
THE
SOIL
3 KINDS · 10 WAYS TO IMPROVE
Better Soil. Greater Receptivity. Abundant Fruit.
YOUR HEART
YOUR PROSPECT'S HEART
THE MARKETPLACE

GERMINATION

Every great plant—and every great business—starts with the right conditions.

All seeds need **water, oxygen,** and **proper temperature** in order to germinate.

TRANSLATION: All business ideas need **information** (knowhow), **inspiration** and **passion (intensity)** to launch successfully.

When a seed is exposed to the proper conditions, water and oxygen are taken in through the seed coat.

- *It's your responsibility to take in market information and knowhow, and feed yourself inspiration. (David encouraged himself in the Lord.)*

The embryo's cells start to enlarge. Then the seed coat breaks open and a **root or radicle** emerges first, followed by the **shoot** that contains the **leaves** and **stem.**

KEY TAKEAWAY | Provide the right environment. **Nurture consistently.** Growth will follow.

THE ESSENTIALS FOR GERMINATION

WATER | OXYGEN | TEMPERATURE | TIME

GIVE BACK. GROW TO BLESS. | Sow value. Reap impact.

Many Things Can Cause POOR GERMINATION

The wrong conditions or lack of knowledge
can stop a seed from becoming what it was meant to be.

1. OVERWATERING

Overwatering causes the plant to not have enough oxygen and hinder growth.

- TMI leads to "paralysis of analysis"
- Perfection syndrome

2. PLANTING SEEDS TOO DEEPLY

Planting seeds too deeply causes them to use all of their stored energy before reaching the soil surface.

- If you go too deep too fast you could run out of cash (i.e.: Flashy storefront / Luxury office)
- Get started!

3. DRY CONDITIONS

Dry conditions mean the plant doesn't have enough moisture to start the germination process and keep it going.

- Lack of information / knowhow can bankrupt you. (i.e. lacking basic sales skills or knowledge of market realities)

SUCCESSFUL GERMINATION REQUIRES THE RIGHT CONDITIONS AND THE RIGHT KNOWLEDGE.

NURTURE TODAY. HARVEST TOMORROW.

Nothing happens until you plant the seed...

1. ONCE PLANTED,
the seed requires warmth and water to germinate.

2. IT ABSORBS WATER,
causing the seed to burst out of its shell.

3. IN OTHER WORDS,
it immediately begins building the factory, the necessary infrastructure to facilitate business.

4. IT SENDS UP A SHOOT
that has a leaf, then other leaves, in order to begin production and get to the next stage.

Action is the seed. Consistency is the water.
Patience is the soil. Results are the harvest.

PLANT TODAY.
GROW TOMORROW.

3 FUNDAMENTAL NEEDS FOR GERMINATION

1 WATER H_2O: *(information and knowledge)*

It's not too late to learn.
Study to show yourself approved.
(2 Tim 2:15)

2 OXYGEN: *(spirit, inspiration)*

As many as are led by the Spirit of God, they are the sons of God.
(Rom 8:14)

3 WARMTH: *(passion, and intensity)*

And whatever you do, do it heartily.
(Col 3:23)

MUST HAVE GOOD SOIL:
(right location and target market)

These three fundamentals will take you from seed to sprout, where you begin to generate cash flow.


THREE SOIL TYPES TO EXAMINE
BEFORE YOU PLANT
The condition of the soil determines what the seed is able to become.
1 YOUR HEART
Your heart determines whether you can grow it.
2 THE MARKET
The market determines whether there is room for it.
3 THE CUSTOMER'S HEART
The customer's heart determines whether they will receive it.
EXCELLENT SOIL = EXTRAORDINARY GROWTH
Examine. Prepare. Plant. Partner with God. Produce Abundantly.

1 YOUR HEART

The soil in which the *idea* first takes root

> “Other seed fell on good soil and yielded a crop that sprang up, increased and produced: some thirty, some sixty, some a hundred times what was sown.
>
> MATTHEW 13:23

Before an idea becomes a business in the marketplace, it has to become something *alive within you*. Jesus' explanation of the soils in the Parable of the Sower is particularly useful here (Matthew 13:18–23; Mark 4:14–20).

FOR YOUR HEART TO BE GOOD SOIL, LOOK FOR THESE CONDITIONS:

CONVICTION	You believe the idea is **worth pursuing**. An idea planted in a chronically doubtful heart rarely receives enough sustained energy to mature.
UNDERSTANDING	Jesus specifically connects fruitfulness with hearing the word and **understanding it** (Matthew 13:23). You need to understand the problem, the solution, the economics, the customer and what would make the idea work.
DEPTH	The rocky soil produced rapid initial growth but had "no depth of earth." That's a remarkable entrepreneurial picture. **Enthusiasm can produce a launch; depth produces endurance.** You need enough knowledge, commitment, character and patience to survive the period between planting and harvest.
FREEDOM FROM COMPETING PRIORITIES	The thorns are "cares," "deceitfulness of riches" and "desires for other things." In business terms, **your idea can be choked** by distraction. Good entrepreneurial soil requires **focus**.
FAITH AND EXPECTATION	You have to **believe a harvest is possible** before there is visible evidence of one.
TEACHABILITY	Good soil **accepts inputs**—water, nutrients, correction. An entrepreneur who cannot receive feedback effectively creates compacted soil.

SOIL #1 SUMMARY: ***Plant the seed in a heart characterized by conviction, understanding, depth, focus, faith and teachability.***

2 THE MARKETPLACE

The soil in which the *business* is planted

You can have excellent personal soil and an excellent seed but plant the business in a marketplace incapable of supporting it. This soil needs several conditions.

DON'T FORCE YOUR SEED. FIND THE SOIL THAT ALREADY CONTAINS THE CONDITIONS YOUR SEED REQUIRES.

THESE CONDITIONS CREATE FERTILE MARKET SOIL:

1. A REAL PROBLEM OR DESIRE MUST ALREADY EXIST.	The strongest markets contain existing tension: something people want to gain, avoid, solve, improve or become.
2. THE PROBLEM MUST MATTER ENOUGH.	Lots of problems exist that people won't spend money to solve. Fertile commercial soil contains **economic pain** or sufficiently **strong desire.**
3. THERE MUST BE ENOUGH PEOPLE WITH THE PROBLEM.	One customer isn't a market. There needs to be sufficient density of prospective buyers to support the intended scale of the business.
4. THEY MUST HAVE THE ABILITY TO PAY.	Need without purchasing power may represent a ministry or charitable opportunity, but not necessarily a sustainable commercial market.
5. THEY MUST BE REACHABLE.	A theoretically perfect customer who costs $5,000 to locate and acquire for a $500 sale creates poor soil. You need practical channels to reach prospects.
6. COMPETITION SHOULD VALIDATE RATHER THAN ELIMINATE THE OPPORTUNITY.	Competition can indicate fertile soil because it proves that people already spend money in the category. The question becomes whether there is room for differentiation.
7. TIMING MUST BE FAVORABLE.	Some seeds fail because they're planted in the wrong season. The market may want the solution later— **yet** Changing technology, regulation, culture or economics can suddenly make previously marginal soil fertile.

SOIL #2 SUMMARY:
Plant in a market containing an important problem, sufficient demand, purchasing power, accessibility, favorable economics and appropriate timing.

DIAGNOSTIC QUESTION:

"Where would this seed naturally flourish?"
Instead of forcing your idea onto the marketplace, find the soil that already contains the conditions your seed requires.

3 THE PROSPECT'S HEART

The soil into which your message is planted

This may be the most interesting of the three.
Even after finding the right market, not everyone within that market is equally receptive at the same moment.

Two people can have exactly the same objective need and react completely differently to your offer because the **condition of their hearts** is different.

The goal of marketing is not just to reach people.
It's to reach **receptive hearts.**

THE IDEAL PROSPECT'S HEART CONTAINS THESE CONDITIONS:

1	AWARENESS	They recognize the problem. Someone with a problem they don't know they have is relatively hard soil.
2	CONCERN	They don't merely recognize it; it matters to them. Awareness without emotional significance rarely creates action.
3	DESIRE	They want a different outcome strongly enough to pursue it.
4	BELIEF	They believe change is actually possible. Someone who desperately wants a result but believes "nothing works for me" is difficult soil.
5	TRUST	They believe you—or your company, product, methodology or evidence—may actually be capable of helping them.
6	READINESS	The problem has risen high enough on their priority list that they are willing to act now rather than "someday."
7	ABILITY	They possess the money, authority, time or other resources necessary to act.

THE FERTILITY OF A PROSPECT'S HEART:

NEED + AWARENESS + DESIRE + BELIEF + TRUST + READINESS + ABILITY = RECEPTIVE SOIL

WHAT THIS MEANS FOR MARKETING

Marketing isn't merely finding people who have the problem.
Great marketing finds people whose hearts are presently prepared to receive the solution.
That distinction could dramatically improve lead generation.


THE THREE SOILS OF SUCCESS
Before you plant, examine all three soils. The condition of the soil determines what the seed is able to become.
SOIL
FUNDAMENTAL QUESTION
IDEAL CONDITION
1 YOUR HEART
The soil in which the idea first takes root
Can this seed grow in me?
Conviction, understanding, depth, focus, faith, teachability
2 THE MARKETPLACE
The soil in which the business is planted
Where can this seed flourish?
Need, demand, purchasing power, accessibility, economics, timing
3 PROSPECT'S HEART
The soil into which your message is planted
Who is ready to receive this seed?
Awareness, concern, desire, belief, trust, readiness, ability
THREE SOILS. ONE PURPOSE. Plant in the right heart, the right market, and the right prospect—and watch your seed become an abundant harvest.


TOP TEN WAYS
TO
IMPROVE THE
MARKETPLACE SOIL
FOR
MAXIMUM RECEPTIVITY
BETTER SOIL. MORE RECEPTIVE HEARTS.
GREATER HARVEST.


1
INCREASE AWARENESS
OF THE PROBLEM
A market can have a serious problem without adequately recognizing it. That is poor soil.
INVISIBLE PROBLEM
WEAK DEMAND
VISIBLE PROBLEM
STRONG DEMAND
FERTILE SOIL
EDUCATION CAN CHANGE THAT.
Show people:
what the problem is,
what it is costing them,
why it keeps happening,
what happens if they ignore it.
and what becomes possible when it is solved.
A dentist doesn't create tooth decay by explaining gum disease.
HE MAKES AN EXISTING CONDITION VISIBLE.
IN BUSINESS TERMS:
INVISIBLE PROBLEMS CREATE WEAK DEMAND.
VISIBLE PROBLEMS CREATE FERTILE SOIL.
THIS IS ONE OF THE PRIMARY FUNCTIONS OF:
CONTENT MARKETING
TEACHING
BOOKS
WEBINARS
ASSESSMENTS
DIAGNOSTIC TOOLS


2
INCREASE THE PERCEIVED IMPORTANCE OF THE PROBLEM
AWARENESS ALONE ISN'T ENOUGH.
"I know I have that problem" is very different from:
"I NEED TO DO SOMETHING ABOUT THIS."
You improve the soil when people understand
THE CONSEQUENCES OF REMAINING WHERE THEY ARE.
That can mean quantifying:
LOST MONEY
WASTED TIME
MISSED OPPORTUNITY
UNNECESSARY RISK
FRUSTRATION
UNREALIZED POTENTIAL
THE ETHICAL PRINCIPLE IS IMPORTANT:
DON'T MANUFACTURE FEAR; REVEAL ACTUAL CONSEQUENCES.
IGNORING THE PROBLEM COSTS YOU:
MORE MONEY
MORE TIME
MORE RISK
MORE FRUSTRATION
LESS POTENTIAL
WHEN THE COST OF DOING NOTHING BECOMES CLEAR, THE DESIRE FOR CHANGE BECOMES STRONG.
That's fertile soil.

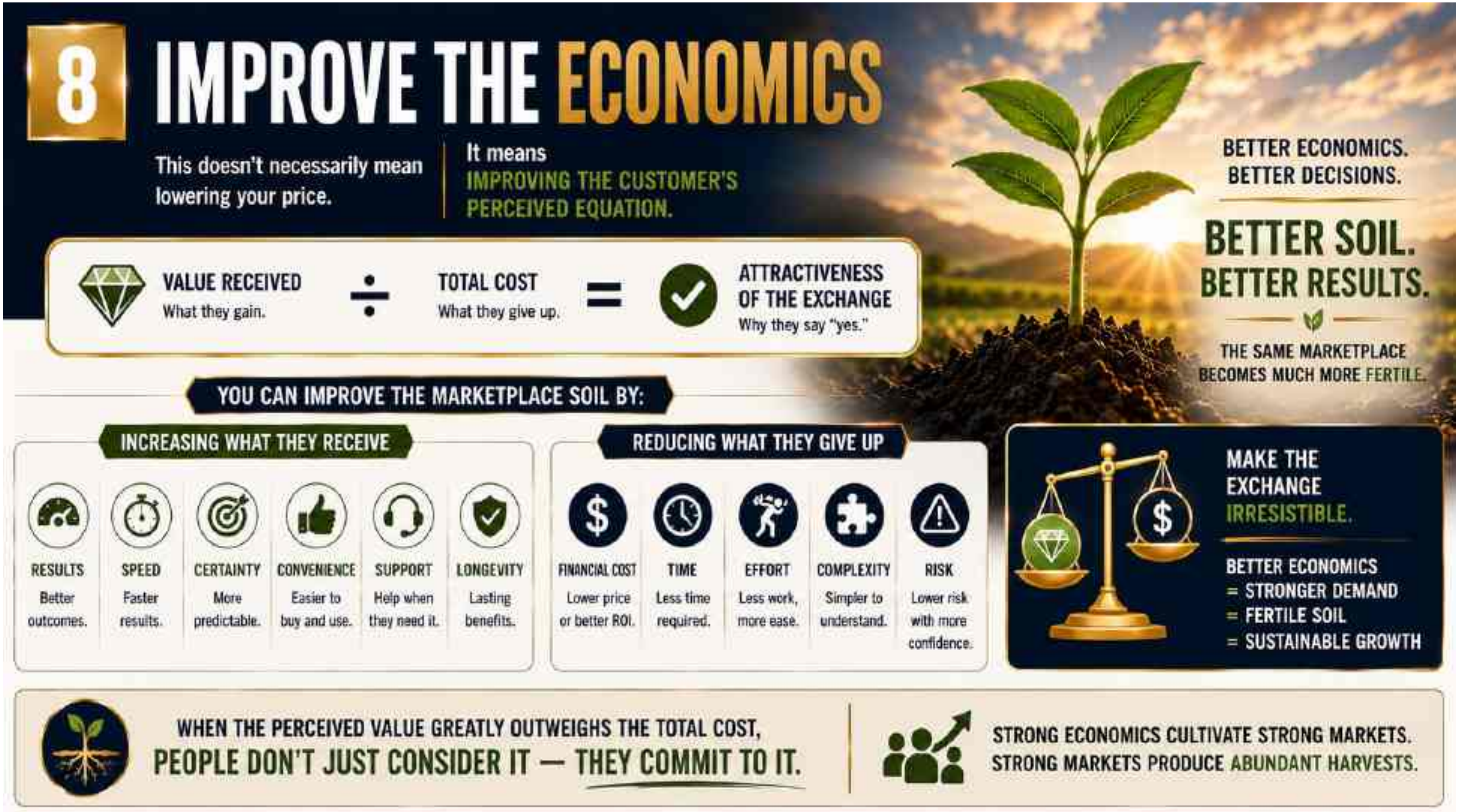

3
INCREASE DESIRE
FOR THE OUTCOME
You can cultivate soil from the other direction too.
Instead of only magnifying the problem,
MAKE THE DESIRABLE FUTURE CLEARER.
Help people see what becomes possible after the transformation.
A market becomes more fertile when customers move from:
"I suppose that would be nice."
I WANT THAT.
TOOLS THAT CULTIVATE DESIRE:
TESTIMONIALS
Real people. Real results.
CASE STUDIES
Proof that it works.
DEMONSTRATIONS
Show it. Don't just tell it.
BEFORE & AFTER COMPARISONS
The contrast inspires action.
COMPELLING STORIES
Stories move hearts. Hearts drive action.
A CLEAR VISION OF A BETTER FUTURE CREATES IRRESISTIBLE MOMENTUM.
CLARIFY THE DESTINATION.
INCREASE THE DESIRE.
IMPROVE THE SOIL.


4
EDUCATE THE MARKET
ABOUT THE SOLUTION
Sometimes the problem is well understood
but the category of solution isn't.
THINK ABOUT HOW MARKETS
HAD TO BE EDUCATED ABOUT:
Early entrants frequently have to
teach people:
"THERE IS NOW A
DIFFERENT WAY
TO ACCOMPLISH THIS."
KNOWLEDGE
UNDERSTANDING
INSIGHT
CLARITY
AWARENESS
YOU'RE ESSENTIALLY ADDING
NUTRIENTS TO THE MARKETPLACE
SOIL BY INCREASING UNDERSTANDING.
MARKETS HAD TO BE EDUCATED ABOUT:
PERSONAL COMPUTERS
From "Why would I need one?" to "I can't live without one."
CLOUD COMPUTING
From "Where is my data?" to "It's safer, faster and anywhere I need it."
SMARTPHONES
From "Just a phone" to "A powerful computer in my pocket."
ONLINE BANKING
From "I must go to the bank" to "I bank from anywhere, anytime."
RIDE-SHARING
From "Hail a cab" to "A car arrives with a tap."
DIGITAL PAYMENTS
From "Cash or check only" to "Pay with a tap or a click."
EDUCATING THE MARKET CREATES POWERFUL RESULTS:
EXPANDS AWARENESS
BUILDS UNDERSTANDING
CREATES DEMAND
REDUCES RESISTANCE
ACCELERATES ADOPTION
EDUCATION MULTIPLIES VALUE. | UNDERSTANDING CREATES ACTION. | ACTION CREATES RESULTS.
Teach the market. Enrich the soil. Grow the harvest.


5
INCREASE BELIEF
THAT THE OUTCOME IS POSSIBLE
This is enormous.
A market can contain people who desperately want an outcome but have become skeptical because they've tried other solutions.
The soil isn't lacking desire.
IT'S LACKING BELIEF.
BELIEF BUILDS FERTILE SOIL.
OVERCOME SKEPTICISM
Replace doubt with confidence.
BUILD CONFIDENCE
People believe what they see others achieve.
CREATE MOMENTUM
Belief leads to action. Action creates results.
DRIVE DECISIONS
Belief is the bridge between interest and investment.
EVIDENCE IMPROVES THIS SOIL:
DEMONSTRATION
Show it in action.
EVIDENCE
Provide proof.
TESTIMONY
Real people. Real results.
CASE STUDIES
See how it works in the real world.
RESULTS
Proven outcomes that speak for themselves.
GUARANTEES
Reduce risk. Increase confidence.
YOU'RE MOVING THE PROSPECT FROM:
"That probably won't work."
"Apparently it can work."
"I BELIEVE IT COULD WORK FOR ME."
HELP THEM SEE IT. PROVE IT. SHOW IT. THEN THEY'LL BELIEVE IT.
Belief turns interest into action. Action turns potential into profit.


6
INCREASE TRUST
Sometimes people believe the solution works but don't trust the person selling it.
Then the soil needs credibility.
TRUST GROWS THROUGH:
DEMONSTRATED COMPETENCE
Proven ability. Real results.
TRANSPARENCY
Open, honest, no hidden agenda.
CONSISTENCY
Reliable actions build lasting trust.
AUTHORITY
Knowledge, experience, credibility.
GENEROSITY
Give value freely. Help without expecting immediate return.
SOCIAL PROOF
Others trust, refer and recommend.
FULFILLED PROMISES
Do what you say. Every time.
TRUST TURNS INTEREST INTO ACTION.
NO TRUST, NO ACTION.
BUILD TRUST, PLANT CONFIDENCE.
TRUSTED MESSENGER, FERTILE SOIL.
THIS IS WHY TEACHING BEFORE SELLING CAN BE SO POWERFUL.
YOU'RE GIVING THE MARKETPLACE AN OPPORTUNITY TO
EXPERIENCE YOUR VALUE
BEFORE PURCHASING YOUR VALUE.
VALUE GIVEN
Share knowledge, insights, and help.
EXPERIENCE CREATED
They see your expertise in action.
TRUST EARNED
Confidence grows through experience.
VALUE EXCHANGED
They buy because they already trust.


7
REDUCE FRICTION
This connects directly with your principle that
VALUE INCREASES
AS FRICTION DECREASES.
LESS FRICTION.
MORE ADOPTION.
SUPPOSE PEOPLE
WANT THE SOLUTION
AND TRUST YOU—
BUT IT'S...
COMPLICATED TO BUY
EXPENSIVE TO IMPLEMENT
DIFFICULT TO UNDERSTAND
DISRUPTIVE TO USE
MAKE IT EASY.
MAKE IT CLEAR.
MAKE IT WORTH IT.
MAKE IT HAPPEN.
IMPROVE THE SOIL BY MAKING ADOPTION EASIER.
FREE TRIALS
Let them try before they buy.
DEMONSTRATIONS
Show it. Don't just tell it.
ONBOARDING
Guide them to success.
FINANCING & PAYMENT PLANS
Make it affordable.
SIMPLIFIED OFFERS
Clear choices. Easy decisions.
DONE-FOR-YOU SERVICES
Remove the heavy lift.
GUARANTEES
Remove risk. Increase confidence.
BETTER DELIVERY
Fast. Reliable. Exceeds expectations.
REMOVE OBSTACLES.
REDUCE FRICTION.
RELEASE GROWTH.
Turn marginal soil into productive soil.
THE EASIER IT IS TO SAY YES, THE MORE PEOPLE WILL SAY YES.
LESS FRICTION = MORE ADOPTION = MORE IMPACT.


8
IMPROVE THE ECONOMICS
This doesn't necessarily mean lowering your price.
It means
IMPROVING THE CUSTOMER'S PERCEIVED EQUATION.
VALUE RECEIVED
What they gain.
÷
TOTAL COST
What they give up.
=
ATTRACTIVENESS OF THE EXCHANGE
Why they say "yes."
BETTER ECONOMICS. BETTER DECISIONS.
BETTER SOIL. BETTER RESULTS.
THE SAME MARKETPLACE BECOMES MUCH MORE FERTILE.
YOU CAN IMPROVE THE MARKETPLACE SOIL BY:
INCREASING WHAT THEY RECEIVE
RESULTS
Better outcomes.
SPEED
Faster results.
CERTAINTY
More predictable.
CONVENIENCE
Easier to buy and use.
SUPPORT
Help when they need it.
LONGEVITY
Lasting benefits.
REDUCING WHAT THEY GIVE UP
FINANCIAL COST
Lower price or better ROI.
TIME
Less time required.
EFFORT
Less work, more ease.
COMPLEXITY
Simpler to understand.
RISK
Lower risk with more confidence.
$
MAKE THE EXCHANGE IRRESISTIBLE.
BETTER ECONOMICS
= STRONGER DEMAND
= FERTILE SOIL
= SUSTAINABLE GROWTH
WHEN THE PERCEIVED VALUE GREATLY OUTWEIGHS THE TOTAL COST,
PEOPLE DON'T JUST CONSIDER IT — THEY COMMIT TO IT.
STRONG ECONOMICS CULTIVATE STRONG MARKETS.
STRONG MARKETS PRODUCE ABUNDANT HARVESTS.


9
CONCENTRATE
RATHER THAN CULTIVATE THE ENTIRE FIELD
A FARMER DOESN'T NEED EVERY ACRE ON EARTH TO BE FERTILE.
NEITHER DOES AN ENTREPRENEUR.
INSTEAD OF ASKING:
"How can I make everyone interested?"
ASK:
"WHERE WITHIN THIS MARKETPLACE ARE CONDITIONS ALREADY CLOSEST TO IDEAL?"
YOU'RE NOT NECESSARILY CHANGING THE SOIL. YOU'RE LOCATING THE RICHEST PATCH OF SOIL WITHIN THE FIELD.
SEGMENT THE MARKET.
Discover where your offer thrives.
AGE
Who they are.
PROFESSION
What they do.
INCOME LEVEL
What they earn.
COMPANY SIZE
Where they work.
LIFE STAGE
Where they are.
CIRCUMSTANCE
What they're facing.
TRIGGERING EVENT
What just happened.
WHEN YOU CONCENTRATE, YOU DISCOVER:
HIGHER RESPONSE
They feel understood. They pay attention.
BETTER RESULTS
Your solution fits. They see success.
STRONGER RETURNS
Less wasted effort. More profitable growth.
DON'T TRY TO FERTILIZE THE WHOLE WORLD.
FIND THE RIGHT SOIL. PLANT DEEP. HARVEST ABUNDANTLY.
THE GREATEST RETURNS COME FROM FOCUSING YOUR ENERGY WHERE THE CONDITIONS ARE ALREADY RIGHT.


10
WAIT FOR—OR RECOGNIZE—THE SEASON
Sometimes you can't economically improve the soil enough.
The season has to change.
TIMING CHANGES EVERYTHING.
SEASONS CHANGE WHEN:
TECHNOLOGY CHANGES
REGULATIONS CHANGE
COMPETITORS DISAPPEAR
PRICES RISE
CULTURAL ATTITUDES SHIFT
A CRISIS OCCURS
NEW INFORMATION EMERGES
COVID DIDN'T INVENT VIDEO CONFERENCING.
It dramatically altered the market conditions surrounding video conferencing.
RECOGNIZING THE SEASON IS AS IMPORTANT AS PREPARING THE SOIL.
Wisdom is knowing when to plant, and when to wait.
WHEN THE SEASON TURNS, MARKETS OPEN.
Demand accelerates.
Adoption becomes easy.
Opportunities multiply.
GOOD SEED
A strong idea.
+
GOOD SOIL
A receptive market.
+
WRONG SEASON
Poor timing or unfavorable conditions.
=
CAN STILL PRODUCE A POOR HARVEST.
SUCCESS IS A RESULT OF RIGHT PRINCIPLES + RIGHT SEASON.


TWO KINDS OF
SOIL IMPROVEMENT
MARKETPLACE CULTIVATION
CHANGES THE ENVIRONMENT SURROUNDING THE BUYER.
EDUCATE THE CATEGORY
EXPOSE THE PROBLEM
DEMONSTRATE POSSIBILITIES
IMPROVE ACCESSIBILITY
REMOVE BARRIERS
HEART CULTIVATION
CHANGES RECEPTIVITY WITHIN THE INDIVIDUAL BUYER.
INCREASE AWARENESS
INCREASE DESIRE
BUILD BELIEF
GROW TRUST
CREATE READINESS
THE SOIL IMPROVEMENT JOURNEY
1. FIND THE RIGHT SOIL
2. TEST THE SOIL
3. AMEND THE SOIL
4. PREPARE THE SOIL
5. PLANT THE SEED
6. NURTURE THE RESPONSE
7. HARVEST
JOHN THE BAPTIST DIDN'T CHANGE THE SEED; HE PREPARED THE GROUND FOR ITS RECEPTION.
His assignment was to "prepare the way of the Lord" (Isaiah 40:3; Matthew 3:3).
MARKETING IS SOIL PREPARATION.
IT PREPARES A MARKETPLACE AND THE HEARTS WITHIN IT TO RECOGNIZE, RECEIVE AND RESPOND TO THE VALUE CONTAINED IN YOUR SEED.