



Embryo (Spirit)

Hard Outer Shell (Body)
(Seed Coat)

Cotyledon
(flesh, stored
food reserves)

(Soul)

QUICK REVIEW

FIRST FOUR CONSIDERATIONS BUILT INTO THE SEED

Seed Phase

Concept

- Species / Variety - What kind of business?
- What Industry, Segment? Niche? Digital? Service? Product?
- Discipline of market leaders: low cost, white glove service, leading edge technology / high quality product
- What unique value does your business offer that differentiates it from competitors?
- How did you identify your target market and niche?
- Do a SWOT Analysis with someone who can stress test your assumptions. (Strengths, Weaknesses, Opportunities and Threats)



Seed Phase

Growth Characteristics

- Size, shape, growth rate. What form (model)? How fast?
- What's your business model and growth strategy?
- How will the business scale? Ultimate revenue objective?
- Market size and your planned for share? What will you do or how will you position yourself to get that market share?
- What metrics will you track to measure growth?
- How do you plan to scale your business in the next 1, 3 and 5 years?
- What key milestones will you be reaching for and in what time frame?
- What are the likely challenges in reaching those milestones?
- What resources will you need to get there?
- 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?"*



Seed Phase

Nutrient Requirements + Tolerance

- Nutrients fuel growth / Toxins deter
- Soil (market) conditions determine nutrient requirements
- Cash could be considered a nutrient. So what are the cash requirements for where you're going to plant your business?
- Nutrients are anything that support growth, so what are your tech, infrastructure and talent requirements?
- Future org chart now
- What are the most critical resources your business needs to operate and grow?
- How do you plan to acquire those resources?
- Are you operating only with the natural mind or do you have the word of the Lord and the faith to walk in that?
- Create a worksheet outlining the key resources, current status and action plan to acquire those resources.



Seed Phase

Environmental Factors

- Current economic conditions
- Competitors
- How do you stay informed to changes, advances, etc., in the market and your industry?
- Environmental factors that affect success...
- **Light:** God factor / Wisdom / Authority / Right path → Target visibility. How easy or difficult is it to reach your target market?
- **Water:** How informed (pain aware) is the market?
- **Temp:** Level of desire / urgency
- **Soil type:** Financial ability... Generally speaking, can your target market afford or find the resources to purchase?



Seed Phase Reproduction

- Flowering time and frequency:
- Pollination mechanisms:
 - Biotic - lead magnet
 - Abiotic (wind) - word of mouth. (trending)
 - Self-pollination - direct outreach
- Cross-pollination: Same species + different variety is best (Granny Smith / McIntosh)
- Fruit traits (packaging, presentation)
- Franchise? Multiple locations? Affiliate army?
- How do you see your company expanding when it's time?
- How will you manage quality and consistency as you grow?



MARKETING
STRATEGY

Seed Phase

Pathogen Resistance

“Within you right now is the power to do things you never dreamed possible. This power becomes available to you just as soon as you can change your beliefs.” **Maxwell Maltz**

“Jesus said to him, ‘If you can believe, all things are possible to him who believes.’” **Mark 9:23**

- Do you have a smart phone or computer or maybe a car that has a ton of great features but you don't know how to use them and maybe you didn't know they were even there?



Seed Phase

FOUR DEADLY PATHOGENS

- The lies you believe: Ask God to show you those.
- The things you fear: Debilitating, risk averse, small gains
- The pain you carry: A time to weep and to laugh, mourn and to dance)
- The image you bear



SEED PHASE

Three Pre-Conditions For Pathogens to Gain Access

- **A Susceptible time: Young, old, or wounded**
- **The pathogen: Every disease has a contagion period.**
- **Right Mix of Environmental Conditions:**
 - **Moisture:** Information - Who are we taking in?
 - **Temperature:** Hot, cold or lukewarm?
 - **Wind:** *“that we should no longer be children, tossed to and fro and carried about with **every wind of doctrine**, by the trickery of men, in the cunning craftiness of deceitful plotting,”* (Ephesians 4:14) What do we believe?
 - **Sunlight:** We need God, Wisdom, Authority + right paths
 - **Nutrition:** People + things that support our growth
 - **Soil quality:** What’s your environment? *“Be not deceived: evil companions corrupt good character.”* (1 Cor 15:33)



Five Phases of the Disease Cycle

- Inoculation
- Incubation
- Penetration
- Infection
- Symptoms



Disease Defense

- 1. Physical Characteristics:** In nature, waxy or fuzzy leaf surfaces can keep pathogens at bay.
- 2. Chemical Characteristics:** In nature, plants produce enzymes that kill pathogens.
- 3. Growth Patterns:** In nature, some plants will simply block off diseased tissue from contact with the rest of the plant and it drops off.





When Trials Lead to Abundance...

- Orographic rainforest forms primarily due to moist air being forced to rise over mountains.
- Upon whom does the rain fall?
- The rain falls upon that terrain which puts a demand on the cloud.
- If you're experiencing mountainous, rough terrain, rejoice because you're about to be lavished with the rain of God's Spirit is about to fall on you!