

FYS Episode 201: Your Course Your Treasure

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 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.

Hi, my friend, it's so good to have you here again today, we're doing a unique thing with the episode, is we're bringing in a clip from a recent event that we hosted. It is our privilege in our business to be able to host a couple of online events every year to train Christian course business owners, on how to grow their reach and how to create the systems that make their course into a viable business. And we just finished up the course, mastery live a couple of weeks ago and a couple of the things that we shared there. I wanted to bring this to our podcast listeners because I feel like it's so important to those of us who are believers in business to catch the vision of what God is doing in our business. And so today we're going to share with you a little excerpt from the opening from course mastery live we had a pirate theme at the event which to some people sounded a little funny, but we live in the pirate capital of the world.

And you'll get to hear the story behind why we chose that theme and the meaning that we were able to weave through the teaching for the entire weekend. It was really interesting because one of our attendees, even at the end of the event said how grateful she was for the theme that we had included in this whole event experience because it allowed her to sort of step into a new different world or a safe space and set aside some of the perspectives and the preconceived ideas she'd had about her course business and look at things in a whole new way.

And so without further ado, we will get into this intro session from Course Mastery Live 2022 enjoy.

Welcome to course mastery live we're very, very excited we got a lovely group of y'all here lots of different niches represented lots of different places around the world and we're just thrilled to be bringing this to you from the pirate capital of the world we live in Campeche Mexico. And so if you're looking at your map of Mexico and you go all the way down the Texas coast to the bottom, that's where we are and, right here is a very shallow bay and this was an easy spot for pirates to attack in 1500 to 1600s and so this became one of the most famous

pirate areas and, what would happen is they would come in and they would have to park their boats if you could call it that park, their boats in other places.

They would come on land and come and attack the city on land and why the city? Because we had a lot of Europeans here with the haciendas back then the (03:06 inaudible) and the other things that were going on in the world at that time, there's a lot of European influence here. It was a very rich city for its time in the late 1500s and if you have the time go and lookup. We had a pirate attack where multiple pirates banded together and came and ransacked the city together joined forces for like 30 days. And just went house to house, and took the treasure and took things like that.

So, anyway, we're going to be pulling some of those things in, because for you to be a pirate, you had to first be a master on the ship, right? You had to be a master shipmen you had to learn, you had to invest in the voyage. You had to believe in the dream there are so many things that we can take away as good lessons and we'll be weaving that in throughout the week, just to give it an added element of fun, but we're here because your course holds the key to the treasure that you seek. Some of, you've got a course in your head, some of you got a course in your heart, some of you have a course on paper or online, and we're going to show you how to make a business out of that. So that treasure that is within you can be shared generously with the world and, so that, that treasure that gets shared with the world can also bless you with the monetary treasure that the Lord wants to provide for you in exchange for your sharing his message.

I want to share with you a little bit of our history and how we ended up in the pirate capital of the world. So, when we came to Mexico in 2007, we came as missionaries and we had to raise our support to come here. And at first, we were working with a Bible college, and then a couple of years into that, God moved us to the other side of Mexico, where we are now to Campeche and we originally came because we felt the Lord leading us to work at a children's home ministry. And this was going to be our lifetime ministry we left everything at the first college ministry, despite there not being an agreement with us leaving because who wants to lose someone right? There were a lot of hard conversations and hard things that happened in leaving, but we knew that the Lord was directing us over here and there was an open door and we stepped into that open door and we came to Campeche expecting that this was going to be our forever move, our forever home, our forever ministry.

We were going to be the next leaders of this little children's home that had about 30 kids in it and we got here and within nine months it became apparent that

they didn't want as much help as they thought they wanted. And about a year into that the missionary leader came to us and said you know what? This is not working? You've got to go and we're like go where? We just left a messy ministry. We sold everything all over again to move across to this side of the country. I mean we came with three children and I'm 8 months pregnant with number four and 15 suitcases to our name when we got here and like, what are we supposed to do? We've lost a lot of support because we moved ministries. And yet we knew God was the one who called us here and much like pirates who would leave everything behind because they had a passion for something.

You know, pirates were people just like us they got the name pirate because of their enemies, who didn't like what they were doing, but many of them were actually out on these spiritual causes. They had a passion that was moving them a sense of justice inside for something that they were excited about and passionate, they were passionate enough to leave their home countries and not know if they'd return passionate enough to put everything into this voyage and believe for what they were going after. And so here we were passionate about the work of the Lord and feeling like nobody wanted us, nobody wanted to back us, Lord, what are we going to do? We know it's you who's called us here. We know that it's, it's not a man, but our God who has led us here, what are we supposed to be seeing what's next? And we began looking at what could we do? How could we support ourselves? If people don't see the vision, if people don't catch the vision for what God wants to do, they don't want to support us, how could we support ourselves so that we can still do what God wants us to do?

And the answer was to start a business and that brought on additional critique from the outside, because now you're a missionary you're in full-time ministry. How in the world are you going to start with. Right. Aren't you supposed to trust God to provide for you? And we're saying, yeah, it's God who gave us the idea to do this. It's God who showed us a need for where else we can minister right? And so we decided we were going to follow the Lord and open a business so we started a home school curriculum company. We created a literature-based home school curriculum for the Spanish-speaking home school world there was no method based on literature for homeschoolers in the Spanish world. So we pioneered that, got it off the ground, created preschool first grade, all the way up through sixth-grade curriculum, and pioneered the first online summits and pieces of training for home school parents in Spanish.

It was groundbreaking which brought with it its critique, its issues, and struggles. And yet this was something we were passionate about something that we poured our last funding into because we knew this is the way that God wanted to grow his work through us.

This was the way God was going to give us even more ministry and, you know what, in the extent of that 10 years of having that curriculum company, we reached people on every continent of the world from a tiny little obscure town in tropical Mexico. We had thousands of home school families on our lists, thousands of home school families attending our events three and four generations at a time at those summits listening and being disciplined and how to disciple their children and raise them in the nurture and the admonition, the knowledge and the spiritual discipleship of the Lord. And God bless that and, in the midst of that, he also created a way for us to begin mentoring business owners in English. And so in 2014, we started our coaching business and that's where a lot of you come in and we've met you along the trajectory of that journey. God is doing a work in you, and it's going to last generations.

He is doing something in you, even though the battles, even though the hard things, even though the scary things, he is doing something in you that's going to leave a legacy and a testimony to future generations. And I want you to know right now that however bad it seems at the moment, however hard it seems to get your message out there he is right now working So that future generations will be able to look at what you leave behind and tell the story of God's goodness, underneath our house, in the backyard there are caves and, in those caves, we found glass bottles from the 1500s. They say that the caves were dug so that they could use that material on-site to build the buildings, but later the caves were also used to hide people in those pirate attacks.

God is creating something right now for you that's also going to be a shelter and, it's also going to leave a legacy, mind you if God has done the protection and the provision that God is doing for you. You think it's just a big hole in the ground right now, but God wants to use it in your life just as he's done in so many of the things in our lives. And so I wanted to share that with you to start so that, you know like I'm not just some quack who loves pirates this is part of our story and, this is part of what gives meaning to the things that we do. It's part of what gives meaning to the house and the vision that God has given us for what he wants to do here this event today is part of that vision because God is using this event to provide shelter and inspiration for you all just as he plans to do in the future with the retreats and the things that he's got in store.

And so wherever you find yourself, whether you're on the ship and giving it all for a cause or whether you feel like you're on the battle side, know that God is working on both sides, wherever you are in that story he has a plan for your story. It's just a tiny part in the big story of what he's doing you're not just in business for you. You're not just in business for the people you touch physically, but through the internet, God has given us a gigantic hillside from

which we can preach his gospel all over the world, through our online courses, through our online training, through meetings like this, where you get to meet and engage and connect with others all around the world. And in Isaiah 42 God says “I, the Lord have called you in righteousness I will hold your hand. I will keep you, I will give you as a covenant to the people for a light to the Gentiles.”

I am a firm believer that what he has given you to do is your sacred duty you worship the Lord by doing what he created you to do if a toymaker makes a toy that doesn't do what was intended, they call it junk they call it a failure, they call it a mess up they throw it out. God doesn't make junk what he created you to do is how you show up and serve him and worship him by doing that thing. And if that is something that you do in your business that is the best way to worship to do that for him and he wants to use that as a way to get his message to the people that you can serve. And that's what this weekend is all about to help you figure out how to build a business out of this course so that his message can go forth through you so that his big story can happen in the world through the people that you get to touch and I want you to know that you're not here by accident. This is absolutely part of God's plan for you this weekend this is exactly where you need to be and we're looking forward to giving you exactly what you need to move forward and build that business.

So I'm Katie Hornor of 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 ForYourSuccessPodcast.com. And until next time remember my friend, your message matters.