

THE FAITHFUL ENTREPRENEUR PLAYBOOK

Your Complete Guide to Kingdom Business
Success



DR. ALLEN

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PART 1: FOUNDATION

WELCOME TO YOUR KINGDOM BUSINESS JOURNEY

Dear Faithful Entrepreneur,

If you're holding this playbook, you're not here by accident.

God has placed a dream in your heart, a vision to build something that matters, serves others, and creates prosperity for your family.

But you've probably also felt:

- Overwhelmed by where to start
- Confused by conflicting business advice
- Guilty about wanting to make money
- Stuck between worldly success and godly living

I want you to know: You don't have to choose.

God WANTS you to prosper. He WANTS you to succeed. He WANTS you to build a thriving business.

But He wants you to do it HIS way.

That's what this playbook is about.

What Makes This Playbook Different?

1. Faith-Based, Not Faith-Flavored

This isn't secular business advice with a few Bible verses sprinkled in.

Every strategy, system, and template is built on biblical principles from the ground up.

2. Practical, Not Just Inspirational

You won't just learn WHY to build a Kingdom Business, you'll learn exactly HOW.

Step-by-step. Template-by-template. Action-by-action.

3. Proven, Not Theoretical

These strategies have worked for hundreds of Christian entrepreneurs across every industry.

From coaching to consulting, products to services, online to offline.

If you follow this playbook, you WILL make progress.

Who This Playbook Is For

- New Entrepreneurs - You have an idea but don't know where to start
- Struggling Business Owners - You're stuck at the same income level
- Side Hustlers - You want to grow your side gig into full-time income
- Career Transitioners - You're ready to leave your job and build your own thing
- Ministry Leaders - You want to monetize your calling without guilt

The common thread? You want to build a business that honors God and serves people.

How to Use This Playbook

Step 1: Read Through Once Get familiar with the entire system. Don't try to implement everything at once.

Step 2: Start With Part 2 (Clarity) Work through each module in order. Complete the worksheets.

Step 3: Use the Templates Don't reinvent the wheel. Use the 12 plug-and-play templates included.

Step 4: Take Action Daily Even if it's just 30 minutes a day, consistent action beats perfect planning.

Step 5: Pray and Seek Counsel Invite God into every decision. Seek wise counsel from other believers.

My Commitment to You

I believe in you.

I believe God has equipped you with everything you need to succeed.

I believe this playbook will give you the clarity, strategy, and tools to move forward with confidence.

But I can't do the work for you.

You have to show up. Take action. Trust God. Do the hard things.

If you commit to the process, I'm confident you'll see results.

Let's build your Kingdom Business together.

In faith and partnership,

Dr. Allen Founder, Kingdom Business Blueprint

THE KINGDOM BUSINESS MINDSET

Before we dive into strategy and tactics, let's establish the RIGHT mindset. Your mindset determines your decisions. Your decisions determine your results. Your results determine your impact.

MINDSET SHIFT 1: From Owner to Steward

OLD MINDSET: "This is MY business. I built it. I own it."

KINGDOM MINDSET: "This is GOD'S business. I'm managing it for Him."

Why it matters:

- Removes pressure and anxiety
- Changes how you make decisions
- Keeps you humble and dependent on God
- Opens the door for His blessing and favor

Scripture: "The earth is the Lord's, and everything in it." (Psalm 24:1)

MINDSET SHIFT 2: From Profit to Purpose

OLD MINDSET: "Success How much money I make"

KINGDOM MINDSET: "Success How faithfully I serve + How many lives I impact"

Why it matters:

- Profit is a byproduct of serving well
- Purpose attracts loyal customers
- Legacy outlasts revenue
- God rewards faithfulness, not just financial success

Scripture: "Seek first His kingdom and His righteousness, and all these things will be given to you." (Matthew 6:33)

MINDSET SHIFT 3: From Scarcity to Abundance

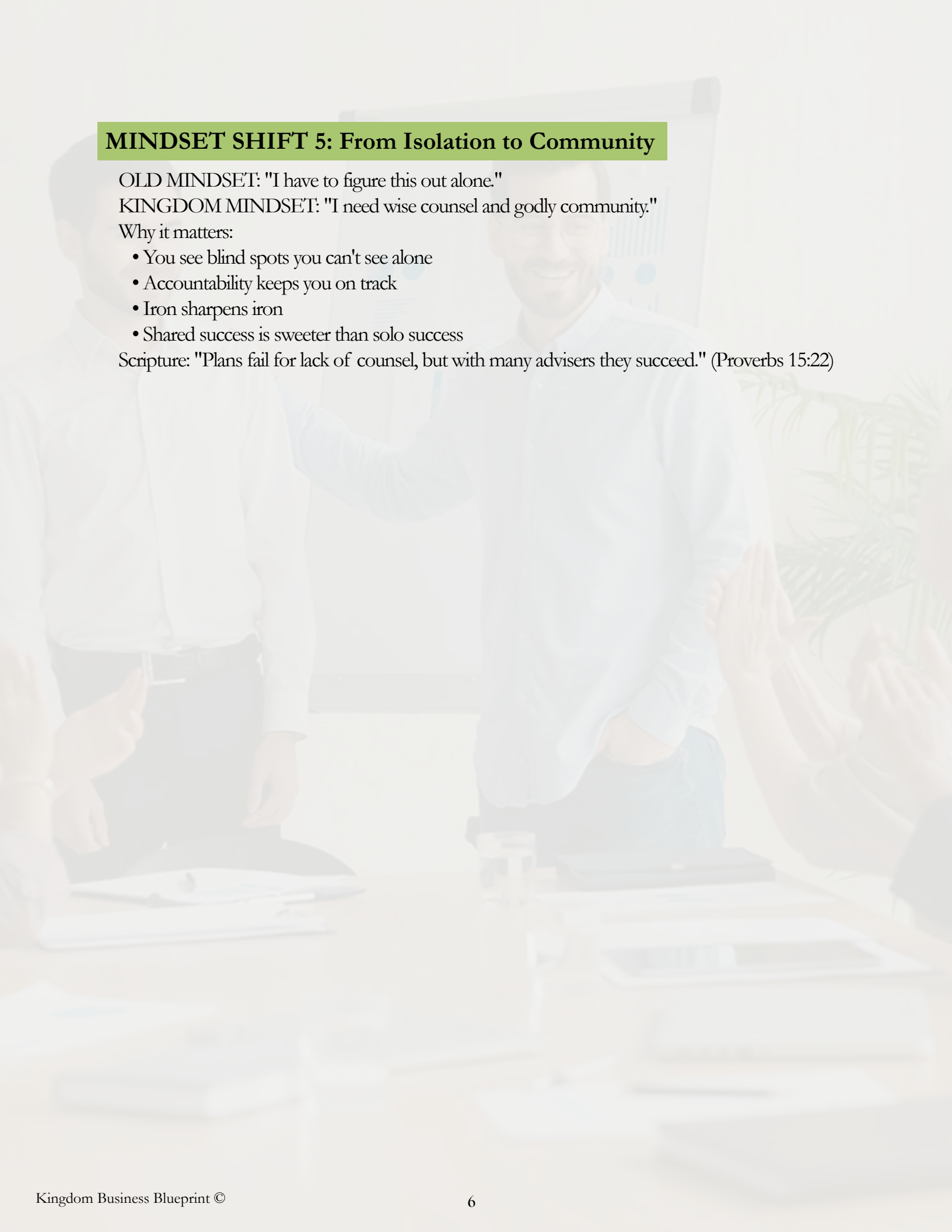
OLD MINDSET: "What if I fail? What if this doesn't work?"

KINGDOM MINDSET: "God is with me. I cannot fail if I'm obedient."

Why it matters:

- Fear paralyzes. Faith activates.
- God doesn't call the equipped He equips the called
- Your job is faithfulness. God's job is results.

Scripture: "Have I not commanded you? Be strong and courageous. Do not be afraid... for the Lord your God will be with you wherever you go." (Joshua 1:9)



MINDSET SHIFT 5: From Isolation to Community

OLD MINDSET: "I have to figure this out alone."

KINGDOM MINDSET: "I need wise counsel and godly community."

Why it matters:

- You see blind spots you can't see alone
- Accountability keeps you on track
- Iron sharpens iron
- Shared success is sweeter than solo success

Scripture: "Plans fail for lack of counsel, but with many advisers they succeed." (Proverbs 15:22)

PART 2: CLARITY - DEFINE YOUR BUSINESS

MODULE 1: DISCOVER YOUR GOD GIVEN PURPOSE

Big Question: What has God uniquely equipped YOU to do?

Your business should flow from your:

- Passions (what you love)
- Skills (what you're good at)
- Experiences (what you've lived through)
- Calling (what God is leading you toward)

EXERCISE: Your Purpose Discovery Worksheet

1. PASSIONS - What do you love doing?

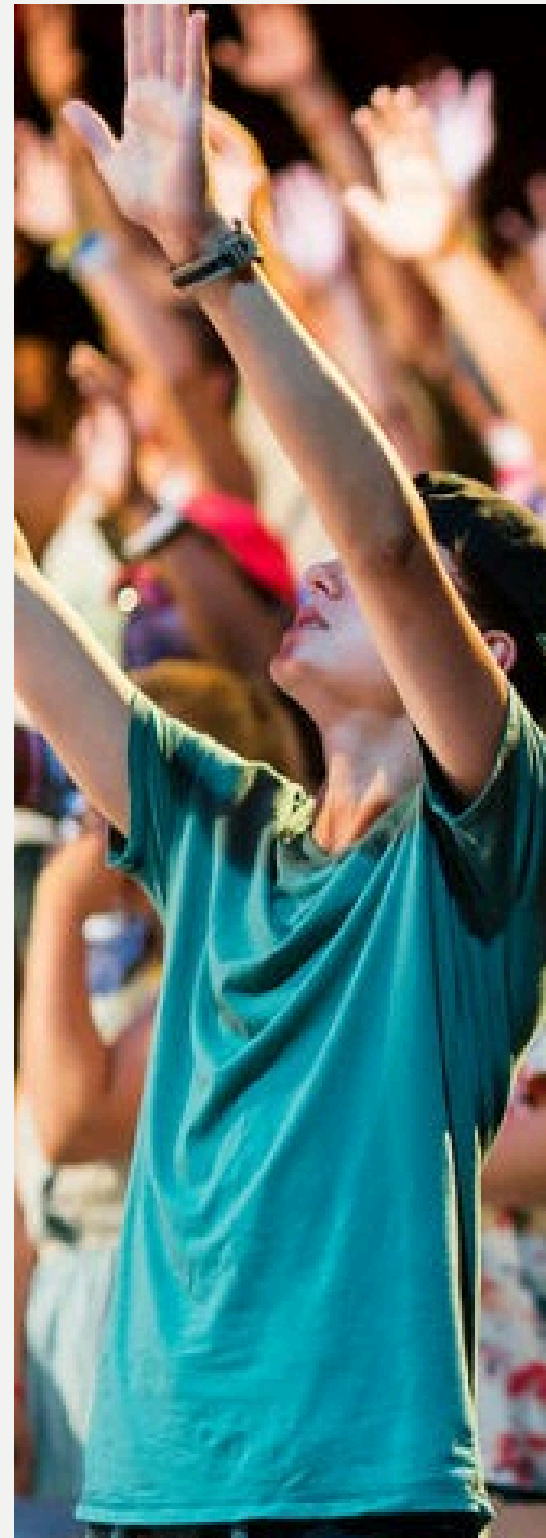
List 5-10 activities that energize you:

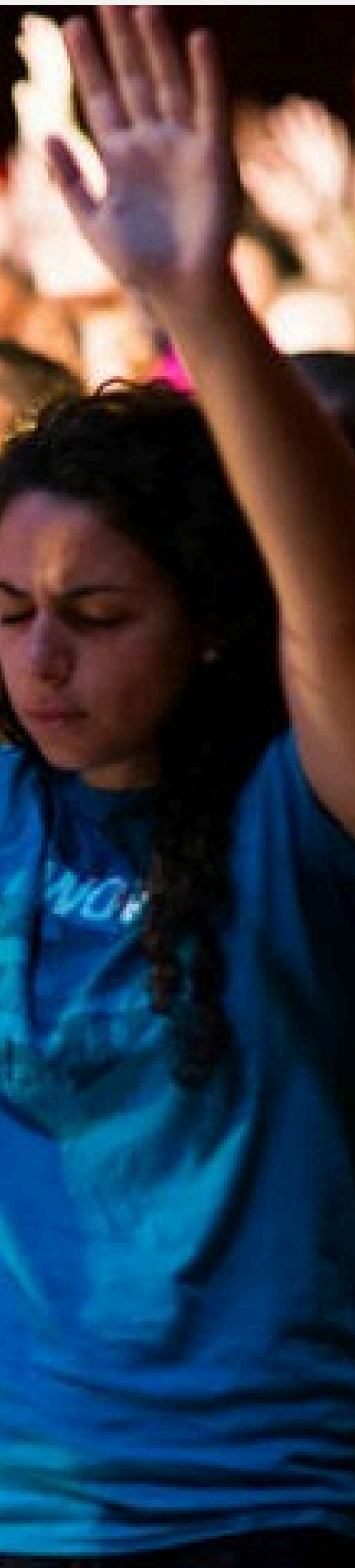
- _____
- _____
- _____
- _____
- _____

2. SKILLS - What are you naturally good at?

List 5-10 skills or talents you possess:

- _____
- _____
- _____
- _____
- _____





3. EXPERIENCES - What have you overcome or learned?

List 3-5 significant life experiences (good or challenging):

- _____
- _____
- _____

4. PROBLEMS YOU SEE - What frustrates you in the world?

What problems do you notice that others overlook?

- _____
- _____
- _____

5. CALLING - What do you sense God is leading you toward?

When you pray about your future, what comes to mind?

THE SWEET SPOT

Your business purpose lives at the intersection of:

PASSION + SKILL + EXPERIENCE + MARKET NEED

Example:

- Passion: Helping people get healthy
- Skill: Nutrition knowledge + coaching
- Experience: Overcame own health struggles
- Market Need: People want to lose weight naturally
- PURPOSE: "I help busy Christian women lose weight through faith-based nutrition coaching"

Your Turn - Draft Your Purpose Statement:

"I help [who] achieve [what result] through [your unique approach]"

MODULE 2: IDENTIFY YOUR IDEAL CUSTOMER

Big Question: Who are you BEST positioned to serve?

The riches are in the niches.

The more specific you are about WHO you serve, the easier marketing becomes.

EXERCISE: Ideal Customer Avatar

DEMOGRAPHICS:

- Age range: _____
- Gender: _____
- Location: _____
- Income level: _____
- Education: _____
- Occupation: _____
- Family status: _____

PSYCHOGRAPHICS:

- Values: _____
- Beliefs: _____
- Interests: _____
- Church involvement: _____
- Lifestyle: _____

PAIN POINTS (What keeps them up at night?):

1. _____
2. _____
3. _____

DESIRES (What do they desperately want?):

1. _____
2. _____
3. _____

OBJECTIONS (Why might they NOT buy?):

1. _____
2. _____
3. _____





WHERE THEY HANG OUT:

- Social media platforms: _____
- Websites/blogs they read: _____
- Events they attend: _____
- Churches/groups: _____

CREATE YOUR AVATAR NAME

Give your ideal customer a name and write a short story about them.

Example:

"Meet Faithful Sarah. She's 35, married with two kids, and works part-time while managing her household. She's passionate about her faith and wants to start a Christian coaching business to help other moms, but she's overwhelmed by all the technical stuff and doesn't know where to start. She's afraid of failing publicly and worried that wanting to make money makes her selfish. She scrolls Instagram late at night looking for answers but just ends up more confused."

Your Avatar:

Name: _____

Their Story:

MODULE 3: CRAFT YOUR UNIQUE VALUE PROPOSITION

Big Question: Why should someone choose YOU over everyone else?

Your Unique Value Proposition (UVP) is the specific transformation you provide that others can't or don't.

THE UVP FORMULA

"I help [ideal customer] achieve [specific result] through [unique method/approach] so they can [ultimate benefit]."

Example:

"I help Christian women entrepreneurs launch profitable coaching businesses through faith-based strategies so they can impact lives while providing for their families, without compromising their values."

WHAT MAKES YOU UNIQUE?

Your Unique Factors:

Your faith-based approach, Your personal story/testimony, Your specific methodology, Your industry expertise

Your specialized niche, Your personality/style, Your combination of skills, Your results/track record

List 3-5 things that make YOU different:

1. _____
2. _____
3. _____
4. _____
5. _____

WRITE YOUR UVP

Version 1 (Draft): _____

Version 2 (Refined): _____

Final Version:

Test your UVP:

- Is it specific? (Not vague or generic)
- Is it compelling? (Makes people want to learn more)
- Is it clear? (Easy to understand in 10 seconds)
- Is it unique? (Different from competitors)

MODULE 4: CHOOSE YOUR BUSINESS MODEL

Big Question: How will you deliver value and get paid?

BUSINESS MODEL OPTIONS FOR CHRISTIAN ENTREPRENEURS

1. SERVICE-BASED (Time for Money)

Examples:

- Coaching/consulting
- Freelancing (writing, design, etc.)
- Professional services (bookkeeping, marketing, etc.)

Pros: Quick to start, immediate income

Cons: Limited by your time

Best for: Skills-based entrepreneurs who enjoy one-on-one work

2. PRODUCT-BASED (Sell Physical Products)

Examples:

- Handmade goods (Etsy, craft fairs)
- Christian apparel/gifts
- Health/wellness products

Pros: Scalable, passive income potential

Cons: Requires inventory, shipping, logistics

Best for: Creative entrepreneurs who enjoy making things

3. DIGITAL PRODUCTS (Create Once, Sell Forever)

Examples

- eBooks, courses, templates
- Printables, planners, worksheets
- Software, apps, tools

Pros: Highly scalable, no inventory, passive income

Cons: Requires upfront creation time

Best for: Teachers, coaches, experts who want scale

4. MEMBERSHIP/SUBSCRIPTION (Recurring Revenue)

Examples:

- Monthly coaching community
- Subscription boxes
- Exclusive content library

Pros: Predictable recurring income

Cons: Requires ongoing content creation

Best for: Community builders, content creators

5. HYBRID MODEL (Combination)

Examples:

- Coaching + digital course
- Physical products + membership community
- Freelancing + templates

Pros: Multiple income streams, diversification

Cons: More complex to manage

Best for: Established entrepreneurs ready to scale

CHOOSE YOUR MODEL

Which model fits your:

- Skills and expertise?
- Lifestyle and schedule?
- Income goals?
- Passion and calling?

My Primary Business Model:

Potential Secondary Model (future):

PART 3: STRATEGY - PLAN FOR SUCCESS

MODULE 5: CREATE YOUR BIBLICAL BUSINESS PLAN

Big Question: What's your roadmap for the next 12 months?

THE 7-PART BIBLICAL BUSINESS PLAN

1. VISION & MISSION

Vision (Where you're going in 3-5 years):

Mission (What you do daily to get there):

Core Values (Biblical principles that guide decisions):

1. _____
2. _____
3. _____

2. PRODUCTS/SERVICES

What you're selling:

Offer 1:

- Name: _____
- Description: _____
- Price: _____
- Delivery method: _____

Offer 2:

- Name: _____
- Description: _____
- Price: _____
- Delivery method: _____

Offer 3:

- Name: _____
- Description: _____
- Price: _____
- Delivery method: _____

3. TARGET MARKET

Who you serve: _____

Their main problem: _____

Your solution: _____

4. MARKETING STRATEGY

How you'll attract customers:

Social media (which platforms?): _____

Content marketing (blog, podcast, YouTube): _____

Email marketing: _____

Partnerships/referrals: _____

Paid ads: _____

Speaking/events: _____

SEO/website: _____

Other: _____

5. FINANCIAL PROJECTIONS

Year 1 Goals:

Revenue Goal: \$ _____

Breakdown:

- Month 1-3: \$ _____
- Month 4-6: \$ _____
- Month 7-9: \$ _____
- Month 10-12: \$ _____

Expenses (estimated monthly):

- Tools/software: \$ _____
- Marketing: \$ _____
- Education: \$ _____
- Professional services: \$ _____
- Other: \$ _____

• Total Monthly Expenses: \$ _____
Profit Goal (Revenue - Expenses): \$ _____
Giving/Tithing (10%+ of gross revenue): \$ _____

6. ACTION PLAN (Next 90 Days)

Month 1 Focus: _____

Month 2 Focus: _____

Month 3 Focus: _____

7. PRAYER & SURRENDER

Commitment to God:

"Lord, I dedicate this business to You. I recognize that You are the owner and I am the steward. Guide my decisions, bless my work, and use this business for Your glory. I commit to operating with integrity, serving with excellence, and giving generously. May this business be a blessing to others and a testimony of Your faithfulness. In Jesus' name, Amen."

Your Personal Prayer: _____

MODULE 6: PRICE YOUR SERVICES WITH CONFIDENCE

Big Question: What should you charge?
This is where most Christian entrepreneurs struggle.
Let's settle this once and for all.

THE TRUTH ABOUT PRICING

Myth: "Christians should charge less because we're supposed to be humble and serve"

Truth: Fair pricing is BIBLICAL. "The laborer is worthy of his wages" (Luke 10:7)

Undercharging hurts you AND your clients:

- You can't sustain your business long-term
- You attract bargain hunters, not ideal clients
- You can't invest in excellence
- You resent your work
- You can't serve MORE people if you go broke

Right pricing allows you to:

- Serve with excellence
- Provide for your family
- Give generously
- Grow and scale
- Help more people long-term

PRICING METHODS

1. COST-PLUS PRICING

Formula: (Your costs + Your time x hourly rate) + Profit margin

Example:

- Project costs: \$200
- Your time: 10 hours x \$50/hour \$500
- Subtotal: \$700 • Profit margin (30%): \$210
- Total Price: \$910

Best for: Service providers, freelancers



2. VALUE-BASED PRICING

Formula: Price based on the VALUE/RESULT you provide, not your time

Example:

- Client's problem: Losing \$10K/month due to poor website
- Your solution: New website that increases revenue
- Value to client: \$10K+ per month
- Your price: \$5,000 one-time (cheap compared to ongoing loss)

Best for: Consultants, coaches, strategists

3. MARKET-BASED PRICING

Formula: Research what others charge and position accordingly

Example:

- Competitors charge \$100-300 for similar service
- You're more experienced: Charge \$250-400
- You're just starting: Charge \$75-150

Best for: New businesses, competitive markets

CALCULATE YOUR MINIMUM HOURLY RATE

Step 1: Annual Income Goal

How much do you want/need to earn per year?

\$ _____

Step 2: Billable Hours

How many hours/week will you work on client projects? (Not admin time)

Step 3:

Divide Annual income goal \$ _____

Billable hours \$ _____

Minimum hourly rate \$ _____/hour

This is your **MINIMUM**. You should charge more to account for:

- Non-billable time (admin, marketing, etc.)
- Taxes (25-30% of income)
- Business expenses
- Profit margin

Recommended Hourly Rate: \$ _____/hour (Multiply your minimum by 1.5-2x)

PACKAGE YOUR SERVICES (Instead of Hourly)

Hourly billing problems:

- Clients watch the clock
- You're penalized for being efficient
- Unpredictable income

Package/Project pricing benefits:

- Clients focus on results, not hours
- You're rewarded for efficiency
- Predictable income

Example Package:

"Website Launch Package" - \$3,500

Includes:

- 5-page custom website
- Mobile responsive design
- Basic SEO setup
- 1 round of revisions
- 30 days of support

Behind the scenes: This takes you 20 hours. That's \$175/hour)

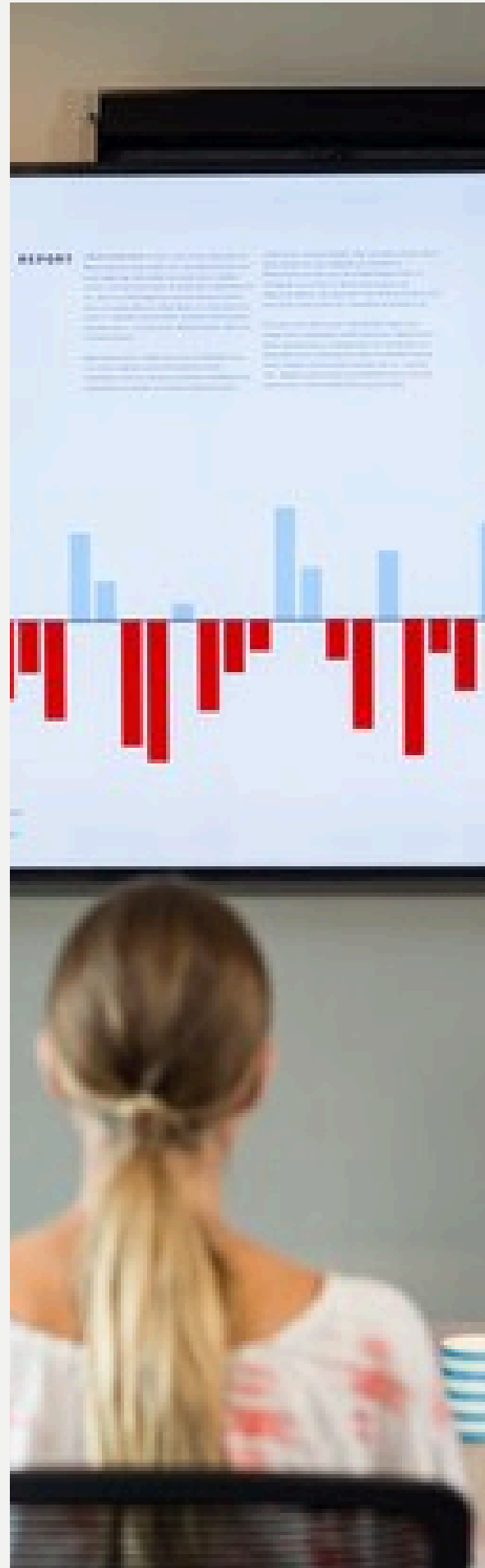
YOUR PRICING STRATEGY

Service/Product 1:

- Name: _____
- Deliverables: _____
- Time investment: _____
- Price: \$ _____

Service/Product 2:

- Name: _____
- Deliverables: _____
- Time investment: _____
- Price: \$ _____



MODULE 7: POSITION YOUR BUSINESS FOR GROWTH

Big Question: How do you stand out in a crowded market?

THE 3 POSITIONING STRATEGIES

1. NICHE DOWN

Go narrow and deep, not wide and shallow.

Too Broad: "I help people with business"

- Niche: "I help Christian women entrepreneurs launch coaching businesses"

Too Broad: "I'm a life coach"

- Niche: "I coach Christian dads to balance career success and family"

Your Niche: _____

2. LEAD WITH YOUR FAITH

Your faith IS your differentiator.

Don't hide it. Don't downplay it. Don't make it an afterthought.

Examples:

"Faith-based business coaching for entrepreneurs who refuse to compromise"

"Marketing strategies rooted in biblical principles"

"Real estate investing through a Kingdom lens"

Your Faith-Forward Positioning: _____

3. SHOWCASE TRANSFORMATION

People don't buy features. They buy transformation.

Feature-focused: "I offer 6 coaching sessions"

- Transformation-focused: "I help you launch your business in 90 days"

Feature-focused: "30-page business plan template"

- Transformation-focused: "Go from confused to confident in your business direction"

Your Transformation Statement: "I help [ideal customer] go from [current struggle] to [desired outcome] in [timeframe]"

MODULE 8: MAP YOUR CUSTOMER JOURNEY

Big Question: How do strangers become paying clients?

THE 5-STAGE CUSTOMER JOURNEY

STAGE 1: AWARENESS

They discover you exist

How: Social media, search, referral, content

Your Strategy: _____

STAGE 2: INTEREST

They want to learn more

How: Free content, lead magnet, email list

Your Strategy: _____

STAGE 3: CONSIDERATION

They're thinking about buying

How: Email sequence, testimonials, case studies

Your Strategy: _____

STAGE 4: PURCHASE

They become a customer

How: Clear offer, sales page, easy checkout

Your Strategy: _____

STAGE 5: LOYALTY

They buy again and refer others

How: Excellence, follow-up, upsells, community

Your Strategy: _____

PART 4: MARKETING - ATTRACT YOUR TRIBE

MODULE 9: MARKETING THAT HONORS GOD

Big Question: How do you market without being manipulative?

THE DIFFERENCE BETWEEN MANIPULATION AND PERSUASION

MANIPULATION:

- Deceptive claims
- Artificial scarcity
- Preying on fear
- Pressure tactics
- Overpromising

ETHICAL PERSUASION:

- Honest value proposition
- Real scarcity (limited spots/time)
- Addressing real problems
- Invitation, not pressure
- Realistic expectations

Biblical Marketing Principles:

1. Honesty

"The Lord detests lying lips, but He delights in people who are trustworthy." (Proverbs 12:22)

2. Service

"Do nothing out of selfish ambition... value others above yourselves." (Philippians 2:3)

3. Excellence

"Whatever you do, work at it with all your heart, as working for the Lord." (Colossians 3:23)

ETHICAL MARKETING CHECKLIST

Before you publish any marketing, ask:

Is every claim 100% true? Am I genuinely trying to help, not just make money?

Would I be proud for Jesus to read this? Am I creating real urgency (not fake)?

Would I want someone to market to ME this way?

If you answer NO to any question, revise your marketing.

MODULE 10: BUILD YOUR ONLINE PRESENCE

Big Question: Where should you show up online?

YOUR ONLINE HUB: WEBSITE

Minimum pages needed:

1. HOME PAGE

- Clear headline (who you help + what result)
- Sub headline (how you help them)
- Call-to-action (free lead magnet or schedule call)
- Social proof (testimonials)
- About section (brief)

2. ABOUT PAGE

- Your story
- Your credentials
- Your values
- Why you do what you do
- Personal photo

3. SERVICES/PRODUCTS PAGE

- What you offer
- Who it's for
- What's included
- Pricing (optional)
- How to buy

4. CONTACT PAGE

- Email
- Phone (optional)
- Contact form
- Social media links

5. BLOG/RESOURCES (Optional but recommended)

- Free valuable content
- Builds SEO
- Establishes authority

SOCIAL MEDIA STRATEGY

Don't try to be everywhere. Choose 1-2 platforms.

Facebook:

- Best for: Community building, groups
- Post frequency: 3-5x/week
- Content: Stories, value posts, engagement

Instagram:

- Best for: Visual businesses, personal brands
- Post frequency: 4-7x/week (Feed + Stories)
- Content: Behind-the-scenes, tips, inspiration

LinkedIn:

- Best for: B2B, professional services, coaching
- Post frequency: 3-5x/week
- Content: Professional insights, thought leadership

YouTube:

- Best for: Teaching, tutorials, building authority
- Post frequency: 1-2x/week
- Content: Educational videos, vlogs

Pinterest:

- Best for: Bloggers, product businesses, visual content
- Post frequency: Daily (using scheduler)
- Content: Pins linking to blog/products

Your Primary Platform: _____

Why: _____

MODULE 11: CREATE CONTENT THAT CONVERTS

Big Question: What should you post/write/create?

THE 70-20-10 CONTENT RULE

70% VALUE CONTENT

Free, helpful content that solves problems

Examples:

- How-to posts
- Tips and strategies
- Inspirational stories
- Behind-the-scenes
- Answering FAQs

20% ENGAGEMENT CONTENT

Content that builds relationship and community

Examples:

- Questions to your audience
- Polls
- Personal stories
- User-generated content
- Testimonials

10% PROMOTIONAL CONTENT

Direct selling of your products/services

Examples:

- Product launches
- Special offers
- Sales posts
- Testimonial + CTA

CONTENT IDEAS FOR CHRISTIAN ENTREPRENEURS

Faith + Business Topics:

1. Biblical principles for [your industry]
2. How I pray over my business decisions
3. What it means to be a Kingdom entrepreneur
4. Balancing profit and purpose
5. Tithing/giving from business income
6. Serving vs. selling: the difference
7. When business is hard: trusting God
8. Success stories with a faith angle
9. Scripture for entrepreneurs
10. Stewardship mindset in business

Value-Driven Topics:

11. Common mistakes in [your niche]
12. Step-by-step tutorial for [skill]
13. Tools I use to [achieve result]
14. 3 ways to [solve problem]
15. Behind-the-scenes of [process]
16. Client success stories
17. Frequently asked questions
18. Day in the life as [your role]
19. Resources/books I recommend
20. Industry trends and insights

CONTENT CALENDAR TEMPLATE

MONDAY: Motivational/Inspirational (Faith focus)

TUESDAY: Educational/How-to (Value)

WEDNESDAY: Engagement (Question or story)

THURSDAY: Educational/How-to (Value)

FRIDAY: Personal/BTS (Connection)

SATURDAY: Testimonial/Social proof

SUNDAY: Rest or light inspirational post

MODULE 12: MASTER ETHICAL SALES

Big Question: How do you sell without feeling sleazy?

REFRAME SELLING

Old belief: "Selling is manipulating people to buy something they don't need"

New belief: "Selling is serving people by offering a solution they need"

If you genuinely believe your product/service helps people...

NOT selling is selfish.

You're withholding a solution they need because of YOUR discomfort.

THE ETHICAL SALES PROCESS

STEP 1: QUALIFY

Make sure they're a good fit

Questions to ask:

- What's your biggest challenge with [problem]?
- What have you tried so far?
- What would success look like for you?
- Are you ready to invest in solving this?

STEP 2: LISTEN

Understand their real need

Don't jump to pitching. Listen deeply.

Repeat back what you heard: "So if I'm understanding correctly, you're struggling with [X] and you want [Y]?"

STEP 3: PRESENT

Show how you can help

"Based on what you've shared, I believe [your offer] would be a great fit because..."

Connect features to THEIR specific needs.

STEP 4: ADDRESS OBJECTIONS

Answer concerns honestly

Common objections:

- "It's too expensive"
- "I need to think about it"
- "I need to ask my spouse"
- "I'm not sure it will work for me"

(See sales scripts in templates section)

STEP 5: INVITE

Give them a clear next step

"Are you ready to move forward?"

"Which package feels right for you?"

"When would you like to get started?"

Then STOP TALKING. Let them answer.

STEP 6: HONOR THEIR DECISION

Whether yes or no, be gracious

If YES: "I'm so excited to work with you!"

If NO: "I understand. If you change your mind, I'm here."

Never pressure. Never guilt. Never beg.

SELLING WITH SCRIPTURE

For the guilt you feel:

"Give, and it will be given to you." (Luke 6:38) Your offer is a GIFT to those who need it

"The worker deserves his wages." (1 Timothy 5:18) You deserve to be paid for your value

"Do not neglect the gift that is in you." (1 Timothy 4:14) Hiding your gift is not humility it's disobedience

PART 5: SYSTEMS - SCALE WITH EXCELLENCE

MODULE 13: ESSENTIAL BUSINESS SYSTEMS

Big Question: What systems do you need?

THE 5 CORE SYSTEMS

1. CLIENT ONBOARDING SYSTEM

Streamline how new clients start working with you.

Components: Welcome email Client questionnaire/intake form Contract/agreement

Invoice/payment link Onboarding packet (what to expect, how to prepare, etc.)

Calendar link for first session

2. COMMUNICATION SYSTEM

How you stay in touch with clients.

Tools: Email (Gmail, Outlook) Project management (Trello, Asana, ClickUp) Video calls (Zoom, Google Meet)

Messaging (Slack, Voxer)

3. PAYMENT SYSTEM

How clients pay you easily.

Options: PayPal Stripe Square

Venmo/Zelle (for small amounts) systeme.io checkout

4. CONTENT CREATION SYSTEM

How you consistently create content.

Process: Batching (create multiple pieces at once) Content calendar Templates for graphics

Repurposing (1 blog 5 social posts)

5. BOOKKEEPING SYSTEM

How you track money in/out.

Minimum requirements: Separate business bank account Spreadsheet or software (QuickBooks, Wave, FreshBooks) Monthly review of income/expenses

Receipt storage system

MODULE 14: CLIENT MANAGEMENT PROCESS

Big Question: How do you deliver excellent service consistently?

THE CLIENT SUCCESS FORMULA

1. SET CLEAR EXPECTATIONS

At the start, clarify:

- What you WILL provide
- What you WON'T provide
- Timeline/deadlines
- Communication methods
- Their responsibilities

2. COMMUNICATE PROACTIVELY

Don't wait for clients to ask for updates.

- Weekly check-ins
- Progress reports
- Heads up about delays
- Celebrate wins together

3. OVERDELIVER

Do slightly more than promised.

Examples:

- Finish early
- Include bonus resource
- Personalized touch (handwritten note, small gift)
- Extra follow-up after project ends

4. ASK FOR FEEDBACK

Mid-project and end-of-project:

"How am I doing? Is there anything I can improve?"

This prevents surprises and shows you care.

5. REQUEST TESTIMONIALS

When you get a win:

"Would you mind sharing your experience in a short testimonial?"

Make it easy:

- Provide questions to answer
- Offer to write draft for their approval
- Specify where you'll use it (website, social media)

MODULE 15: FINANCIAL STEWARDSHIP

Big Question: How do you manage money God's way?

BIBLICAL FINANCIAL PRINCIPLES

1. TITHE FIRST (10%+ of Gross Revenue)

"Honor the Lord with your wealth, with the first fruits of all your crops." (Proverbs 3:9 Gross revenue total money coming in (before expenses)

If you make \$5,000 in a month, give \$500 minimum.

2. PAY YOURSELF (20-30% of Profit)

After expenses and taxes, take a salary.

Don't pour everything back into the business.

You need to provide for your family.

3. SAVE FOR TAXES (25-30% of Profit)

Set aside money quarterly for taxes.

Don't wait until April 15 and panic.

4. REINVEST IN GROWTH (20-30% of Profit)

Education, tools, marketing, team.

Growth requires investment.

5. MAINTAIN EMERGENCY FUND (3-6 months expenses)

Business income can be unpredictable.

Have a cushion so you're not desperate.

SIMPLE BOOKKEEPING SYSTEM

Monthly Actions:

Record all income (who paid you, how much, for what) Record all expenses (what you paid for, how much, category) Review profit/loss (income - expenses profit) Set aside tax money (25-30% of profit into separate account)

Calculate giving (10%+ of gross revenue) Pay yourself (20-30% of profit)

Quarterly Actions:

Review financial trends (up or down?) Adjust budget if needed Pay quarterly estimated taxes (if required) Celebrate wins!

MODULE 16: TIME MANAGEMENT FOR ENTREPRENEURS

Big Question: How do you stay productive without burning out?

THE BIBLICAL RHYTHM: WORK + REST

God designed a rhythm:

6 days of work + 1 day of rest (Sabbath)

This isn't optional. It's a **COMMAND**. "Remember the Sabbath day by keeping it holy."

(Exodus 20:8)

Why rest matters:

- Prevents burnout
- Increases creativity
- Honors God
- Models trust (the work doesn't all depend on you)

TIME BLOCKING FOR ENTREPRENEURS

Sample Weekly Schedule:

MONDAY: Content Creation Day

- Batch social media posts
- Write blog/email
- Record videos

TUESDAY/WEDNESDAY: Client Work

- Calls/sessions
- Project work
- Communication

THURSDAY: Marketing/Sales

- Outreach
- Sales calls
- Networking

FRIDAY: Admin/Planning

- Bookkeeping
- Weekly review
- Next week planning

SATURDAY: Personal projects or catch-up

SUNDAY: REST (Sabbath)

- No work
- Church, family, recharge

DAILY ROUTINE TEMPLATE

MORNING (6-9am):

Prayer/devotional (30 min) Exercise (30 min) Most important task (2 hours)

MIDDAY (9am-12pm):

Client work or content creation

LUNCH (12-1pm):

Actual lunch break (away from desk)

AFTERNOON (1-4pm):

Meetings, calls, admin

EVENING (4pm onward):

STOP WORKING Family, rest, hobbies

Note: Adjust to your life. Not everyone can work 6am-4pm. Find YOUR rhythm.

PART 6: GROWTH - EXPAND YOUR IMPACT

MODULE 17: SCALING YOUR BUSINESS

Big Question: How do you grow beyond trading time for money?

THE 3 WAYS TO SCALE

1. RAISE YOUR PRICES

Easiest way to increase income without more work.

If you're fully booked, raise prices 20-50%.

You'll either:

- Make more money with same clients, OR
- Work with fewer (better) clients for same money

2. CREATE PASSIVE INCOME STREAMS

Products that sell while you sleep:

- Digital courses
- eBooks/guides
- Templates
- Membership site
- Affiliate marketing

3. BUILD A TEAM

Hire help for:

- Admin tasks
- Content creation
- Client support
- Marketing

This frees you to focus on high-value work.

MODULE 18: BUILDING YOUR TEAM

Big Question: When and how do you hire help?

WHEN TO HIRE

Signs you're ready:

- You're turning down clients
- You're working 60+ hours/week
- You're doing tasks you hate
- Admin is overwhelming you
- Growth is stalling

First hires (in order):

1. Virtual Assistant (\$15-30/hour)

- Email management
- Scheduling
- Basic admin

2. Content Creator (\$20-50/hour)

- Social media graphics
- Blog writing
- Video editing

3. Specialist (varies)

- Bookkeeper
- Web designer
- Marketing manager

HIRING CHRISTIAN VALUES

Look for:

- Shared faith (if it matters to you)
- Integrity
- Excellence
- Reliability
- Servant heart

Interview questions:

- Tell me about your faith journey
- What does integrity mean to you in work?
- Describe a time you went above and beyond
- How do you handle deadlines and pressure?

MODULE 19: CREATING MULTIPLE INCOME STREAMS

Big Question: How do you diversify revenue?

INCOME STREAM IDEAS

1. Core Service/Product (what you do now)
2. Group Program (serve many at once)
3. Digital Product (passive income)
4. Affiliate Marketing (recommend tools you use)
5. Speaking/Workshops (get paid to teach)
6. Consulting (high-ticket 1-on-1)
7. Licensing/Certification (teach others your method)

Example Progression:

Year 1: 1-on-1 coaching (\$5K/month)

Year 2: Add group program (\$10K/month total)

Year 3: Add digital course (\$15K/month total)

Year 4: Add affiliate income + speaking (\$25K/month total)

MODULE 20: LEAVING A LEGACY

Big Question: What will your business be remembered for?

BEYOND PROFIT

Your legacy questions:

- How many lives will you impact?
- What kingdom work will your profits fund?
- What example will you set for your kids?
- What will people say about how you did business?
- What will God say: "Well done, good and faithful servant"?

Legacy-building actions:

Give generously (10%+ to kingdom work) Mentor emerging entrepreneurs Create content that lives beyond you Build systems that outlast you Document your journey to inspire others

YOUR LEGACY STATEMENT

"I want to be remembered as someone who..."

Commit this to God:

"Lord, use my business for Your glory. May it bless many, honor You always, and leave a legacy that points others to You. Amen."

PART 7: RESOURCES

12 PLUG-AND-PLAY TEMPLATES

All templates are included as separate documents in this playbook package:

1. Client Contract Template
2. Professional Invoice Template
3. Project Proposal Template
4. Client Questionnaire/Intake Form
5. Welcome Email Template
6. Testimonial Request Template
7. Cold Outreach Email Template
8. Social Media Post Templates (10 formats)
9. Sales Call Script
10. Follow-Up Email Sequence (3 emails)
11. Pricing Calculator Worksheet
12. Weekly Business Review Template (See separate template files)

30-DAY SOCIAL MEDIA CONTENT CALENDAR

(See separate calendar document)

Pre-planned content ideas for an entire month.

Topics include:

- Faith-based business principles
- Practical tips
- Behind-the-scenes
- Engagement posts
- Inspirational quotes
- Educational content

RECOMMENDED TOOLS & RESOURCES

Website/Funnel Builder:

- Systeme.io (all-in-one, affordable)
- WordPress + Elementor (flexible, customizable)
- Wix/Squarespace (simple, beginner-friendly)

Email Marketing:

- Systeme.io (built-in)
- ConvertKit (creator-focused)
- MailerLite (free plan available)

Scheduling:

- Calendly (free plan available)
- Acuity Scheduling (professional features)

Social Media Management:

- Later (Instagram focused)
- Buffer (multi-platform)
- Planoly (visual planning)

Design:

- Canva (easiest, templates)
- Adobe Express (Canva alternative)

Payment Processing:

- Stripe (professional)
- PayPal (widely recognized)
- systeme.io checkout (integrated)

Bookkeeping:

- Wave (free)
- QuickBooks (comprehensive)
- FreshBooks (invoicing focus)

NEXT STEPS

Immediate Actions (This Week):

Complete the exercises in Part 2 (Clarity modules) Write your first draft business plan Set up your basic online presence (website or social profile) Create your first piece of content

Pray over your business and commit it to God

30-Day Goals:

Refine your offers and pricing Create lead magnet (free offer) Set up email marketing Post consistently on social media (3-5x/week)

Reach out to 10 potential clients

90-Day Goals:

Serve your first 3-5 clients Generate your first \$1,000 in revenue Build your email list to 100+ subscribers Establish your core business systems

Give your first tithe from business income

FINAL ENCOURAGEMENT

You're not reading this playbook by accident.

God has placed this calling on your life.

He's equipped you with gifts, experiences, and passion for a reason.

Now it's time to step out in faith and BUILD.

Remember:

- You're a steward, not an owner
- Faithfulness matters more than fast results
- God blesses obedience, not perfection
- Your business is a ministry, not just a money-maker I'm cheering you on.

I believe in you.

More importantly, GOD believes in you.

Now go build your Kingdom Business.

In faith and partnership,

Dr. Allen Founder, Kingdom Business Blueprint

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Questions? Email: [your-email@kingdombusinessblueprint.com]