

5 WAYS AN ENTREPRENEURIAL MINDSET HELPED MY BUSINESS GROW 10 FOLD IN 4 YEARS

SHEILA WRAY GREGOIRE

ToLoveHonorandVacuum.com



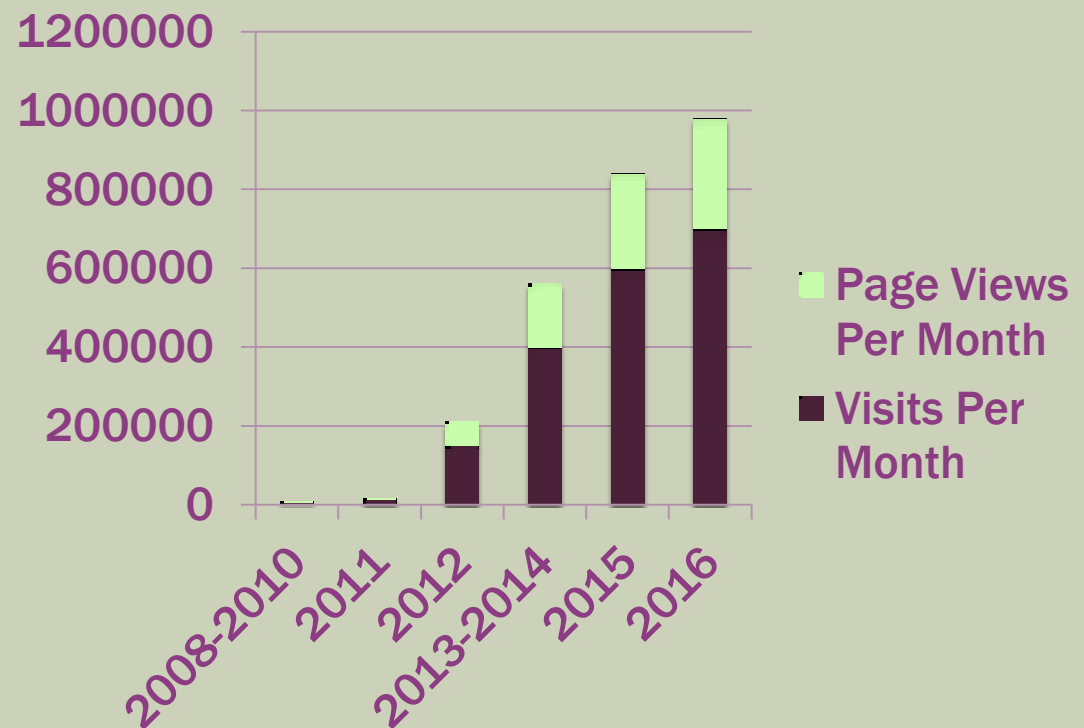
I STARTED BY ACCIDENT

- “Ministry mindset”
- Measured everything by the quality of writing, not by any end goal



THE DECISION THAT CHANGED EVERYTHING

- If I was going to put all this work in, then I wanted to make a difference—and get paid for it.



**5 KEY
ENTREPRENEURIAL
PRACTICES THAT MADE
MY BUSINESS GROW**

Not just
“God
will
provide!”

#1: I DECIDED I WAS A BUSINESS

- I needed to be professional
(have consistent timetable)
- I needed a professional “look”
- I invested in myself
- I did a ton of learning

#1: I STOPPED:

- Relying on God for success
- Blaming lack of success on “spiritual attack”
- Believing, “If I build it, they will come”
- Thinking, “If I reach one person, it’s worth it”

#2: MY STARTING POINT WAS PEOPLE'S NEEDS

- Not what I wanted to write about; what people were interested in
- Stuck to a brand
- Created products in that niche
- Thought outside the box with products (not just books, but courses, printables, webinars)

#2: I STOPPED:

- Focusing just on my own interests
- Setting my own agenda
- Limiting myself to traditional products

#3: I MEASURED SUCCESS, NOT EFFORT

- Starting point was measurable outcomes
- Sales, traffic, shares
- Was constantly measuring to see where to put efforts (social media algorithm changes)

I Stopped: Focusing on outPUTS rather than outCOMES

#4: I UNDERSTOOD THE SALES FUNNEL

- Focused on keeping interested readers and repeat customers
- Culled my list drastically
- Concentrated on areas of greatest return
- Built relationships with best customers/supporters

I Stopped: Only focusing on getting new readers.

#5: I HIRED HELP

- Hard to adjust to paying people for what I could do faster
- Figured out my hourly worth
- Figured out what I needed to concentrate on to grow
- Meant income dropped for a while

I Stopped: Trying to be in control of everything

Entrepreneurs Have a Lot to Teach Ministry Directors About Reaching the World.

- Let's stop apologizing for marketing or for success.

THE
KINGDOM
NEEDS
BUSINESS
-MINDED
PEOPLE

*What are
you doing
to share
your
skills
with
those in
ministry?*