

7 Keys to Building a Kingdom-Driven, Highly Profitable Life and Business

When the going gets tough, God's people get entrepreneurial. Do you have an entrepreneurial idea that you want to grow in 2022? Is God calling you to launch a profit-generating, kingdom business that makes life better for many?

History has shown that recessions in the U.S. drive innovation and entrepreneurial progress. Now is the time for God's people to step up and cash in on the abundance awaiting.

According to the Census Bureau, over 4.4 million new businesses were created in the U.S. during the 2020 pandemic. This is the highest total on record. So what are the main things to consider if you are a new business owner wanting to grow a highly profitable success story?

1. **Vision** – To create magnetic influence, you must have a clear vision that is engaging and value-based so that other people are drawn to your leadership.
2. **Team** – If you *are* the business, having to run the business, then that is the definition of a job. When you learn to effectively raise up a team of highly qualified leaders, you move out of BEAST mode into God's BEST mode where peace and profits work harmoniously together.
3. **Sales** – If you are still caught in old-school script pitching, you are probably going to have struggles. Today's sales need to be magnetic and driven by great vision, branding and content both online and off.
4. **Marketing** – *You* are the biggest brand you will ever represent. Even if you are not a personality in front of the camera, YOUR integrity, values and brand story must

be clearly seen and appreciated in all forms of marketing.

5. **Operations** – Infrastructure and systems is what will help you truly scale or even sell your business in the future. Do you have systems, software and processes in place that can be easily managed, tracked and measured?
6. **Customer success** – In today's noisy and very competitive online landscape, your success needs to be monitored and measured by customer happiness and life value, NOT by how many products you can sell one time.
7. **Finance** – Unfortunately, many start-up entrepreneurs are not good at organization, administration or finance. This is why having a clear plan and team around you is essential. Begin with the end in mind and make sure that your numbers are reverse-engineered so you and your team know what mile-markers must be met to keep your business thriving.

The landscape of entrepreneurial possibilities has never been greater. And when the going gets tough, take a moment to listen to the Holy Spirit's guidance on how you can align with voices of wisdom that can mentor you into your BEST days and most profitable outcomes. {eo}

Larry & Staci Wallace are the founders of the *International Fueled by Fire Mastery Program* where they work with CEOs, entrepreneurs and thought leaders, helping them build purpose-driven, faith-based, highly profitable lives and businesses they love. Please visit [www.fueledbyfire.com](#), and visit their podcast "Fueled by Fire" on the *Charisma Podcast Network*.

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