

7 Phases Of The Business Life Cycle

- Seed Phase: Concept / Vision / Plan
- Sprout Phase: Secure Resources / Beta Test
- Seedling Phase: Launch – Get noticed
- Sapling Phase: Rapid growth
- Mature Phase: Scale & Improve
- Ancient Phase: Decline
- Snag Phase: Reinvent / Creative Destruction



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:** Your identity - How you see yourself



Five Phases of the Disease Cycle

- Inoculation
- Incubation
- Penetration
- Infection
- Symptoms



SEED PHASE PART THREE

PESTS



Pests

- Pests consume the only means of production a tree has - the leaves
- Deprive a tree of its leaves, and production stops, the tree dies.
- We need to recognize the presence and cost of pests
- We need to know the difference between a pest and a divine interruption.



Leaves Have Purpose

- Leaves are for the healing of the nations (Revelation 22:2)
- Elevated CO₂ levels can cause respiratory problems, unconsciousness, and even death due to its asphyxiant properties.
- Leaves take CO₂ out of the air and give back pure O₂
- Your primary role as a business owner is to solve problems and bring healing.



Leaves Have Purpose

- Pests are those things that disrupt or distract you from your main purpose which is healing and helping.
- That could be anything from mental health or physical limitations to broken businesses or preparing the next generation to succeed. (Focus Life Institute)

OUR PROGRESSION PROCESS FOR SUCCESS



Leaves Have Purpose

- When the leaves are fulfilling their function (role) of solving problems and bringing healing, it produces healthy cashflow for the tree.
- Leaves take the carbon out of the air through photosynthesis and produce sugar (cash) which the tree uses to fund marketing, reward affiliates, build infrastructure and pay vendors.
- If you have no leaves, you have no sugar (money)



Why Did Jesus Curse The Fig Tree?

- And seeing a fig tree by the road, He came to it and found nothing on it but **leaves**, and said to it, “Let no fruit grow on you ever again.” Immediately the fig tree withered away.
- Fig trees in the Middle East shed their leaves in the Fall and grow them back in the Spring.
- Fig trees in that region usually produce an early crop of small, edible buds (taqsh) at the same time as the new leaves. So, if you saw the leaves, you could reasonably expect to find the edible buds.



Pruned if You Do And Pruned if You Don't. Blessed be the Name of the Lord!

- If a tree whose purpose is to produce fruit, does not produce fruit, then it is consuming space and resources that a fruit producing tree could have.
- Every tree that does not bear good **fruit** is cut down and thrown into the fire. (Matthew 7:19)
- Same message as parable of ten talents
- Every branch **in Me** that does not bear fruit He takes away (lifts up); and every branch that bears fruit He prunes, that it may bear more fruit.



Why Pests Eat Leaves

- **Nutrient Source**
 - Nutrients support growth. A pest can be anyone looking to you for help.
- **Water Content**
 - Information (Anything from knowhow to gossip)
- **Energy**
 - Motivation
- **Shelter**
 - Shield them from their problems. Move in with you.





Good vs Bad “Pests”

Effect of Good Pests (Herbivores)

- **Pruning Effect:** Moderate browsing can have a pruning effect, which can stimulate new growth and potentially improve the overall health of the tree.
- **Seed Dispersal:** Some herbivores contribute to the tree's reproduction by dispersing its seeds.
- **Nutrient Cycling:** The waste produced by herbivores can return nutrients to the soil.

Effect of Bad Pests (Insects)

- **Defoliation:** Insects can potentially strip the tree of its leaves.
- **Disease Transmission:** Insects can carry disease that may harm the tree.
- **Continuous Damage:** Sustained pressure can be much more harmful.

Pest Resistance (7 Natural Strategies)

- Leaf Toughness - GET TOUGH
- Secondary Metabolites - GIVE TRUTH EVEN IF IT STINGS
- Delayed Greening - DEPLOY ASSETS INCREMENTALLY AS PROGRESS IS MADE
- Altering Leaf Phenology - PLAN YOUR WORK WHEN PESTS ARE RARE OR WHEN THEY'RE ALL BUSY



Pest Resistance (7 Natural Strategies)

- Rapid Leaf Expansion - WHEN YOU HAVE THE OPPORTUNITY - MAKE HASTE
- Camouflage - DON'T ATTRACT ATTENTION
- Ant Defense - GET HELP (FIVERR, AI, ETC)

