
DISCOVER YOUR
**KINGDOM
ASSIGNMENT**

**Make A Kingdom Difference With
Your Personal Plan While Making a
Living Doing What You Love!**

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PROLOGUE

We live in a world and culture whose primary agenda seems to be to diminish and disqualify you from living the life God has created for you to live. The enemy intends to stop you from bringing color and life to your world.

On the other hand, it is God who qualifies, embraces, and believes in you. He adds color and brings life! Jesus told us, that your heavenly Father knows what you need even before you ask. The Father holds your deepest dreams and desires in the palm of his hand.

Every hope, every dream, and desire that you have is part of His plan for your life. All we have to do is engage and harmonize our life with it. This is why what you believe is so important.

I realize that this is difficult when all you have known is possibly pain and setbacks. Your personal definition sees and interprets a distorted picture of what is impossible or possible. Stepping outside of this sometimes takes time. Your willingness to pick up this book and read it tells me that you are ready for expansion.

Jesus said, that you cannot pour new wine into an old wineskin or it will burst. He was telling us that the old cannot contain the new. This tells us that limitless living can only be found by an identity that can support it.

An example of this is would be someone who has won the sweepstakes or a lottery for a large sum of money. Statistics tell us that most will lose their money within 5 years.

There are many stories of destroyed lives and families that were the result of not being able to handle the pressures or the lack of financial knowledge.

This is what it means when Jesus said, you cannot pour new wine into old wineskins.

Living a life in Christ under old mindsets and beliefs is impossible. You must accept the new identity that you have been given, you have been re-born into so that you can be all that heaven desires. Embrace the seamless unity with the trinity where the atmosphere of heaven consumes you as well as those around you.

Learn to dream with God in a way that redesigns the very fabric of the reality you were born into. Bring heaven to earth, this is your assignment! Bring kingdom alignment into areas you are called to.

Anytime you take whatever is out of alignment and put it into Kingdom alignment, value is created and people are served.

Go Into All the World and Make Disciples of All Nations!

These are the words of Jesus to us! Not just to the preachers of our day, not to the evangelist, prophets, teachers, or apostles. We have been called to a holy calling that is massive in scope and impact and is impossible under old mindsets and beliefs.

Together in this book and process, you will be challenged about what is possible for you. You may want to quit or tell yourself that you're not qualified. The truth is, it is impossible outside of God and His grace working through our lives. This is a sacred calling that has many implications, to think you have a divine assignment.

The excuses are many to be sure. The fact is, God himself, realizes who you are and what you are capable of achieving. Stepping out of the old and embracing your new Kingdom Identity is the way forward.

Refuse to participate in a culture of average and dysfunction. Refuse to listen to other voices that pander to you to live below God's purpose for your life! Refuse to have any agreement or participation in a culture of broken focus.

Be not conformed to the culture and substandard blueprint of this world's way of doing things, instead, be conformed to the limitless possibilities that are yours in Christ Jesus. Don't compare yourself to others who have no idea what living a life without limitation looks like or even means.

You were born to walk in the personification of the mind of Christ on the earth. You were born to be the expression of the glory of Christ on the earth.

Real Life Example: Kingdom Alignment

A friend who was a sales manager struggled with his performance in comparison to the hundreds of other managers in his company. He would take 2 steps up the ladder and fall back, move up the next month, and fall back.

He eventually discovered a Kingdom Principle that he could apply to his business.

He discovered that most people live out their entire lives reacting to circumstances and accommodating people and conditions.

He decided to become the cause instead of being the reaction. To live from the inside out rather than the outside in where he was accommodating people's indecision to make a purchase.

He changed his approach... and refused to do callbacks. He told people upfront, in a very nice way that his best use of time was in giving them all options upfront and if they were unable to make a decision right then, he would refer them to a colleague that would fulfill their order.

In 90-Days he became the #1 sales manager in his company and went on to mentor several others who were a part of his sales team into becoming millionaires.

Kingdom people understand this, Jesus understood this. You are called to be the cause that removes the cultural limitations that are all around us. This one principle if understood and applied correctly gives you an out-of-proportion uncommon ADVANTAGE in all that you do.

What one area in your life can you apply this principle to? What circumstance or condition have you been accommodating and reacting to?

HOW TO READ THIS BOOK

This book exists for several reasons:

Reason #1: So that you'll eventually hire me and my team to help you implement everything you read here.

Reason #2: To get you **Results in Advance** so that you'll want to do Reason #1 as quickly as possible.

As you'll soon find out, I'm going to be fully transparent and honest with you. There are many who will read and apply the pages of this book to their lives. I also know that many will need personal help so that they can accelerate what is in their heart.

I want to help you.

To do that, I've structured this book as follows:

First, I want you to get an honest picture of where your life as a believer in Christ is at today. That way, I can give you specific guidance and advice, through this book, based on your needs right now. You'll be completing several self-assessments that will help you know how best to proceed, based on my thirty-plus years of being in ministry and as an entrepreneur.

After that, I'll make a case for using the self-discovery method and framework which I outline here. The purpose is to bring clarity where it concerns your specific Kingdom Purpose. I want to show you why discovering your Kingdom Purpose is the answer to most of your struggles. You will soon find that those struggles are simply a symptom of decisions you made (*sometimes unknowingly*) long ago.

We will take a look at what new decisions you can begin to make to improve all aspects of your life. Keep in mind, once you discover the purpose of the Kingdom of God in your life, it will increase, improve and magnify everything that the Kingdom represents in your life. Your relationships, family, lifestyle, finance, and health cannot ever remain stagnant once you understand the power of the kingdom.

I will try to stay as pragmatic as possible with steps you can take to get the results you seek. I must mention here that there are two vital aspects to realizing your Kingdom Assignment. There is the INNER-GAME as well as the OUTER GAME which is very pragmatic.

My previous book, *Launch Your Kingdom Purpose* lays the foundation for much of the inner game that must take place. Simply skipping to the outer game without the inner game can have negative effects. The following scripture talks about both the inner and the outer game.

For it is God who works in you, both to will and to do for His good pleasure. Phil. 4:13

There are two important points here:

1. God works in you so that
2. He can work through you!

Look carefully again at the above two points and it is important before moving on. If God is love then it is His love that is working IN YOU. Many experience the love of God from another person and this is powerful. The truth is that there is NOTHING that can compare to the love of God that is experienced directly from God. Every person on this planet is desperately searching for this direct encounter. It is His perfect love that tells us that we are completely accepted in every possible way.

And now, it is that love that works through you as a believer and is demonstrated and poured out to others! It is this touch that leads them to God to experience their own intimate touch of His love. Knowing and realizing this, becomes the seedbed of every desire, hope, and dream for living a life that is fulfilling and purposeful. As a result, we locate ourselves in his grand purpose for our lives.

We cease the struggle because we discover that we are complete in Him. Instead of trying to BECOME we simply step into everything we ALREADY ARE. This is the reality we live from.

Please read my first book to get a larger view of why you must approach your Kingdom Assignment from a place of correct knowledge about things like knowing your Kingdom Identity, having clarity about God's perfect love and acceptance for you, and knowing that you already are complete in Christ. If you know that you are complete in Christ, it will set you up for success as you step into your Kingdom assignment.

Along with the good stuff, I will explore some reasons why you might not want to do this by yourself and all the ways people waste time and energy doing it on their own.

Thirdly, I'll share with you all the steps and strategies included in my proprietary system from top to bottom. This is the method I used for myself and help others like yourself bring impact through their lives to those around them they are called to. I will also share with you how you can create an income to provide more than enough for you while bringing answers to people God has called you to.

Next, I want to talk with you about what qualifies you to step into and enjoy your Kingdom Assignment. Along with that, I will help you identify you're WHAT: What Problem Are You Solving or What Outcome Are You Promising?

I will then help you identify your WHO which is your Avatar and God assignment. We will then examine the HOW which is your proprietary process. Is may be a product, a service, or both? By the end, you will have an outline that you can implement on your own or with our help create. This will bring you to a place of great clarity about how your life fits in God's plan for your life.

With this process

1. You will be able to reach as many people as you want to reach.
2. Have as big an impact as you want to have.
3. Move away from a donation-dependent model to becoming self-funded.

Jesus is interested in connecting you to your Kingdom Assignment and calling. He spoke about your assignment using the harvest as a word picture for us to understand.

“The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into His harvest.”

Luke 10:2

Jesus told us that the harvest plentiful which tells me that it is vast and inexhaustible. This tells me that every believer has a harvest field to work in. I believe that this field is connected to your Kingdom purpose and assignment and is different and specific to you.

Jesus here invites us to join Him in this harvest. The word “ask” or “pray” is the root word deo which means to entreat someone to join in on the harvest. It is Jesus asking YOU to join Him in this great quest. The word deo means to bind yourself like a bond in marriage. This is not an invitation to just pray for others but to join in on this great adventure, it is a divine invitation to step into your Kingdom Assignment!

If this looks complicated it isn't.

I have broken it down into very simple step by steps. This is a fill-in-the-blanks system that builds on your previous step. This means, don't miss steps and don't skip over the process because you will be missing important information that you will need when you are building out your 60-Day or 90-Day Transformational proprietary system.

Your biggest challenge will be seeing yourself through God's eyes, His view, and his opinion of you. Here is what I know for sure about you!

Every person of faith has something BIG on the inside of them. Call it a dream or desire to do something MAGNIFICENT! You have been hard-wired with this desire ever since you were born.

It is part of how God made you!

It is the Father's GREATEST PLEASURE to watch His children live out His expression on Earth. His joy is when you discover this special gift that is uniquely yours and you begin to live it out. This is YOUR

SPECIAL PLACE because of the sense of complete fulfillment and joy you experience as you walk it out daily.

The problem is that this desire get's drowned out by life, obstacles, frustrations, and fears! It isn't long before we lose sight of how life was meant to be lived.

Trauma, Divorce, Hurts, **and** Pain steals from us and robs us of our Kingdom Purpose (How life was meant to be lived). We begin to believe the narrative that we are not "that special" which is opposite to how God sees and thinks of us.

The problem is we settle, we compromise. We become convinced that this is what life is supposed to look like. Our Kingdom Identity becomes lost and instead of rediscovering ourselves, we become mesmerized by our current difficulties, culture, and world. No one has ever really sat down and given you the full blueprint of your design and this is the purpose of this writing as well as my previous book, *Launch Your Kingdom Purpose*.

Unfortunately, our world runs counter-culture to Kingdom living. Even our churches are counter-culture because they do not know how to support the dream that is in you. Most Christian and church culture typically moves opposite to Kingdom culture. I know that sounds harsh but there is a climate where the Christian life has been normalized to the point of dysfunction and limitation rather than what is truly possible for you.

Most people are not even aware of it because they have never really seen it demonstrated in front of them. There is limitlessness that you were born for but it has been crushed by the church culture of our day in many ways.

Refuse to participate in a culture of average, a culture of dysfunction that panders to and lives below God's purpose for your life! The truth is that God has set you up for success and not a substandard blueprint for living life.

You were born to walk in the personification of the mind of Christ on the Earth! You were born to be an expression of the glory of God. My new friend, Benji Alexander puts it this way. "If you think the tragic reality we are living in right now is healthy, then you will never understand the power of fulfilled dreams." This book opens the door to infinite possibilities in Christ that lives inside of you.

Imagine the God of the universe looking deeply at you... Not with anger, disappointment, or embarrassment. Instead, He looks squarely at you with love-filled eyes and as He does, He speaks out these words!

I SEE YOU... I SEE YOUR POTENTIAL!

"I have redeemed and recovered your potential for my own pleasure."

If you read this book and decide you'd like help implementing its strategies as quickly as possible, please book a call to chat with my team by going here: www.GraceOnFire.net/meet

Helping people like you connect to the love of God, and discover their Kingdom Identity and purpose and assignment is what I do.

We're here to help. If you would like a free strategy call as a result of reading this book, you can reach out to either myself or one of my team members.

To your success,
Scott Johnson

“Never doubt God’s mighty power to work in you and accomplish all this. He will achieve infinitely more than your greatest request, your most unbelievable dream, and exceed your wildest imagination! He will outdo them all, for his miraculous power constantly energizes you.”

Ephesians 3:20 TPT

Chapter 1

WHO THIS BOOK (AND MESSAGE) IS FOR

This book is for anyone who has experienced pain, difficulty, or heartbreak in their life at any time. You might even still be carrying residual effects of that pain.

It might have been as a child growing up, a teenager, or a young adult searching for yourself. As an adult, it might have been something that took place in a relationship or even a divorce, financial hardship, or even jail. You might have gone through a major health issue where you thought all was lost and gone.

The one word that separates you and qualifies you is what I call, **REDEEMED PAIN AND EXPERIENCES**. It is the process and story of your personal breakthrough. This could be the result of one event or many challenges and experiences you have had throughout your lifetime.

I do not personally know what pain you have faced or endured. I do know that in many cases we carry shame, embarrassment, or even self-blame because of choices that were made.

The bottom line is that you have and are understanding the **LOVE OF GOD**.

God's love and acceptance is the only thing that can heal our hearts and bring us to a firm understanding that our pain has truly been redeemed!

- The dreams you once thought were lost, are not lost!
- The innocence you once knew can be restored!
- The hopes, desires, and dreams you once had, are still deep inside your heart ready to be rediscovered.

It's not over yet, you are about to discover your Kingdom Assignment and purpose.

I must stress at this point that you have to be careful here because many who will read these pages will try to disqualify themselves from their ability to walk out and experience this book where it concerns making a difference in the lives of others around them.

You might say, "What makes me qualified? Look at what I have suffered and have gone through." or, "I'm not there yet!" or, "I'm still in process of learning and growing in my faith."

REDEEMED PAIN AND EXPERIENCES QUALIFY YOU

Growing up in a Christian home does not guarantee a healthy functional home. Looking back, I understand now that my parents did the best that they could do with the knowledge and tools that they had.

As a small child, I struggled with abuse, shame, and dysfunction. I didn't do well in school at all. It is quite normal for a child to blame themselves and come to conclusions that there is something wrong with them. I thought there was something wrong with me and never thought that was any other reason.

I don't think I could ever express some of the things that were done to punish me while growing up. Being walked around on a dog leash and told that if I acted like an animal, I might as well be a dog, I was only six years old. As a child, I was tied to a bed or chair and beaten at times. There are many other things I will refrain from sharing with you here.

I came to Christ at around age twelve with significant identity issues and rejection. Jesus poured His love into me in powerful ways, and I have had some pretty remarkable experiences with God growing up. But, it was a long time before I truly discovered my identity in Christ, forgiving others as well as myself.

The point I am making here is that it was Jesus who redeemed the pain in my life that qualifies me! I understand what it is like for others and as a result, have the authority to speak answers to similar difficulties people face. I wrote the book, *Breaking The Cycle of Defeat* where I shared how God redeems us from our self-destructive ways.

The same is for your life as well. You have faced things, you have a story and it is in that story, that you have the authority to speak, share and bring healing to others.

Pain can come in many forms, it doesn't have to only represent your personal life. It can be other areas as well. The frustration and struggles you have faced in your career, education, building a business, and even retirement. Every breakthrough you have experienced qualifies you to speak from a place of authority and bring answers.

GOD SPEAKS THROUGH YOUR DIFFERENCE

I don't know if you realize it or not but, you are different. Every person that is born looks, thinks and acts differently than anyone else. People are like fingerprints, they can have similarities but they are uniquely different, no two are alike. This represents your difference.



Your difference comes from a variety of things. Your personality, your redeemed pain, spiritual gifts, as well as your understanding of who you are in Christ.

Kingdom Identity + Power of Holy Spirit + Redeemed
Experiences + Personality + Skillset = Unique Purpose

This gives you clues about your Kingdom assignment. This does not mean that you can only touch others through your unique assignment. You can have an impact in many other ways as well based on your own experiences. You can help single Fathers, women, business owners, worship leaders, you name it. You will be able to identify your Kingdom assignment after taking inventory of your experiences, skills, and past breakthroughs you have had in your own life. You are matching your breakthrough with the breakthrough someone else needs and is looking for.

Take, for instance, my own story of growing up in a Christian home that lacked the tools in raising me. I have not directly spoken about anything that comes from my own story. But it has caused me to understand human behavior and I have written extensively about self-image and identity issues. For over thirty years my wife and I have coached and worked with people who have struggled with many things and we draw from our own experiences.

Your story makes you uniquely qualified to speak in areas where others are struggling. It allows others to tap into the knowledge, tools, and resources you have discovered along the way.

In another example, my struggle to create an income for my family that would allow us to continue in ministry gave birth to many side gigs. I learned what worked and what didn't work. In one instance, I was able to attract over 10,000 people to a brand-new marketing system I had built online. I did this in 45 days and was able to create a 6-figure income within the first thirty days of that process. I have gone on to successfully market and sell many things, online. I have built online courses, provided printing services, and more. I have worked directly with customers as well as direct with businesses.

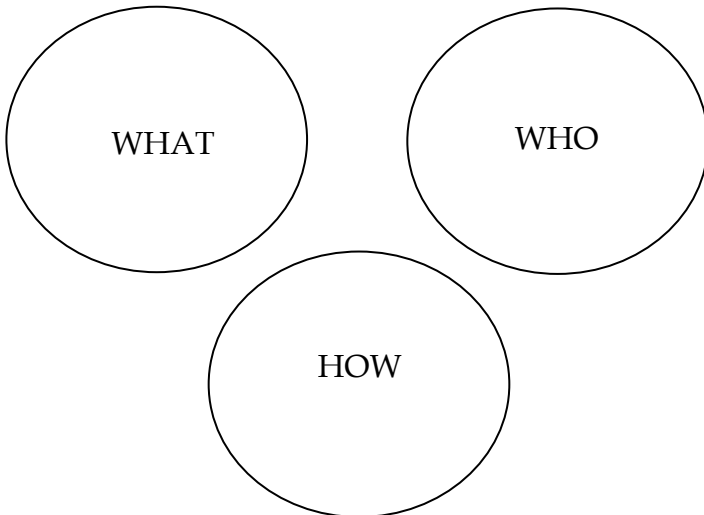
I am now uniquely qualified to help in that same space to achieve the same thing or something similar. I can help you discover what you are good at and help you succeed. The one thing I have discovered is that yes, I can personally succeed as an online marketer but if I am not careful, it can distract me from my primary kingdom purpose, which is you!

Therefore, it is key, to identify your “WHO” (Who Are You Called To).

Your “WHAT” (Your Kingdom Solution) and your HOW, (What does it look like).

For instance, I have built a 90-Day Transformation Experience that includes recorded course material and provides group and personal coaching where I walk people step-by-step through developing their own transformational process, which they can offer to others.

This is my proprietary program (My How) where I get to work with (My WHO) which are Emerging Christian Leaders like yourself to move from frustration to fruitful personal growth, impact, and influence so they too can make a difference. (My What).



Your Kingdom Assignment takes place when you know and understand this. You can have clarity and focus where it concerns your vision.

Because it is built on the foundation of your unique purpose and passion you are functioning at a higher level of favor and will see greater results.

You see, it wasn't always like this for me. I struggled between ministry and entrepreneurship. We struggled to raise money to travel so we could move to the Philippines as missionaries.

We depended on a donation model that required us to ask others to give to support us. We would raise money to travel to Uganda or Mexico so that we could hold conferences for pastors and leaders.

Later we served as pastors here in the United States but the church could barely support us. I worked a side hustle to make ends meet. This became a constant struggle, never having enough.

On the other hand, when I focused on entrepreneurship, it broke my focus on ministry. Building a business took constant focus and effort.

Understanding my Kingdom's purpose and assignment was the answer. It brought together both worlds where I was able to make a living and help my Who, which was to help Emerging Christian Leaders like yourself. I help people discover their Kingdom Identity and help them explore what that Kingdom Identity looks like in a world that needs to hear their voice.

In my opinion, I believe that it is vital for the believer to understand their Kingdom's Purpose and Assignment. Knowing your Kingdom's purpose is knowing that:

1. God completely loves and accepts us completely based on what Jesus provided for us and not on our own efforts to be complete. We are complete in Him.
2. God has given us everything that pertains to life and godliness.
3. His life in us represents growth and expansion. As we grow the garden of His life in us it seeks out ways to grow, affect, and impact people around us through our Kingdom Assignment.

Your Kingdom Assignment is different in that it is what Jesus describes as, The Great Commission which I believe is unique and different for each and every one of us.

This book walks you through this process.

It is my sincere hope that by teaching you how to connect with your Kingdom Purpose and Assignment where you will be able to connect with God's expression in every area of your life.

Secondly, my prayer is that you will experience a greater purpose and clarity in your life.

Thirdly, you will develop an asset that you can take to your world as a solution to the problems you are assigned to bring an answer to.

Forth, you will be able to, if you choose to, create an income while helping people that do not want to depend on a donation-based model. Having the money to fulfill your life's mission is something most people desire and I am here to help you with that.

Real Life Example: Karen Smith

Karen suffered from extreme brokenness after losing three babies due to miscarriages. She knew what it was like to experience overwhelming sorrow. But after searching for answers from someone else who had the same journey as her, she became dismayed that there was no one she could turn to who understood.

Later after discovering the path to healing and joy she wrote her book, *Learning to Parent in the Light in a Dark World*.

She is now helping others who are dealing with the pain of loss walk into the light. Karen's mission is to help families connect with God and each other. She now offers an online training and coaching program.

www.lifeconnectionsacademy.com

Real Life Example: Tom and Allison Cartwright

Tom was a serial inventor and entrepreneur. To his credit he had a number of successes with his products being marketed in chain stores

Tom teamed up with his daughter Allison because they were tired of watching other Christians whom God had given ideas to struggle. Either they never took action or got ripped off by people ready to take advantage of their ignorance.

Tom and Allison felt God was leading them as they began to put a program together that focused on helping others step out in faith but provide practical steps to bring ideas to the market.

They offer a 4-Step program that takes people from creating a flight plan to launch analysis and coaching. They now see themselves in a viable ministry helping the body of Christ, launch witty ideas into the market place.

www.InventShine.com

Jesus says, “your redeemed pain is precious to me and has value! I see where you came from and have gone through.”

Chapter 2

The Harvest Is Ready But The Laborers Are Few

*'There are still four months and then comes the harvest'?
Behold, I say to you, lift up your eyes and look at the fields, for
they are already white for harvest!*

John 4:35

Jesus just got through saying, *"My food is to do the will of Him who sent me, and to finish His work."* This means, there was a certain satisfaction, meaning, and fulfillment that came from doing the will of the Father. He then immediately talked about the harvest and how ready it was for harvesting. You might wonder what harvest was he referring to. I believe that he was referring to the needs of humanity.

Everywhere Jesus looked he saw people who were hurting and in crisis. He saw the leper, the crippled, and the castaway. The broken-hearted who was full of hurt and agony. He recognized the pain of broken relationships, the disappointment of the disadvantaged, and the turmoil of a broken society.

The harvest represented WHO he was called to bring his WHAT (solution) to.

When he said that the harvest was ready and white for harvesting, he was speaking to people whose pain was to the point that they hungered for answers.

CRISIS REPRESENTS OPPORTUNITY

This is what Jesus saw when he looked at the pain that surrounded him, he saw an opportunity to solve problems. This is what it means to see a field that is ready for harvest.

The disciples later asked Jesus why a certain blind man was born blind. They presumed it was because of sin. Jesus answered them by saying, that reason was so that “the works of God might be made manifest in him.”

Problems are there because they are looking for solutions! In Jesus’s case, the answer to the blind was the ability to see!

1. God has given you a harvest field to claim as yours
2. Your harvest field represents your assignment
3. Your reward is personal satisfaction, meaning, and fulfillment.



This chapter is really about identifying the reason why you want to pursue your Kingdom Assignment and the rewards that come with it. God’s plan is for you to not only find satisfaction and fulfillment but to receive financial rewards.

In Luke 10 we see the same conversation about the harvest fields being white and ready for harvest. Here he sends the seventy out two by two and tells them whatever house they go into to heal the sick and tell the people there that the kingdom is near them.

It is interesting to note that in the same context in verse seven he tells them *“And in the same house remain, eating and drinking such things as they give: for the laborer is worthy of his hire.”*

As a child of God, you are on assignment to bring real solutions to real problems that people face and yes, receive a reward!

YOU ARE A PROBLEM SOLVER

Now, what I am not saying is that you go out and charge every time you pray for someone or minister life. Jesus also said in Matt. 1:8 *“Freely have you received, freely give.”* Being stingy and tight-fisted is not the way the kingdom operates.

This almost sounds conflicting, doesn't it? I believe it speaks to our heart and willingness to be a solver of problems around us. Like the old song, this little light of mine and our hiding the gift of humanity's answer on the inside of us. We should be willing to dig deep where it concerns understanding our Kingdom Purpose and Assignment and not take it lightly.

I believe the reward you receive is based on the size of the problem you solve in life for others. This is a general observation about life itself.

My daughter, just came in the door telling me about a person at the store who dropped a package of candies. The lady asked her if she would help her pick them up. As a reward, she bought Lilly, a drink and candy of her choice. A simple act brought a simple reward.

A mechanic solves problems that only a mechanic can solve and as a result, they are rewarded. Caterers solve problems for those who are hosting an event, they solve a problem and are rewarded financially.

Others solve life-altering problems that can turn someone's pain into joy. As for myself, I help people not only experience their Kingdom Purpose but connect with their assignment to live a more relevant, fulfilled life that reaps eternal rewards.

BUILDING ON GOLD, SILVER, AND PRECIOUS STONES

There is another reason you want to discover your Kingdom Assignment. There is value that comes from eternal rewards.

“If anyone builds on this foundation with gold, silver, precious stones, wood, hay, straw, each one’s work will become clear . . . fire will test each one’s work . . . If anyone’s work . . . endures, he will receive a reward. If anyone’s work is burned, he will suffer loss; but he himself will be saved, yet so as through fire.”

1 Corinthians 3:12-15 NKJV

Believe me, there are always reasons not to get started moving toward making a difference in the lives of others where it concerns your Kingdom assignment. Jesus warns us to “Say not there are four more months until harvest.” It can seem easiest to focus on our current needs and desires. Not worrying about eternal consequences or even tomorrow leads us down the wrong path. Things like procrastination become an enemy of what is valuable and important.

Now, don’t get me wrong, I’m not trying to put you under guilt and condemnation. God loves and accepts you completely no matter if you choose to move toward your Kingdom Assignment or not. I am not talking about works of righteousness where you are trying to be accepted by God.

What I am referring to is living a life of personal fulfillment where you are sensing the power of the Holy Spirit flow through your life as you begin to make a difference through your life’s experience and wisdom.

1. There is personal satisfaction, meaning, and fulfillment.
2. Financial i.e. Making a living while making a difference.
3. There are rewards in eternity.

In order to personalize this material, you must take the time to fill in each section. I have designed this book in such a way that each exercise builds on the previous one.

WHAT IS YOUR “WHY?”

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

CLUES TO YOUR HARVEST FIELD

Your harvest field will come from areas of past struggle or crisis. There are many challenges that we have all faced at one time or another. Each can represent possible harvest fields from which we can reap rewards.

Reflect on each of these and write them down. Think about your own situation and then think about others you know that are going through a similar situation. How does that make you feel?

Have you ever gone through a divorce
Recovery program for an addiction
A business failure
Domestic abuse
Loneliness
Unemployment
Suicidal thoughts
Frustrated parents raising kids
Single parenting
Health challenges
Financial struggles
Workplace issues

If you have had a breakthrough of any kind, you have a process. You may have never thought of it in that way but you know what it is like to overcome! You have a story that others can relate to.

Real Life Example: Bonnie and Thomas Liotta

Bonnie was yelled at and consistently compared to her younger sibling throughout her childhood. As a result, she felt disempowered and worthless.

As a single Mom of three she struggled with the same patterns raising her children. All three of her children were diagnosed with ADHD, one with ADHD along with oppositional defiant disorder, by the time her oldest child was thirteen and her youngest was seven.

Bonnie and Thomas met and joined their stories and lives together to build something better. Based on their past struggles and discoveries about what worked and what didn't work they turned their pain and experience into a thriving ministry and business that is simply amazing.

Bonnie and Thomas currently offer hope and healing to millions of parents around the globe currently suffering in a chaotic, toxic and depressing home environment with their children through their youtube channel and Learn to Speak Kid book.

creatingchampionsforlife.com

Chapter 3

YOUR WHO – Creating Your Avatar

Rarely do people answer to a name that is not their own! Call someone Bob whose name is Steve and they will completely ignore you. Now if you were in a crowd of people and yelled out the name, Bob you will probably get some people lining up to hear what you have to say.

Your Kingdom Assignment is connected to a person who is looking for a solution to a problem. They may not even think there is a solution but when you say their name (problem) they pay attention.

What is an Avatar? It is your WHO, and represents the person or people you are trying to reach. This is a marketing term used by professional marketers. It helps them identify the demographic and language of their advertising messaging.

The more specific and clear you are about who your Avatar is, the greater your success is in your ability to resonate and call them out from a crowd of strangers.

You might think that everyone needs to hear what you have to say.

The problem is that even if this was true, no one will pay attention and take you seriously. It's like calling out the name Bob in a room full of people who have the name, Jason or Sarah. No one will raise their hand or even look your way. It's a noisy world out there and your people will tune you out if you are not specific or not addressing them or their problem.

Remember, you are called to bring a solution to a specific problem. In fact, based on what I shared previously, you are unique in your ability to see things that most do not notice.

Because of your own past experiences, and frustrations, seeking out and finding a solution you recognize and see through a different pair of lenses. Your ears pick up and hear things differently from other people around you. You feel the pain and frustration of others differently when coming across someone who has gone through similar circumstances as you.

This is part of your difference!

Realizing your differences centers you and gives you clarity. Again, your redeemed experiences give you the authority to speak about what others are struggling with. Your Avatar is in the middle of where you once were and is now looking for you. Call out their name and they will answer!

JESUS KNEW WHO HIS AVATAR WAS

This may be a shock to you but Jesus was completely aware of his Avatar. In Luke 4:18 he gives us a list that was already provided to him. The Bible says that he came into the Temple and was handed the book of the prophet Isaiah to read from.

"The Spirit of the Lord is upon Me, Because He has anointed Me To preach the gospel to the poor; He has sent Me to heal the brokenhearted, To proclaim liberty to the captives And recovery of sight to the blind, To set at liberty those who are oppressed;."

Luke 4:18 NKJV

For example, sake, let's break this down so that we can get a better look at who he was called to reach.

THE POOR can mean those who are in poverty or on a deeper level can be those who are empty and void of God and now approach life from a scarcity mindset about everything!

These are people who lack love, acceptance, and significance and because of that, they reach outside of themselves for the counterfeit which leads them from one disappointment to another.

THE BROKENHEARTED is someone who has been crushed by life's circumstances. They have suffered loss, and have been emotionally and physically crushed and bruised.

THE CAPTIVE literally means someone who has been taken and conquered from a war. They are now a prisoner with no way out.

THE BLIND, the usage here can refer to physical blindness or mental blindness. No sight means not having the ability to locate themselves. They are completely lost.

THE OPPRESSED, is talking about someone who has been broken into pieces. They are crushed and shattered and have even possibly suffered a mental breakdown.

WHO ARE YOUR PEOPLE?

Jesus had an infinity toward the brokenhearted, the captive, the blind, and the oppressed. In the same way, you have an infinity toward a group or category of people. I heard someone once say, when you find your people, you find your purpose! This connection to your people group is very powerful.

These people could be associated with your redeemed pain, frustration, or something you discovered and learned through your own life experience or even in business.

From a kingdom perspective, love becomes the driving motivation behind everything you do. The world's driving motivation is different, it can be the motivation of money, selfish ambition to meet inner needs that only God is designed to meet.

When love is guided by the Lord, it connects you to the right things and the right people. Love creates connection! When you have a connection, you have clarity. Having clarity creates the third element and that is confidence. Without confidence, you cannot bring change to your world and your people!

1. Love creates connection
2. Connection creates clarity
3. Clarity creates confidence



Who Is Your Kingdom Avatar? Take a moment to describe your people or group. Be as specific as possible.

Let's drill down a bit more by getting more specific.

Average age: _____

Gender: _____

Relationship Status: _____

Occupation: _____

Children: _____

Rent or Own Home: _____

Education: _____

Income: _____

Religion: _____

Health _____

YOUR AVATARS PAIN POINTS AND CHALLENGES

Try to list at least ten of your avatar's pain points (challenges & fears) and ten outcomes (wants & desires).

What does your avatar fear?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

What challenges does your avatar face?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

What does your avatar want?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

What does your avatar aspire to do or be?

1. _____

2. _____

How will your product or services make your avatar's life better?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

The above lists will continue to grow and expand over time as you continue to explore your WHO, your WHAT, and HOW.

THE SMALLER YOUR WHO/NICH IS
THE GREATER YOUR RESULTS.

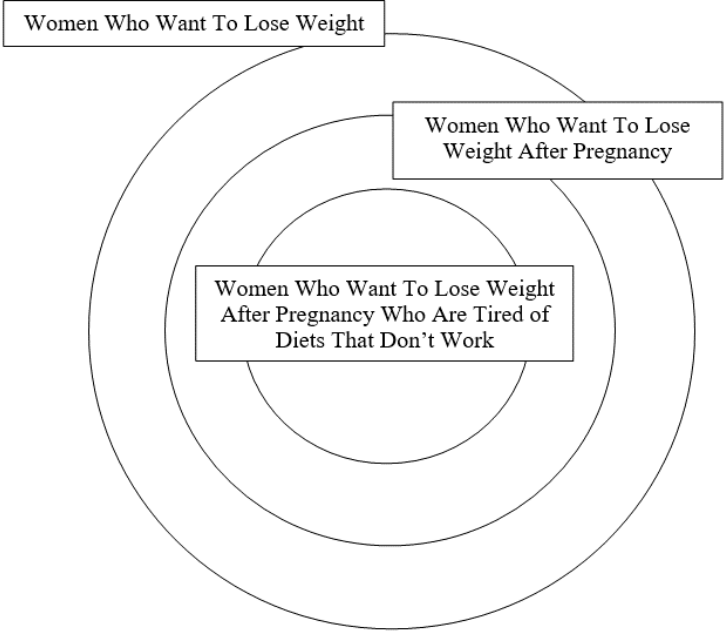
You might think that the opposite is true. You may be thinking that your success is dependent on a LARGE GROUP of people. This is not true, focusing allows you to call out your Avatar. As I said, it is the difference between saying “HEY YOU” and “HEY BOB POTTER WITH THE BROWN SHIRT”.

Here is an example exercise for you to do.

Draw a circle and write the name of your avatar (typically a noun and not a verb) on the outside line. For example, let's say, Women Who Want To Lose Weight.

Next, draw a circle inside that circle and write on the outside line a name that is more narrow of a description of your Avatar. i.e. Women Who Want To Lose Weight After Pregnancy.

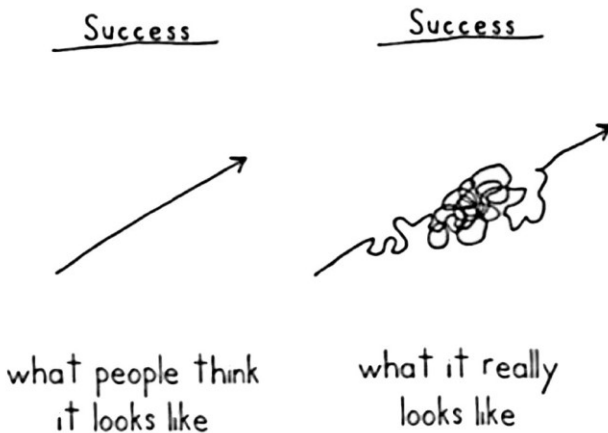
Now draw a third and final circle inside the last circle and let's go even more narrow in our description. i.e. Women Who Want To Lose Weight After Pregnancy Who Are Tired of Diets That Don't Work.



Chapter 4

THE POWER OF YOUR STORY – Clarifying Your What

Your story has within it the ability to reach and change people's lives. They connect emotionally with you, especially when they are your Avatar! People look at the success of others and only get a snapshot. It isn't until they hear your story that they discover, "Hey, there are others just like me!"



When people hear your story, it is entertaining and stimulates the mind differently than if it was just information being shared. Here is a test you can try on your next cross-country drive at night.

Turn the radio on and play music or the news, now play an audiobook telling a story. You will notice that you will be much more alert and engaged.

The mind seeks entertainment. That is why we watch movies and read books with stories.

Knowing how to use your story will open doors and create a connection like nothing else. Entrepreneur Russell Brunson shared something that I revisit all the time. It is a profound way to be able to relate and communicate breakthrough moments for others. Your Avatar is at the center of how you will use this concept.

Russell shares that deeply held beliefs are sometimes difficult to overcome when talking to someone. The reason for this is that when introduced to new ideas the mind immediately begins to find reasons why it is impossible to change or why it won't work for them. The mind tends to default to past experiences that prove this. The stories in our minds are created both good and bad to create beliefs about lives.



Experience



Story



Belief

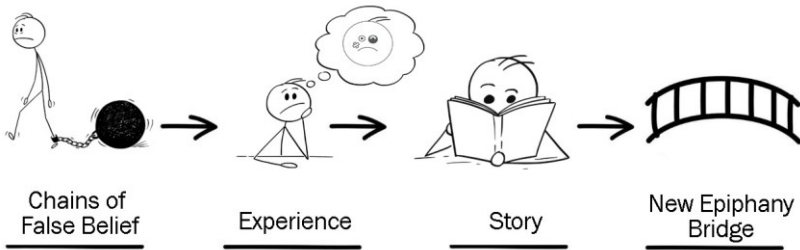
Your experience creates a story that becomes a belief. This happens over and over throughout your lifetime which makes you the way you are in contrast to someone else. Others can have a similar experience but because their story is different it affects their beliefs differently.

First, identify the false beliefs that your Avatar has. For example, if they came out of an abusive marriage, they might hold to a negative view of every one of the opposite sex.

“If I get married again, I will lose my freedom because all they want to do is control my life.”

Second, now that you have identified the false belief let’s identify possible experiences in their life that was the cause of the false belief.

FALSE BELIEF PATTERNS



“I was married once; I experienced a lot of control and manipulation in just about every area of my life.”

The third is to identify the false stories they are telling themselves about their life that is keeping them stuck.

“My story is that getting married again is like the roulette table in Vegas. It is a big gamble and risk that I am unwilling to take.”

Fourth, is for you to create what is called an Epiphany Bridge story which can be from your own redeemed pain or you can even use someone else’s story. This story will show how you once had a similar belief. But now because you discovered a new story you have an entirely new belief. What you had been telling yourself was wrong.

“I was thinking the same way about why marriage was a gamble and risk. I was telling myself, there is no way, I would put my life and the life of my children into that situation. But then I discovered that relationship coaching was available for me. I soon discovered that what I was believing was wrong. I got the emotional healing I needed and now I am open to new possibilities.”

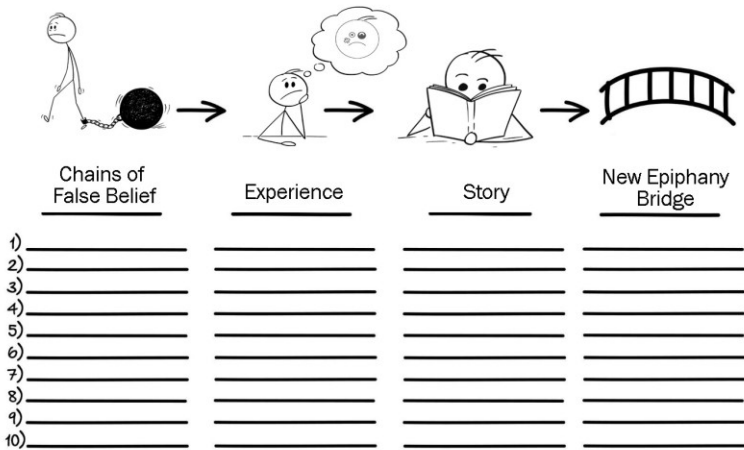
Understanding the power of a story opens the door to all kinds of possibilities. It can identify people’s false beliefs and create stories that lead them to breakthroughs and possibilities. It is a key to reaching people deeply in areas they have been stuck.

Are you seeing how simple this can be for you?

Think about it, you can make a powerful difference in the lives of others using your story and experiences. Not only that, you can create a product or service that you can offer to others and create income. It can be a side hustle or a create a full-time income. The great news is that it is connected deeply to your heart and passion. You can enjoy the deep satisfaction of knowing you are in alignment with your Kingdom assignment and calling.

You can use this to help you understand, and communicate effectively with your Avatar. Using this model can also help you design your offer to your Avatar as well.

FALSE BELIEF PATTERNS



1. List all the false beliefs your Avatar might have that are related to your offer. Try thinking about your own experience before you had your breakthrough. Because you faced some of the same challenges and frustrations it will be easier to think about it in this way.

You can add to the list we started in the last chapter. I suggest using a separate piece of paper you can keep nearby.

2. List the experiences that would have caused some of the false beliefs. I suggest listing an experience beside each false belief you previously listed.
3. What are the stories they are believing about themselves based on their experiences? What do they sound like when you are listening to them in your mind, hopelessness, discouragement?
4. Now you will want to think about your breakthrough moments that created your personal Epiphany Bridge story. Do this for each item you previously listed. You might even want to use your imagination as you relive them. They are very powerful in knowing how to communicate and speak to give them their own breakthrough story. Go ahead and list out several stories, it will provide you with more ways to speak later on.

Remember, your Epiphany Bridge story is about your journey across the bridge (problem). It is about how you experienced your breakthrough. Jesus told stories of others who had their Epiphany moments, take for instance the story of the prodigal child.

He spoke about the Epiphany ah-ha moment when in his worst moment, sitting with the pigs in a pig pen. He sat there and reasoned in his mind that he could return home and at least become a slave, instead if found a loving Father. He told about the Father waiting with open arms waiting on the road and throwing a party for him.

The purpose of this chapter has been to help you begin to create a framework where it concerns your WHAT. Remember, your WHAT is the solution to the problem. Your solution starts with understanding the false chain of beliefs your Avatar has had.

Realizing that simply providing information may not be the best way to accomplish the goal. Instead, tell them you were stuck because of a similar past experience.

Share your story of how you were able to break free and broke the pattern. Tell them about the outcomes and things that have happened to you after your epiphany.

CHECKLIST

1. Your WHO: How niched down/specific is your Avatar?	Score 1-10
2. Your WHAT: How specific is the problem you solve?	
3. Your HOW: How specific/or unique is your how?	
4. Your STORY: How effective is your story at connecting with your Avatar?	
5. FEARS: Have you identified their biggest fears?	
6. DESIRES: What are their biggest dreams, hopes, and desires?	
7. What are the three biggest reasons, obstacles, or limiting beliefs keeping them from what they want?	
8. Do you have a story or plan to help them overcome?	
9. Do you have a clear journey for transformation that you can lead them through?	
ADD UP YOUR SCORE	

Case Study: Tom and Allison Cartwright

Tom was a serial inventor and entrepreneur. To his credit he had a number of successes with his products being marketed in chain stores

Tom teamed up with his daughter Allison because they were tired of watching other Christians whom God had given ideas to struggle. Either they never took action or got ripped off people ready to take advantage of their ignorance.

Tom and Allison felt God was leading them as they began to put a program together that focused on helping others step out in faith but provide practical steps to bring ideas to the market.

They offer a 4-Step program that takes people from creating a flight plan to launch analysis and coaching. They now see themselves in a viable ministry helping the body of Christ, launch witty ideas into the market place.

www.InventShine.com

Chapter 5

YOUR SOLUTION –

Here is where your hard work in previous chapters begins to pay off for you. If you haven't answered any of the questions you will need to go back and do this for you to move forward.

Up to this point we have accomplished several things.

1. Identified your Avatar and have clearly defined them.
2. Know your Avatar's problems, pain points, fears, and frustrations.
3. Have a solution and process from chapter four.

The purpose of this chapter is to begin to develop your proprietary 60-day or 90-day transformation course. This can be an online course that can include audio and video. It can be a manual or book that leads your Avatar to your larger solution which might be coaching or a workshop. It could become part of a process that you use in your local church where you meet on a weekly bases. You could even offer it as a local support group in your local community.

BUILDING YOUR OFFER

Without you realizing it you have been building the parts and pieces of your offer throughout this book.

These will be used to build out your framework into an offer. Your offer becomes an outline from which you will use when creating your content.

At some point, you will be making an offer to your Avatar which means, your WHO will have to have the ability to pay for your product or service. If you feel called to reach an Avatar that cannot pay, then you need to make this a passion project. Helping the homeless, or the down and outer is noble but in the end, if you want to fund your passion project, you should select a different Avatar and use the money for your passion project.

Charging money may be a challenge for some people but the truth is, many people who are not financially invested in their future rarely do the work necessary to change their lives.

I am going to outline my 90-Day transformation course as an example. This is partially made up of recorded videos in a private members area, personal coaching as well as group coaching sessions. As you look through the outline, you will notice that this book is built on modules two and three My previous book, *Launching Your Kingdom Purpose* primarily focuses on the first module.

You are not looking for perfection here. It's important that you just get started no matter how imperfect it may be. What you start with will not be your final draft. It is just a beginning point where you can begin to put some of your thoughts down on paper. The example outline I am sharing with you now will continue to evolve and change over time.

EXAMPLE

Module 1: HOW TO STEP OUT OF PAIN AND EXPERIENCE THE LIFE YOU WERE CREATED FOR

Session 1: The Hidden Secret Most Christians Miss But Need The Most in Their Life.

Session 2: How To Let Go of Handicaps That Have Stopped You

Session 3: The One Key That Unlocks a Life of Greatness

Session 4: Keys To Discovering Your Kingdom Blueprint And Design

Module 3: DESIGN –DISCOVER YOUR PERSONAL ASSIGNMENT

Session 5: Keys To Understanding Who You Are Called To Touch

Session 6: Attract Your Field of Favor For Impact And Influence

Session 7: Discover The Power of Your Story

Session 8: Your 90-Day Transformational Solution

Module 4: Deploy – HOW TO BRING SOLUTIONS AND HEALING TO OTHERS

Session 9: Blueprint Your Attraction Magnet Offer

Session 10: How To Find Your People

Session 11: Take Action On Your Passion and Turn it Into Profit

Session 12: Ignite And Deploy

YOUR 90-DAY TRANSFORMATION COURSE

You might be wondering, how and where do you start? Start by first working on your sections, I call them modules in my outline. These sections might be four or could be just three parts.



1.



2.



3.

If you were a single Dad coming out of an abusive relationship your three main points could be:

1. Personal Responsibility
2. Ask For Help
3. Embrace Your Core Values

Go ahead and write your three main points inside the above boxes before moving forward.

Now take each of your three main points and write five bullet points under each one. For instance, using the example of the single Dad it would look like the following.

1. Personal Responsibility

- Identify the inner warfare
- Overcoming the false chains of belief
- Love yourself
- Priorities and values are important

2. Ask For Help

- Overcoming fear of reaching for help
- Resources that care
- It's worth it
- Making difficult decisions

3. Embrace Your Core Values

- You and your children are worth it
- What's important
- Staying the course
- Great outcomes come with great decisions

If you are struggling to find words and phrases, go back and refer to the list that you created that describes your Avatars fears, challenges, and aspirations.

Yes, this is a process and will make you think about things you never had to think about in the past. If you mentally get stuck, back away for a bit, and sleep on it. You will find that your subconscious mind will be working on your behalf. Don't procrastinate, keep moving forward because it will be worth it in the end.

You will have created a proprietary product that is uniquely yours. This can be an outline for a book, a personal one-on-one coaching program, or a group.

Let me address something here about your biggest challenge in making this happen. Your greatest struggle will be your definitions and struggle regarding your qualifications. We call it, imposter syndrome.

This is normal and expected. As you continue to move forward, you are doing so in faith. The Holy Spirit is with you, stirring your heart to believe and continue stepping into your passion and Kingdom assignment.

CREATING YOUR MISSION STATEMENT

I help _____
(Your Avatar)

With _____
(Problem Solved or outcome)

By _____
(Your How, Method, Approach)

Without _____
(Things they have tried & don't want to do)

Even if _____
(Their #1 objection)

Chapter 6

CONTENT – It’s Easier Than You Think

Your content represents your process which is what you created in the last chapter. How you deliver it can be in many forms or a combination of ways. It can be delivered in the form of a 60-Day or 90-Day transformational program.

A workshop, recorded material, or even a book. Take this book, for instance, it has everything you need for you to get the desired outcome. I will also be delivering the same material in a 3-4 hour workshop as well as a 90-Day program.

However, you choose to deliver your content the most important thing is to deliver a promised result and outcome.

What would you say is the ability, process, or outcome that you can help someone succeed with?

You may already have written it down somewhere and you may be saying, why would I write it down again? Because you can never be overly redundant on the specific goal that you are trying to achieve. This will help you keep on target as you work on your outline.

The second thing I would like for you to do in this section is to list out all of the critical turning point moments that must occur for this specific outcome to take place. Keep in mind, we initially looked at the total overall transition through your story. Now you are identifying the things that if you were to coach or teach your Avatar, they absolutely would have to do to achieve the outcome.

1. Ask For Help –

- A. Get an honest opinion from others who know the situation.
- B. Call state child protection services

This is the list of stuff that has to be done! It identifies the things you have to teach around to bring the desired outcome. For instance, if I know for you to be successful in helping you create your own 60 or 90-day proprietary system that you need to identify your Avatar, then I already know what I need to teach. I need to teach you how to come up with the process of how identifying your potential WHO. I also, know that I need to create worksheets to help you understand and think like them. It also allows you to provide feedback possibly in a coaching session or breakout session to get the desired outcome.

Now, remember every critical turning point moment likely has some type of hurdle to overcome in order to execute it. For example, if I say to you that in order for us to come up with your Avatar, we need to make a list of people that describes your WHO. So, one of the hurdles to overcome is the fear of; “What if I can’t come up with any ideas?”

In the example of the single Dad asking for help by making a call to child protection services. This can be a real area of fear, so this would be a hurdle.

In the pre-outline phase, we know what our outcome is. We're looking at the critical turning moments, what must get done! Then we're going to look at what are the hurdles to get that stuff done, and are some of the hurdles. Keep in mind, the outcome will have a specific result within the time stated. It might be a 60-Day or 90-Day or even within the time of a workshop.

Regarding creating an outline for this book and course, I know that one of the obstacles or turning point moments is that I will need to prevalidate that you the reader will be able to reach an audience that will respond. If that is in the context of what I promise will be the outcome then I need to address the hurdles of attracting people to your offer.

Identify the critical turning point moments and/or common hurdles along the road to that big outcome. Refer back to your list of fears and challenges if you need to simulate some ideas.

Outcome – What are the results accomplished through your program

Turning Point Moments – The to-do-list that needs to be accomplished

Hurdles – Tips to getting critical moments, to-do-list completed

Creating content may seem overwhelming at first. Especially when you think you have to create it in advance. The truth is, all you need to do is expand your outline into points. Then turn each of your points into addressing specific hurdles. This is where you can reference learning experiences you had from your own story so that you can create an epiphany bridge.

These are necessary steps for you to bring big breakthrough results. People are generally blinded by their own story, what you are doing is showing them your story so they can see what is possible for them. The following 8 points came from Russell Brunson's book, *Expert Secrets*.

1. What is the backstory that connects your listener to you?
2. What did you want or desire regarding what you were facing?
 - a. What were the external struggles you were facing and dealing with?
 - b. What were the internal struggles you were facing and dealing with?
3. What was the wall or problem that you kept on hitting that started you on this journey?
4. What is the epiphany you experienced and breakthrough?
5. What was the plan or process you followed to achieve your desire?
6. What conflict did you experience along the way?
7. What was the end result you achieved?
8. What was the transformation you experienced?

WHAT IT LOOKS LIKE

Let me give you a live example that just took place while writing this book for you. It uses all of the points I just gave you.

My wife just now shared something that took place last night that powerfully illustrates this. She has dealt with some health issues in the last two or three years.

This last year she had back surgery because of a bone spur pressing on a nerve. The result was extreme pain going down her leg. Looking for relief she had surgery for a spinal lumbar fusion. Then later this year she went in for a second surgery after many injections into her spine to calm the nerves and stop the continuing pain. This procedure was a Laminectomy.

The pain would subside and then come back but not to the levels she had been going through. Her internal struggle was centered on the questions about her healing. Where was Jesus in all of this? I have believed God in prayer and have had many others pray for me yet, where was the manifestation of my healing?

Three years of Acupuncture, Chiropractors, Physical Therapist, Injections, and Strong Pain Medication, and here I am, still struggling with this!

Last night as she tells me, “Then Something Happened.”

She said I woke up with extreme pain at 2:30 AM. The level of pain was unbearable at about a level 9. I didn’t want to take any pain medication because I had an empty stomach. I got up and went downstairs and sat on the couch. As I was sitting there enduring the pain, I asked Jesus, why do I still have pain? What more could I do? I believe that you can heal me but it is not manifesting. She was to the point that she wished she could die just to be free of the agony.

And then something happened, as she was sitting there, she looked up and saw Jesus standing next to her. She said, He touched me on the shoulder and said these words, “I am your healer” and at that moment he reach out to me and stepped inside of my body. I heard his whisper, “I am your healer, I have already taken away your pain, feel my embrace, don’t feel the pain.” At that moment, the pain immediately left!

She at that point decided to go back to bed. As she lay there, the pain began to come back.

She said, “I looked up and saw Jesus sitting on the bed next to me, He reach down and hugged me and as he did, he again disappeared into my body.

Peace flowed over her and she fell sound asleep. She told me this morning that it was a very strange experience that revealed to her how to embrace her healing.

This is a powerful story and example for us here. Her epiphany was that the answer was to focus on the reality of Jesus and not the pain. Jesus took her pain and carried her sorrows. So much of her attention had been spent on, finding ways to stop the pain. It was almost a constant thought. Jesus showed up and showed her that the bigger reality is that she did not have to deal with this, that it is already done!

Her story gives her a special kind of empathy and authority to attract and speak to others who are in the same situation. Her story builds faith and lets those who are suffering from back, leg, and foot pain that there is hope and healing that they too can experience.

PUTTING IT ALL TOGETHER

Another get-started-fast tip is to sit down with a piece of paper and write out your Avatar. On the next line, referring to the previous worksheets, describe them in detail.

Next, write out ways you can help them. What would you recommend them to do? Think about how you want to minister life to them, would you coach them? There are other options, for instance, would you provide a Done-For-You service for them where you create an answer, plan, or provide a service? A Done-With-You plan through steps where you give them the strategies and then they apply what you gave them. A Do-It-Yourself service where they simply follow a guide, or a digital course?

Next, write down two or three things they could do on their own to prepare for how you would serve them. What do they need to do to be prepared for where it concerns what you are offering? What kind of insights, or information do they need to go through to be best prepared?

Your next step, depending on what type of delivery you have in mind, you will want to think in terms of a possible PowerPoint, Handouts, and Worksheets.

Next, invite a few of your friends to join you for an in-person or online Zoom so you can practice. You will want to record it so that you can go back over your presentation for possible fixes.

You can use them if you plan on providing parts or all of your sessions in a member's area. Also, future recordings can be turned into a book. You can repurpose your material for a smaller ebook that can be used as a free giveaway. This is a great way to build a list and create your tribe.

You can learn a lot by watching how others like myself are impacting those they are serving.

The important part is to get started and don't quit! Your Kingdom Assignment is way too important to simply ignore or allow "other things" to distract and get in the way. Mark 4:14 talks about not allowing distractions, the view and opinions of others, and desires for other things to get in the way.

The seed of the Kingdom of God that is planted through this book is way too valuable to be ignored. Remember, it is Satan who immediately will seek out ways to disrupt your life from producing fruit.

Chapter 7

TITLES AND COPY THAT SIZZLES AND SELL

If you have decided to move forward and create your proprietary program then this is an important chapter. This chapter will help you frame what you are promising to deliver to your WHO.

First of all because of your previous work and the steps you have taken throughout this book is that you have clarity (You did, do the exercises didn't you?). You know more about your Avatar than anybody else. Getting that understanding is the hard part and yes it takes time. Writing with that understanding is the easy part. This is a tremendous advantage and you already have the knowledge you need.

One of the first important things you need to realize is that there are two distinctions in how you promise what you are going to deliver. The goal is to step into the shoes of the person you are speaking to. To persuade someone, and motivate them toward action, you need to understand that person.

What Avatar Wants and What Your Avatar Needs!

What your Avatar wants and needs are completely different. I want a lot of money but, I need to work for it is different. Your WHO knows what they WANT and this is what they will respond to.

They don't always know what they need to do to get what they want but you do. In your titles, and bullet point outlines, you will want to address what they want not necessarily what they need.

In the program, that you deliver, you will give them what they NEED but also will give the what it is they WANT.

What they want is the language you will want to use when talking to them in your titles and bullet points that outline what you are giving them. What they want refers to the promised land. It uses words like, how to turn your PAIN, FRUSTRATIONS, and FEARS into PLEASURE, the PROMISE. The big promise is the outcomes they are looking for that will relieve their pain, frustrations, and fears.

Refer back to chapter 5 for examples of this in my outline.

There is the story of the salesman who was trying to sell a new home heating system to a little old lady. He outlined all of the features it would provide for her. He talked about how many BTUs, how it was constructed out of the finest materials as well as the warranties. When he finally finished, the little old lady asked him, "I have just one question, will this thing keep me warm at night?"

People do not respond to or buy things for what they are; they buy things for what they do.

When I was 12 years old I came across something my mother had on top of her dresser that caught my attention. It was a recipe for losing weight by eating grapefruit every morning. My creative brain went on to think about how I could use this to make a little extra money. I had seen others place classified ads in the newspaper that made a promise and then asked people to send a dollar with a self-stamped addressed envelope.

I decided to try it so I called the Rocky Mountain News and placed the following ad.

“Lose 10 pounds in 10 days, send \$1 in an SAE.”

Even though it was just one line, it worked. It wasn't long before I began receiving money in the mail. Remember, promise people what they want and then deliver what they need that gives them what they want.

What's in it for them is the primary goal. Creating a title that expresses direct benefits and promises is what you want to create. You might be familiar with the following saying,

"You never get a second chance to make a good first impression."

Speak to what your Avatar wants by promising a benefit. Here are two examples from Dale Carnegie's books. His most popular course is "How to Win Friends and Influence People." Carnegie's title has TWO BENEFITS: Winning friends--and influencing people. Carnegie followed with book #2: "How to Stop Worrying and Start Living," another best seller, also with two benefits. Who in this life does not want to stop worrying or start living?

Your title must be customer specific and must contain appealing benefits that will get your Avatars attention. The criteria are simple: It must satisfy a want, meet a need, answer a question, or fulfill a curiosity -- benefits, benefits, benefits.

Great titles start with "How To _____" This book has a subtitle that I could have started with, How To, but I didn't.

Make A Kingdom difference With Your Personal Plan While Making a Living Doing What You Love!

Can you count how many benefits are in that title?

Here's the formula to help YOU create YOUR title that sizzles and sells. First, ask six to eight friends to help you brainstorm. Create an instant message group on Facebook and invite them in. Next, without any explanation, post your title to your friends. Then ask them to vote "How many of you would give this a 10, 9, 8, 7, etc." This will give you an idea how your audience feels. Ask for feedback "Why did you give this an eight?" "Why did you give this a two?" Remember people love to give their opinions. Companies pay big money for surveying what people want; they call it market research

Next, ask your audience for ideas to strengthen your title. By this time you will have come up with 5-10 possible titles. Thank your friends for their dedicated hard work. Then type these five to ten titles and send them to a dozen or so other friends. Ask these people to tell you the ONE BEST TITLE that they liked the best.

There are of course other powerful ways to start your title besides using, "How To." Here are a few examples.

Three Little Known Secrets That Will _____

Turn Your _____ Into _____ And Get _____

5 Steps That Will Give You _____

Create The Life You Want By _____

Master The Art of _____

How To Master The Art of _____

50 Winning Bullet Points

Bullet points are like headlines but smaller. They include a feature, benefit, or promise and like the title tell the reader what's in it for them. The more benefit filled the better.

1. Handle Every ___ Obstacle Easily Using These Tips
2. Mistakes In ___ That Make You Look Stupid
3. How To Learn ___ in 5 Minutes
4. 5 Brilliant Ways To Teach Customers About ___
5. 3 Ways To Master ___ Without Breaking A Sweat
6. How We Improved Our ___ by ___% In One Week
7. Want A Thriving Business? Focus On ___!
8. ___: The Biggest Mistakes
9. Wondering How To Make Your ___ Rock? Read This!
10. How To Deal With Very Bad ___
11. Where Is The Best ___?
12. Why You Never See ___ That Actually Works
13. The Ultimate Guide To ___
14. Nobody Enjoys ___. How About You?
15. How To Sell ___ in 3 Steps
16. ___ Strategies of The Pros
17. Can You Pass This ___ Test?
18. Ridiculous Rules About ___ You NEED to Follow
19. 5 Simple Steps To An Effective ___ Strategy
20. Get Better at ___ in 3 Simple Steps
21. Learn Exactly How I Improved ___ In 2 Hours
22. The Death Of ___. Are You Ready?
23. There's Big Money In ___. Learn How to make it!
24. Clear And Unbiased Facts About ___ (No BS)
25. What Zombies Can Teach You About ___
26. ___ Secrets You Never Knew
27. The Top Secrets of ___
28. The Secret of Successful ___

29. Don't Just Sit There! Start ____
30. The Tony Robins Guide To ____
31. Mysteries of ____ Revealed
32. The Truth Is You Are Not The Only Person Who Sucks at ____
33. Fall In Love With These ____ Tips
34. The Most Irresistible ____
35. How You Can Do ____ In 24 Hours For Free
36. 4 Best Ways To Sell ____
37. Want ____? ____ Will Help You Get There
38. The Jaw-Dropping Truth About ____ In 3 Minutes
39. Some People Excel At ____ And Some Don't – Learn Why
40. Could This Report Be The Definitive Answer To Your MARKETING?
41. 7 Things You Have In Common With ____
42. How To Find The Right ____ For Your ____
43. Interesting Facts I Bet You Don't Know About ____
44. How To Save Money with ____ (Yes, For Real)
45. It's All About ____
46. ____ Will Explode Your Business
47. The Best People to Ever Do ____
48. There's a Big Mystery Around ____
49. The Ultimate Deal On ____
50. Turn Your ____ Into A Money Making Machine
51. Why Everything You Know About ____ Is A Lie
52. Marriage And ____ Have More In Common Than You Think
53. 5 Ways ____ Can Make You Invincible
54. Essential ____ For ____
55. Make Customers Drool With ____
56. 8 Unheard Ways to ____
57. The Next Billion-Dollar Secret For ____
58. Want More ____? Then Do This
59. Your ____ Doesn't Want You to Read This Ad
60. You Can Achieve ____ In Just ____ Days With ____

61. 17 Tricks About ___ You Wish You Knew Before
62. Stop Wasting Time And Start Doing ___
64. Would You Like to Have a ___?
65. World Renowned ___ Reveals His Secrets to ___
66. How To Turn ___ From Zero To Hero
67. The Stupid-Siple Guide To ___
68. The Lazy Man's Guide To ___

Chapter 8

NEXT STEPS – It’s Easier Than You Think

Hopefully, this book has inspired you to get started on this journey of discovering your Kingdom Assignment, identifying your WHO, and helping you unveil your story. There are many directions you will want to consider. Perhaps God has already been prompting your heart in some specific direction.

This might have just been a wake-up call to your life where you are now able to be more focused and deliberate about your direction and impact. You may be interested in registering for one of our Ignite Your Dream 3-Hour program where we explore and help you get clarity regarding your Avatar.

As you work through the process motivation can lead to frustration. You can be excited to think about being able to bring strategic impact and transformation to others as well as the possibilities of creating an income doing what you love.

You will, regardless of your motivation and desire, eventually face challenges regarding the goals I have presented in this book. It is important to realize where you can start and the process you can begin to apply in your life now!

Accountability is key to keeping on track and keeps you moving forward. I have seen people waste years telling themselves and others about what they plan to do. The proof of desire is pursuit, and there is no better way to get on track and reach the finish line than having an accountability partner or coach.

Some areas can be frustrating, like knowing how to turn a Word Document into a fully formatted PDF or turn it into a book to sell on Amazon. These more technical things should not be something you worry about. Don't allow them to stop you.

Your role is to stay focused on:

1. Getting clarity about your WHO.
2. Understand how God wants to use your redeemed experience and pain for His glory.
3. Realize the power of your story by mapping it out.
4. Outline your breakthrough process (Your HOW).
5. Allowing God to show you what the next step looks like.

And find other people who can help you take your Kingdom Assignment to the next level. Connecting with others who are of the same heart and mind concerning advancing the dream that is in your heart.

In a world of social media, believe me, it is easier than you think. If you have clarity about your WHO and you learn to speak their language, they will hear your voice. Even Jesus knew this fact and I will paraphrase it here for you.

“My WHO know my voice and I know them, and they follow me.”

He also said in John 10, *"I am the door of my WHO"*

He knew who he was called and he spoke their language, how powerful is that? He was a solution looking for a problem to solve. You are also someone's door and solution to the problem they face. We know, of course, Jesus ultimately is the answer but he desires to demonstrate and flow through your life.

In this book, I have sought to show you WHY it is important for you to think in terms of your assignment and some of the rewards of doing so.

I have shown you how to identify your WHAT by looking at redeemed experiences and areas you have a breakthrough in your life.

By now, you should have some pretty good ideas about your WHO and have a detailed understanding of possible solutions you can offer which is your HOW.

You should also have an outline that gives you a framework to work within.

I believe that you are God's expression on earth and it's time to get busy. Your field is white and ready to harvest!

After reading this book, you most likely fall into one or more categories.

1. You have a lot more clarity about possible assignments and you are going to start looking for places where you can serve. This could be your local church an organization or a small group.
2. You want to start taking steps on your own to develop some of the things you are now aware of when it concerns possible Kingdom assignments. You are going to start applying the steps outlined in this book.
3. You are ready to take the next step and get my assistance where it concerns clarity in your direction. You would like to talk to me or a team member on a free strategy call.

www.GraceOnFire.net/meet

We Would Like To Hear From You

Has this book ministered to you? Do you have a testimony you would like to share? Do you sense a new stirring and direction in your life as a result of this book? We want to hear from you. We want to also hear your suggestions. Are there areas you wish we spent more time covering?

It is always an encouragement when we hear back from readers about how our materials have touched people's lives. We also enjoy about ways these materials are being used.

It is our joy to serve you!

You can e-mail or write to us at:

Grace Empowered Living
(720) 279-4134

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ABOUT THE AUTHOR

Scott Johnson is an Author of nine books most recently, “Launch Your Kingdom Purpose”

As an Author, Speaker, and Business Leader, Scott empowers people to move past obstacles, frustrations, and fears to a more stress-free, fulfilled life. His passion is to connect people to their potential & purpose, to live an effective life through God’s Grace.

Scott and his wife Debra have been in ministry together since 1978. They started out working together serving as children pastors, Christian Education directors, and youth leaders. They eventually found themselves living in the Philippines as Missionaries for 4 yrs.

When they returned from the field they served as Pastors in California and Colorado, while raising their 4 children They now have 5 grandchildren.

Today, they continue to touch lives wherever they go, using every available means to take the good news message of God’s grace to the world.



Other Books by Scott Johnson

Breaking The Cycle of Defeat
Empowered, Living Beyond Your Limitations
Your Voice, Your Message, How to Make a Difference
Unlimited You, Overcoming Obstacles in Life
Shattering Toxic Beliefs -Discovering God's Love For You
10 Days To Living a Transformed Life
The Transformed Life Journal
Launch Your Kingdom Purpose

Available on [Amazon.com](https://www.amazon.com)

Become A Part of The Movement

God is stirring in the hearts of people just like you. People have become tired and frustrated, they desire to shift their life into a more productive way that is Kingdom based.

Join our community – Go to our Facebook Group Page and Join.
www.Facebook.com/groups/graceonfire

Join One of Our Next Challenges.

These are free and center on Launching Your Kingdom Purpose.
You can find more at our Facebook page or, visit:
www.GraceOnFire.net

Visit **www.GraceOnFire.net** where we offer a framework that can assist you in becoming an influencer in the area that God has been stirring in your heart about. This is a membership program that offers you step by step path to walk on.

***Find Your Voice,
Live Your Passion
Touch Your World!***