

---

# 7 LAWS OF MULTIPLICATION

---



---

# PROFITABILITY

- **Add recurring revenue**
    - “Give us this day our daily bread” (Matt. 6:11). God designed provision to flow regularly.
    - Add subscription, membership, or retainer models (software, consulting, coaching, maintenance).
    - Impact: Turns a one-time transaction into predictable monthly profit.
  - **Upsell/cross-sell higher-margin add-ons**
    - “To him who has, more will be given” (Mark 4:25). Increase often comes to those already in your hand.
    - Offer complementary, high-margin products/services at the point of purchase.
    - Example: Hotels profit more on minibar, room service, and spa than on room nights.
    - Impact: Increases revenue per customer without more cost of acquisition.
-

---

# PROFITABILITY

- **Eliminate, Automate and delegate low-value tasks**
    - Jethro told Moses to appoint leaders (Ex. 18) — leverage others to multiply efficiency.
    - Use AI, automation, or outsourcing for tasks that drain time but don't add margin.
    - Impact: Reduces cost, frees resources for high-value activities.
  - **Repackage and reframe for higher perceived value**
    - The widow's oil was multiplied in vessels (2 Kings 4) — the packaging and positioning mattered.
    - Coffee beans as bulk commodity = \$5/lb. Same beans served as Starbucks latte = \$5/cup.
    - Impact: Higher perceived value allows higher margins.
    - Wine tasting test
-

---

# PROFITABILITY

- **Offer premium tiers**

- “The worker is worthy of his wages” (1 Tim. 5:18). Excellence deserves reward.
- Offer a “VIP,” “platinum,” or “white-glove” version of your service at a higher price point.
- Example: Airlines make most of their profit margin from business/first class.
- Impact: Captures more profit from customers who value exclusivity.

- **Reduce waste and leakage**

- Jesus: “Gather up the fragments so that nothing is lost” (John 6:12). Nothing wasted increases profit.
  - Audit costs, renegotiate supplier contracts, tighten return policies, streamline logistics.
  - Impact: Every \$1 saved on costs = \$1 direct to profit.
-

---

# PROFITABILITY

- **License or franchise what you've built**

- Paul trained Timothy, who trained others also (2 Tim. 2:2). Replication multiplies reach and profit.
- Turn your system into something others can use (digital courses, licensing IP, franchising a model).
- Impact: Scalability and leveragability skyrocket margins.

- **Raise prices smartly (Strategically raise prices)**

- “The kingdom of heaven is like treasure hidden in a field... he sells all he has and buys that field” (Matt. 13:44). True value commands premium.
  - Don't just raise prices — bundle, add bonuses, or anchor against a higher-priced option.
  - Impact: Customers accept higher pricing when framed correctly.
-

---

# VELOCITY

- **Pre-Qualify More Intentionally**

- “A wise man discerns the house” (Prov. 24:3–4). Discernment prevents wasted effort.
- Use lead scoring (behavioral triggers, engagement signals, referrals) so your salespeople spend time only on decision-ready prospects.

- **Create Urgency Through Limited-Time Offers**

- “The night is coming when no man can work” (John 9:4). Timing matters.
  - Launch seasonal bundles, “fast action” bonuses, or scarcity-driven campaigns that reward quicker decisions.
  - Example: “Register this week and get a 1-on-1 consult” or “Only 7 seats left.”
-

---

# VELOCITY

- **Offer Fast, Low-Risk Entry Points**

- “Taste and see that the Lord is good” (Ps. 34:8). Small experience first, deeper commitment later.
- Instead of asking for a \$10k contract up front, start with a paid audit, trial, or pilot program. Lowering the barrier accelerates decisions.
- Example: SaaS free trial, real estate staging consult, fractional retainer month.

- **Streamline Decision-Making for the Buyer**

- “Write the vision, make it plain” (Hab. 2:2). Clarity accelerates action.
  - Give buyers done-for-you comparisons of competitors, ROI calculators, or proposal templates that make their internal approval easier.
  - Example: “Here’s the ROI in 12 months vs 24 months — so you can present this to your CFO.”
-

---

# VELOCITY

- **Collapse Multiple Meetings Into One**

- “Come, let us reason together” (Isa. 1:18). Bringing all parties together avoids delay.
- Replace 3–4 meetings (intro → demo → ROI → proposal) with a 1-call close structure where all decision-makers join at once.
- Example: A 90-minute “Discovery + Demo + Proposal” call.

- **Use Social Proof and Pre-Sold Trust**

- “By the testimony... the word is established” (2 Cor. 13:1).
  - Deploy testimonials, video case studies, or live client panels early in the cycle. When buyers see others like them succeeding, their hesitations shrink.
  - Example: A short video: “Here’s how Company X went from 6 months to 6 weeks ROI.”
-

---

# VELOCITY

- **Leverage Automation & Content**
  - “Prepare your work outside; get everything ready” (Prov. 24:27).
    - Pre-answer objections with AI chatbots, FAQ videos, or drip emails so salespeople don’t waste cycles repeating basics.
    - Example: A 3-minute explainer video buyers watch before they ever speak with sales.
  - **Offer Multiple Buying Options**
    - “I set before you life and death... choose” (Deut. 30:19). Choice speeds commitment.
    - Give buyers a choice of fast-path vs. slow-path purchasing. Some want to self-serve online (instant buy), others need longer consultative sales.
    - Example: “Click here to buy now OR book a strategy call.”
-

---

# FREQUENCY

**Velocity makes Frequency POSSIBLE - but not guaranteed.**

- **Add a Subscription or Membership Layer**

- “Give us this day our daily bread” (Matt. 6:11) → daily/regular provision, not one-time supply.
- Example: Instead of selling one course, offer a monthly “inner circle” with ongoing teaching.
- Impact: Turns one sale into 12 sales per year.

- **Introduce Consumables or Replenishables**

- Manna fell every day (Ex. 16:4–5) → God built frequency into provision.
  - Example: Sell refills, add-ons, or upgrades that customers need regularly (e.g., software credits, print cartridges, coaching refreshers).
  - Impact: Natural repeat purchases.
-

---

# FREQUENCY

- **Bundle in Maintenance or Ongoing Services**

- *Paul revisited churches regularly* (Acts 15:36) to strengthen and re-engage them.
- Example: A real estate agent offers quarterly home check-ups. A consultant sells annual “strategy refresh” sessions.
- Impact: Keeps customers engaged and re-buying.

- **Create Habit-Forming Value**

- “Day and night meditate on it” (Josh. 1:8). Repetition builds momentum.
  - Example: Daily podcast, weekly newsletter, “Friday coaching huddles.” Habits anchor repeat engagement, which anchors repeat sales.
  - Impact: Moves buyers from occasional to continual
-

---

# FREQUENCY

- **Shorten Consumption Cycles**

- “In due season we shall reap” (Gal. 6:9) → multiple harvests possible in one year.
- Example: Instead of a 12-month program, break it into 3-month sprints with renewal points. Or sell “mini-offers” that create natural repeat purchases.
- Impact: Increases how often customers come back within the same time frame.

- **Introduce Loyalty / Rewards Programs**

- “The laborer is worthy of his wages” (Luke 10:7). Rewards reinforce faithfulness.
  - Example: Buy 5, get the 6th free; points for every purchase; annual “VIP appreciation” events.
  - Impact: Encourages repeated transactions instead of one-offs.
-

---

# FREQUENCY

- **Upsell & Cross-Sell More Often**

- “To him who has, more will be given” (Mark 4:25). Multiplication flows where faithfulness exists.
- Example: Amazon’s “Frequently Bought Together” or a coach who offers workshops alongside main programs.
- Impact: Increases transactions per customer.

- **Use Seasonal / Event-Based Cycles**

- Israel had appointed feasts (Lev. 23) → rhythm of worship and offering.
  - Example: Launch themed offers around holidays, fiscal year-ends, or business cycles.
  - Impact: Creates natural reasons to buy again.
-

---

# SCALABILITY

- Scaling is one of the most exciting levers in your profit formula because it's where multiplication happens. Growth adds, but scaling multiplies.
  - **Systematize & Standardize**
    - “Write the vision, make it plain” (Hab. 2:2). Clarity allows others to run with it.
    - Document processes (SOPs), automate repetitive tasks, and make delivery predictable.
    - Impact: Lets you handle 100 customers as easily as 10.
  - **Productize What You Do**
    - Jesus multiplied bread and fish (Matt. 14:19) — one offering fed thousands when broken into repeatable pieces.
    - Turn custom services into standardized packages, courses, templates, or toolkits.
    - Impact: Scalability rises because value is delivered without adding more labor.
-

---

# SCALABILITY

- **Leverage Technology**

- “Their sound has gone out to all the earth” (Rom. 10:18) — technology extends reach like Paul’s letters did.
- Build apps, SaaS platforms, AI tools, or digital communities that deliver value without manual effort.
- Impact: One-time build, infinite scale.

- **Build a Team of Multipliers**

- “Appoint men over thousands, hundreds, fifties, and tens” (Ex. 18:21). Moses scaled by empowering others.
  - Recruit and train leaders, not just workers. Empower them to reproduce results in others.
  - Impact: Exponential growth through delegation and discipleship.
-

---

# SCALABILITY

- **Licensing, Franchising, and Partnerships**

- “The kingdom of heaven is like yeast that a woman took and mixed into 60 pounds of flour until it worked all through the dough” (Matt. 13:33). Influence spreads.
- License your curriculum, franchise your system, or partner with others who already have distribution.
- Impact: Leverages other people’s capital, networks, and infrastructure.

- **Go Digital & Evergreen**

- Paul’s letters still teach millions today — one-time effort, ongoing scale.
  - Record once, sell forever — online courses, e-books, digital events.
  - Impact: Infinitely scalable because delivery cost = near zero.
-

---

# SCALABILITY

- **Community-Driven Scaling**

- “Iron sharpens iron” (Prov. 27:17). Community accelerates multiplication.
- Build communities (memberships, forums, ambassador programs) where customers help each other and spread the message.
- Impact: Growth is no longer limited to your effort — the community multiplies it.

- **Strategic Mergers or Acquisitions**

- Israel “plundered the Egyptians” (Ex. 12:36) — scaling by acquiring resources before departure.
- Buy competitors, merge with complementary businesses, or acquire technology.
- Impact: Instantly increases capacity, customers, and market reach.

- **Replicate Through Discipleship**

- “What you have heard from me... entrust to faithful men who will be able to teach others also” (2 Tim. 2:2).
  - Train others to teach your content, run your method, or replicate your sales model.
- 
- Impact: Multiplication of teachers and trainers scales influence far beyond you.

---

# LEVERAGABILITY

- **Leveragability (Ability to Multiply Effort / Resources Through Others)**
  - **Biblical Principle: Stewardship with Leverage**  
*Matthew 25:20–21* – The faithful servant leveraged talents to double them. Profitability came by putting resources to work.
  - **Example: Jethro’s Advice to Moses (Exodus 18:17–23)**  
Moses was overwhelmed until Jethro taught him to appoint leaders over thousands, hundreds, fifties, and tens. This is biblical leverage—multiplying impact by empowering others.
  - **Wisdom for Profits:** Leveragability is delegation, systems, and spiritual empowerment. Paul leveraged Timothy, Titus, and others to expand the gospel. Kingdom growth always comes through leverage.
-

---

# LEVERAGABILITY

- **Leveragability comes from:**
    - Delegating & empowering people
    - Automating with technology
    - Partnering for reach
    - Licensing & franchising
    - Using capital strategically
    - Standardizing processes
  - Community-driven growth
  - **Scalability = Model design** → *Can this thing grow?*
  - **Scalability is structural (the system can expand).**
  - **Leveragability = Multiplication force** → *What (or who) will grow it for me?*
  - **Leveragability is mechanical** (the multipliers make it expand).
-

---

# FEASIBILITY

- **Feasibility (Can This Profit Path Be Practically Achieved?)**

- **Biblical Principle: Counting the Cost**

*Luke 14:28* – “For which of you, intending to build a tower, does not sit down first and count the cost, whether he has enough to finish it?”

Feasibility is simply biblical prudence—evaluating resources before executing.

- **Example: Nehemiah (Nehemiah 2:11–16)**

Nehemiah inspected Jerusalem’s walls at night before launching the rebuilding effort. He checked feasibility before mobilizing the people.

- **Wisdom for Profits:** Not every “profitable idea” is achievable. Scripture commends planning (*Proverbs 21:5* – “The plans of the diligent lead surely to abundance”) and warns against hasty ventures.

---

---

# PROBABILITY

- **Probability (Likelihood of Profit / Risk Assessment)**
  - **Biblical Principle: Diversification and Risk Management**  
*Ecclesiastes 11:2* – “Give a portion to seven, and also to eight, for you do not know what disaster may happen on the earth.”  
Probability is about assessing outcomes and preparing for uncertainty.
  - **Example: Paul’s Journeys (Acts 16:6–10)**  
Paul sought probability of success by discerning God’s leading. Closed doors reduced success probability, but the Macedonian vision revealed a “high-probability” opportunity.
  - **Wisdom for Profits:** The Bible urges both faith and prudence. High-probability paths come from Spirit-led decisions, wise counsel (*Proverbs 15:22*), and diversifying to manage risk.
-

---

# **PROFIT FORMULA**

(Velocity × Frequency × Scalability × Leveragability)  
× (Feasibility × Probability) × Stewardship (Profit)

---