

JUMPSTART!

21 Days To Creating A Rock-Solid Expansion Plan for Your Ministry

Training Call #1 Transcript March 31, 2011

Course Taught by
Janice Johnson
Ministry Marketing Mentor™

March 31, 2011

Training Call #1

Hello again, everyone, and welcome to class number one. This is Janice Johnson, your Ministry Marketing Mentor.

This is Course Number One in our four-part tele-course series entitled Jumpstart! 21 Days To Creating A Rock-Solid Expansion Plan for Your Ministry.

While you're here, we're going to talk about how to reach more people with your message, how to save time and energy doing that thing that you love and were created by God to do.

How to transform more lives through the grace that God has uniquely gifted you with, how to erase the doubt that you may have been experiencing concerning your abilities, and the call that the Lord has placed on your life or your purpose or your unique work.

We're going to move past being passionate and dig deeper into our true purpose, and how to get clear on the practical steps we'll need to take in order to make a lasting impact on those we're called to reach.

What we will do, we will do all of this without emptying our pockets of what matters most, which is our integrity, our values, our core beliefs, our faith, and the number one reason why we're here today is to make sure that we do all that we do, without losing any power or consistency in our relationship with God through Christ Jesus.

You're probably on this call today because you tried almost everything new that's available and nothing seems to work or its working but not quite like you expected, or you find yourself reacting in your ministry instead of carefully planning and seeing things through to the end.

Maybe you're always busy and not necessarily productive. You're feeling disconnected from those things and people in your life that fuel your productivity because you have to keep working and keep busy. Because you got to get this done and you ignore your need to have rest because you feel like your mission is way bigger than you getting rest.

There are other reasons. Some of you are probably on this call because you're not seeing the results of your efforts either, in lives changed or the financial rewards that are associated with your work.

I want to stop and talk about financial rewards. Often as Christ-centered leaders, especially those who are serving in a ministry capacity like in church, we feel a little guilty when it comes to the money aspect. We don't think we're supposed to be rewarded financially. Or perhaps, you think

March 31, 2011

Training Call #1

you should be rewarded but you feel a little uneasy about it and we don't want to talk about it.

I want to dispel that myth right now. That is one of the biggest deceptions that the enemy has placed in the hearts of Believers. He's made us believe that making money is not good, it's uncomfortable and it's something to be frowned upon. This is "bad" to even want money or talk about money or to think about money when it comes to doing our unique gift and service.

The Bible says in Proverbs 10:22 that "The blessing of the Lord makes rich . . . and ask and it will follow." I know that it doesn't talk about money, but money is included. So if we're doing something that God has gifted us to do, that is a blessing and we're blessing other people.

When He blesses us for blessing others, we should abound greatly in all things. It's in our health. It's in our wealth and our mental capacity and our physical wellbeing. So I just want you to get in your mind right now that it is okay to earn while you're serving. It is okay, it's not a sin.

Many people in the Bible were richly blessed because of their service, and those who weren't, it wasn't because they served, it's because they chose not to. They just probably gave it all away. If that's what you were thinking, I want you to know right now you don't have to feel guilty about that.

Now, if you've been feeling all those ugly feelings that I just talked about and just described to you, before you abandon ship and you abort God's plan for you and for your ministry and for the countless others that you're called to reach, let's just take a look at your expansion plan. No matter where you are in ministry, you can benefit from expansion

Let me also pause just for a moment and say this, that many of you have probably heard, when you think of the word "ministry" you think of church work and so you get very uneasy when it comes to that because you have a business and maybe you're an entrepreneur.

We talked about this briefly on our free preview call leading up to this course, but ministry is the thing that you do, it's that thing that when you do it, it's that gift or service that you have that changes lives, that makes you feel good.

You almost do it effortlessly because that's what you do best as who you are, but when you do it lives are changed. People get to experience God through you because of that, and that is your ministry.

March 31, 2011

Training Call #1

So you don't have to do it just in church. You can do it other places. Actually, I feel like church is the place where it feels you for that ministry and that gift that you have to go out into the world to share.

I'm going to use the word "ministry," but I mean it applies to business owners. I'm a business owner. It applies to teachers, mothers, those who work in a church, pastors and leaders.

Okay, so let's talk about, before we dive deep into today's topic, let's look at the reasons why we all need to expand.

If you have been reading your emails, and I know some of you have because you've been emailing me back, I recently sent out seven reasons why every one of us must expand what we do. I want to just go over those quickly so that we can lay a great foundation for why we're here today.

Expansion was a part of God's original plan. When God created each and every one of us, He didn't create us just for us, He created us to carry out the vision that He had for the world. So no matter where you are in your life, in your path or in your ministry, expansion is your next step and expansion is for you.

A lot of people seem to think that only big businesses, mega churches and those who have services or products are to expand, but actually as believers, each and every one of us has the duty and responsibility to expand.

Not only did God give us the commandment to multiply and replenish the Earth, and I know that usually entails having more children and all that kind of stuff, but we are also supposed to use our gift, that thing that God graced us with.

So if you're a writer, that use of that creative gift to expand and reach more people and allow them to experience God through who you are.

Then the third reason why we all need to expand is... I want to tell you that expansion, while it is required, it doesn't just happen by sitting still. It requires that you take action, and I think a lot of times...

It's so funny, I'm over here laughing in the hotel room because it's funny how so many of us, as believers, we just think all we need to do is pray and fast and then everything else is going to be okay. It's going to require that we take some faith-filled actions instead, take some steps. We're going to talk about those later on in the call today.

March 31, 2011

Training Call #1

The fourth reason why we all need to expand is because faith is really very simple. Now it's not easy and it's not hard, but it is quite simple, the stuff that we already do every day. We can just mold it and put it together into the life that match our plan and our purpose. We'll see that, "Gosh, I could've been doing this a lot sooner."

The fifth reason why people typically don't expand and shy away from expansion is because either it's going to cost them something – and it is going to cost you, so I'm not going to tell you expansion is free – is it's going to cost you, but it's not going to cost you what you think.

All considered, you're not going to have to trick people before you expand. You're not going to have to lose your integrity or denounce your God in order to expand. The true cost of expansion is commitment not to the job, but to the God of the job. If you're committed to God, He will empower you to reach more people through your unique gifting for His glory.

The fifth reason that we don't expand but we need to expand is because expansion is not about you. It's not about you and it's not about me. It's about those people who God chose to pick us to reach.

So because, like you guys are on the call today, it's because God just enables certain things, certain abilities and certain graces to reach you so you could reach those other people that you're going to reach and they can reach other people as well, kind of like a ripple effect.

When one person stops, kind of plugs the hole, kind of stops that process, and so when you fail to expand, you deny someone the opportunity to experience God. I know that's a bold statement. I sincerely believe it with all my heart.

I think I shared with you guys before on a trip, God just kind of like accosted me (Laughter) – it was in one of my prayer-meditation moments – and just shared with me that that's how serious this is. Failure to do so is denying other people to experience who I am, so we got to do it.

Then the last reason, the seventh reason is it's not optional. It kind of piggybacks on number six: expansion is not optional, but is mandatory and when we deny...

When we don't because of fear, because of frivolous action, because of uncertainty, and maybe sometimes we dilly dabble around and we don't take it real serious, but when we do not expand for whatever reason, what we're doing is – are you guys ready for this?

March 31, 2011

Training Call #1

I like, just got a big gulp in my voice when I got ready to say it. Not only are we being selfish – yep, I hate that word because I do not ever want to be classified as selfish – but we’re being disobedient.

So we’re denying others the opportunity to experience God. We’re disobeying His command for us to go and share who He is with those around us. I think we’re holding other people back, and I just don’t want to do that.

So if you were ever thinking, “Oh, I don’t know if I’ve shared or not. Maybe this is not for me. I’m good right now. I’m good in my little corner and with these people who I have right here.” There are several great reasons, but those are seven that I’ve pointed out for you why we all need to expand.

The reason I can talk to you about this and I feel like, you know, I can kind of get hard on you with it and really just come clean on why we need to do this, is because I’ve been exactly where you are in so many areas of my life. I too was afraid to expand. I was like,

“Oh my God! What if I mess up? You know, what if I’m not good enough? What if I...” I kept saying stuff like, “I need a little more training. I need to go do this, I need to do that.” If you’re thinking that, I want to tell you, please just erase it from your head because I was that same way and that is, too, another deceiver.

I think I might just come up with about top ten deceptions of the enemy that keep us from doing what God called us to do. A mental note: when I listen to the playback, I’ll develop something for you guys about that.

So you’re probably... Like me, you were afraid to do it or you go ahead and step out. You’re no longer afraid. You’re bold and you’re going to take those steps, but you’re like chaos out of control, which was the next step on my phase – step in my life.

I was so excited. I was like, “Okay. I’m not going to be afraid, I’m going to do this thing, I’m going to get out there, I’m going to talk to others about that, I’m going to teach, I’m going to train.”

I was everywhere! I was all over the place. I mean, “I just want to get the word out!” so if it was at my church... I guess I think I shared with you all about the time when I was working in the Evangelism ministry. That was so funny.

Even when I start making my track towards using my corporate experience in a more faith-based arena, I was kind of like out of control in the beginning. I didn’t know whether I was coming or going. I did every

March 31, 2011

Training Call #1

single thing that was available because I was just wanting to get the word out.

The thing about that is, not only do you burn yourself out, that's the first thing. You burn yourself out because you're so tired because you're doing every thing, but you end up wasting a lot of time and a lot of money.

Now, the good thing about this in the beginning was I was wasting my company's money so it didn't hit me home, but when I started my business I even wasted my own money, and we know wasting money is poor stewardship.

The other poor thing about it is, when you're doing everything and you're like chaos on fire, you're probably going to get exposed to some great people. Because the Bible says that your gift will make room for you and it'll bring you before great men.

The problem is, I was before the great men and the great people and those of influence and prestige, but I wasn't prepared. So my gift got me there, but I wasn't prepared to stay there. Taking steps is important, but making sure that you're prepared for where it leads you is more important.

Then the third phase that you're probably facing, if you haven't already – I faced this too – is now you're skeptical because you're like, "I remember when I was afraid and I didn't do anything. That ain't getting me anywhere."

Then I started taking action. I was all burned out and tired and having the kids, you know, we were eating TV dinners all the time. "So now I'm just not going to do anything. If the world wants me to move, He's going to have to literally pick my feet up and move them."

Does that sound like what you're saying to yourself? Maybe you're in that phase right now. Okay, I was there too. That is not going to work. The Bible says that, "...The steps of a good man are ordered by the Lord... He delights in his way."

God cannot order your steps if you don't take a step, so you're going to have to pick up your feet and take action. The great thing about all of this is, you're here with me. I'm going to help you through these phases because number one, I've been through them.

Number two, I've learned a lot from being in these places. A lot of my clients have been in this place, and I could help you take the necessary steps to lead a productive ministry and really grow without going crazy and losing your sanity and losing the people who are dear to you.

March 31, 2011

Training Call #1

Everything that you need to do, every single thing, I want you just take a sigh of relief. Everything that you need to expand your reach, to reach more people, to transform more lives with your ministry or service, everything that you need, you already know how to do.

You're like, "No, I don't, because if I knew I wouldn't be on this call." Okay, so maybe you don't know exactly how to do it, but you're very capable of doing it. Everything is very simple, and we're going to walk through the basic steps in this program.

So the first thing we need to do is establish order. We serve a God of order. If you remember back in Genesis before God did anything, He established order. If things are chaotic and dark, He called light and He placed in a system of order, and then recounted this by carrying on that order.

So what we're going to do through the Jumpstart program is establish the order you need so that you can expand. Okay, I hope you're ready.

In this course we're going to cover a whole lot of stuff. By the time you finish your course, you're going to have an expansion plan in your hand. You're going to know where you want to go and why you want to go there.

I want to say one thing about planning, though. If you're like me, you probably love plans. Okay, now you're like, "No, Janice. I don't like plans."

I do love them; however, you have to be a little flexible and know that – just keep this in your mind – people will change. You got to go through several different people in your lives. You're going to meet different people, different personalities.

Processes are going to change too. I mean, what worked before may not work right now. I mean, actually, they say things over time, that you should basically become better, but what will not change is principles. The principles will never change.

So what we're going to talk about during this time together is we're going to look at the core principles needed in order to expand your reach.

Then I'm going to show you the practical things you can do right now, today, and probably even later along the lines, to continue to expand.

The First Course let's get down, and so what we're going to talk about today, in today's course we're saying, "Bye-bye to busy," and "How to take charge of our mission."

March 31, 2011

Training Call #1

So we're going to look at exactly the things we need to do in order to be productive with our time and get the most out of what we're doing in our ministry and with our mission.

Now, you're probably wondering, "Why does she start here?" Some of you are like, "I just want to know what to do. Tell me what to do. Let's go down to the nitty-gritty. Should I go online? Should I do this?" whatever.

Well, actually, I want to start here because this is more important than any other part of the entire course. Because you're not sure about your time, if you're not clear on your scheduling, if you're not doing the most productive things or your mindset is not in that place that is "ready to do."

Like I said, it's kind of like being prepared for "The Great Place." Everything else just kind of trickles down and falls. So everything you do is going to hinge on us putting this in place first.

Now there are three critical components of expanding your reach. I know there are lots of other little things that we can do, but there are three critical components.

The first one is making sure we... I call them my Three T's, and the Three T's are number one, your time, number two, your task, and number three, your team. They actually are important in exactly that order, time, task, and team.

Today we're going to look at how to structure our time, how to outline our task, and how to make sure we have the right people on our team or who do we need on our team so that we can expand our reach.

So that's what we're going to cover today. If you guys are ready, let's look at your time! Now, all of us are Christ-centered leaders, and the demands on a Christ-centered leader's time are extraordinary.

Don't you know that? I mean, are you not in here, like, "Yes, the demand on my time is extraordinary." So because the demand is extraordinary, you're going to have to take extraordinary measures to match those demands.

Some of the things I want to share with you today are probably not going to be – let me see what word can I use – exciting. They're probably going to be a little bit hard-core, but it's what's necessary in order for us to do the things that we're called to do.

Now I want to say this first. This part about this time, actually, this whole section on today's course is not for the person who only has one thing to

March 31, 2011

Training Call #1

do. If you only have one thing to do, you're going to be bored with today's session, but this is for the multitasker.

This is for the mom, the dad, the soccer coach, the pastor, the pastor's wife, the cook, the nanny, the person who has, like, several things going on all at once, all the time. If that's who you are, then you're going to be excited about today's class.

I want to let you know again, some of these things are drastic. These measures are drastic, but they're needed in order for us to be effective.

What I would like you to do first is look at a sample. Let's look at your week, look at your entire week. What are you doing now with your time? What goes on Monday through Friday? What are you doing every hour of the day?

I mean, what I typically do with my clients, when they come to me privately and they're like, "Janice, I'm too busy. I don't know what to do," the first thing we do is we write down everything they're already doing. Let's take a look at it.

I'm going to include, on the forum, on the page for you guys, the password-protected page, a worksheet, a calendar that you can outline your tasks because I really want you to look at what you have going on right now.

So get clear on what you're already doing, and we're going to put that on one side. Now, I don't want you to do anything with that, I just want you to see it. That alone, this exercise alone, is going to shock you. Many people come back and are looking like, "Oh, my goodness!"

What you'll find is, number one, you're probably doing way too many things in one day. The second thing you're going to find is, a lot of the things you're doing has nothing to do with expanding your reach. Then the third thing is, you've probably set out to do something and never get to it, or it's way at the bottom of your list.

I was doing a study. I don't know if you guys are familiar with business owner Lee Iacocca, but what he said in this study... He studied a top fee owed on their time and he said, get this: "Top fee owed only have 45 minutes of productive time a day." Forty-five minutes, that's unbelievable to me!

Well, as I've done these exercises it became believable, but when I first heard it, "Right now, he's kidding because I work eight hours a day, sometimes ten hours a day. Are you telling me I'm not productive?"

March 31, 2011

Training Call #1

Top fee owed, only 45 of those minutes are productive. The rest of the time is doing busy work and it's putting out fires and it's focusing and being selective.

I can see you guys literally nodding your heads saying, "Yep, that's me. I'm interrupted answering the phone checking the email, responding to a text, doing this...so and so left this, Janice's computer went down." You know, just putting out fires.

Well, if we're only spending 45 minutes a day on being productive, clearly that's why we're not expanding our reach. So what we want to look at is, how do we get that time back? How do we buy back the time that we are spending doing other things that are not so important?

So the first shift you need to make - the number one shift that you need to make in your priority - is shift your thinking to this: "The number one priority, the number one priority when I'm focusing on my ministry, is expanding my reach."

That's the number one priority. If you're not expanding your reach, you're going to die. I mean literally, your organization, your ministry, the thing that you have is going to die.

Let's look at the life of Jesus, which all of us are believers, and we mimic his life or ought to. While he was teaching people, while he was making sure that he helped to transform their lives, he had like this rock-solid mission.

He was always going somewhere; he never rested. He was always on his way to the next place. Did you understand that? Do you guys recall that he was always on his next place to reach the next person?

In three years he did phenomenal things because he was always on the go. What we want to look at is, our priority is to expand. So what I would like for you to do, the first thing that... Well, the second thing. The first thing was to outline your weeks.

I would like for you, before the next time we get together, to go through and download the worksheet and write down what you do in a sample day and put, again, everything that you do.

The second thing that I would like for you to do is to block off time for expanding your reach. Now, this is going to be a little tough.

First, I'm going focus on the entire year, but if you're building a ministry and you... Let's say your ministry is not necessarily a church, let's just say

March 31, 2011

Training Call #1

it's a business. You need to block off, minimally, two to four hours a day on expanding your reach.

Seriously, I know it's a lot, like, "What, Jan, two to four hours a day?" Yes, two to four hours a day on expanding your reach. You take that, there's another calendar there: Download it twice, print it out.

I want you to look at, "Where I can I block off two to four hours in my day to expand your reach?" Don't worry about the activities you're going to put in that place, I just want you to block off the time.

If you have a church, the same applies to you, but your time... If you have a ministry and you're not the only person working in the church, then the blessing for you is that you can spread the task throughout some of the other ministries, but we'll talk about that a little later.

The first thing is to block off two to four hours, so get your calendar and say, "These times I'm devoting to Expand Your Reach," and on your calendar I just want you to put EYR, Expand Your Reach.

During those times, what you're going to focus on are activities that lead to expansion. Those are activities that allow you to expand your reach.

Minimally, I like for each of my clients to have ten hours a week devoted to expanding their reach. At least ten hours. So you need to block that time off.

Now, here are the things you need to eliminate. So you're going to block the time off. We'll talk about what tasks to fill up when we get to the task section. Right now we just want to block that time off.

Now, some of you are going to look at your calendars and you're going to realize that, "I don't have another two to four hours to expand my reach," and you're probably thinking, "Janice is crazy. She's doing all this philosophical stuff."

I'm telling you it works. You block it off, you make it happen, things change. What you're going to find though is you're going to have to eliminate some stuff.

Personally, I had to. Being an entrepreneur and having a home office, I had to eliminate some things that I wouldn't have probably done if I was back in the corporate world, but I just added it into my day because I could.

March 31, 2011

Training Call #1

Things like going to the grocery store, like during peak work hours or answering phone calls. I have a whole section on phone calls, so we'll talk about that in a second. Checking emails...these are the things you're going to have to block off.

You're going to have to eliminate everything that does not lead to expanding your reach. Now, in some of these things you're going to say, "Janice, there's no way I cannot check emails."

I completely agree with you. What we want to do is, we want to batch those activities into certain sections. The first thing I want to do is, you want to look at: "The things that I can definitely get rid of."

You can definitely get rid of Facebook time. Yes, I said it, Facebook time. You can get rid of that, you can get rid of having personal conversations on company time or ministry time. Yes, you're going to have to do that.

I mean, you know, when we become leaders, for some reason we take these extra liberties and wonder why we're not very productive is because we've taken these liberties. So, yes, you're going to have to get rid of personal time.

You're going to have to eliminate these extra meetings that we have. Meetings are like the most unproductive thing that we could do, as leaders.

I know you're like, "What!" Yes. Especially when we have food involved. Whenever we have a meeting with food, that adds an hour onto our meeting and it takes away from our time to be productive.

We want to schedule our meetings for... personally what I do is, I batch my time. I only have meetings on certain days. I only talk to people on certain days and then the other days I do other tasks. I'll talk about batching in a second.

The other thing that you want to eliminate is stuff that can be done during non-peak hours like faxing, returning voicemails.

Some of the voicemails you don't necessarily have to call back, like it's a quick question: they just want to know the answer to something. Call them when you know they're not going to answer, because then you don't have to get in a long conversation.

Look at some of these things and say to myself, "What can I get rid of? What can wait?" Another thing that can wait is paying bills during time

March 31, 2011

Training Call #1

when you can be productive. I'm not saying don't pay your bills. If you can automate it, that's a great way to save time.

Another thing, just wait for a time when it's not the most productive time of the day, so when you're not having to do ministry work that can only be done between 9:00 and maybe 2:00. Pay the bills at the end of the day or, you know, way early in the morning.

Or outsource and let someone else pay those bills and you focus on something else. Running errands is another thing that takes a lot of our time. A lot of running around takes a whole bunch of time.

I don't know about you guys, but going to the post office, going to Office Depot, you know, just going here and there, before you look at it all of your time is sucked away on things that are not getting you closer to your vision.

What I would like for you to do is just, when you get your calendar and you look at your things that you have for the day and for the week, look at those things that you can eliminate.

Now, some of those things you're not going to be able to eliminate, so the other thing is, "What I can delegate?" Look at the things that you can pass off. What things don't require you to do?

I have to have my mail checked and I have to go to the post office and I have to have copies from Office Depot. You have to get a new tape or a new CD; all the supplies and things you need to run your business.

Do you have to do those things? As the leader I'm sure your time can be better spent focusing on something else, some other change agent thing, some other strategic thing that's going to push your vision forward.

When you look at those things, is there someone around you that you can delegate those tasks to? Now, some of you have teenage children, some of you have people that are in your ministry that can come by and volunteer and some of you are going to have to hire some people.

That's okay if that's something you need to do. We'll talk about that and the type of people you hire and how to save money.

A lot of college students will be willing to volunteer as interns to help you in return for college credit, but those things that you need to offload, any task that is not pushing you forward, that is not driving you closer to reaching more people with your message, you need to eliminate as the leader.

March 31, 2011

Training Call #1

Okay, I hope you guys are getting that. I know some of you are sad, like you have to stop going to the post office and to the grocery store and running errands.

I'm sorry but if we want to reach more people with our message, we're going to have to let other people do those things. A couple of the other things are booking your own travel, talking to your staff members and having these meetings.

How many of you feel like you spend a lot of time just talking, like on the phone? If you're a woman, you're probably raising your hand. Men physically don't do that as much as we do.

I do, and what we want to do is we want to talk about that phone, so let's transition to this on-the-phone stuff. The phone, I feel is the biggest distraction in my day. I love the phone, but it's a big distraction.

So let's talk about a couple of moves that we want to initiate about the phone, just to help us get on track and to buy back the time that we're just giving away. Number one, you can't just answer it 24 hours a day. Just because it rings doesn't mean you have to answer.

Number two, when possible, use the help of an assistant. You know, let your assistant answer your calls. Then what you can do is what I've done. I have a VIP list. People who I know that I'm going to talk to. If these people call at any time, I want to talk to them.

Now, your VIP list cannot be more than 12 people. If you have 20 people on your VIP list, you don't have a VIP list. My VIP list is about five people that I know I have to talk to if they call. For me personally, my VIP list consists of course my husband, my children, and guess what? My mom's not on my hot VIP list because she calls me all the time.

My high-end paying clients because I know they only call for emergencies, and they only call when they need something or something definitely needs my attention. Everybody else, it goes straight to voicemail and I or my assistant checks that at the end of the day. So for you, get a VIP list.

Now here are two things that I use that really helped me to screen my calls. If you're not ready for an assistant quite yet, here's one thing that you can use. It's called a Google Voice. Google Voice.

So you know, Google I love them because they have so many products for free that really just revolutionizes the way that we do ministry and business. There's no reason why you should pay for a lot of things because Google has it for free, and it works exceptionally well.

March 31, 2011

Training Call #1

You can log onto Google: it's Google.com, or Google Voice. What it does is when you go on Google Voice... and many of you have called the offices it might have said something like, "Hold on while Google Voice tries to contact this person."

What happens is Google Voice will ring to a specific number, so if you have it going to your office or to your cell phone when you're away from the office, it'll show you the number. You can make a decision on whether or not you want to take that call.

If you don't take the call, it'll go to a voicemail just like a regular voicemail, and then they'll send you an email of the actual call. I like it because not only does it say now you get the voicemail on email, so that's great, it's an MP3 file you can listen to it anywhere, but it also transcribes it. This is all free.

So you don't have to take the call. You can just later look at your emails and say, "Okay, these are all the people who called today," and you can forward that message to your assistant or someone else and let them handle it. So that's great tool, it's free. I think you all should take a look at it. It's Google Voice.

Another service that's very similar to that is K7.net. Now what I like about K7 is it does the same thing except it doesn't answer the phone for you. It doesn't forward to whatever phone, so what happens is they automatically go to the voicemail box, you record your message, it's you talking on it, and they get...

What happens with them? It's the same type thing they get to have. It transcribes it and it has... Well, no, K7 doesn't transcribe it, not totally true. Sorry about that. What it does is it creates an MP3 file, but what the MP3 file does is it's titled the number of the person who called.

Either way, you don't have to answer the phone. Here are two online services that still give your caller the same experience of like a personal touch, but you are not physically answering the phone. I think that you should do that if you guys have not invested in anything like that. That's something that you should strongly consider.

The fourth thing I want to tell you about the phone is, now some of you, part of your business or the way you do ministry, you have to take phone calls. So I'm going to divide this up into two recommendations, one for entrepreneurs.

For entrepreneurs who have to talk to people, like me, I have to talk to people when they're thinking about working with me. I like to have what I

March 31, 2011

Training Call #1

call a Get Acquainted Session. What I want you to do, if that's what you're doing, is pre-qualify the people prior to them getting on the phone with you.

You can just simply put up a three or four part questionnaire and have them fill that out before they talk to you. You'll weed out several of the people who aren't serious just by the form alone. This will save you a tremendous amount of time.

Early in my business, I used to talk to everybody who wanted to talk to me. I'm like, "Oh my God, I need clients, I want to talk to them, they're excited, they went to my Web site, they saw me at a speaking event and they want to talk."

I would talk and we'd be on the phone for about 45 minutes. Granted I love to talk so this was good, but at the end I didn't close the sale, they did not decide to work with me in the future, and 45 minutes of my day is now gone.

Okay, so to eliminate that I don't talk to everybody who wants to talk to me. Not because I'm high and mighty, but because my time is valuable to me and to the people that I'm called to serve, and I'm better when I'm using that time in a more productive manner.

So what I do is I have a Get Acquainted form that people fill out and it asks them some strategic questions; some of the same questions I was going to ask them when we were on the phone. It lets them think about it ahead of time.

They email it to my assistant. My assistant gives it to me. They must have the form completed 24 hours before we talk and if they don't, we don't talk. We reschedule the meeting.

That lets me know who's serious about what they want to do, and it cuts down so much on that extra conversation. Now my Get Acquainted sessions have gone from 30 to 45 minutes to 15 minutes and I'm able to serve more people.

Now for those who are in ministry, if you have a church the same thing applies, but we're going to adapt it a little bit. Haven't you had the chance where everybody wants to talk to you, they want to ask, they want to run something by you, "Can I just talk? I got this going on"? Do the same thing.

If someone has a need, if someone has a request, there's a process for that. At first if you've been doing this for a while, and you've been in

March 31, 2011

Training Call #1

ministry and you didn't have this in place, at first it's going to feel uncomfortable for those who are trying to reach you, because they really want full access to you and so they're going to probably resist a little bit.

By keeping - sticking to the process and sticking to the plan - you're going to not only have people respect your time, they're going to respect their time too. Because now they know: "Before I come to this person, I need to be clear on what I really want to achieve out of this conversation."

I mean a lot of people, they really don't want anything, just someone to vent to. Just be honest. That's not what you're there for, not at this time and not in this role.

So I only deal with urgent tasks and I call this the Moses philosophy. If you all remember, for my Bible readers out there, in Genesis, Moses... Oh wait, Genesis or Exodus? Okay, okay, I can't remember if it's Genesis or Exodus. It's one of the earlier law books. I think it's - I can't remember - I think it's Genesis.

Moses was taking care of so many things. I mean, he was the go-to guy. He was the head honcho, the leader. He was leading all of these people. God called him for this great task and we'll talk about him later, about his doubt about his ability and credibility and how God dealt with that.

One of the things that we found that Moses did was, Moses was taking on everything. I mean, he wasn't just a leader, he was dealing with everything. I think what I've discovered from just studying the life of Moses is not because he really wanted to handle everything, he felt like he had to, it's he thought it was his duty as the leader to take care of everything.

There was one particular point in the life of Moses where every time there was a request, people came to him. They were like running back and forth, "Moses, this happened," "Moses, my knee hurts," "Moses, my shoulder hurts," "My elbow hurts."

This is Janice's version. I mean, they didn't say this, but I imagine this is how it was going down. He's like, you know, "Okay, okay, I'll pray to God for you," and Jethro, Moses' father-in-law, was there with him one day. He witnessed this and he was like,

"Moses, what in the world are you doing?" This is the Janice version. "What are you doing?" and Moses is like, "Oh, when people have a problem they come to me, and then what I do is I pray for them and, you know, then I send them on their way." Jethro looked at him and he said,

March 31, 2011

Training Call #1

“Moses, you’re going to kill yourself. You’re going to kill yourself and you’re going to kill these people. No, no, no, no, no, no, teach the people. Go teach the people how to go to God for themselves and when something is really big, like when it’s really urgent, then they should come to you and then you go in their behalf.

“But right now, in order to be effective, in order to do what God has called you to do to lead these people, I need you to empower them.”

That’s the same thing if you have a ministry or if you’re an entrepreneur. Empower your team so that they can handle the things that are not so urgent and then when it’s urgent, come to you.

Alright, so... Then the last thing about the phone and about talking to people is develop a plan. So come and sit down and come up with your plan, and I actually suggest that you do this part by yourself.

A lot of times I like to recommend inviting your team in on some of these processes, but for this I want you to just declare yourself on what you need to do, how you want it to go down, how much your time is worth to you, what do you really need in order to be valuable and productive.

You think about it first and then this part you just share with your team. This is not one I’m asking you to just get by in on. You’ll probably never hear me say that again, but that is how I feel about this. So develop a plan, share it with your team, and stick to the plan.

When you start aborting the plan and aborting the process, people always try to sidestep it because they know you’ll sidestep it. So if you don’t sidestep it and you respect your time, other people will as well.

I think that’s all I have about the phone. Take a sigh of relief. I’m going to drink a little bit of water here, and then we’ll go onto our next point that I have to make. So we had the phone. Okay, I want to talk about your time, want to make sure that you block it off, want to talk about your use of the telephone.

I do want to touch on another distracter from our ability to be productive, and that is our email. Do you guys remember when we got email, how excited everybody was? “Oh my God, I can email you!”

Now here’s the danger of emails. Email has caused this ridiculous idea that if I email you, I should get an immediate response. I’m sorry, but that’s not the case and I am guilty, I am very guilty, of feeling I have to respond to everything immediately. That’s something we created in the minds of others, and that is not the reality or the truth.

March 31, 2011

Training Call #1

Even when you pray, just think about it. When you pray, do you always instantly get a response? No. This is God and He's available all the time. So why do you feel when you get an email you should respond to every last one of them immediately? You don't have to. Here's what I suggest you do.

Number one, you can have an autoresponder. With that once somebody emails you, an auto-message instantly goes back. You can do two things. You can have an autoresponder that goes out. When someone sends you an email, it says:

"Okay. Thank you so much for your email. This is Janice. We here at Moruwa, we love to service you. As soon as we get your message we will contact you, which will be within the next 24 or 48 hours."

Didn't that sound great, very nice? Yay!

Or – but I would suggest doing that for the main mailboxes – the other thing is, I've given everybody your email address. Yes, just stop it. Come up with a private email address and use that address for private personal people.

So myjanice@moruwa.com address, that is actually me, but once a year I change that address to something else and I only give it out to private people. You can change your email address. You can have the one on your business card so everybody gets your email address.

Then for those who you know that you want to contact, like those same VIP people, the people you need to talk to all the time, like your assistant, probably your spouse, you know, those who are like in your inner circle and you need them to do what you do, give them a separate email address and that email address you can respond to often.

The other one has the 24 to 48 hour rule. I mean, let's be realistic. If there's a real emergency, why are they emailing you? I mean, if there's a real emergency, pick up and call me, and then I'll have you on the VIP list and I will call you back, or I'll answer your call.

The other thing is one of my mentors, what he does is he institutes live-call-only days, so what he'll do is one day a week his assistants answers the live calls. Every other day it goes to the voicemail and he returns calls.

Some of you are probably thinking, "Janice, this is, like, not even possible in my world." It is. Make a decision, develop a plan and stick to it. I promise you'll be much more productive, and you'll be able to get done the things that you want to get done.

March 31, 2011

Training Call #1

Because let's just be really, really honest. Of the eight hours we probably devote to working and expanding our reach, and some of us probably devote ten, but let's just say we devote eight.

Of the eight hours, how many of those hours in your life, not in the study that Lee Iacocca did, how many hours in your life are you really working on things that are advancing your vision forward? How many times? How many hours? Or how many hours are you putting outside?

It doesn't really take eight hours to expand. It doesn't. If you have four focus hours, I mean, like, that is a strike. If you do, let's say it's three focus hours. I mean, just really hone it down and focus. You'd be phenomenal what you'd get done. So hope that helps.

We look at our time and so we have the time. I want to make sure I tell you anything else about the time. Bulk emails. Gosh, please. Stop it.

This is how I know when I'm really productive: my cell phone is like lost somewhere. It's really not lost, I've turned it off or left it upstairs in the office or put it in the car, somewhere where I can't see it so I won't feel like I'm missing something. I won't get all those little buzzes or the emails coming in or somebody calling.

I just get into a space and I'll write. It's amazing what happens. I'll be really honest with you, I wrote an entire ten-week course just in one day. I couldn't even believe it, I was trying to figure out why I was so productive.

When and where, what happened? My kids were away somewhere. I don't know where my husband was but no one was there. I wrote an entire ten-week course and I was just...

I could not believe all the information and creativity that was flowing through me. I said to myself "Where is this coming from? Lord, oh my God, what happened?" I'm thinking, "Really, am I fasting? No, I wasn't even on a fast!"

Then I remembered my phone was in the car. Yes, that was it! My phone was in the car and my computer was upstairs in my office, so I had no technological distractions at all and as a result of that, I wrote a ten-week course. Can you believe that? Worksheets and all.

So it can be done, but we have to make a decision to eliminate the distractions. You can do it and if you're saying to yourself, "I can't," then I'm telling you, you can, you can. You just have to make this choice to do it. You can do it. No one's going to die on your watch.

March 31, 2011

Training Call #1

Just leave it alone, designate some time – even if it's not all day, just designate a couple hours a night of not answering that phone. I remember the first time I did that, my mom was just kept calling my phone, she needed to talk to me at least six times a day, almost ten:

"I needed to tell you something!" I was like, "Okay Mom, what's up?" "Did you see...she was referring to some random television show?" "No, I didn't." See, and I promise you, when you feel like you have to answer every call or every email, it's going to be something ridiculous.

Now for those of you who are in an office with other people, you're probably thinking, "Well, Janice, it's not so much the email and the phone. I mean those things are important, but the thing that gets me is: 'Do you have a quick minute?'"

Do you hate it when people ask you that? They're like, "Do you have a quick moment?" No, you don't have a quick moment. What they mean is, "Your time is not as valuable to me, my time is not valuable, I'm going to take a few minutes."

Here's what I suggest. When people – especially when you're in the middle of something, but if you make a habit of doing this, they'll stop asking you – whenever people ask of you, "Do you have a quick moment?" say:

"I really would love to, but I'm busy right now. If you could save up those moments and I could talk to you and we could schedule 15 minutes and go over whatever you want to talk about."

At first it's going to really blow their mind. They're going to realize, "No she didn't just ditch me," "No, you didn't just tell me, 'Give him 15 minutes.'"

I remember the first time it happened to me. My feelings were a little hurt, but I started respecting the person's time and now when I come to them, I came clear with exactly what I want to discuss.

My first time, my first experience with this was, I grew up in a corporate America and actually the person did not say to me, "If you would just wait," and give me 15 minutes. What happened was they kept texting and using their Blackberry. I was getting frustrated with it and I said:

"I've got to set up an appointment and when I get in here, I need to be clear on what I want to talk about because I need the man who's...and I need them now, and I want uninterrupted time."

March 31, 2011

Training Call #1

So I started doing that and it kind of shifted the entire culture of our organization and especially our relationship. It strengthened it and It made me appear to be much more credible and, "Oh my gosh, she's serious. If she's serious about her work and her time, I'm serious about her work and her time."

That's what you want people to do. So you want them to be serious about what you're doing, and you want them to value your time so if you want somebody else to value your time, you should value your time.

Alright. Now I did say I wanted to talk about batching. This is the last thing about time before we move onto the task and then we're going to move onto the team.

Batching is something that many of you have read in Tim Ferriss's 4-Hour Workweek. If you haven't read it, I think it's a great book to read. Some of the things he discussed is a little bit extreme. The title's very catchy, but there's no way we can get a whole bunch done in four hours for the whole week.

It's a good title, but he talks about great principles. One of the principles he discusses is batching, and that's grouping like activities into like time periods so that you can be much more productive.

I shared at the beginning of the call that what I do is I only take certain days for which I'm going to go out. I actually run errands one day a week and that's Wednesdays for me.

On Wednesdays, any time I need to go anywhere, if there is no assistant available for me, I do all my Office Depot, all my copies, all the mail pickups, picking up the kids, running them here, because remember this is a person who does a lot of things and I have children that are of school age that I still pick up and spend time with.

I do all of the stock of running around on Wednesdays. Any new thing, any grocery shopping I do that on Wednesdays, so Wednesdays I'm out of my office because that's the day I've designated to go out.

Now on Tuesdays and Thursdays, for me, are the days that I take phone calls. So new people, I do my client coaching on Tuesdays and Thursdays. I have very long Tuesdays and Thursdays. Sometimes I do not go to sleep until late at night, but I know I only have two days a week to have those long hours.

The rest of the time I actually do my writing - the book I'm writing - on Mondays, and I do some of it on Fridays. We do team meetings on

March 31, 2011

Training Call #1

Fridays. We actually have two team meetings. I know those words are said, "I hate meetings" but we do ours a little bit differently.

On Wednesday, what we do is dress up everybody. We're going to meet, we're going to look at where we're going, where we're headed. On Fridays my assistant and I, we do project updates because I need to check in again.

Those are the only days when I have team meetings and so the rest of the days I can focus on doing what I do best: developing courses, writing, researching, developing myself personally, you know, just looking at giving myself the space to be able to do what I do in a better way.

When you're all over the place - when we might have a meeting on this day and we may have another one on that day, when you have to travel on this day - it makes it really tough for you. If you can vest your time into...and add like activities at like times of the day and times of the week, you'll find that you're much more productive.

Then you kind of know where things are headed. I know on Tuesdays and Thursdays, whether I like it or not, I'm talking to a lot of people but I like to talk so that's not a problem for me. That's why I scheduled the call on Thursdays. So, I mean, every bit of talking I got to do, I'm doing it on Thursdays.

About that type of thing I think you'll see...and those take a while because the first 30 days I did it I batched almost everything like courses on textbook analysis things. It did not work for me, it didn't work for my schedule, my life and my family. It just was crazy.

You're going to have to adjust, but I want you to do it. I think one of the models I'd like for you to adapt is another three T. Sorry I like Ts, but what you want to do is test it.

If you want to try something out a little bit, go ahead and just tell me what it is. Test it a little bit then track it. How successful is it? What'd it do, work for you? "It sounds good for Janice, but it didn't quite work for me." Then tweak it.

So we're going to test, track, and tweak, and that should be your model with anything. Just because someone says it doesn't mean it's gold, but it is the thing that you should try to do. Just try it, see how it fits into your life and your schedule. If it doesn't quite work, tweak it a little bit, okay?

March 31, 2011

Training Call #1

Alright, so now let's move onto the task. Those are kind of things that we should do, the things that do lead toward expansion. So we've already looked at our time.

Now that we blocked off our time, our two to four hours a day in which we want to focus on expanding our reach, now let's look at the types of things that we should focus on and/or during that time.

Let me make sure I don't go over. Oh, we got good time.

Okay. We know the things that we're not going to do. We're going to eliminate those things, and we're going to delegate those things or we're going to delay those things to another time.

We can still do those activities I talked about earlier. We can do the things that don't necessarily have to do with expanding your reach, but does have to be done in order to run our business and run our lives. We can still do those things, we just want to do those not at the time that we designated to expand our reach.

That's why I said two to four hours, and if you feel like you don't have that time at first, let's just block off an hour in the morning and an hour in the afternoon. Let's try two hours a day on expanding your reach activities, and for one hour, I'm only going to focus on things that expand my reach.

Here are the types of things that you should use to expand your reach. Building strategic alliances: looking at relationships that, if you partner with these people in some capacity, it's going to help you reach more people in your target audience.

Under the target audience, I like to call them your BFFM, the Best Fit For Me. Those are the people who I know, when they first hear my voice and during our first encounter, they're like, "Oh my God, I like you." They get what I'm talking about, I get what they're talking about. That's it, my BFFM.

So I want to connect with people who already reach my target audience. For me, my target audience is Christ-centered leaders who want to make a difference. So they have to be believers. They are leaders, and they want to make a difference: they want to impact more lives.

Well, I'm not the only person talking to those people, so there are lots of other people that service my audience. Partnering with those types of people and developing those types of relationships is a great EYR, Expand Your Reach activity.

March 31, 2011

Training Call #1

The second thing you should do during those two to four hours is social media. Yes, I know I told you guys to stay off of Facebook the other day, right? I mean a few minutes ago. Right.

You can use social media if you're strategic about it. Now, I think we want to talk about how to use social media... Oh yeah, in Class Number Four - I'm saving that for last, I don't want you to get distracted - but you can do those things if you're using them strategically, so I don't abandon the idea of social media.

Some of you who are in this class found me on social media, so I do think that it works. However, you want to have a plan when you're using it, and if that's part of your expansion plan, part of your path - we'll talk about that in the fourth class - if that's part of your path, you can do that in one of those two to four hours that you set aside.

Creating systems. Systems tend to take a long time to create in the beginning because you have to figure out everything: A, B, C, D, E, F, all of it all at once. Once you do it, it makes life so much easier.

Do you know how long it took for me to come up with the idea of the Get Acquainted system? I was trying to figure this thing out: "How can I reduce the time in talking to people, and weed out the people who are not the right people, and what questions should I ask them?"

It probably took me about 45 minutes, maybe an hour to come up with the whole process: how they were going to get to me, how were they going to get the form, who was going to call them back, how were they going to get on my calendar?

I'm so glad I've developed that system. That one worked: my one-hour of time for that day, for my one-hour EYR time - Expanding Your Reach time - it was excellent because now I'm able to reach many more people because that system is in place. So that's an activity that expands your reach.

Sending out cards. Now you're like, "What? What does that have to do with anything?" I wholeheartedly believe in appreciating others - they're staying in touch - and valuing those who thought enough of you to work alongside you, to call you, to be a part of their team, or someone who purchased one of your products.

I mean, if you have customers, if you have clients, if you have people on your ministry team that serve alongside you, if you have someone who called you and invited you somewhere, I think it's worth it to stop and say, "Thank you."

March 31, 2011

Training Call #1

I think that's something that is a part of your Expansion Plan, to appreciate others who are there with you. If you don't have it, if it's an afterthought, if it's not a part of your normal plan, I really want to suggest that you make it a part of your plan. Actually, write it on your calendar as something that you do at least once a week, appreciate someone else.

That is something about Planning Your Reach. It'll do it in a couple of ways. It'll keep you top of mind so the business aspect of it is, "Yeah, I'm on the top of their mind," but it increases value of that relationship and then it keeps you grounded. It's like, "You know what? I can't do this by myself and I want to thank these people for helping me."

I want to thank those who thought enough of me, like those of you who joined me on this call today. Those of you who purchased the products, those who read the posts and posted, I wanted to thank them.

You want to thank them in a tangible way, so when you're blocking off your time, I do believe that you should send some cards.

Creating products, teaching, speaking, developing workshops, developing courses like this, you know, coming up with a curriculum that's going to help people, to some make their team better. Those are all great Expanding Your Reach activities.

Other things that [do/to 58:35.8] consider to expanding your reach, and I actually will say devote about an hour. Thirty minutes a day is recommended by the standards, but I want to recommend an hour a day to developing yourself.

Eighty percent of who we are - 80% of our ability to impact anyone - 80% of our ability to cause change and create change in the world around us is hinged on the back of whether or not we develop or transform, or are personally changed.

So if you're not working on yourself, if you're not developing yourself, then it's going to be hard to transform the lives of other people, so it's important that you spend time pouring back into yourself, like I tell you. That's why I'm at this event.

I mean, I listen to tapes, I go to conferences and events, I make sure I rejuvenate myself, I spend time in the Word. I mean, I think 80% of your trainings to be that type of training, and then 20% should be on the how-to-do your business, so develop yourself 80% of the time.

March 31, 2011

Training Call #1

[To/the 59:44.1] recording audio spots, we'll talk about where do you use those. Speaking. Said that already. Creating products, I mean just developing your business.

Those are some of the things you can do while you expand your reach, during your EYR time. You don't necessarily have to be on your feet, in the street, passing out fliers, but you could do some of those types of things, and that could be your EYR quota for the day.

So hope that helps, and I actually – let me see – oh, I was going to say I'll give you a list of daily EYR activities.

What I would like for you to do, I think that once you pull out your calendar and you looked at what your week is like prior to you devoting your two to four hours, you could start going at things that you actually do already, but expand your reach. That will help you get a real good idea of what you're focusing on. I want to be a real track parent here.

I remember for me, early on when I was going through that "I'm not good enough" phase, I spent so much time listening to other people's tapes and reading all of these books and just filling my mind up with all these things. I mean, I was like, "I'm getting better, I'm just preparing myself."

I never took action and I never took a step to expand, and I'd recently wonder why my business wasn't growing, you know? We can't do that. It's kind of like always going to church all the time, and I love church.

I mean, like going, going, going every Sunday, every Wednesday, listening to the tapes, but never doing the stuff that you hear about. You're never going to reach people that way.

You're just going to be really full and bloated and sick. That's it. You know, it's just like I'm continuously eating. I'm so full and I'm not sharing it with anybody.

Share, please. It's okay, you can share with other people, you can go out there and give away what you have and I promise you - I promise you - that as soon as you give it away, God will give you something more.

I mean it's a law, it's a spiritual law, but He said, "Give and it'll be given back to you. Press down and shaken, ... running over, shall men give into your bosom.

Do not be afraid to share your gift with those around you, and the more you share, the more God will give you, okay? I'm about to tell the story of

March 31, 2011

Training Call #1

the person with the talents, but you guys know the story. I'm going to save that for later and we're going to move on to teams.

Let's talk about teams. So we're going use the last few minutes of our time here together today to talk about teams, because that is so important. That is very, very, very important.

Now I recently shared with you guys on the free call leading up to this course, a little bit about the three key roles, so we're going to touch on those again for those of you who didn't get the call, but just got jumped streams at the course.

We're going to talk about those three roles and briefly, and then we're going to talk about picking people for the team, because you do get to select the people that come on your team. People should not be on your team just because they want to be on your team.

I mean, how many of you played sports? Raise your hand.

If you didn't, you probably didn't because you're not really good at them and nobody picked you, right? So you know when we were kids, we experienced being chosen for our teams to participate based on, really, our skills, our abilities and sometimes our personality, but it was a lot of time our skills.

We should adopt that principle when it comes to carrying out our mission because it's important. We have a great thing that we're doing: we're changing lives. I mean, it's not just about us getting out there and getting on.

People's lives are being changed by what we bring to the world, and so we need to be careful about those we select to be on our team. I want to tell you that my teammates are not just teammates for me. My teammates are my expansion buddies because without them I'm not able to do what I do.

I would like to challenge you to look - choose carefully - your expansion buddies. Now, there are going to be some people on your team that are not your expansion buddies. They're on the team, they're a part of people, they're a part of the process. We all need them for their miracles.

Key roles, those three roles we talked about on our call the other day, along with a couple of other ones that are critical, these people are expansion buddies and those roles should be taken very seriously.

March 31, 2011

Training Call #1

Let me start first with the three critical roles you must fill in your organization and your ministry or in your business. You must first have a visionary. That is the person who sees the big picture and the person who knows exactly where we're headed.

They see beyond right now. They're like, "Oh my goodness, I see everything. Wow, this is really going to go. We can do this." They're the person that's full of possibility.

Then you're going to have the... and usually – I shared this with you before – this person has a thousand ideas a minute and they want to do everything right now, that's me in my organization. So my team is listening, I know that's me, I want to do everything right now.

Then you have on your team, you have a strategist. That person is able to take that vision and take aspects of it and develop an action plan to make it happen, because they get it. They get you, they get your vision, they get where you're going, and they can see what it takes and so they are able to develop it out.

Sometimes I may say I see myself on this world stage doing this, speaking this way, but I don't know all the steps and I'm not stopping long enough to figure them out. Well, when you have a strategist on your team, that's what their job is.

Their wheels are turning and they're thinking, "Okay, the next step would be this, and then a plausible next step would be this, and then this and this and this." Sometimes we hire somebody.

I started as a strategist for lots of my clients. I served as that person who comes in and takes the vision of that leader and shows them, "Okay, you know, this I see it. I'm with you, I see it."

It's a gift that God has given me. I'm able to see their vision, but not only can I see it, I'm able to determine what is the right next step for them based on where they want to go. All of us need a strategist on our team.

The third person we need is a tactician, and it's that tactical person. That person is really into the details, and they see that plan, and they poke holes in that plan.

They're not the favorite person, but once your technician gets a hold of it, this plan is going to work because they have thought about all the cases where something can go wrong or could not work or just "What if... what if..." They're the "what-if" person.

March 31, 2011

Training Call #1

A lot of times when you have a strategist, especially when you're very close, they don't want to poke holes in their plan because they developed the plan. Like, "I'm not tearing down my own plan. I created this," so it's hard for them because they're attached to it.

All of us are attached to our different positions and it's hard to detach, even if you're great at what you do. It's hard to detach ourselves when you're personally vested, so it's great to solicit an outside person.

It could be someone that's in your organization, but if not at least hire a consultant, or a mentor, or a coach to help you look at it from a different angle and to give you strategic advice, and we need that. We need that in our organization in order to move forward.

Those three are the critical roles that you absolutely must have, absolutely. Listen - absolutely must have in every organization. It can be volunteers, it can be hired help. You need those three roles filled and it's very difficult - very difficult - if you're the visionary to serve in any of the other two roles.

So if I'm speaking with a visionary today, if you're the person who purchased the product and who's listening to this, you're going to have to solicit outside help in order to be able to carry out your mission in the way that God intended for you or you're going to find yourself running into robots and unable to fix them yourself.

Now that's the three big roles, now let's look at the type of people you want to pick to fill those roles. Your expansion buddies are so critical to your success that I would venture to say you need to have a private job description that nobody sees but you, and then a public job description.

This private job description is going to look something like this: This person, number one, must be committed to me. See, a lot of times when we choose people, we tend to choose people based on their skills, and we don't choose them based on their loyalty and their commitment to us.

In order to commit to you, they have to be committed to the God that you serve. We're believers, and we are doing a work that's transforming lives through the Word of God and through God working in us.

If we pick people to be our expansion buddies who don't honor the God in the way that we do, we're setting ourselves up for failure and we're really already saying, "It's okay that we butt heads on this."

So my close people, my expansion buddies, are all believers who have a clear solid relationship with the Lord. I'm not saying that they're sin-free

March 31, 2011

Training Call #1

because I don't know. I mean, I doubt it because I'm not, but I know that they have a relationship with the Lord, and their commitment is first to Him and then they're secondly committed to me. Your expansion buddy is not just on your team working for you, they're working with you.

Like you, they're passionate about this thing. They see it. They came on board because they see the vision. They like you, but they're committed to the vision. I know that is a bit much to ask, but if you look, let's just look at our example, the rock-solid expansion master himself, Jesus.

When he chose his Disciples, they were highly skilled men. I mean, these were very proficient business men doing well in every area. I mean, Luke was a physician, you know. You have the tax collector, you had Peter and John, Peter and – yeah, James, Peter and somebody – I can't think of their names right now.

They were fishermen and they were great at what they were doing. I mean, everyone was good at what they did. I mean, they were excellent, but when they came to work with Jesus, they brought in this great level of skill sets from their various businesses – all of them were business owners, hint, hint – when they came to work with him.

They also had this loyalty to Him and to his mission, and before he chose them, remember He said, "You have to count the costs. Are you able, and see if you're able, to carry on."

So the costs meant that they will have to throw aside some things and be committed to His cause. Those were his expansion buddies and you notice, he didn't have a bunch.

He only had 12, and even when he had the 12, he had three that were his core, and then he had one who was really close and even, you know it was in the story, they end up betraying him, some of them, but the core 12 were committed to His vision and His mission.

When choosing expansion buddies, those who are going to help further the cause that Christ has given you, your business, your ministry, the work that you're doing, whatever it is, they have to be committed to the vision.

Because that's what's required, that's in the background and you don't have to tell them that. You'll see it. You're going to sense it when you meet them.

March 31, 2011

Training Call #1

They need to be committed to you, they need to be committed to the God that you serve, and then they have to be committed to continuously growing themselves.

There's something I don't think we honestly ask for anymore is like, "Oh my gosh, can you do... can you type resumes? Can you build Web sites? Can you do this..." and we just bravely go on board.

Because of that, I mean, their skills at the time lent to it - just what we need - and we bring people in based on need. That is what I've seen in business, and I've seen in ministry that to be a big point of failure, and it causes a lot of struggle that's unnecessary.

I know that there are needs that have to be met, and you can bring people on to support your needs, but don't make those your expansion buddies. You know, you can bring them on to help you right now, but when you're looking to expand and you're looking for your...

My sister would say "a ride or die" buddy. "You need someone that's going to ride or die with you. They're with you, thick or thin," and these people sometimes are hard to find.

It may take you awhile, but when you get them you know that they're the right people. They're there in the trenches. You guys are probably going to bump heads, and you're probably not going to see eye-to-eye on a lot of things, but they're honest with you, you know, you're honest with them.

They keep you on straight, they make sure you're full of integrity. Because they have a relationship with the Father, when you are not seeing straight, they are, and they're praying for you, and you're praying for them and it works. I think that that's key, not that "I think." I know that that's key.

I remember when I didn't have that in my business, especially when I started this ministry, when I saw a lot of leaders who had around them people who would just say "Yes" to everything and would just go along with it, even though in their guts it didn't really sit well with them.

They felt like compromising a little bit; they never said anything. You don't want someone on your team like that. You want someone who is going to be honest with you because you cannot grow the rock-solid way and sustain because you will grow - maybe I should take that back.

You will grow, but it won't be a sustaining growth if it's not one that's built on the foundation and fundamentals of the Bible, which you guys are using right now, and if it's not built on integrity.

March 31, 2011

Training Call #1

I remember – you remember Solomon – God was talking to him and they were talking about the kingdom and he was talking about building it. I will give you the scripture in the next session or maybe I'll type it up on one of the worksheets, but they were talking about integrity, and He said, "If you don't build it on integrity, if you don't build this kingdom on integrity, you're going..."

"If you're just going to build it high, and then it's going to fall, people are going to walk by and they're going to talk about, 'Well, what happened? I remember when he was such-and-such. I remember when she was such-and-such. I remember how big it was, but it wasn't built on the right things.'"

So you may see people around you growing, and resist the temptation to do the things that they do to get where they're going if they lack integrity. Sometimes, I'll be honest, when we're in a midst this thing, and we're the midst of this work, and it's going and God is blessing us, and we see we're reaching people and it seems that they are changing it's so easy to say, "Oh, I can cut this corner a little bit." It's easy, even the best people do it.

I mean, but that's why you need some help. You need someone to hold you accountable, and when you have people around you that are in such all of you, and not the God of you, then they're not going to tell you when you're erred in your ways. Those people, I don't care how great it makes you feel right then, are not fit for your ability to expand.

I'm not going to belabor that, but that's something very serious. We're called to do a great work and transform lives, and we want our fruit to remain. God gets glory when our fruit remains, and we'll know that He gets glory because we produce much fruit – that's in John 15. If our business is not producing fruit, He's not getting glory.

So if you have a ministry, you have a business, whatever you're doing is not producing fruit, that's not really getting glory out of it, and if you want the fruit to remain, it needs to be built in integrity and you need to have people on your team to support you in that effort.

Alright, okay, so we have a few more minutes here, I think. Yeah, we have a few more minutes.

These last couple of minutes I want to make sure that I cover everything that I told you I was going to promise and cover today, so we're going to make sure the immediate shift that we have, change our thinking, is to change to one of expansion. That's going to be your number one priority.

March 31, 2011

Training Call #1

The number one thing that I think all thriving ministries should enforce every quarter to judge whether a project - teaching our team to do something or not - is to look at whether or not it's taking you forward towards your goal.

A lot of times we do things that's fun, it's exciting, the people love it, but it's not getting us closer towards our goal. So when you look at a project, when you look at the tasks that you're doing, even on a quarterly basis, look at all the activities.

Their big role will take us closer to our ultimate goal. If they did not and there's nothing that we can tweak, then we need to eliminate it. Remember, we want to test it. I think I shared this with you earlier, you're going to test it, so you're going to try it.

You're going to do the thing that sounds like a good idea, "I'll test it." Then you're going to track it; you're going to look at the results, "Was it good? Did we get great results from this, or did we not get good results?"

Then you're going to tweak based on what you find out in the test. So you don't have to eliminate it right away, you're going to tweak a little bit. "Hey, you know what, that was pretty good, but I found that when we do this, it causes us a little bit of trouble."

"So how about doing it this way? Let's just change it to instead of five days, let's just offer it two days and see if we get better results." Then you look at it again and if it works, great, that's the one we're going to keep. If it doesn't, eliminate it, or save it for another part of your year, or maybe next year.

I talked to you about the way that you determine which task you should focus on and which you should delete. Remember, I told you about hiring people, you got to have a visionary, you need to have a strategist, you need to have a tactician.

Two things I didn't say, or one thing I didn't say about that. I said it, but I want to bring it back again. Every person that you hire, every person that you bring on board, especially in the role of expansion buddies, should be skilled in the area of their assignment, okay?

Write that down. "Every person I bring on board should be skilled in the area of their assignment."

We often bring people on board because we like their personality, because they mesh with us, but they're not skilled, and when you're thinking to expand, you don't have time to teach a lot of the skills that are

March 31, 2011

Training Call #1

needed. I mean, we're growing right now. Maybe later, and I'm not saying anything, just have your non-negotiables. They don't have to be the rock performance queen of everything, okay?

You don't have to know how to do every aspect, but the core responsibility for their assignment they should be skilled, actually highly skilled if you ask me, in those areas. I can give you examples that are actually in the worksheet. I'm going to show you and include an example of how you look for certain, skills and how you identify if a person is skilled in that area.

I'll just give you a brief example. If a person is skilled in an area, you don't have to tell them how to do it. You just tell them what you want done. We see that countless times in the battle in Genesis, Chapter 24 and Acts Chapter Six with all of the Disciples.

We see that they were highly skilled men, and so if you have a highly skilled person on your team, what you're going to do is you're going to identify the role that they have. You're going to tell them the rules.

"Here are the rules. Do not do this, okay? So you can make a thing happen, but I do not want you to do this," and then you release them to come up with a plan on how they're going to achieve that thing; they come back to you with the plan, that's what they do.

You give them their role, you give them the rule, you release them to go and do the job. They're going to look at the assignment and say, "You know what? In order to make this happen, I'm going to need these materials."

They come back to you because you're the leader, you're going to provide them with the materials they need to be successful, and you let them do their job. You don't have to tell them every single step.

If, as a leader, you find yourself detailing every single step for every single thing every time, you have the wrong person in the wrong role. Okay? Then identify those who'll fit for expansion. We've talked about those, that's that background, that secret job description that only you know. I actually prayed those things before hiring people and looking for people to work with.

Actually, before I even had money to hire people to work with me, I prayed that I had God-fearing people who loved the Lord, who were dedicated, who'd be dedicated to me and those on call to serve, who would get the vision, who would help the vision move forward, and who would cover me in prayer and I could cover them in prayer.

March 31, 2011

Training Call #1

I even prayed that I'm able to pay them handsomely, that they enjoy working with me, and that their lives and families are richly blessed as a result of their connection with me. I'm not saying pray that same prayer, but that's how serious I take my expansion buddies.

Delegation – oh, we didn't talk about that. Let's see, because I do want to talk to you about delegating tasks.

One of the things that we do as leaders is we get really excited when we find somebody that's good. I don't know if you experience that – you ever had somebody that's real good and you're like, "Oh my God, this is it! They're like a mini me!" and you want to just delegate everything.

No, we can't delegate everything, but here are a couple of steps that I want you to know when you're delegating. I'll give you seven steps, so if you're ready.

The first step in delegating is be clear on what you want, that you want done. The first step is to be clear on what it is that you want to be done. Outline it, be clear on when you want it done by.

I am so guilty of this. Everything I want immediately, but I never say that probably because I know it's an unrealistic request, and then in part because I'm like, "Oh, am I giving them too much?"

You know, my days of working for someone come up and I remember how it was when I always had everything to do yesterday, and so I try not to be that type of person, but I need to do that. You need to set a timeline.

You want to know what is the result, what do you want done, when do you want it done by. If there are specifics as far as what it is that you're doing, outline those specifics. For me, I gave a task one time. It was recent and I just said, "Do it," and I know, I guess I took it for granted that I wanted it to look a certain way so when I got it back, I was frowning, "Oh, this is not what I wanted."

That's what I asked for because I wasn't specific, so there are specifics, please outline the specifics on what you want done as far as the look, the feel, stuff like that, programs you want it done in.

Number four, ask if there are any questions. Now I do a session for leaders and those who lead a large organization, and I talk to those who are leaders who were given tasks by another leader.

March 31, 2011

Training Call #1

I talk to them about them making sure they're clear on the assignment, but I'm going to talk to you today and make sure that you ask them during questions, "Are you sure?" Yes.

"Are you positive this is what you... do you understand?" As the leader it is your responsibility to make sure that person is comfortable with the assignment, and they agree with it and that they have everything they need.

Sometimes people say to us "Yes" because they feel they have to say "Yes," they work for us and they're not really comfortable. As a leader, I'm just asking that you make sure that you clear up any misunderstandings, and actually that's what it is, clear up misunderstandings.

Number six is empowering a person. When you delegate, empower them to be able to do the things that you've given them to do by giving them the tools that they need, and giving them the time that they need to do it effectively and making sure that there aren't any questions.

So please make sure you empower your team with the tools, and the time and the resources necessary. If they don't have the tools, then just give them the resources. Sometimes it means you have to sit down with them.

They want to do it, but they need a little more of your time and be willing to do that as a leader, and then the seventh step of delegation is say "thank you." Say "thank you" when you get your project done and it's done well.

Say "thank you" and honor and celebrate the person that you entrusted with a task. It goes a long way for them and for you, and it helps you to realize how important your job is, and how important the person on your team is, and without them you wouldn't be able to do what you're called to do.

The one thing that I absolutely do not delegate is... dun dun dun dun. I don't delegate my expansion plan to other people, for those who are entrepreneurs that you're marketing, I don't delegate that to other people. Aspects of it people help me with and they pour out, or they may actually do the things that I say, "Hey, here's where we're going."

The reason I don't delegate that completely is because I know my audience more than anyone else does. I know their pain, God gave me this call: I know what their hurt is, I talk to them, I move sleep over them, I study about them, I pray for them.

March 31, 2011

Training Call #1

When I give 100% of the control to expand my reach to someone else, I'm really saying, "You just go be me, and you take my call and have the passion that I had for the people that God called me to reach, and no one's going to have it like you." So never delegate 100% of your marketing or your expansion to someone else. Never.

Even when you do it with a consultant or you were to bring someone like me on as a coach, you want to be intimately involved in it because it's your vision, and if there's certain parts of it that's in your head that you don't know that are in your head, and so you have to be intimately involved in it.

So I'm never doing it, and whenever I try to, I'm always reworking the stuff. I'm always rewriting the copy. I just find myself doing it over and over again, because it's not something that's meant to be delegated completely.

The last thing I didn't share with you, and I don't have it because I'm in my hotel room, but the five dollar gadget I use to keep myself on track, especially when I'm doing my EYR time is I have a timer, an egg timer.

I did have a dollar one, but I broke it so I'm not going to recommend getting the one from the Dollar Store unless you have a good Dollar Store in your area.

I do have one that I got from Walmart and it's excellent when keeping me on track. I use it whenever I'm having a Strategy Session with someone or if I'm doing a Get Acquainted Call.

I turn it on for 15 minutes and I say, "You know, hey, I want to just keep us on track. I'm going to turn on my timer just to make sure I stay on time," and it works. It keeps me focused and it keeps my time valuable to me, helps me value my own time and it helps others value their time.

Well, I'm going to value your time. We're one minute over. I want to thank you so much for Course Number One. Stay tuned to the Forum. The recording will be up within 24 hours, so you can access it. If you have any questions, be sure to email my team at Support@Moruwa.com.

The transcripts should be available within three business days, they'll be on the site as well, as well as a worksheet of the gadgets and some of the things that I use.

There's a calendar application that I use that I recommend my team using and my clients. I'll put that on the worksheet as well, and any other things I've referenced during the call.

March 31, 2011

Training Call #1

It's been a pleasure. This has been Janice Johnson. Thank you so much for joining us, and I'll see you on the next call.