



THE SOIL

3 KINDS • 10 WAYS TO IMPROVE

BETTER SOIL. • GREATER RECEPTIVITY. • ABUNDANT FRUIT.

FIND IT.
TEST IT.
IMPROVE IT.
PLANT.

“A good man out of
the good treasure
of his heart brings
forth good things.

— LUKE 6:45

ACTIVATION



EXERCISE



YOUR HEART

Prepare the soil within you
to receive and sustain.



YOUR PROSPECT'S HEART

Cultivate receptivity in the
hearts you're called to serve.



THE MARKETPLACE

Improve the environment so
your seed can flourish.



GREAT SEEDS. RIGHT SOIL. LASTING LEGACY.

ACTIVATION EXERCISE

THE SOIL

Find It • Test It • Improve It • Plant

OBJECTIVE: Before investing more time, money and energy into your seed, determine whether you have the right soil—and what you can do to improve it.

STEP 1 — EXAMINE YOUR OWN HEART

The first soil is your heart—the place where the idea first takes root. Score yourself from 1–10 on each condition.

CONDITION	SCORE
Conviction — I believe this idea is worth pursuing.	___ / 10
Understanding — I understand the problem, solution, economics and customer.	___ / 10
Depth — I have enough knowledge, commitment and endurance.	___ / 10
Focus — This isn't being choked by competing priorities.	___ / 10
Faith — I genuinely expect a harvest is possible.	___ / 10
Teachability — I willingly receive feedback and correction.	___ / 10

My weakest condition is:

Why? _____

What specifically will I do to improve it?

STEP 2 — TEST THE MARKETPLACE

Answer these questions with evidence—not assumptions.

1. What real problem or desire already exists?

2. Why does it matter enough for someone to spend money solving it?
3. Approximately how many potential buyers exist?
4. Do they have sufficient purchasing power?
5. Can I economically reach them? How?
6. What does existing competition tell me about demand?
7. Why is NOW a favorable—or unfavorable—time for this seed?

MARKETPLACE SOIL SCORE:

DIAGNOSTIC QUESTION: Where would this seed naturally flourish?

My answer:

STEP 3 — IDENTIFY YOUR MOST RECEPTIVE PROSPECT

Describe ONE specific prospect or customer segment:

CONDITION	SCORE
Awareness — They know the problem exists.	___ / 10
Concern — It matters to them.	___ / 10
Desire — They strongly want a different outcome.	___ / 10
Belief — They believe change is possible.	___ / 10

Trust — They believe I/we can help them.	____ / 10
Readiness — They are willing to act now.	____ / 10
Ability — They have the money, authority, time/resources to act.	____ / 10

Which ONE of these is presently the greatest obstacle to a YES?

That answer tells you which soil needs cultivating.

STEP 4 — TALK TO THE SOIL

Interview at least five potential customers. Do not diagnose a marketplace entirely from behind your desk.

- ☐ What is your biggest problem concerning _____?
- ☐ How much of a priority is solving it?
- ☐ What happens if you don't solve it?
- ☐ What outcome would you really like instead?
- ☐ What have you already tried?
- ☐ Why didn't it work?
- ☐ What would make you believe a different solution could work?
- ☐ What would make you trust someone offering that solution?
- ☐ What might prevent you from acting?
- ☐ What would make you act sooner?

What surprised me most:

The language customers repeatedly used:

The biggest barrier I discovered:

The strongest desire I discovered:

STEP 5 — CHOOSE YOUR SOIL AMENDMENT

For each of the ten soil improvements below, mark: YES — Needed now | MAYBE — Could help | NO — Not presently needed.

1. INCREASE AWARENESS OF THE PROBLEM

☐ YES — Needed now ☐ MAYBE — Could help ☐ NO — Not presently needed

Do prospects adequately recognize the problem?

I could make the problem more visible by:

2. INCREASE THE PERCEIVED IMPORTANCE

☐ YES — Needed now ☐ MAYBE — Could help ☐ NO — Not presently needed

Can prospects see the actual consequences of doing nothing—lost money, wasted time, missed opportunity, unnecessary risk, frustration or unrealized potential?

I could ethically demonstrate the cost of inaction by:

3. INCREASE DESIRE FOR THE OUTCOME

☐ YES — Needed now ☐ MAYBE — Could help ☐ NO — Not presently needed

Can they clearly picture the better future?

I could make the desired outcome more vivid through:

4. EDUCATE THE MARKET ABOUT THE SOLUTION

☐ YES — Needed now ☐ MAYBE — Could help ☐ NO — Not presently needed

Do they understand that a different or better way exists?

One thing my marketplace needs to learn is:

5. INCREASE BELIEF THAT THE OUTCOME IS POSSIBLE

☐ YES — Needed now ☐ MAYBE — Could help ☐ NO — Not presently needed

Do prospects believe this can actually work?

What evidence could I provide?

6. INCREASE TRUST

☐ YES — Needed now ☐ MAYBE — Could help ☐ NO — Not presently needed

Do they believe I can deliver the result?

I can increase credibility through:

7. REDUCE FRICTION

☐ YES — Needed now ☐ MAYBE — Could help ☐ NO — Not presently needed

What makes buying, implementing or using my solution unnecessarily difficult?

One friction point I can remove immediately:

8. IMPROVE THE ECONOMICS

☐ YES — Needed now ☐ MAYBE — Could help ☐ NO — Not presently needed

How can I make the exchange more attractive?

What can I add to increase value—and what can I reduce in money, time, effort, complexity or risk?

9. CONCENTRATE

☐ YES — Needed now ☐ MAYBE — Could help ☐ NO — Not presently needed

Who appears to be more receptive than everyone else?

What do these people have in common?

10. RECOGNIZE THE SEASON

☐ YES — Needed now ☐ MAYBE — Could help ☐ NO — Not presently needed

Could the seed and soil both be good—but the timing wrong?

What future change could make this market substantially more receptive?

STEP 6 — PICK YOUR TOP THREE

Do not try to implement all ten. Choose the three soil improvements that would have the greatest impact right now.

#1 — Soil improvement:

Specific action:

Complete by:

#2 — Soil improvement:

Specific action:

Complete by:

#3 — Soil improvement:

Specific action:

Complete by:

STEP 7 — CREATE ONE CULTIVATION ASSET

Create ONE actual marketing asset designed to improve one soil condition.

- ☐ Educational article or video
- ☐ Problem-awareness assessment
- ☐ Cost-of-inaction calculator
- ☐ Testimonial
- ☐ Case study
- ☐ Demonstration
- ☐ Before/after story
- ☐ FAQ
- ☐ Free trial
- ☐ Guarantee
- ☐ Simplified offer
- ☐ Webinar or teaching
- ☐ Diagnostic tool

The soil condition I am trying to change is:

Before seeing this, my prospect probably believes:

After seeing it, I want them to believe:

The asset I will create is:

Deadline:

—

STEP 8 — CREATE YOUR SOIL CULTIVATION PLAN

Marketplace cultivation changes the environment surrounding the buyer.

What needs to change around my prospect?

What will I do to change it?

Heart cultivation changes receptivity within the individual buyer.

What needs to change within my prospect?

What will I do to help produce that change?

STEP 9 — MAKE THE GO / CULTIVATE / MOVE / WAIT DECISION

- ☐ GO — The soil is already fertile. Plant aggressively.
- ☐ CULTIVATE — The market is viable, but receptivity needs improvement.
- ☐ MOVE — My seed is good, but I've selected the wrong soil. Find a better segment or market.
- ☐ WAIT — The seed and market may be right, but the season isn't.

MY DECISION:

WHY?

MY NEXT ACTION:

I WILL COMPLETE IT BY:

THE SOIL ACTIVATION

Find the right soil → Test the soil → Amend the soil → Prepare the soil → Plant the seed → Nurture the response → Harvest.

DON'T JUST ASK, "HOW CAN I SELL MORE?"

ASK: "WHAT IS PREVENTING MY SOIL FROM RECEIVING MY SEED?"

Then either find better soil or cultivate the soil you have.

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.