

The Proof You Never Collected

Most leaders I meet have a proof problem, not a results problem.

They have helped people. Real people, real outcomes, years of them. But none of it was ever captured, so every launch starts from zero and every claim has to be argued instead of shown.

Psalm 77:11 "I will remember the works of the LORD; surely I will remember Your wonders of old."

Notice that remembering is something Asaph decides to do. It is an act of will, in a psalm where he is struggling, and he has to reach for the record on purpose.

So build the record while it is happening.



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Memorial Stones are simple. Every time somebody tells you that you helped them, capture it. Screenshot the text. Save the voice note. Write down the date and what actually changed for them.

Not for a sales page. For you first, and then for the person who needs to see that this works before they will trust you with their situation.

Go back through your messages this week and pull three. That is the whole assignment.

Go get the proof.

P.S. The stones in Joshua 4 were for the children who had not been born yet. Your record is not only for you.

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