's very difficult sometimes. I can be very difficult to expand your reach and very discouraging, if you're not sure what you need. And so I like to practice the principle of "With the least I need, with the bare minimum."

The reason why I say "the bare minimum": because I want to keep my stress level down. I mean, just to be honest, I don't want any unnecessary attention, stress—heartache on myself, so what I ask myself is:

What do I absolutely, positively—must have—in order to move forward, in this thing? Now, I got a lot of frills and deals, and you guys have to know me. If you know me, and many of you do, I want to have everything.

I love to have everything that I need. I want every single thing. I want all the bells and whistles, I want

extra, I mean, I'm a woman. And most women, we want all the stuff because we want to feel secure.

But when it comes to Expansion, what I want you to remember is: At this time, what is the least that I need to get this thing done?

Because if not, what will happen is... listen to me, listen—I'm talking to you guys and I'm looking very sternly at the microphone, and I'm saying... Listen, if you are not careful, and you try to get everything that you could possibly use...

And sometimes what we do it's like, "I want to gather all my nuts in case ..." because we're about to go hibernate like we're squirrels or something.

What will happen is you will delay your opportunity for reaching the people that you need to reach. So you're going to make people wait to receive what God has for you.

You're going to get stuff that's going to be outdated, because you've been gathering all this time and now—it's not even relevant anymore. What you will do is you will never have what you need. It's a way of sabotaging yourself.

It's procrastination on steroids, but it seems real spiritual because you're like: "I'm just trying to really get prepared," and you keep saying: "I'm going to do this, but what I need to do is, I want to make sure we're ready."

Eah! Eah! Talk to me. Those of you who are in business, you know. If you feel like you have to get every single program before you launch out, "I need to get this, I need to get this... I need to get this..." I want to tell you right now, stop.

You're sabotaging yourself. You don't need everything. What we need to find out is identify: What are the minimum requirements in order for me to move forward? What's my absolute minimum—least thing—that I need, in order to move forward?

Now, if you are in ministry, when you're a pastor—and this actually goes for businesses, as well—but there are a couple of things that are for pastors, in

particular. Let me just share with you what are the bare minimums.

So if you're in Foundation Stage, here's what you absolutely, positively, must have to master the Foundational Stage:

You must have someone to manage your money. Period. You need someone to manage the money, somebody to always know the numbers.

Let me say something about that. Although you have someone to manage the money, and to always know the numbers; as the leader, you also must always know the numbers. No one has complete control over the numbers—you should know them, as well.

I'm not going to tell you how to build your structure, and who's in charge of it, and if you need double signing and all that kind of stuff. All I'm telling you is that there needs to be someone knows, who's aware of the money coming in and the money going out.

That's a Foundational must-have, whether you're in business or you're in ministry. Number Two: You must have someone who's going to make the appointments.

Now this person can also be the person who manages the money, but I'm just saying, someone needs to manage the appointments.

When you're a leader, the last thing you need to do, the last thing you need to be focused on is, "whether I booked my right appointment, and I got this person in and out, and I'm going to be here."

You do need someone to handle your calendar. So I would say if we have to give that title a name, we need an "executive assistant" or an assistant of some sort—and that person can also handle the money, but you need those roles.

That's essential. Because as you grow, there are tons of things that are going to come up that you're not going to remember as a leader.

And even when you're sharp, you're not going to remember them because you have a lot going on, so you need a really good assistant.

You also need someone who's going to handle the message. That should be you, but just in case it's not you, now—that should be you—that's someone who's going to deliver the thing that God created you to do.

So, if I put it in "M's," I would say someone who's handled the money; someone who's handling the message. You've got to have that person.

You need someone who understands the message, and who's going to handle the message; who's going to deliver the message.

Who's going to do whatever it is, that you're called to do to the people. The carrier of the message or the mission that God has given you, you need a person who's going to do that.

And then the third key position that you need is someone who's going to do the marketing. I'm not saying that because I'm in marketing, I'm saying that because it's true. That's the expansion process.

You will not expand your reach without marketing, remember, we talked about along ago, way Modules ago... ("Way Modules ago," that's my Savannah coming out.)

Several Modules ago, we talked about the fact that marketing was simply expanding your reach or it was sharing that which God has given you to share with other people. And for many people, if you don't do it, they're going to miss God.

So if you don't do what God called you to do, they're never going to experience Him because when you fail to expand your reach, remember—you're denying someone the opportunity to experience God through you.

The reason you need marketing is because you don't just go out there all willy-nilly. You can, but you want to have a plan.

It's important that—even in the beginning phases—you have someone that can help you; someone that can do it for you; someone that understands the principals of expansion and that's their function, so for many of you, that's me.

And then the fourth thing, when you're in Expansion, now listen, for Foundation, the minimum you must have is:

Someone to handle your money; someone to handle your message; someone to handle your appointments and someone to handle your marketing, and that's the absolute minimum you must have.

I guess I should say for the church, you need someone to handle the music because I'm learning this... Now, I have been working with pastors for a very long time, and I didn't know music was so important to ministry.

I don't know why. I think I'm a little more mature and I'm like, "It's okay if you give me a good word, I'm great." But it's a big deal! So somewhere along the line, you might decide that music is core for you.

I will say, Pastor Moody who's church went from 20 members to 8,000, although he desires to have multi-cultural appeal and tends to appeal to a more urban audience with a multi-cultural flare, music was important.

Even in the beginning, he had a dynamic music ministry, so I'm just saying... I guess I need to put up there that you need to have money. You need to have music, and you need to have someone handle the message, which should be you.

And you need to have someone to handle the marketing. Absolutely—at the beginning, that is it. The marketing is very important. I don't want you to ever leave that out, and I don't want you to think that's something we can take or leave.

You cannot take or leave it. Listen to me, if you're a business owner—and this works for pastors and leaders, as well—but I want to speak to the business owners, for one second here.

If you're a business owner and the economy is down, and people are not spending money, listen... People are already spending money. They're always spending money, so that's a lie, that's a myth.

But when the economy is down—that's when you need to market the hardest—that's all I'm saying. When business is slow, you need to market.

The reason why you want to do that, and this also works for ministries—when you don't have people coming in, you need to keep going to get more people. You don't wait until you get full “and then we're going to tell more people about it.”

I have no people—I'm going to get more people. That's what marketing is all about. All right, all right, all right. You know that I get kind of caught up sometimes.

So remember Objective Number One, when we want to know our position and get in our position, the first thing we need to do is identify the position you're in.

What is your position? Am I in Expansion or am I in Foundation? Am I “seeker of influencers” or am I gathering the crowds? Be clear. Right now, that's all I want you to focus on.

The person on this call, right now, I want to know: Are you a “seeker of influencers” or are you a gatherer of crowds? And I'm going to change that word to “going.”

Either you are seeking the Influencers, or you're going to the crowds. Period. Identify where you are, right now.

However, make sure you're doing that thing, according to the position that you're in. If you're in Foundation, your first role is to seek Influencers to help you “carry out,” so when you go to the crowds, you're not going by yourself.

And if you're in Expansion, then you know your main objective is to go to the crowds and also to train the your Influencers.

Number Two: You want to focus on one position. When you're building, you want to focus on one thing.

Do you understand why we're focusing on one thing, besides the fact that you'll go crazy trying to focus on multiple things?

But when you master one thing, it's second-hand nature for you—you can do it easily, you can move quickly—so when you focus your efforts on that one position, it blocks out everything.

When you focus on one position, it will help you to eliminate all other distractions because everything else that's not tied to where you are, right now, is a distraction.

If your sole purpose in this season is to seek Influencers, until you get the number that you need—so you're going to have to identify what you need: I gave you four minimums that you must have, if you're in Foundation.

So if your job is to seek Influencers, until you get the minimum that I need, then when every other opportunity comes your way, you won't be pushed to try to figure out "should you do it or should you not do it," because you're in the stage of seeking Influencers.

Does that make sense? But if you're trying to be everything, and you're playing every role—you're going to take on so many opportunities, and you're not going to grow.

And if you do, it's not going to last. Or it's going to be so haphazard and happenstance, you're not going to know how to duplicate it. All right, so please, focus on one position until you master that position, then go to the next one.

Now, this last one is a principle that I've alluded to throughout the entire call, and I want to spend some time on it because this is the one that you guys ask me about the most.

It's "Follow the Crowds," that's the name of it. Remember I told you that it's the thing that my momma told me not to do? I like when I say, "My momma," because then I start talking real country.

Okay, so my momma said, she used to tell me when I was growing up, "Trell..."

Yes, you guys know it. I can't believe I just told all of you in the "Ministry By Design Program" that my nickname is "Trell." That's the little "hood" in me; my middle name is La Trell so they called me "Trell"—my family calls me Trell.

She said, "Trell, don't you follow them crowds. Whatever the crowd do, you do opposite." My momma said that, and my gran' momma said that, "Don't follow the crowds."

Now that is really noble, when it comes to deciding the type of person you're going to become; when it comes to making sure that you don't give into peer pressure; and when it comes to making a mark in the world and in society—you don't want to do what the crowds do.

Thank you momma. Thank you gran' momma.

When it comes to expanding your reach and growing your business, you want to follow the crowds. So listen to the principle; we learned this from Jesus, I didn't make it up.

When Jesus was in the beginning of his ministry, remember He became first, a "seeker of influencers." He looked for other people who were going to be able to influence other people. Those people were who He used to build His core team.

When it came to expand the ministry and growing the church, Jesus followed the crowd. Wherever there was a crowd, He showed up. See, he did miscellaneous miracles along the way, they did happen.

But He was always on His way to the next crowd. Do you understand that? Did you guys notice that? Is that something that you picked up? Let me tell you why. I don't know if this is why Jesus did it, but this is why I feel He did it.

It's much easier to speak to a crowd of people and get a few of the people in the crowd to join you and galvanize with your efforts, than to keep going one-on-one.

If you do one-on-one—I'm going to talk to this one person tomorrow, this one person the next day, this one person the next day..."

Unless there are a million of you going one-on-one, you are really going to have a hard time reaching out to folks and growing your ministry pretty rapidly.

So when you're in the Expansion in the latter parts of the Foundation Phase and you're looking to expand your reach, the secret is "follow the crowds." You need to go where the crowds are.

If you want to know Janice—because many of you have been asking me this, you're like: "Where do I go? What do I do?"

Where are the crowds? That's where you show up.

Let's talk about what that means. I'm not dismissing one-on-one ministry, neither am I saying that there's no place for that, there is. But when it comes to Expansion, you follow the crowds because if you follow enough crowds, crowds will start following you.

Listen to what I'm saying. Not go mix in. Remember we've already talked about, two modules ago, that when you get in the crowd, you got to make sure you stand out.

Don't go in the crowd and blend in. You need to stand out in the crowd then they'll pay attention to you. So usually, if you're a pastor, let me tell you what I'm talking about.

If you're a pastor, you want to go where crowds of people need what you have. Remember what we talked about in the last Module, "If I cut you, what will you bleed?"

If the people need what you have, what God has given you to share with them—you go where they are, and you position yourself so that they hear you.

So positioning yourself would be...let me give you a couple real life examples. Let's say, you're going to a concert. Okay, this is going to be weird, but let's see if I can make it work.

Let's say you're going to a concert and there's going to be a whole bunch of people. And it's for people you want to reach, but they're not believers yet.

You're at the concert, but you know some folks: you know some Influencers, so you can get in. I mean if you're just a participant in the crowd, you're not going to draw the people in. Sorry.

You're probably going to have to do some one-on-one things, but let's just say you have an opportunity to be on stage.

If you have an opportunity to be on stage, which is what you would seek because there are a crowd of people there—that would be following the crowds. You would notice that there's a concert coming up, and you know that the people that you want to serve are there.

Let's say, it's a youth event and you have a ministry that caters to youth. You want to go in to where those youth are. You're not trying to do what they do. You're trying to stand out amongst them.

Let me give you an example. I have a pastor here who's a great friend of mine, and he's in a downtrodden community. The thing that he focuses on, in his community outreach efforts, happens to be one of the things that a local rapper likes.

Now this rapper has a great following—a huge following because he connected, and he did the steps in great order. Let me just tell you what he did. What the pastor did was he connected with this Influencer. So he first became a “seeker of Influencers,” right?

He sought out an Influencer. The Influencer was the rapper. The reason why he sought out this Influencer, because this person was influencing the people that he wanted to influence.

He aligned with this rapper. It doesn't mean he's a rapper, doesn't mean he wants to be a rapper, he just knew that this rapper was influencing people that he wanted to influence—they aligned efforts.

He starts talking to him. He saw the common ground that they had. Remember, I talked to you in the last

Module, what is the value that you could add to them, and they could add to you? They both were both, let's say, fighting homelessness.

They both were fighting homelessness, right? Because they both were fighting homelessness, they thought, "Hey, man..."

He said, "You know what? You reach out to some people that I like. And my whole ministry, our community effort that we're standing behind, is homelessness. Do you think that we can partner?"

The rapper said, "Yes!" Because the rapper said yes, the pastor now has the opportunity to stand in front of a crowd of people that he would normally not stand in front of.

Now what he says, we're going to talk about that later. I'll tell you [in] the message to the masses. I'll talk to you about that. Listen to the "Jump Start Course."

But the key here is: If you want to expand your reach, you have to follow the crowds—but it starts with becoming a "seeker of influencers."

Does that make sense? Yay! I hope you guys are shaking your heads "yes" because what I want us to do is, I don't want you to get caught up going for these "one-of's".

You know, spending all of your energy with one person, and all your effort with one person trying to: "If I could just win this person, that's just one more person that's going to the church. That's one more person that's supporting the business."

I wanted you to be a little bit strategic, like I told you on the last call. I want you to be more strategic with your efforts.

Now... gosh, I'm looking at the clock. I got nine minutes to tell you the other part of this.

The second thing you want to think about when you're following the crowd is: Make sure it's a crowd that you want to reach.

I don't know if I shared this with you, but there was a time when I used to network really heavily, right? And I would go, I think it was every week, to these women's networking events because I'm a woman and it was [a group of] women entrepreneurs.

They were entrepreneurs and I'm an entrepreneur, and I just knew I needed to be there. It was about \$25 for me to drive there and \$25 for the lunch, so about \$50 a week, just going to meet with these women.

The thing about it was, none of those women were my ideal clients. My ideal clients were the people that God called me to serve as pastors and Christian leaders who want to expand their reach—you guys.

These women were really nice, and they wanted to expand their reach, but they weren't pastors and they weren't trying to do what I was doing, so I was wasting my time.

Here I am going where crowds were, but it wasn't my crowd. We don't have time for that, guys. So we need to know who your crowd is and then follow where they are.

Now, if you're saying, "Janice..." because I know I hear you already:

"I don't know where a crowd of my people are. I don't know. I mean, right now, we're in the phase where we're trying to grow this church and, you know, we need to know where we can gather a bunch of people. And I can't find them."

If you can't find "your" people already gathered, then you need to start putting on things that will allow them to gather.

So you want to first be a "follower of crowds," and then a "gatherer of crowds." It's much easier to follow the crowds, to go to where the crowds are.

Do you notice how Jesus went to where the hungry people were? After Jesus went to where the hungry people were, the fooled people started following Him.

Sometimes we do it backwards. A lot of times in ministry we do it backwards. What we try to do first is

we want to put on our own “big stuff” where no one knows us. You haven’t followed one crowd. You haven’t gone to one place where your people are in mass numbers; and a mass is just 10 or more.

You haven’t gone, not one place, where they are. And now you’re expecting that you’re just going to put it on, and they’re going to follow you. That’s backwards.

What I want you to do... okay, so, pause for a second. I promise I’m safe, but something else came to my mind like something somebody would say, “That’s booty backwards.”

I don’t know why that came up, but it just came up in my head. Like, oh, my gosh, I don’t even know why. I don’t even curse, but it came up like that, sorry. But anyway, that’s backwards, and it’s wasting time, and it’s a lot of energy and it’s very hard.

So you start by going where the crowds are, connecting with the Influencer that gathered the crowd, so that you can get a position of influence with that crowd.

Once you’ve gotten that position of influence with that crowd and you do it enough times, then you can start gathering your own crowds.

But the key to expanding your reach—and the key to doing it without compromising—the key to really positioning yourself strategically, is to focus on the crowds.

Once you know what your position is, and you got to know it, man. You got to know what your position is in this season. Are you a “seeker of influencers”?

And I’ll be honest, you’ll always be a “seeker of influencers,” but I’m saying, are you seeking the people who can influence—who are going to partner with you for the sake of influencing those God called you to serve?

If you’re in that position—do it and do it well—until you get the minimum number of people that you need in order to carry out this process.

Remember I said, if you're in the Foundation Stage, you need those four people:

Somebody to focus on the money; someone to focus on the message; someone to focus on the marketing; and then someone to help you with your appointments (and they can also be the money person).

And then, you need people who are going to help you with the masses. That's when you get to the Expansion. That whole group should help you reach the masses.

After you identify your position, you focus on a position you're going to be in this season: the role you're going to play—in this particular season—and master it, then you're just going to follow the crowds.

The crowds are either going to be your crowds or someone else's crowds. If you want to know where you go, ask yourself: Where are the crowds?

There's no need in going places where there are no crowds. Community events have crowds. Civic organizations have crowds. I know I told you about this last time and I didn't give you specifics, but guys—you really have to get out.

If you're a pastor, if you're a leader, you have to get out and unite with organizations that have the people you want to reach in it.

You're not going to be able to stand behind your pulpit or behind your computer or in your shop or wherever your business or your ministry lies and think that you're going to expand your reach. It's not going to happen.

We can do a lot of creative things online, and I promise I will share those things with you. Our guest caller, his business is Social 180, and he's going to talk to us about being socially responsible on the Internet, and how we go to where our crowds are online.

So we are going to talk about that, but that can't be the only way. It cannot be your only way. It can't be your ace-in-the-hole and the thing that you rely on always.

You have to get out. The key to positioning your ministry and yourself for Expansion is to know your position and get in position.

Get in position. Go where you need to go. Be where you need to be. I don't know how to make it any simpler than that. Let me give you the action item for following the crowd.

So your action item for Number Three is: Identify the crowds of people, the people that are already gathered that you need to reach. Where are people who are already gathered?

Some of you have a really strong youth ministry or you have a call for youth and you want to focus on that right now, then you need to go where youth are already gathered: Community Centers, they're on sports teams, they have youth-gathered schools.

It doesn't have to be hard. You don't have to always make up something. Go join where the crowds are already and get involved. Get involved by becoming an Influencer, by connecting with the Influencer.

Another place where you can go, let's just say you are called to leaders, and you know that your ministry thrives on going where leaders are. You need to go where the leaders are and connect with them.

You want to position yourself in a place of influence, so you need to go and get to know the person who's over it. If you want to look for Influencers, if you're in the stage of seeking other Influencers to help you expand your reach, go to where they are.

Where are Influencers? What type of Influencer do you need, at this time?

Influencers are not Influencers because they sit behind their computer. Influencers are Influencers because they are out influencing other people. Sometimes you may need to partner with your small business league.

That's what Jesus did. He didn't partner with a small business league, but He did reach out to small business owners or business owners. You may need to partner with your local Chamber.

You may need to partner with your civic organizations or political organizations. There are people in those areas that can help you. You may need to partner with your local college or community school or seminary.

What you want to do is you want to go where the people that you need to grow your ministry already exist and are already gathered in a crowd.

You want to follow the crowd, and after you followed enough crowds, you'll start gathering crowds, okay?

I hope this has been helpful for you. Your worksheet is very simple this week. It just outlines what position you're in. It has where you're going to outline your position.

What you're going to focus on, right now, until you master it. What are the things you need to do to master that position, and then what are the crowds that you need to reach out to.

And then, I think I gave you a sample calendar to pick out what you're going to do over the next week and the next 30 days, so find those crowds and reach out to them.

Again, this has been Janice Johnson, your Ministry Marketing Mentor. I want you to be encouraged. Know that expanding your reach is not optional. It's mandatory. Failure to do so is not modest but is selfish.

When you expand your reach, you deny others the opportunity to experience God through you. I also want you to know this: You're not by yourself. Resist the temptation to think that you're doing this alone.

You invested in this program because you invested in yourself, and in your ministry—and in me—to help you. I'm here. I am here to help you. I love what I do. Don't feel like there's any question that I won't be able to answer for you, or I'm not willing to answer for you.

Come to the Q&A Calls. Ask your questions. Send in emails. I really want to help you do this. I pray for you, I do. Those of you who dare reach out to me you know that. I pray for you.

I lay before God on your behalf and for your ministry because I believe in you, and I know that God called on you to do a great thing here on the earth.

Again, thank you for your time. And thank you for just joining me and choosing me to work alongside you, with this expansion effort. I pray that God bless you and keep you. Until next time, be blessed.