

FYS Episode: 182 How To Grow Your Course Business One Word At A Time

You have a course, but now you're struggling to get folks into your course you're struggling to put yourself out there you're struggling to find the right people who need you and your message. You know they're there you know God wouldn't have put this in your heart if he didn't already have people prepared for you to help them, but how do you find them? Join our new year new list challenge. I'm Katie Horner and I have helped over 8,000 people in our courses and programs through the years, grow their courses, and reach their people with a message God has given them. You are no different, my friend your message matters, and you don't have to be ashamed or scared or worried about putting it out there. God has entrusted you with a special gift, a special ability, a special message that someone in the world needs, and I can help you find those people get them on your list so that you can nurture them into the right step of going through your programs.

So they can get the transformation they need to be all they were created to be and do in the kingdom. Join us for the challenge in January, it's going to be all month you can jump in at whatever stage you're in and still gain momentum as we learn to grow our lists and reach the people that God is preparing for us to serve in our programs and courses.

Find all the details and register now@www.newyearnewlist.com I'll see you on the inside.

Hi, it's Tap Hornor thanks for tuning into the For Your Success Podcast an inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian author, speaker, business coach, and program development expert who will help you design grow, and delight in doing business as worship because that is true success. And now here's my lovely wife Katie Hornor.

Katie: I'm very excited for you to be joining us today on our very last episode of the year we're getting ready to head into a new year with a clean slate, a new plan, and a new world of possibilities in the coming 12 months. And I really, really am excited about sharing with you the power of one word in growing your business in the new year, but before I do that, I want you to head over to www.newyearnewlist.com and do check out the challenge that we're running to help you grow your reach, to help you get in front of the people that you are meant to minister to in the new year. It's a challenge that we're running in January to help you grow your list so that you can find your people, serve your people and offer them the next step with you.

And it would be a joy to have you join us you don't have to join us at the very beginning. You could jump in at any point, the activities are going to be applicable no matter where you are and we'd love to have you there with us. So how do you grow your course business one word at a time? We have been in the business of online

courses, online teaching online business since 2014 when we opened our very first mastermind and coaching program. And that was the year that the Lord impressed upon me this idea of a word of the year it's not original to me there are lots of people who've written books about it one of the books that have impacted me the most is a book titled ***My One Word by Mike Ashcraft and Rachel Olsen.***

We'll have that link in the show notes for you of course, but that particular book and this idea of choosing a theme word for the year was impressed upon me in 2013. And so as we moved into 2014 and growing the business that we'd had for a couple of years already branching out into this new area of mentoring and training others the Lord gave us the word ***Progress*** for 2014. And then in 2015, it was amplified now that we've made progress, let's blow it up bigger and so in 2015 it was ***Amplified*** and then in 2016, it was ***Expand***.

And the Lord put in our hearts that idea of expanding the lengths of your tent to prepare for the increase that God was sending because in 2017 he gave us the word ***Abundance*** and looking back at the end of the year in 2017 I joked with someone that it wasn't the abundance I had planned on. I was thinking of an abundance in terms of financial means and that year God gave us an abundance of growing and stretching experiences I won't call them trials, but they were stretching experiences.

And then in 2018 was the year of **Rain** and **Rain** is a symbol of God's blessing is a symbol of God's abundance and that year we were looking for God's blessing at every turn and he showed up. And every moment with that in 2019, it was this idea of ***Presence Of God being with us his presence, leading and guiding and never failing or forsaking*** and you say, oh, this sounds real personal well it is really personal, but your business is personal. Your personal life gets pulled into your business and it should be blended that way. And so God's presence in every area of our life and our business in 2019. In 2020, we chose the ***Word and Story, the (&) and the word story*** and we focused on the big story God is writing and our little part in it, or our big part in it, whatever the case may be. But the fact that this is not just my story it's ***(His Story) History*** that is being written and what a joy to be a part of that.

And just seeing the stories of what God was doing in our clients and our own lives and other people around the world and how that impacted what we were building in our business. In the year 2021, my word was **Serene** and my heart cry for 2021 you know Lord after this huge chaotic year after the year of losing my grandfather how do I create a character in my life and in my business that allows me to be more than calm? That allows me to have that serenity, that peace, that confidence that no matter what is happening around me, I can be still on the inside? I can trust I can have the confidence to move forward? And so that idea of serenity was something that the Lord continued to build out in my life and my character in 2021.

So for the new year in looking at this and thinking about it and praying over it over the last few weeks, the Lord has brought to me the word ***Plenty***. And you say, why plenty? Well, there's a lot we can learn from that little word. And I hope to dive into

some of that with you today, but one of the things that Mike and Rachel point out in their book *My One Word is the scripture from Psalm 90 verse 12 that says: “Teach us to number our days that we may apply our hearts to wisdom.”* And I think that's really interesting because God created numbers God created everything that we know there is no time in eternity when you think about the eternal God, there is no quantifying of eternity.

And yet we quantify almost everything in our lives, but if you keep reading down through that passage in *Psalm 90 verse 17 says: “So that you will establish the works of our hands.”* And so one of the reasons that we are quantifying things is that we're asking for the Lord's blessing as we do this, we're seeking him in our business and I think it is right that we do so, but there are other things though when we think about *Plenty*. You know what we could be asking the Lord for plenty of traffic, plenty of business, plenty of clients, plenty of financial gains I think that is a part of this, but the word it doesn't just mean enough. It means enough and then some if you look up the definition I looked it up a couple of different places the *Cambridge dictionary it's talking about this idea of having enough or more than enough a large amount.* Alright and so if you're living in a state of plenty you're living in a state of having enough, or more than enough this flies in the face of scarcity, this flies in the face of saying I want, or I need, or I wish. This is saying I have plenty I have enough and then some this is not going to run out.

This is not like I have to decide this or that there's plenty here and then if you look it up in *Miriam Webster the definition says :An adequate or more than an adequate number or amount of something, several amounts of something that is enough for a particular purpose. The noun form is an abundance especially of material things that permit a satisfactory life, a condition, or a time of abundance.*

So *abundance is a synonym of the word plenty* if you have something in plenty, it means that thing is present or existence in a large amount. It is existent in abundance if you use plenty as an *adjective we think of the words plentiful or plenteous.* Yes it's the same as ample, or sufficient, abundant bountiful, right? Plentiful in number or supply. If it is an *adverb then it is like a synonym to sufficient the nights were plenty cold there was plenty enough porridge.* Whatever these are old words obviously, and you think of, of that plenty sufficient, right? The synonyms are *abundance, feast, plenitude plethora, superabundance, wealth, ample, plenty.*

Bounteous bountiful, galore, generous right and so then I said, okay, well, let's dive into that let's go see what scripture says about the word plenty and all of these synonyms. And so if you were to look up plentiful, plenty plenteous, abundant abundance, abundantly bountiful, sufficient, sufficiency, generous generosity, generously. If you were to look up those words, you would find that in one form or fashion there are nearly 250 references to that word in the Bible, regardless of what translation you look it up. Like I looked it up and counted all those references for a couple of different translations. And so you're looking at somewhere between 230 to

250 references regardless of the translation to this idea of plenty being more than enough. And so what are we getting more than enough of? Well, we know we can have plenty of wisdom if we ask God ***James says: "If any man lack wisdom let him ask of God."***

And yet, and ***Ezekiel 28 verses 1 to 10: "There is a warning to those who get wisdom and get traffic and get abundance."*** Interestingly, it uses the word traffic there and the first 10 verses of Ezekiel 28 is a warning to king Tyrus about having plentiful wisdom plentiful resources, plentiful traffic, plentiful treasures, and yet not acknowledging the God from which they come. And so this idea of plenty as God was speaking this into me for our business for the coming year the idea of plenty being this idea of plenty that acknowledges the source plenty that acknowledges our gut as the source of this.

Acronym for PLENTY (Praise, Love, Enjoy, Nurture, and Yield)

And so if you want to do an acronym for this I think of ***P being for Praise praising the Lord for everything that he's doing in your business, praising the Lord for what he's walked you through, praising Lord for what is to come praising him for those prayers answered, and those goals met in advance because scripture also tells us that he knows what we need before we ask him and Philippians 4: 19 says: "He can fulfill all you that you need, according to his riches and glory by Christ Jesus.***" And so there's this element of praise.

And then the L what does L stand for? L stands for love there is plenty of love because love 1st ***Corinthians 13 says "Is the greatest of all"*** love is that thing that makes this experience amazing for your people. Love is the thing that sets you apart in the marketplace the love for your work, the love for the transformation that you get for your people. The love for the people love for them and they care for their success is what makes a good business if you have plenty of love, you're going to have plenty of business.

And then the E is for enjoy and this is something that has become important to me over the last year, as I've dived into the verse in Ecclesiastes 2: 24: "Where it says there is nothing better for a person than that he should eat and drink and find enjoyment in his work for this also is of the hand of God." And so this year I want there to be plenty of enjoyment I want to be doing more of the things that I enjoy and less of the things that I don't.

And that means I've got to focus in on the plenty of talent that the Lord has given me in what areas do I have a plenteous supply of talent or gifting? How can I focus more on that? How can I focus more on doing the things that I enjoy and finding others whose gifts are in these necessary tasks that are things I don't enjoy?

And then the N so P is for praise L is for love, E is for enjoy the N in plenty is for nurturing how do I nurture my people both my team members, as well as my clients

and my students? How do I continue, to nurture to give them plenty of value and an abundance of nurturing what they need to be able to confidently take the next step?

How can we pull that into our marketing? How do we pull it into our programs? How do we pull it into our courses and our coaching pulling in that nurturing aspect and up-leveling that this year? And then T is for teach because that is what I enjoy most in my business is the teaching it's about sharing the knowledge it's about sharing the wisdom and the skills with others so that it can make them complete what they lack to be able to do what God has called them to do. And so there will be plenty of teaching in the new year.

*And then finally the Y in plenty is Yielding because just like we saw in Ezekiel 28 with that warning to Tyrus there's plenty of danger in having plenty and thinking you came by it on your own. You need to be yielding to the Lord you need to be listening to the Lord one of my clients said her word for the year was **Silence**, and she wants to learn to be silent and listen to the Lord more to hear his voice better. And I just thought that was so precious that's this idea of yielding it's like, I'm going to take the wisdom you've given me, Lord, I'm going to take the business you've given me the clients that you've sent to me, the resources that you send, and I'm going to make the plans with all the wisdom that you've given, but I yield it to you.*

That's making your plans, holding them loosely, giving God the owner of your business, the right to veto, the right to make a change midstream, the right to say, this is the way walk in it, but you've got to be listening. You've got to be watching for the yielding sign you've got to be listening to his direction to hear that. And so what is possible this year? Anything is possible.

Luke 1: 37 says: "Nothing is impossible". Nothing is impossible and so as you're planning out your year, as you're looking forward to the plenty that God is bringing, make those goals big, make your plans big. Number your days we use the 12 Week Year Book by Brian Moran in our business it's one of the books that I read almost every year. So to go back and say, how do we plan this thing in a way that is measurable, in a way that is achievable, in a way that it makes logical and financial sense for our business?

And then once the plans are made how do we yield this to God? How do we make the plans hold it loosely and proceed with as much wisdom as he allows praising him in every step for what he is doing in and through our business?

Praise, Love, Enjoy, Nurture, Teach, and Yield. (PLENTY).

May this be the year of plenty for you and wherever that you are listening to this I would love to know if you have chosen a word for the year. Leave it in the comments for us, leave us a review, let us know what you thought. Share that word with us so we can hold that vision with you for how God is going to bless your business in the

new year. I can't wait to see you next week we've got some great guests coming up I wish you the best in the new year God bless you.

So I'm Katie Horner of handprint legacy.com obsessed with helping faith-based entrepreneurs design grow and delight in the business that affords you the lifestyle and legacy impact you want to have. It's been my honor today to host you on the For Your Success Podcast and I do hope you'll scroll down wherever you're hearing this and leave me a comment or review.

You can get all of today's links and show notes over at For Your Success Podcast and until next time remember my friend your message matters.

Scriptural References

- ❖ *Psalm 90 verse 12 that says: "Teach us to number our days that we may apply our hearts to wisdom."*
- ❖ *Psalm 90 verse 17 says: "So that you will establish the works of our hands."*
- ❖ *1st Corinthians 13: "But the greatest of these is love."*
- ❖ *Philippians 4: 19 says: "He can fulfill all you that you need, according to his riches and glory by Christ Jesus."*
- ❖ *Ezekiel 28 verses 1 to 10: "There is a warning to those who get wisdom and get traffic and get abundance."*
- ❖ *James 1:5: If any of you lack wisdom, let him ask of God".*
- ❖ *Ecclesiastes 2: 24: "Where it says there is nothing better for a person than that he should eat and drink and find enjoyment in his work for this also is of the hand of God."*
- ❖ *Luke 1:37 "For with God nothing shall be impossible."*