

## **FYS Episode 206: 10 Ways To Know You'll Be Successful.**

Your marketing is the most important function of your online course or coaching business, but who are you learning it from? If one in every three people in the world today claims to be a follower of Jesus, wouldn't you say that he is very likely the best marketer of all time? I think so. And I'm excited to share with you some of the biblical strategies for marketing your message in our upcoming free masterclass called marketing like Jesus.

I'm Katie Hornor, a missionary turned ex-pat entrepreneur and six-figure Christian business coach who believes your marketplace is your mission field and, Jesus has the answers for effective marketing there too. Whether you've just sold your first course signed your first coaching client or have been at it for years and need some new perspective to freshen up your strategy. I think you'll find that Jesus has provided the greatest model for influencing the world around you with your message join us for the marketing like Jesus masterclass, you can save your seat now by visiting [MLJ masterclass.com](http://MLJmasterclass.com).

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.

Hi, my friend I'm so glad to welcome you back into this podcast space today, today, we're going to be talking about the 10 signs that you are going to be successful as a course business owner. This is something that I have begun to notice as common denominators let's say, as I've worked in this field for the last 10 plus years, and surprisingly, it's probably not the thing that you would expect to hear from a talk like this, the signs that you're going to be successful in business, none of these have to do with numbers or data, although that is super important that you know, your numbers and data. So I want to put that out there up front it's important for us to look at the numbers and to gauge our growth by our numbers to make wise decisions based unemotionally on what our numbers are telling us in terms of our reach and our growth and our impact levels.

However, numbers do not define your success and that's why I want to dive into this today because I feel like many believers in the marketplace have bought into the world's idea that success is a number, and I'm going to tell you right now, success is not a number. Success is so many other things, but it is not a

number, it's not a number in your bank account. It's not a number on a medal that you win. It's not a number on the car that you drive like it is not a number.

Success is so much more than that and so here are 10 signs that you are going to be successful with your course or coaching business.

**1. You Will Be Successful Because You Know What You Want And You Believe You Can Get There.**

Number one, you will be successful because you know what you want and you believe that you can get there. And this includes having to define success for yourself success can mean any number of different things. Someone said that opinions are like belly buttons everybody's got one and that's pretty much the same as it is with definitions of the word success everyone defines it differently. A lot of us have been taught to buy into a commercial idea of success or a corporate idea of success, but for an entrepreneur or a course business owner, it is so, so important and even more so as a believer that you define success for yourself. When you say the word success what do you mean? What does that look like for you? How will you know when you've reached it? And if you've never done that exercise, I encourage you to take a moment this week and sit down and ask yourself those questions.

What does success look like for me? How do I define it? How will I know when I've reached it? What am I working for? And I believe that that is super important. And when you have a definition of success and you believe that you can get there. I'm sure that you will.

**2. You Have A Plan In Place To Get There.** The second sign you're going to be successful is that you have a plan in place to get there in scripture, it talks about the man who's going to build a tower, and he, what does he do? He first sits down and makes a plan. He takes into account what is necessary to get there and it's so important even Noah when he was building the arc and preparing for the flood-like some provisions went into that. You have to have a plan to get where God is calling you to go you've got to prepare for that and so having a plan is super, super important once, you know what success looks like, how are you going to get there? And mapping that out. Now, I also say, hold those plans loosely because ultimately we want God in the driver's seat God is not my copilot he's the pilot I get to co-pilot with him.

And so I'll hold the map and I'll show the directions that I know of, but the pilot is ultimately the one who makes the final call on those directions. And so make your plans have a plan to get there and then hold them loosely because God is ultimately in control.

3. ***You're Not Afraid To Fail or As I Say Fall Forward And You're Not Afraid To Ask For Help.*** The third sign that you're going to be a success is that you're not afraid to fail or as I've said fall forward and you're not afraid to ask for help. And this is super important too, because of the humility aspect of growth and maturity as a believer, as well as, as a leader and a business owner. You've got to be willing to admit that you don't know at all, you've got to be willing to ask for help when you need it. You've gotta be willing to take risks and try new things. And I don't believe there is any such thing as failure if you learn from it and so you've got to put aside that fear of failing or that fear of looking like you don't know it all. Have some humility there that is willing to reach out for help to get to where you know, God is taking you.

4. ***You Have a Mentor or A Coach or A Mastermind Group To Support You.*** The fourth sign that you're going to be successful is that you have a coach or a mentor or a mastermind group to support you. And I think this is super important because we all, no matter what stage of the journey that we're in, we all need to learn from someone who's been before us, we need to be able to not just give out and give out and give out because that empties our bucket. And before long, we won't have anything left to give, but we also need to be poured into, by others who have walked the road ahead of us or are willing to walk alongside us and share their wisdom and their perspectives. And so if you don't have a coach or mentor in our mastermind group to support you, as you pursue success in your business, I encourage you to reach out to us at [Team@handprintlegacy.com](mailto:Team@handprintlegacy.com), send us an email and inquire about our mastermind openings.

We have a couple of different things that might be available to you depending on the time of the year and the situation, but reach out to us. And if that can be a help, we would be glad to offer that to you.

5. ***See Your Work As Your Sacred Duty And Put Your Whole Heart And Soul Into It.*** Number five is to see your work as your sacred duty and to put your whole heart and soul into it. When you have mapped out that success when you know what it is that you're working for and you can see that as something God created you to do, and you can do it with all of your heart. Scripture says to do everything with all of your heart as unto the Lord, not unto man, not for praise, but as unto the Lord, because he's the one that puts you here to do this thing, to play this part in this small portion of history, that is a part of his story that he's working out through the history of all mankind.

And when you can see it as your sacred duty, you will put more of your heart and soul into it. You will be successful.

7. **Be Determined And To Be Consistent And To Be Consistent.** Number seven is to be determined and to be persistent and to be consistent because even when we believe something is our sacred duty, there are times when things pop up that make it difficult, that make it hard, that make it not any fun. And if we're not determined and if we're not persistent, if we don't have systems in place to help us be consistent, even on the hard days then we're not going to do it and so if you will be successful, you are determined, who does not quit, who continues to look forward and look for the next step they need to take. They need to take someone who is persistently going after that goal, someone who is consistent in the activities that they know can get them to success and that consistency includes the regular evaluation of what you're doing because if you're consistent in all the wrong things, it's not going to make much of a difference, right?

But consistent in the evaluating and in doing the things that are the most important things, to get you to that goal of success.

8. **You Have Clearly Defined Your Boundaries and Your Non-Negotiables.** Number eight, you have clearly defined your boundaries and your non-negotiables. When you look around at the most successful people in the world, even by the world standards, there's a certain set of boundaries that they have to put in place to get where they are, there's a certain set of non-negotiables that they have created either knowingly or unknowingly that has got them where they are. And if you are going to be successful with your course business, you need to have both boundaries and non-negotiables. What are you willing to do to be successful? Yes. But what are you not willing to do? And how does that play out in your business?

What are the boundaries thereof who you will and will not listen to who you will and will not serve what you will and will not do in your business? All of that comes into the policies and that being a good CEO of your business, right. And those who will be successful have clearly defined those boundaries and those non-negotiables for themselves their team, their families, and the clients and people that they serve.

9. **Be Prepared To Change And Become Who You Need To Be To Succeed.** Number nine, if you're going to be successful, you are prepared to change and become who you need to be to succeed. And this is a personal one you say, well, what does that have to do with my business? It has everything to do with your business because you are the CEO. You are the leader you need to have a willingness and a vulnerability inside of you that says I am willing to change and become who I need to be to succeed. And a lot of us don't do that because we say, oh, I'm, I'm scared of success you're not scared of success. You're

scared of change, you're scared of having to become who you need to be to succeed at the level that you want to succeed.

And we need to get past that and remember that God is with us at this moment he's in tomorrow already faithful is he that called you who also will do it. God has called you to this he is walking with you through it he is giving you daily what you need for life and godliness, and you need to be prepared to change, willing, to change, to become who he is making you be so that you can succeed for his glory.

10. **You Need To Choose To Be Successful.** And then finally, number 10, all of this is a choice if you are going to be successful, you need to choose to be successful those who are successful have chosen to be successful and with every choice, you make every yes to something is a no to something else.

And you have prioritized and you have chosen to be successful. And to go after that definition of success that you set for yourself, those are the 10 ways that you can know you will be successful with this business that God has put in your hands my friend, I can't wait to hear all about it.

So leave us a comment, leave us a review for the podcast let us know who you serve in your business and how are you going to be successful.

We'd love to hear from you we'll see you in the next episode remember your message matters.

So I'm Katie Hornor 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 [foryourpodcast.com](http://foryourpodcast.com).

And until next time remember my friend, your message matters.