

# So... You Want to Be a Writer?

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# Your Action Plan...

Go back in time with me...33 years ago this week. ☺

I remember that day 33 years ago as if it were yesterday. I was attending my first women's retreat. I sat there blown away by the things that were being taught. I had been in church ALL MY LIFE—not only from the age of 2, but also every-time-that-the-doors-were-open and special events in between! I had heard thousands of sermons, Bible study lessons, and revivals. However, as I sat in that small Mississippi church, something happened to me.

God had a call for ME. I remember coming back into the church sanctuary after lunch and going back over my huge notebook of notes. I sat there in awe. I sat there in that little country pew just praying to God in thanks and praise for the Word that day—it was a hard teaching on marriage, submission, and being the helpmeet that God created us to be. I was SO thankful. That Word was just what I needed to see a “picture” of the marriage that God was calling me to build with my precious husband. Being a young newlywed from a broken home, I was so desperate to learn how to build a godly home and the keys were right there in front of me all along! I just sat there worshiping God. I was so thankful that I had REAL answers.

Then... it happened....

I was praying. I asked God to keep teaching me and to help me find other teaching that could help me learn how to build a godly home and a godly legacy. In fact, I prayed something that would forever change my life. I prayed that God would raise up godly women to teach US how to be a godly woman. And, HE did it—He said, “Cindy, what about YOU?” You guys will LOVE my response—“Sure God! I will be glad to teach a Sunday School class when I am 30.” (Yep! Famous words of surrender from a 19-year-old newlywed.) That was all!

That was my “burning bush.”

Please take a few minutes to go to Exodus 3-4: 11. If you have some extra time go all the way back to Exodus 1:1 and begin reading there all the way through Exodus 4:11. Really go back into time and FEEL this story. Jot down things that really jump out to you today.

Do you remember YOUR BURNING BUSH? Take a moment to just go back with me...

Where were you?

Not just in your BODY :)

Where were you in your life???

What was it like?

Can you feel that feeling again? Describe it in detail....

What was your immediate response?

What did God speak to YOUR heart?

What was on HIS heart?

WHO was on HIS heart?

What do they need?

What do YOU have to do with it?

What have you done with it?

Have you been LIVING IT?  
Why?

Are you ready to take it UPLEVEL and grasp onto ALL God has for you? What will that LOOK LIKE?  
Describe it....

Been putting it off for LATER?

Been WAITING, WAITING, WAITING?

My sweet friend, you have to really GET that this was NOT....  
...Your imagination.  
...A funny feeling

...Something that someone else should do instead.

...Or, something that you can wait to do?

You KNOW what God wanted. Surrender to that call. Step up to that call! It is your thing. It is your call. It is the thing that will make sense. It is THE THING that will bring God glory. You know it. Never forget it. Stick to it. Don't shy away from it! WHY do I say this--don't you REALLY KNOW it already?

Well, are you living it?

Are you getting around to it?

Are you doing everything else BUT IT?

Are you sticking to IT, or chasing bright, shiny objects?

Look at your schedule. Think through your typical day/week. What are you getting done each day/week? Write it out....

Look at the flow of each day and week. Is there room for you to step up to the call?

Are there things that need to be pruned? Are there things that need to be cut out?

How can you creatively find time to work on your projects? To LIVE your dreams? Brainstorm some solutions that come to your mind....

Now, let's look at your to-do's. Are they floating around in your mind? Jot down any that need to get on your schedule.

Why not take some time here to brain-dump the things that you need to do—

Projects you would LOVE to work on....

Things that need to be done on your website....

Marketing ideas....

Other things you would like to do....

Now, take a peek again at your project pile.  
What should you work on THIS MONTH?

What will get things moving?

What is the most needed TODAY?

Which project just fires you up? Which one are you most passionate and excited about?

Look at your priorities.

Are you LIVING them out?

Are there things that are constantly battling your priorities?

Are they necessary?

Are they distractions?

Are they holding you back from what is really important to you?

How can you set boundaries and limits so that you can stick to your priorities?

Look at your dreams....

Are you living them?

Are you working toward them?

Are there hindrances that are holding you back? What are they?

Brainstorm how you will intentionally move toward your dreams beginning TODAY?  
What is your first step?

How will you work it into your day-to-day life and schedule?

Wondering where I am going with this? SOME of the simplest things are going to make a difference in this series. Some of the simplest things are going to bring you breakthrough during our time together. Some of the simplest things are keeping you from success and we must see them clearly for what they are and learn how to either get rid of them or navigate around them.

Now, let's dig even deeper....

Are you stepping up to the call and stepping out there to LIVE IT?  
What are you waiting on?

What is in the way?

Is it time to let it go?

What is distracting you?

Ready to let it go and get focused?

What is holding you back?

AND, you may be living out your call already, BUT...  
Are there things tripping you up?  
What trips you up?

Are there areas that need to be systematized, simplified, re-organized, streamlined, or revamped, pruned, and re-structured? Brain-dump those here....

Are you doing EVERYTHING else but what you need to be doing?

If you want for your life to really count...

If you want to be faithful...

If you want to stand before the Lord with your hands FULL on that day that you stand by him....

YOU must step up to the call!

You MUST stick to THAT call!

You MUST do it for the glory of God.

Scary? It SHOULD BE! What scares you?

I had NO idea that God really meant that He could USE ME! Much less, the way that God HAS used me! I had excuses....

Not educated.

Not qualified.

No idea where to begin.

No money...and NONE on the horizon!

Busy—as always!

Scared no one would ever want (or care) about what I have to offer.

The family always goes crazy when I sit down to write and prepare.

No idea WHAT to share.

All kinds of ideas UNTIL I finally sit down in front of the computer then go totally blank.

And, I was from SOUTH MISSISSIPPI! MY voice is as southern as it gets! :)

But, one thing I could not argue with...

**God was calling.**

**God was calling ME!**

Have you battled with this too? What are some of your REASONS (Ok, excuses)?

Does it blow you away? Do you feel the overwhelm of your call? Describe what you are feeling right now.

Are you struggling with your own worthiness? What is going on?

Why don't you feel like you are worthy?

Do you struggle with thinking that God should call someone else? Describe what is going on in your heart and head...

Do you struggle with your qualifications? Are you afraid that you may not be qualified?

Do you struggle with charging for your work?

Oh! We really need to take some time and deal with this big hindrance. If we do not nail this one down, it will **TOTALLY AFFECT EVERYTHING**—whether you step up to your call, if you are comfortable charging, how you respond to the NASTY people, how you project yourself as you write, on and on... How is it affecting your business today?

Could this be a big key in transforming your business into all that God designed for it to be? Could this be a hindrance to writing for the glory of God?

God is calling. God is calling YOU. YOU! Soak that in! YOU are worthy! You are just perfect for the call. YOU!

On my own, I could never do what I do. Sure, I know how to “technically” DO IT. But, there is so much more needed to be a great success. I could never do what I do on my own, BUT, with GOD, I know I can. My whole story is a witness to how GOD can use us in ways that just don’t make sense. He calls. He equips. He provides. He is even planning to go with us. WITH HIM, you and I can definitely write for the glory of God.

God wants for you to write for HIS GLORY too. YOU. ONLY YOU. YOU have a message. ONLY YOU can share your message!

Sweet friend, God is calling you to share your message now. It is time. My sweet friend, my heart cry is to see you step up to your call and get out there now setting captives free.

Your message is essential! TODAY!

They need help.

They are crying out for help.

Do you hear them?

If you don't step up, how will they know? How will they get the answers that they are looking for? How will they get help? How long will they have to suffer? Don't you remember what YOU went through?

God is calling YOU!

Step up to the call.

Surrender.

Sweetly surrender today.

Write for the glory of God!

Yes! YOU can be a writer too.

Now...wondering how? How do you get started? Well, let's get a plan! Ready? Let's work it out bit-by-bit....

Remember that moment that God called you to write? What was going on? What was God saying to your heart? Write it out.....

Been shying away from that call? Or, maybe you would describe it as "putting it off for the right time." Or, you have been avoiding that call with everything you have got! My Sweet friend, TODAY is the day to step up to the call. God has a mighty message inside of you. Your message is SO NEEDED. Still grappling with that call?

WHO is it for?

Has GOD called YOU? YES!! Turn with me to Jeremiah 1: 4-12....

Now the word of the LORD came to me, saying, "Before I formed you in the womb I knew you, and before you were born I consecrated you; I appointed you a prophet to the nations." Then I said, "Ah, Lord GOD! Behold, I do not know how to speak, for I am only a youth." But the LORD said to me, "Do not say, 'I am only a youth'; for to all to whom I send you, you shall go, and whatever I command you, you shall speak. Do not be afraid of them, for I am with you to deliver you, declares the LORD." Then the LORD put out his hand and touched my mouth. And the LORD said to me, "Behold, I have put my words in your mouth. See,

I have set you this day over nations and over kingdoms, to pluck up and to break down, to destroy and to overthrow, to build and to plant." And the word of the LORD came to me, saying, "Jeremiah, what do you see?" And I said, "I see an almond branch." Then the LORD said to me, "You have seen well, for I am watching over my word to perform it."

My sweet friend, GOD CALLED YOU. Soak that in! **He is YOUR ULTIMATE WHO.** Don't forget it. Soak it in....

Now, flip over to Jeremiah 29:11. Copy this passage from your favorite version. Oh! Copy it from several versions. It is so good. Copy it here....

NIV

11 For I know the plans I have for you," declares the LORD, "plans to PROSPER you and not to harm you, plans to give you hope and a future.

Amplified Bible (AMP)

11 For I know the thoughts and plans that I have for you, says the Lord, thoughts and plans for welfare and peace and not for evil, to give you hope in your final outcome.

I LOVE this passage in The Message...

I know what I'm doing. I have it all planned out—plans to take care of you, not abandon you, plans to give you the future you hope for.

Oh! Are you getting this? **REALLY GETTING THIS?** God thought about you from the very foundation of the earth AND God is Still thinking about you. You. HE has plans **FOR YOU.** Are you getting this??? Look at this passage. What are God's plans FOR YOU? Jot down your answer....

Yes, beloved, His plans are to...

TO PROSPER YOU.

TO TAKE CARE OF YOU.

TO NOT ABANDON YOU.

TO GIVE YOU HOPE. (that only comes from HIS WORD)

To give you a future!

WOOhooooo!

What does this say to you?

GOD HAS PLANS.

Are you sticking to HIS plan? Or, have you gotten side-tracked?

Are you doing it HIS way? Or, have you been afraid? Or, have you had a hard time distinguishing HIS way from all of the ideas out there?

Are you stepping up to His call? Or, running the other way like crazy?

Are you all about His glory? Or, is something else in the way?

Write for the glory of GOD! Yes...YOU can be a writer.

One more thing. Flip back to Psalm 139...

LORD, you have searched me [thoroughly] and have known me. You know my downsitting and my uprising; You understand my thought afar off. You sift and search out my path and my lying down, and You are acquainted with all my ways. For there is not a word in my tongue [still unuttered], but, behold, O Lord, You know it altogether. You have beset me and shut me in--behind and before, and You have laid Your hand upon me. Your [infinite] knowledge is too wonderful for me; it is high above me, I cannot reach it. Where could I go from Your Spirit? Or where could I flee from Your presence? If I ascend up into heaven, You are there; if I make my bed in Sheol (the place of the dead), behold, You are there. If I take the wings of the morning or dwell in the uttermost parts of the sea, Even there shall Your hand lead me, and Your right hand shall hold me. If I say, Surely the darkness shall cover me and the night shall be [the only] light about me, Even the darkness hides nothing from You, but the night shines as the day; the darkness and the light are both alike to You. For You did form my inward parts; You did knit me together in my mother's womb. I will confess and praise You for You are fearful and wonderful and for the awful wonder of my birth! Wonderful are Your works, and that my inner self knows right well. My frame was not hidden from You when I was being formed in secret [and] intricately and curiously wrought [as if embroidered with various colors] in the depths of the earth [a region of darkness and mystery]. Your eyes saw my unformed substance, and in Your book all the days [of my life] were written before ever they took shape, when as yet there was none of them. How precious and weighty also are Your thoughts to me, O God! How vast is the sum of them! If I could count them, they would be more in number than the sand. When I awoke, [could I count to the end] I would still be with You.

What does this passage say to you? What jumps out?

This passage is sooo precious to me. God planned from the very foundation of the earth for my call and YOUR call! Is that incredible or what? He knows everything about me, everything about you. He has known it from the very beginning. NOTHING surprises Him! NOTHING! Has that held you back in the past?

Have you struggled with your background, your past? Has it held you back from moving forward?

Sweet friend, your background and your past are actually the perfect qualification for your call. Peek at Romans 8:28-30. Copy it from your favorite Bible version....

Here it is from the NASV....

And we know that in all things God works for the good of those who love him, who have been called according to his purpose. For those God foreknew he also predestined to be conformed to the image of his Son, that he might be the firstborn among many brothers and sisters. And those he predestined, he also called; those he called, he also justified; those he justified, he also glorified.

What does this passage say to you?

In relation to your call, how does this help you?

My sweet friend, NOTHING surprises God. Nothing that you have ever done. Nothing that has ever happened to you. None of it is a surprise. And, soak this in—nothing holds HIM back from calling you! How does that make you feel?

Oh! He has a plan FOR YOU! He has a call FOR YOU! He created you just perfect! He is NOT surprised by ANYTHING in your life--or anything that you do. He has chosen YOU, prepared YOU, and called YOU! Going back to Psalm 139: 17-18....

How precious and weighty also are Your thoughts to me, O God! How vast is the sum of them! If I could count them, they would be more in number than the sand. When I awoke, [could I count to the end] I would still be with You.

Is that sweet or what?

**Now, peek at Isaiah 61.**

You will LOVE this passage. Take some time to look this passage up in several versions. This is what I call "the GREAT CALL!" My call. Your call. Read it again. Jot down what God speaks to your heart as you read it.

The Spirit of the Lord GOD is upon me, Because the LORD has anointed me To bring good news to the afflicted; He has sent me to bind up the brokenhearted, To proclaim liberty to captives And freedom to prisoners; To proclaim the favorable year of the LORD And the day of vengeance of our God; To comfort all who mourn, To grant those who mourn in Zion, Giving them a garland instead of ashes, The oil of gladness instead of mourning, The mantle of praise instead of a spirit of fainting. So they will be called oaks of righteousness, The planting of the LORD, **THAT HE MAY BE GLORIFIED!!** Then they will rebuild the ancient ruins, They will raise up the former devastations; And they will repair the ruined cities, The desolations of many generations. Strangers will stand and pasture your flocks, And foreigners will be your farmers and your vinedressers. **But you will be called the priests of the LORD;** You will be spoken of as ministers of our God. You will eat the wealth of nations, And in their riches you will boast. Instead of your shame you will have a double portion, And instead of humiliation they will shout for joy over their

portion. Therefore they will possess a double portion in their land, Everlasting joy will be theirs. For I, the LORD, love justice, I hate robbery in the burnt offering; And I will faithfully give them their recompense And make an everlasting covenant with them. Then their offspring will be known among the nations, And their descendants in the midst of the peoples. All who see them will recognize them Because they are the offspring whom the LORD has blessed. I will rejoice greatly in the LORD, My soul will exult in my God; For He has clothed me with garments of salvation, He has wrapped me with a robe of righteousness, As a bridegroom decks himself with a garland, And as a bride adorns herself with her jewels. For as the earth brings forth its sprouts, And as a garden causes the things sown in it to spring up, So the Lord GOD will cause righteousness and praise To spring up before all the nations.

This passage of Scripture really summarizes beautifully what I want to communicate in this first session. It summarizes God's call for you, God's heart for the hurting and you, God's message that can flow through you, and the vision for what God plans for the results. This passage makes me want to jump up and down.

My sweet friend, God is calling. God. He is Who. You must know this. You must remember this. He is calling you. What does that mean to you?

Also, go back to the passage above. See that first part that I highlighted? WHO is it all about? WHAT is all of this about?

I believe that you simply must get this down deep. This can "rock" your business. It is not about "setting up a business." It is not about "finding your niche." It is not about "finding what is selling today." It is not about "the next big thing." It is not about "keyword research." Oh! It is all about God and bringing Him glory! Why do you think that I say this—other than the fact that it is right there in Isaiah 61?

My sweet friend, the reason that I say this is because you are going to constantly be bombarded with options, opportunities, and even business tools and ideas that are constantly floating around. Many of

them come and go all along the way. The number one struggle that my clients have as they step up to the call is the allure of opportunity before them. In fact, we have an upcoming session where I am going to be sharing the myriad of options that you have for sharing your message. Those tools and ideas cannot be the focus or we will miss hearing God and ministering for His glory. The most important thing to remember in this entire course is the first thing you saw about the course—the name—**SPEAK FOR THE GLORY OF GOD. We are here to SPEAK FOR THE GLORY OF GOD.** It MUST be about HIM—His glory, His will, His ways, His call.

Think about that. How is this different from what you have heard before?

What is the difference in THIS and what you have been doing?

How will it look different?

How does this stretch you?

How will it help you troubleshoot the problems you have been experiencing?

Isn't it easier TO DO? Well, except that it requires that you have great faith—trusting GOD, His will, His ways, His call, and His glory. Of course, if we do this, can you imagine the difference in the results? Can you see that this puts you in the ultimate partnership? Can you see that this has the ultimate purpose? And, yes, you will have the ultimate results!

Writing for HIS glory is the purpose, the main thing! This is key to your success in this course and, honestly, this is key to your success in business and ministry. Can you see it?

Go back to Isaiah 61. God knows exactly WHO needs YOU. God knows exactly what they need to hear and know. God knows exactly WHAT your message should be. GOD is your ultimate WHO. Get that down deep and you will see the fullness of your call—who, what, why, where, when, and how. Does that excite you? Write out what God is speaking to you.

Stick with me. There is more...

## WHO ARE YOU???

Let's go back to the passages that we just looked at and see what God has to say about WHO YOU ARE. Hold on tight...

Has God called you? Do you remember that "burning bush?"

Oh! Beloved, He has called you. You are just what He wants. Ohhhh! Somebody needs this. Soak this in. God knows all about you—everything. You have no hidden surprises for Him. He has all of the intel and He has good news for you—He wants you. Yes. You. You are exactly who He wants. You are the one.

Turn with me back to Jeremiah 1: 4-12--this is YOUR word today...

Now the word of the LORD came to me, saying, "Before I formed you in the womb I knew you, and before you were born I consecrated you; I appointed you a prophet to the nations." Then I said, "Ah, Lord GOD! Behold, I do not know how to speak, for I am only a youth." But the LORD said to me, "Do not say, 'I am only a youth'; for to all to whom I send you, you shall go, and whatever I command you, you shall speak. Do not be afraid of them, for I am with you to deliver you, declares the LORD." Then the LORD put out his hand and touched my mouth. And the LORD said to me, "Behold, I have put my words in your mouth. See, I have set you this day over nations and over kingdoms, to pluck up and to break down, to destroy and to overthrow, to build and to plant." And the word of the LORD came to me, saying, "Jeremiah, what do you see?" And I said, "I see an almond branch." Then the LORD said to me, "You have seen well, for I am watching over my word to perform it."

What is God saying to you through this passage?

I LOVE this passage. This passage is one of the passages that God gave me as He called me to minister. I remember having such insecurity about who I was and what I had to offer. This passage just set me free to be “me” and share my message. Have you battled with the insecurity and doubts?

Have you struggled with the fears that come from “not knowing how?”

What is God saying to you today through this passage about stepping up to the call?

My sweet friend, you are just exactly who God wants to use for this call. YOU! Oh. Take any insecurity, doubt and fear to the cross today. God is there for you. He has created you perfectly for this awesome calling. He already knows everything about you. You are the perfect person for this call! God will be there all along the way. He will put words in your mouth that are exactly what they need to hear, know, and learn. When you struggle, He will be there to deliver you. He has big things ahead for you—to pluck up and to break down, to destroy and to overthrow, to build and to plant." And, yes, the best news of all is that He is “watching over my word to perform it." Does that make you want to shout?

Oh, there is more...Flip over to Jeremiah 29:11 again. This time, I want for you to take this one personal--YOU...

NIV

11 For I know the plans I have for you," declares the LORD, "plans to PROSPER you and not to harm you, plans to give you hope and a future.

Amplified Bible (AMP)

11 For I know the thoughts and plans that I have for you, says the Lord, thoughts and plans for welfare and peace and not for evil, to give you hope in your final outcome.

I LOVE this passage in *The Message*...

I know what I'm doing. I have it all planned out—plans to take care of you, not abandon you, plans to give you the future you hope for.

I have this passage in a beautiful print on my bathroom wall. It is a sweet reminder each and every day that no matter what, God has a plan. I am the person who loves to plan. And, I encourage you to get away with God and plan. Our plans are so important. Our success is totally dependent upon our plans. Of course, some of us can take planning to a level that is almost dangerous. (You know who you are!) When our plans are “rocked” and we are bombarded by curve balls, it is a great comfort to know that we serve a God Who does know what He is doing. He does have everything planned out. And, His plans are secure. Go back through this passage in each of these versions and in your preferred Bible version. Pull out what He says about His plans for you....

Isn't that good? Did you notice that those plans are for you? How does that make you feel?

Do you realize that those plans also include plans for your ministry and business? What does that mean?

Dear friend, this is not just another thing to do. This is not just “your wish.” God has plans to use you. You! You have a call here. God has a plan here. I don't know how many “other things” have fell-through or not worked out the way you thought. This is not like that—God has a plan for you. He is with you. He will bring you great success. This time is different! This takes you out of having to make it happen yourself. In fact, this is not another thing that you have to make happen. **IF IT IS, IT IS NOT IN FAITH!** God is calling, equipping, providing, and He is there. It is not all on you! He only wants two things—your complete surrender and your complete obedience. Then, He is cut loose to bring about His amazing plan for you and your life. Soak that in.... **God has a good plan.**

Will you believe that HE wants to use YOU?

Will you surrender?

Will you do what HE says?

Now, flip back to Psalm 139...

LORD, you have searched me [thoroughly] and have known me. You know my downsitting and my uprising; You understand my thought afar off. You sift and search out my path and my lying down, and You are acquainted with all my ways. For there is not a word in my tongue [still unuttered], but, behold, O Lord, You know it altogether. You have beset me and shut me in--behind and before, and You have laid Your hand upon me. Your [infinite] knowledge is too wonderful for me; it is high above me, I cannot reach it. Where could I go from Your Spirit? Or where could I flee from Your presence? If I ascend up into heaven, You are there; if I make my bed in Sheol (the place of the dead), behold, You are there. If I take the wings of the morning or dwell in the uttermost parts of the sea, Even there shall Your hand lead me, and Your right hand shall hold me. If I say, Surely the darkness shall cover me and the night shall be [the only] light about me, Even the darkness hides nothing from You, but the night shines as the day; the darkness and the light are both alike to You. For You did form my inward parts; You did knit me together in my mother's womb. I will confess and praise You for You are fearful and wonderful and for the awful wonder of my birth! Wonderful are Your works, and that my inner self knows right well. My frame was not hidden from You when I was being formed in secret [and] intricately and curiously wrought [as if embroidered with various colors] in the depths of the earth [a region of darkness and mystery]. Your eyes saw my unformed substance, and in Your book all the days [of my life] were written before ever they took shape, when as yet there was none of them. How precious and weighty also are Your thoughts to me, O God! How vast is the sum of them! If I could count them, they would be more in number than the sand. When I awoke, [could I count to the end] I would still be with You.

Oh! Sweet friend, YOU are the perfect one. God has created you just perfect!

This is what you do not get in typical courses. And, this is why soooo often people are constantly searching but never finding the secrets to success. Ready for my application of this? Ready for the big secret that will make a world of difference in your success?

**You must stick to WHAT God has called you to do and WHO God has called you to be and the MESSAGE God has given \*YOU\* to carry forth!**

This is probably the most important, transformative, essential, and pivotal point you will hear this whole course. This is the most neglected area in typical business courses and coaching programs. Well, except MINE. It has been the pivotal difference that has set me apart from my "competitors" or moved me into a place where I do not have "competitors." It keeps me on the cutting edge. It keeps me productive, prolific and very successful.

Some of you will think that this is a big, big waste of time and that you can skip this one, but this one is what separates businesses, especially now. Trust me and do the tough work that I am about to lead you through. It will clarify your vision, give you the direction that you need, bring you clarity on what you need to be doing, and prepare you for the rest of this course. Ready?

**Get to know WHO YOU ARE!**

My sweet friend if you don't know who you are, you will never uncover your message. You will never have anything of great worth to offer others. You will always struggle to find your voice, to find your niche, to find your next project! **Yep, KNOW WHO YOU ARE!!**

Who are you?

Sure you may have lots and lots of ideas floating around in your mind. You may have many options and have no clarity of which way to go. You may be working hard, but still struggle to see how things come together... But—How do you pull it together so that you are clear about what you are to be doing? How do you clarify so your customers are clear about what you provide--so much so that you become the "GO TO" person for that topic? How do you stay focused so you can get things done, rather than chasing after all of the options, ideas, opportunities? What do you do with all of these ideas so you know that you are choosing the best project to work on? How do you know what to do first? How do I get UNSTUCK?

**PULL ASIDE AND GET TO KNOW WHO YOU ARE!**

--> It is so important! This one thing can change EVERYTHING! Without it, you can work to the bone and not SEE change--not SEE progress!

--> Pull back and get to know who you are! So many pull back and study publishing, marketing, trends--but, want to set yourself apart? Want to get on track for great success? Take time to get to know who you are, what you are to be ALL about, your message for the world.

**Who are YOU? How do you know????**

Let's work through this together. Brainstorm with me....

**1. What do you know?** Enough to be an authority. Enough to share great content. Enough to have contacts/relationships in that field. What do you know? Brainstorm....

**Any special abilities?**

**Any special knowledge?**

**2. What do you love? Your passion? Your heartbeat? Your hobbies? Your job?**

**3. What are your gifts?**

**Your talents?**

**Your bents—things that you just go back to, things that you just tend to do and can't seem to help doing?**

**Your biggest interests?**

**4. What is your message/topic? Your biggest life lesson(s)? Your favorite topic? Your heartbeat? Your most pressing topic--your heart cry? The topic that everyone asks YOU about?**

**5. What do people NEED/WANT? What questions are they asking? What is missing? What do people ask you?**

**6. What are YOU all about? (Visions/goals/dreams/heartbeats/calling/experiences/ purpose)**

**7. What trials/struggles have you overcome?**

**8. In what have you succeeded where others have failed?**

**9. What is in your library--at home/on the computer? What do YOU love learning?**

**10. What is your dream or what are your dreams? Brainstorm. List the big ones and the little ones.**

**11. What is your LIFE message? Got more than one? List them here.**

**Any common “denominators.”**

**12. What is your LIFE purpose?**

Sweet friend, you MUST start here

...or you will LOSE YOURSELF

...you will get started and get off track....then, get started again and get off track again....then, eventually wonder if

YOU are really meant to do this?

...you will bounce around from one thing to another thing to another thing.

...what you do will just be stuff--no power, no anointing,

...you won't have focus

...you will just sit "spinning your wheels"

...you will get stuck and have a hard time getting moving again

...you won't have focus

...who won't get things done!

My sweet friend, I know that you want to make your life count. I know that you want to produce the best products available. I know that you want a business filled with the best products available. I know that you want to be productive, prolific, and very, very successful.

### >>SO START HERE!

--> Take time to pull back, get to know who you are and what you are going to be all about.

--> Dare to be YOURSELF!

--> Don't try to compete with others.

--> Don't try to keep up with others!

### BE YOURSELF!

Go YOUR pace!

Be Yourself in all areas--

**Your Message**--Share your message! Don't follow trends, Keep your message before you at all times--clear to the world, as the foundation of your business/ministry

**Your Business**--Make your business all about you--not the concepts, not the techniques for delivery, not the ideas--these can all be duplicated. But YOU are original! YOU cannot be duplicated! Only YOU can be you! Build your business around you--then, there is NO competition. No competition can deliver you. You will always be on the cutting edge. You will be established firmly.

***DANGER: Design around a topic--topics go in and out. People lose interest in topics. Build your business around you and they will keep up with YOU. Build your business around YOU!***

**Your LIFESTYLE!** Live your dream! NOW! LIVE IT! Don't put LIVING on hold! No matter what you do--the world wants the real YOU. They want to see YOUR LIFE, what works FOR YOU, what you really do.

Be yourself. Build your name. Build your business. It all starts with the foundation of your business--getting to know YOU!

So, smell the smoke? Feel the fire? See the burning bush? Oh! God is calling you to HOLY GROUND! He has a special call for you. He has a special purpose for YOUR LIFE, FOR YOU! Step up to the call! Let Him put His message in your mouth. Let Him flow through YOU.

Will you dare to speak for the glory of God? God has anointed you to carry His good news--YOUR message to the hurting.

This brings me to the third WHO. Go back to Isaiah 61 again....

The Spirit of the Lord GOD is upon me, Because the LORD has anointed me To bring good news to the

afflicted;

He has sent me to bind up the brokenhearted, To proclaim liberty to captives And freedom to prisoners; To proclaim the favorable year of the LORD And the day of vengeance of our God; To comfort all who mourn, To grant those who mourn in Zion, Giving them a garland instead of ashes, The oil of gladness instead of mourning, The mantle of praise instead of a spirit of fainting. So they will be called oaks of righteousness, The planting of the LORD, THAT HE MAY BE GLORIFIED!! Then they will rebuild the ancient ruins, They will raise up the former devastations; And they will repair the ruined cities, The desolations of many generations. Strangers will stand and pasture your flocks, And foreigners will be your farmers and your vinedressers. But you will be called the priests of the LORD; You will be spoken of as ministers of our God. You will eat the wealth of nations, And in their riches you will boast. Instead of your shame you will have a double portion, And instead of humiliation they will shout for joy over their portion. Therefore they will possess a double portion in their land, Everlasting joy will be theirs. For I, the LORD, love justice, I hate robbery in the burnt offering; And I will faithfully give them their recompense And make an everlasting covenant with them. Then their offspring will be known among the nations, And their descendants in the midst of the peoples. All who see them will recognize them Because they are the offspring whom the LORD has blessed. I will rejoice greatly in the LORD, My soul will exult in my God; For He has clothed me with garments of salvation, He has wrapped me with a robe of righteousness, As a bridegroom decks himself with a garland, And as a bride adorns herself with her jewels. For as the earth brings forth its sprouts, And as a garden causes the things sown in it to spring up, So the Lord GOD will cause righteousness and praise To spring up before all the nations.

Is this a power passage or what? What is God saying to you through this passage?

I love that in this passage, God talks a lot about WHO needs us. Go back through the passage and note WHO THEY ARE....

Another thing that I love about this passage is how God is calling ministers who can minister to them. Go back through the passage and note WHAT they are ministering to and HOW they are ministering.

WHAT are they ministering to? What is the ministry?

HOW are they to minister?

I want to ask you a big question. Think back over your greatest heartaches, disappointments, struggles. Think about the things that are on your heart to share. Do you remember that pain? That frustration? That fear? The heartache? The disappointment? The struggle? Do you remember those same feelings that they are feeling?

Take a few minutes to describe that pain? Go back and FEEL IT. Write it out.....

Now, this goes back to what I was sharing earlier—this is the point that you can be set apart for success. YOU are called and anointed BY GOD to minister. He has a specific message for you to carry to very specific people. Go back through this passage and pull it into your life, your life story. WHO are you called and anointed to minister to?

What is YOUR message to them? What do they need to know today, in their pain?

What is the work that God has for YOU to do in their lives?

Are you soaking this in???? THIS IS YOU! This fires me up!

I have no idea where you are today. What I DO KNOW is that YOU have a message that ONLY YOU can share. Soak that in...

YOU  
ONLY YOU  
YOU have a message  
ONLY YOU can share your message.  
God is calling YOU to share YOUR message NOW.  
God is calling YOU to step up to the call.

YOU are the one!  
Someone NEEDS to you!  
Someone NEEDS your message!  
Someone out there is desperate for your help, hope, direction!

You have an incredible call. You HAVE to do it TODAY! There is someone out there crying out in desperation for your help, your ideas, your hope, your direction, your wisdom. Will you step up to the call?

The devil will do anything to hold you back from that call. What is holding you back?

Will you dare to let go of everything that is holding you back?

Will you stop putting it off?

What will you do today to move forward?

WHO NEEDS YOU???

Who are you to reach?

Who can you help?

Who needs your message?

Someone NEEDS to you! Someone NEEDS your message! Someone out there is desperate for your help, hope, direction!

The next few weeks we are going to get an action plan to get that message out of you, prepared and ready to share. We will learn the nuts and bolts that will help you take action right where you are, going right where God leads you. Will you take the time to sit at the Heavenly Father's feet and let HIM uncover, develop, and equip you to share your message NOW? Will you dare to step up to the call to set the captives free?

## HOW Do You Get Started and Get MOVING today?

Listen to the 1st session.

Complete this Action Guide.

Get a Vision

*Take some time with God to get a vision for your business.*

**Who needs your help?**

**Where do you want to speak/teach?**

**What options do you need so you can teach your message AND balance your family life?**

**What product needs to be your focus this month—try something new so you have my help!**

**❑ Get Your Home on the Web Ready**

*Honestly evaluate your website. Let's do some work getting it geared up for success. It may need some "cleaning-out." Roll up those sleeves and let's do it together....*

**❑ Up and going?** If not, follow our video tutorials on the website. They will walk you through each step in setting up your site. Even if your site IS up and going, why not take a bit of time to go through those videos and make sure that your site is ready for success.

**❑ Does it communicate who you are?** This is MORE than just an ABOUT page (which is needed). Go through and evaluate everything—are you communicating who you are?

**❑ Does it communicate what you are all about?** Are you sharing everything that YOU are about on your site? Is there anything missing? Can people find what you have EASILY when they come to your site? Links to all you do, information about what you have to offer, updates on what you have going on?

**❑ Is it building YOUR NAME?** Are you building your name in EVERYTHING you do? Is your domain name YOUR NAME? Are you using YOUR NAME in all of your social networks, in each of your posts, in all that you are doing?

**❑ Got your picture? Audio? Video?** Go through your site—do you have your picture on each page, on each post? Do you have audio and video on your site? YOUR audio, YOUR video on your site?

**❑ Letting people into YOUR LIFE? YOUR STORY?** Are you sharing your life—good, bad, ugly? Are you sharing your struggles and how God took you through them? Are you sharing your story?

**❑ Being REAL, TRANSPARENT, AUTHENTIC?**

**❑ Sticking to YOUR MESSAGE?**

**❑ Clearly communicating your motto, your verse?** Take some time to develop your motto or find that perfect verse that shares your purpose on your site.

**❑ Connecting with your visitors?** Can you SEE them? Are you talking to them? Are you developing a relationship with them?

**❑ Keeping them THERE on your site?** Are you helping them find all that YOU have to offer? Are you sending them anywhere else—that friend of yours, other websites—any website that YOU do not own or that is not all about YOU? If so, take that off of your site—clean out!

**❑ Bringing them back to your site?** Is there anything going on at your site that they DO NOT want to miss? If not, brainstorm what you can add to your site that can be a GATHERING SPOT for your target customer. Listen to audios there? Discuss blog posts/articles? Question of the week? Videos? Forum—don't begin unless you are getting a lot of comments on your articles/blog posts—but, could this be an option?

**❑ Is your home on the web CENTRAL to all you are doing?** Are you building YOUR HOME-on-the-web or another ministry, another business, another site? It is time to bring it ALL HOME. Focus on YOUR home-on-the-web and its sphere of influence. Time to move your content into your own site—not another blogging site? Time to give your very best to your website—not another community or another site? Make your website your HUB of all you do—do everything FROM it, bring everything back to it.

**☐ Your Ideas....**

*It is time to Brain-Dump all of the ideas too! We will talk more about this during our second session, but for now, invest in a good notebook. As you have ideas write them down. We will do more work with your ideas next week, for now begin to compile some of those topics and project ideas that you want to work on in the near future.*

**☐ Your Products....**

*Decide what you will work on during the next four weeks....*

**Which topic would you like to work on this month?**

**What would you like to try while you have time with me?**

**What type of product would be best for your business?**

**What type of product would be the best for your idea?**

## Session 2: Uncover, Develop, and Share YOUR Message!

Ready to dig back in? Well, this session is going to be where the rubber meets the road!

We all have A MESSAGE to our culture.

There is no accident that you are here at this moment in time. YOU, my sweet friend. YOU. ONLY YOU. YOU have a message. ONLY YOU can share your message! God is calling YOU to share YOUR message NOW--this year, this month, this week, TODAY! God is calling YOU to step up to the call. YOU are the one! Someone NEEDS to you. Someone NEEDS your message. Someone out there is desperate for your help, hope, direction.

Will you step up to the call?

Will you dare to let go of everything that is holding you back?

Will you stop putting it off?

Will you take the time to sit at the Heavenly Father's feet and let HIM uncover, develop, and equip you to share your message NOW?

Will you dare to step up to the call to set the captives free?

My Sweet friend, TODAY is the day to step up to the call. God has a mighty message inside of you. Your message is SO NEEDED! And, today is the day!

God can use EVERYTHING in your life to minister to the hearts of those you are called to serve—your spiritual gifts, your heartbeats, your heartaches, your abilities, your passions, your experiences (ALL OF THEM), your gates.

### **NOTHING....**

...Nothing disqualifies! (HOOT)

...Nothing is wasted!

...Nothing is by accident!

YOU are perfect for your call!

YOU have a message that simply needs to be uncovered, developed, and shared.

### **BUT HOW?**

#### **WHERE DO YOU BEGIN?**

That is exactly what we are going to work on this week. This week, we are going to take a good look at who you are, what you know, what you are all about, and what you have to offer to others. This week, I will help you to uncover, develop, and share YOUR message. Ready to dig in?

Let's do it!

### **1. LET'S DETERMINE YOUR MESSAGE**

I want to quickly take you back the Bible to peek at a few of the "speakers" that God used for His glory.

Turn with me to Jeremiah 1: 4-12 (ESV)...

Now the word of the LORD came to me, saying, "Before I formed you in the womb I knew you, and before you were born I consecrated you; I appointed you a prophet to the nations." Then I said, "Ah, Lord GOD! Behold, I do not know how to speak, for I am only a youth." But the LORD said to me, "Do not say, 'I am only a youth'; for to all to whom I send you, you shall go, and whatever I command you, you shall speak.

Do not be afraid of them, for I am with you to deliver you, declares the LORD." Then the LORD put out his hand and touched my mouth. And the LORD said to me, "Behold, I have put my words in your mouth. See, I have set you this day over nations and over kingdoms, to pluck up and to break down, to destroy and to overthrow, to build and to plant." And the word of the LORD came to me, saying, "Jeremiah, what do you see?" And I said, "I see an almond[a] branch." Then the LORD said to me, "You have seen well, for I am watching over my word to perform it."

I love, love, love this passage. Jeremiah is being called to speak. Gotta love it! What sticks out to you about Jeremiah?

Do you relate? When God called you to speak, what was your first response?

Do you still struggle with any of the same things that Jeremiah struggled with in this passage?

Are you grappling with any fears, insecurities, doubts, and personal struggles about YOU stepping up to the call? What are they?

My sweet friend, God wants to use YOU! Jeremiah, one of the greatest prophets ever, had the same fears and concerns as you and I. BUT! God called him. God equipped him. God used him! My sweet friend, YOU are the perfect one as well! God has called YOU! God has and will continue to equip you perfectly. He will go with you. He will give you everything that you need to be a success! He is WITH YOU! Woohoo!

That brings me to a few other speakers.... Turn with me to Acts 4:13. Copy it from your favorite versions....

Don't you LOVE that passage? Here are a few of my favorite versions...

**English Standard Version (ESV)**

13 Now when they saw the boldness of Peter and John, and perceived that they were uneducated, common men, they were astonished. And they recognized that they had been with Jesus.

**The Message (MSG)**

13-14 They couldn't take their eyes off them—Peter and John standing there so confident, so sure of themselves! Their fascination deepened when they realized these two were laymen with no training in Scripture or formal education. They recognized them as companions of Jesus, but with the man right before them, seeing him standing there so upright—so healed!—what could they say against that?

**Amplified Bible (AMP)**

13 Now when they saw the boldness and unfettered eloquence of Peter and John and perceived that they were unlearned and untrained in the schools [common men with no educational advantages], they marveled; and they recognized that they had been with Jesus.

Go back through all of these versions. Jot down how they described Peter and John....

Yep! Unlearned. Uneducated. No educational advantages. No training. Common. Regular. Unqualified. BUT! Been with Jesus! Is that good or what? How do things change when we spend time with Jesus?

My dear friend, your greatest qualification for your calling is your relationship with God. It is the time that you spend with Jesus. THAT time equips you perfectly for your calling. It imparts His anointing and revelation upon you. THAT is priceless! God is WITH YOU! He is there alongside of you, teaching you exactly what to say and do. People are going to see it. Soak that in....God will impart His message, His anointing, His spirit TO YOU! What could be greater qualification or help??? :)

This brings me to the next "speaker" I want for us to look at. Last week, I mentioned "The burning bush." Let's go back to Exodus again and look at Moses. Now, go to **Exodus 3-4: 11**. Since this is a long passage, why not look it up in your favorite version and make some notes here while you are reading it.

Do you notice any similarities between Moses' calling and your calling? Describe them...

Moses had the same questions that you and I have when we are asked to speak. Go back through the passage and jot down the questions that you notice and God's answer to those questions....

Are you battling with any of the same questions? According to this passage of Scripture (and any others that come to your mind), what is God saying to you? Write it down. This will help you on those days that you are struggling and need that word of encouragement. In fact, you may want to set aside a section of your journal or set up a NOTE in your smart phone that keeps a list of God's answers to your questions like this. For now, just jot down those questions that you are struggling with and what God's Word says to you...

I love this passage of Scripture. It reminds me of my own calling. It is funny--I actually sense that "Burning Bush" when I think back to that moment. How about you? Smell the smoke? Feel the fire? See the burning bush? What did God say to you?

Oh! God is calling you to HOLY GROUND! He has a special call for you. He has a special purpose for YOUR LIFE--FOR YOU! My dear friend, sep up to the call! Let Him put His message in your mouth. Let Him flow through YOUR pen. Let Him flow through YOU! Now, wondering, "WHAT MESSAGE?" That is what we are going to look at now. Pull back. Getaway with God. Let's uncover and develop that message. Ready?

## **2. LET'S UNCOVER AND DEVELOP THAT MESSAGE.**

You have been asked to speak--NOW WHAT?

### **1. Determine YOUR message.**

Go back to Exodus 2 with me, In this passage we see that Moses had something on his heart already AND it was the same thing that was on GOD's HEART. It was there for a LONG, LONG TIME--40 years to be exact. He had a heart cry for God's people.

For a moment, just get a vision of the person that is on YOUR heart.  
Who are they?

What is their biggest struggle?

What are they going through?

What do they need?

Think back to the story of Moses and "The Burning Bush." Moses was not the only person who "saw." At the burning bush, God verified that HE had seen too. I love this! Take this great truth into your calling. My dear friend, God sees what they are going through. What does this mean today?

What does God want FOR THEM?

How does God want to use YOU?

God has a call for you today. He has heard the cry of the people. He wants to use YOU to deliver them from their captivity. Today, the call is to STEP UP! He has put a message in your heart. This one you will not get in an hour. You are going to have to pull back and get alone with God. Let Him give you a clear vision of what YOU have to offer. Let Him give you a clear vision of what He wants to do through you. Need some help? Let's work on some of this together.

#### **1. WHO ARE YOU?**

Who are you? Do you know? I am NOT talking about your roles--wife, mom, homeschooler, church member, Baptist, Methodist, Presbyterian...NOT roles. BUT, WHO ARE YOU? Take a few minutes and

journal your thoughts...

What has God put inside of you that you are here for?

What is on your heart? WHAT IS IT? What burns on your heart? What is moving inside of you?

Go back to Exodus. Remember the "Burning Bush?" Well, what is in your hand?  
What are your basic gifts?

What are your basic abilities?

What do you do and do well?

What is your sweet spot?

What do you HAVE? What do you have provision to do--when you are obedient, He WILL give you more so you can do the next step and the next thing--BUT! Don't expect for Him to bless you when you are not obedient and doing what He has already provided for you to do? What do you have?

What do you have that you can use--sewing machine (that got me started in business AND writing/teaching), computer--GOD has given you exactly what you need! Take a few minutes to jot down what you already have....

Where is your anointing?

You can teach on a lot of things--I can! BUT--your greatest success is going to be where your anointing is!

THAT is where you will have...Power...Blessing...Stick-it-to-it-ness...Ease. That is where your CALL is!  
Where is your anointing? Where is it just easy? Where do you just overflow?

Where is your call?

That is where your message is. That is who you are. That is where your heart is. That is what is in your hand. That is where your anointing is. That is where you are to step up. That is where GOD shows up!  
Want real success and abundant blessings? Stick to your calling! Stick to YOUR message! Where is your call? What was the call at your "Burning Bush?"

## **2. Prepare the Easy Way!**

Ready to speak? Need help preparing? Why not prepare the easy way? These are the things that \*I\* do that have really helped me through the years.

### **1. Seek God!**

Commit to a daily quiet time. It is your biggest key to success. People are not looking for another IDEA--speakers bomb on this one. What makes you WANT something? A FRESH WORD. People want a fresh word. THIS is where you get your GOOD STUFF!

Are you having a daily quiet time?

Are you having regular getaways to retreat with God?

What is God saying to you?

## **2. Brainstorm Your Topic!**

I LOVE this part! It is so essential for focus, clarity, productivity, and of course, success. The more time that we spend in brainstorming our topics the more developed our message will be. In turn, our message will be so much more complete and meet so many more needs. Let's walk through how to brainstorm a topic by working through the topic that you want to work on during this session with me. I will take you step by step. Then, you can use the same system regularly to brainstorm all of your projects.

### **Brain-dump!**

Brain-dump all of your ideas for topics and projects. In the space below, just let your mind go. Get everything that is floating around out of your head--dump out all of the ideas, topics, sessions that are on you heart. Dump out all possible projects.

Next, let's go back over all of those ideas. Get a good look at all of the options and evaluate. In this space below, go back over all of the ideas that you brain-dumped and answer the following questions...

Which are really pressing on your heart?

Which are important to begin teaching and building your business?

What is the most profitable?

Profitable=What profits your business the most. Think through what your most pressing need for your business might be right now. Then, think back over all of your ideas and categorize them in the following categories...

- ▷ Immediate cash
- ▷ Build your list?
- ▷ Product creation
- ▷ Set up systems your clients will need to follow?
- ▷ Build relationships?
- ▷ Getting partners?
- ▷ Reaching out?

What is burning in your heart?

That thing you have been putting off?

That thing that you are afraid to share?  
That thing that you are not sure the world really wants?

WRITE IT DOWN....

Now, which topic just jumps out as THE NEXT THING? Why?

Let's get moving with that topic now.

**NOTE:** Now you can let your mind rest while you develop that topic. The others will be there right after you finish this topic. For now, let's focus in on THIS topic. Ready?

### **Brainstorm**

It is time to brainstorm. Here we will develop that topic and get it ready to share. In this process we will research, investigate, break it down, and DIG DEEP! Wondering how?

**NOTE:**

- 1. Your ideas and lists do not have to be perfect while brainstorming!*
- 2. Your ideas do not have to be in order while you are brainstorming--we will do that as you outline and prepare! Just dump your brain. We will narrow it down and organize it later!*
- 3. Keep your brainstorms! (Keep them all--put in a sheet protector in the back of your notebook on your topic. Use the extra ideas for blogging, use for other audios, use for a special report, use for a bonus gift, use for a checklist, use for developing the topic, use for another message, use for another group or talk.)*
- 4. Take several days to brainstorm FULLY! Keep an idea notebook with you all of the time. A place to*

*brainstorm and DEVELOP THAT MESSAGE. It is YOUR SPOT to gather together everything that you know about that topic. :)*

**1. BE A REPORTER**--investigate your topic. Work through the following questions, asking them about your topic and what you want to share about your topic.

Who?

What?

Why?

Where?

When?

How?

**2. Got steps, a process, a system?** Let's brainstorm that out here. Ask yourself if there are steps--a sequence, a process, a system.

Are there steps? 3, 5, 7, 10??? (7 Steps to \_\_\_)

**3. Is there a story or story line.** Brainstorm it here...

**4. Do you have key points/tips/secrets?** Brainstorm them here...

**5. Can you think of examples to share? Brainstorm them here...**

**6. Are there applicable Bible verses or quotes that you want to cover? Brainstorm, research, and jot them down here.**

**7. What are the takeaway lessons that you don't want for them to miss? Brainstorm them...**

### **3. OUTLINE**

Outlining is the key to a smooth flow and thorough project. Your outline will work alongside of your notebook to help you to organize your material and guide the writing and teaching process. This is where you prune, develop, order, and organize your topic. Want to be prepared and thorough, but succinct? Want to make sure that your topic is well-balanced and well-developed material. Let's outline.

**NOTE:** Your outline will not be perfect the first time through. It will get better and better as you "work it."

Wondering how do you outline and prepare your message? Here is a brief overview:

1. Decide on your topic/theme/subject.
2. Brainstorm all that could be included in your topic—try creating a mind-map, making a list of what you want to cover, or jotting down chapters or sections of your book. If other thoughts come to mind, write

them down as fast as possible. Keep jotting down ideas as they come. Do not censor your thoughts. That is for later.

3. Look back over your ideas. Choose your subtopics (your chapters/sections of your book). These should support your main topic/theme.

4. Under each subtopic, go back and fit in any points to be covered (in each chapter/section). The more ideas under each section, the better your details (although that is not necessary) Your details will become your paragraphs and sentences in your chapters.

5. You are ready to dig into your project!

Do you see how it is done? Let's work on the outline for your topic...

### **1. Introduction**

Purpose is to draw everyone in and get everyone on the same page. Decide what your main point, your main takeaway, will be. Do this with questions (that you are going to be covering in the talk), quotes, a Bible verse, a story, prayer.

What is the main point that you want your audience to learn and take away?

What lesson do you want for them to learn and embrace?

*--> This is also where you will develop your title (make that catchy and compelling). You will share this in your introduction. Plus, you will support this point in each of your key points that you share. You don't have to have a title yet, but if you have some ideas for your title, brainstorm them here:*

### **2. Body**

The body will consist of the points you want to make during your message--keys, lessons, secrets, steps, examples, stories, etc. Plan each point with a specific, clear, succinct point that will stick. Give instruction, stories, quotes, Bible verses with each point so that you teach what you mean, clarify each point, apply it to their lives. MAKE SURE that it applies to the point and the message that you want for them to take away. Work on the body of your message here...

### **3. Conclusion**

In the Conclusion, you will need to summarize, review, and apply the message to their lives. It is here that you will give a very clear call-to-action that you want for them to take, commitment to make, or ideas that you want for them to takeaway. Let them know what you want for them to do. Move them to action. Take some time to develop your conclusion here:

**How to Outline:**

- ▷ Go back over brainstorming.
- ▷ Prune rabbit trails (or use some for extra meat in the talk).
- ▷ Group everything under key sections/categories. You will see the basic points to make.
- ▷ Decide on key points--how many do you want to have. (3, 5, 7, 8, 10, 12--preacher style? :)).
- ▷ Plan each point with a specific, clear, succinct point that will stick. Give instruction, stories, quotes, Bible verses with each point so that you teach what you mean, clarify each point, apply it to their lives. MAKE SURE that it applies to the point and the message that you want for then to take away.
- ▷ Keep them with you--speak with life, excitement, and passion, NO MONOTONE!!, No racing through it AND no droning on and on, be very clear, no chasing rabbits, make everything count, deliver confidently and with authority, let God flow through you!!
- ▷ Got sub-points? It will fill out your message and gives it some meat.
- ▷ Decide how to order--in order, by flow, by acronyms, by steps, key words, by action words (3R's--Revive, Renew, Re-educate (Real Education), Re-Commit), crucial points.
- ▷ Set it into order.
- ▷ Tie in content--Add in Scripture, quotes, illustrations, sub-points, step-by-step how-to's, stories, tips, points, keys, secrets, case studies, examples, process.
- ▷ Let it rest--come back with a fresh perspective.
- ▷ Go back over, touch it up, clarify, brainstorm some more, prune, develop more, refine--don't throw away--keep it!
- ▷ Type into the final format.

**The Final Format....**

Choose your format for your final articles or messages. Remember that you can choose what works for you and what helps you as you share your message. Choose what works for you. Put together exactly what you need to deliver your message. Which format do you prefer?

**SPECIAL NOTE:** KEEP IT! Keep a copy of your message. Keep it in a notebook or your computer. One of my keys to productivity and creating deeper messages is that I keep EVERYTHING. Even if I refresh a message, I still keep the older file.

**PRAY!** Now, this is not saying that we would wait until the end to pray. Actually, the very best way to brain-dump and brainstorm and outline is to do it with God. Take every step of the process back to Him. You will not believe how much better your messages will be. However, as you finish up your message, take it back to God. Pray over it. Let God do the FINAL CHECK! :)

### **3. LET'S SHARE THAT MESSAGE!**

Where do we share our message? My sweet friend--only the SKY is the limit! Actually, there are NO LIDS, NO LIMITS, NO BOXES, NO BOUNDARIES with God! He wants to take that message to the world! Let's brainstorm where to take your message. First thing first, where do you want to take this message?

What would be the best method for sharing your message?

We will dig into this in more detail next session, but for now, think about your specific message. What would be a good fit?

## **Tips that will help you share the very best message ever...**

### **1. Take your time with God!**

Your quality will only be as good as your anointing! How is your quiet time?

Are you taking time to getaway with God regularly?

### **2. Stick with YOUR CALL!**

Be very careful to know your calling and your message. Don't run from thing to thing to thing for money, numbers, fame. Stick to your call! God will bring people who need that message across your path! This is why we have spent so much time getting to know who we are and what we are called to do. If you will now stick to THAT CALL, you will be so much more productive and what you do will really matter. Go back over all of those ideas that you brain-dumped. Evaluate. Are they sticking to the call?

### **3. Don't copy others!**

Make this commitment now. It will be your key to greatness. Don't copy or compare. Dare to be YOU! Share YOUR message. Be faithful. You are doing more than just preparing a product, you are building a business. Our goal here is to step up to the call and run the race that God has called each of us to run. The minute that we look around at what others are doing is the very moment that we will get tripped up and get out of step. Are you staying focused on your call?

Have you been looking around at what others are doing? How is it frustrating you?

How has it distracted you and gotten you off course?

Is it time for some solitude--to get away from the world and get your focus completely on Jesus Christ and what HE wants for you to do? How will you do that?

#### **4. Be real!**

You know earlier we looked at the various Bible Verses to see different speakers and their call to speak for the glory of God. One of the things that I have personally learned from God during His call for me was that my greatest qualification, personally, was not my great education. It is not my eloquence. It is not my vast supply of ideas. My greatest qualification is just BEING ME, just being REAL. I have always shared my message "from the trenches" right alongside of others. I have no desire to try to set myself up on a pedestal or in an ivory tower as some "guru" on any topic. I prefer getting out there, rolling up my sleeves and being right there alongside of the woman who is struggling to reach for her dreams. I don't think that this is just ME or MY THING. If we look at Scripture, even Jesus set up His earthly ministry right "in the trenches" as well. It is key to speaking for the glory of God. So, as you share, are you being real with those you are trying to reach?

How can you set up your ministry so that you are connecting with them more intimately?

How can you let them inside of your life so they can see how God has been working?

#### **5. Watch your voice--your tone and how you come across.**

It can show your passion and what you really mean. LIKEWISE, they can know what you mean--high and lofty, judgmental, know it all, shouting, etc. Write with authority, but write with respect. If you lose respect for your audience, you will lose your business. So many people wonder why people are not buying from them. People DO BUY from those that dare to invest in them, care about them, and respect them and their needs. Do you KNOW who you are called to reach? Who are they?

Can you "see" them?  
What are they like?

What is their life like?

What are their struggles?

Do you care about them and respect them OR just want their money?

## **6. Re-purpose!!!**

If you have your material in writing or in a message, you can re-use your material. Take that book and teach a study. Take that workshop/message and re-purpose into a special report, book, Bible Study, workbook, manual, articles, blog posts, membership site, etc. Take those topics that you want to deepen and develop into a membership site or a coaching course. Compile your messages and offer in a pre-loaded Mp3 player. Bundle your messages together and set up as a special set. Always re-purpose! Remember--we are not just creating A PRODUCT, A TALK, A SEMINAR. We are thinking much, much bigger. If you want to build a profitable, prolific, and very successful business that lasts and grows over the years, you have got to re-purpose your message and share it in different ways and in different levels of depth. Adapt it. Revise. Share it in multiple formats. Real quick, take your ideas and brainstorm some different formats that would work well for your ideas....

## **7. Get out there as a guest promoting your business!**

### **8. Stay Connected with your reader.**

They need to know how to find you and stay connected to you! Let's take a peek at how you are doing here. If you have "holes" (and most people do), let's work on plugging those holes. This will make a world of difference in your business. Can they connect with you easily at your website? HOW? Go to your website and look at it from the perspective of a GUEST. How are you connecting with them?

How many different ways can they connect with you--it is NOT just your preferred way, but the ways that THEY are connecting with others?

Where can they find you?

Where can they find your products? Is it easy to get them?

Where can they find your writing, speaking, and teaching? Can they find samples so they can check you out?

Are you keeping them updated with what you have on the horizon?

Are you keeping them updated with what you have available--products, ezines, ecourses, blog, social networks, website, upcoming events?

**9. Take your brain to the bank!**

What can you take from your brain TODAY and take to the bank? What is the most profitable idea?

**10. Stay on the move!!**

Keep moving. You will not have it all in a day, a week, or a year. But, stay on the move. Do it bit-by-bit. YOU WILL GET THERE! Build consistently. Keep moving.

My Sweet friend, TODAY is the day to step up to the call. God has a mighty message inside of you. Your message is SO NEEDED! Today is the day! Uncover, develop, and share that message!