

FYS 184: How To Have A Christian CEO Mindset

Katie: 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 the message that God has given them that 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 to get them on your list so that you can nurture them into the right step of going through your program 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 Horner.

Hey, my friends welcome back again I'm so excited to have you on the For Your Success Podcast today we're talking about how to have a Christian CEO mindset and, I can't wait to dive into that, but before we do, I would love to invite you to the challenge that we are running this month over@newyearnewlist.com. If you have not seen it go check it out we are helping you grow your list to reach your right fit people through a fun challenge that we're hosting, and you can get all the details and register for that over at newyearnewlist.com how do we have a CEO mindset? Once you have it in your head and your heart that this is God's business and that you get to manage it and grow it for him the marketing becomes so much easier because now you're not promoting yourself as much as you're promoting what God wants to do for these other people.

After all, when it's his business and you realize that he chose you or he hired you, he placed you in this position of manager or CEO of this business then it becomes your job to promote this thing. It becomes your job to grow the business for him and my job I don't mean like the negative connotation of it's a job I mean, it's your

responsibility. He has put you in this place and so you're not promoting yourself when you see it as his business, because it's not your business, then when you see it as God's business it's his business. I get to promote this for him and what he wants to do in the lives of these other people. And that is an amazing thing this is something he's given to us entrusted to us to manage, to put out into the world and the idea of marketing then, and telling people about what is available to them becomes our job, our responsibility, our highest joy as we serve him in this business.

And that brings total freedom to look at it from this perspective of how God wants to change their lives. You know, it's not about me anymore I'm just the messenger I'm the CEO. God's the one who allows me to do this will allow me to create this opportunity for you to find the transformation that he wants to give you. God is the one who brings the transformation he's just put me here as the messenger He's just put me here as, the funnel or the thoroughfare, how you get to the transformation. Right, I have a client who is talking about being the red sea, not the dead sea you got to let it flow through you to them right God is the one who's given wisdom, and this is how he wants to change their life. And if they will say yes to this opportunity they're not saying yes to you they're saying yes to him, they're saying yes to the better future, they're saying yes to themselves and the transformation that they want in their life.

And so when it comes right down to it, we want to help people and you know what? it's not a reflection on me if you don't want to work with me to get this transformation, but what I care about is you getting the transformation. And when I go into the marketing, or when I go into this sales conversation with this idea that God knows, who's going to say, yes, God knows who's going to say no. He trusted me with this process he trusted me to put me into this position to be able to make this offer to these people so they can have a life change. Then it's not about me and my value if they say yes or no it's about them saying yes to what is right for them, and I want them to take that right step whether it is with me or whether it's supposed somebody else and that is so freeing because then I don't have to sound salesy. I can go in with that heart of service that says this is not about you saying yes to me I don't care if you say yes to me, or not. What I care about is you moving forward in your life, is you getting victory over this area, is you being able to get the help that you need to be all that you were created to be so that you can help all those people that God created you to help right.

And so whether you do that with me, or if I'm not the right fit, do it with somebody else. But the important thing is that this whole sales conversation and this invitation for you to take an action is to get you to take action is to move you to that right step to get the transformation that God has waiting for you. And if that's with us then great we're so happy to have you let's get started, but if not, what are you going to do? Because maybe God brought this invitation to them just so that they don't stay stuck. Right, A hundred percent of the people who come to you and your business are not going to say yes, 100% are going to be interested 100% might even give you their email. Those are the 100% of the people on your email list, but 100% of them are not

going to take up every single offer that you offer them. That's just statistics and that's business and that's okay, but when you have an opportunity to make an invitation to them, again, it doesn't come back to your value and you being worth it, it comes back to them, seeing the value for themselves in taking the step to get the transformation that you offer. And so you get to do this and you get to get paid for making these offers to people and God decides who's going to say yes to those offers. This is what having a Christian CEO mindset is all about it's recognizing the God who owns the business, the God who chose you to show up in the world and do this thing for these people, who put you in this position to manage this business, to market this business, to serve these people.

And he is also the one by the way, who is going to pay your salary, right? The issue is that in your heart you want to help these people the issue is to have a heart of service so that they can do and be all that God wants them to do and be and if it's with you great. And so when I have this mindset of the Christian CEO that says, God owns us, he's put me in charge of it, it's my job to market it and tell people about the transformation they can get if they say yes to this offer, then I could look at it. And it's, it's not about them saying yes to working with me I get to detach myself from the result because I know God's going to take care of me he hired me for this position remember he promised to take care of all of my needs according to his riches in glory by Christ Jesus. This is the job he's given me to do, this is the work I get to do, this is how I show up in the world, but you say yes to me it's not about you saying yes to me, it's about you saying yes to your transformation and whether you do that with me or somebody else, I get to be rejoicing to see you take that next step.

You may have all of these testimonies and proof that if he's done it with me, he can do it with you and if he's done it for Sarah and if he's done it for Jennifer and he's done it with so-and-so all of these people got these results, just like I did. And so I know I have confidence that you can also get that transformation if you will choose to do it if you will say yes to you if you will show up in the world and do this. And so we would love to have you do it with us, but if not with us with someone right. And so having this outlook that you were there, not just to sell your thing, but to initiate or put into motion, this transformation put into motion, this next step for your people. This gives you liberty, it gives you the confidence to be able to market this thing to people because you're doing it with this heart of service. This is about what God wants to do for them it's not about their money coming into me God says in James 1: 5 "If any man lack wisdom let him ask of God" so God's chosen for you for this because he knows you can do it.

And he knows he can give you what you need to do it so between asking for wisdom in 1st Thessalonians 5 verse 24, "faithful is he that call you that also will do it". He says, ask for wisdom, I'll give it to you and then he says, I've called you to this I'll do it through you. And so between those two, when you do your part and you let him do what he's promised to do through you, this marketing can be done. And so then it's alright, asking for wisdom, Lord, show me what I need to do, show me where I need

to go to learn this, show me how to get in front of my people. Show me where to find them Lord, I'm praying right now for those people you're preparing to bring to me so that I can serve them with this transformation. Help them to be ready, help them to you ready to say yes, help them to be looking for this solution to their problem. Let them know that when they find me that I'm the answer Lord be preparing their hearts and then I get to ask instead of being scared I could say, Lord, what's the next thing? What do I do next? How could I learn to do this? How can I get in front of the right people? How can I grow this thing for your glory?

I know you've put me here and you believe I can do it God give me the wisdom that I need to do it. And he promises to do through you what he's called you because remember my friend God doesn't make junk he doesn't choose the wrong people for any position. He can't choose the wrong people for a position because he knows all and he doesn't make mistakes. And if you look at the owner of your business as the God that he is, as the all-knowing all-wise, never surprised God of your business he made the best decision when he put you in charge of it. Wow!!! He made the best decision by putting you in charge of this business, by giving you the job of serving the people that he's bringing to you so that you can give them the transformation that only you can give. If you think about that your confidence in what God has given you will grow to the point that it doesn't matter if there's a handful of people criticizing you on the sidelines because you have so much confidence in how God can change these people's lives.

And you have so much confidence that he's going to bring the right people in at the right time and give you the people who are ready to say yes to you and help you serve the people who are not ready anyways that it won't matter what other people say. It only matters that I do what I need to do so that God can work the transformation he wants to work in these people's lives. I think God's rewriting your story a little bit here today my friend having that CEO mindset based on the Bible truths that we've shared here today can give you freedom and can give you the confidence to go out there and market your business with a heart of service. You are no longer fearful because he has made you perfect with his love. The Scriptures say there is no fear in love because perfect love casts out fear. You are so perfectly loved by the God who made you and the God who has enough confidence in what he made to put you in charge of this thing, that you should have no room for fear to be able to put this thing out into the world.

You are the perfect one to help these people, the perfect one to have marketed this to the people who need you don't be fearful, have confidence and go out there and share the transformation that God has uniquely gifted you to share because my friend your message matters.

And there are people who today need what you have to offer and again, just a quick reminder, if you need help getting in front of them and finding them, check out the list-building challenge that we're doing this month over@newyearnewlist.com we

would love to have you join us over there to help you get in front of these people. God says, ask for wisdom and he'll give it if this is the piece you're missing, come join us for the list-building challenge we would love to have you.

So I'm Katie Horner of [handprint legacy.com](http://handprintlegacy.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.com](http://ForYourSuccessPodcast.com) and until next time remember my friend your message matters.