

LEVEL 1 - The #1 Trait of Being a Blessed Entrepreneur Transcript

(Edited for Clarity)

Hey, welcome back to the Generous Entrepreneur Program. We are in the Lesson that, as of right now, is going to be my favorite Lesson... I love talking about what we're going to be talking about today.

This lesson is called "*The #1 Trait of Being a Blessed Entrepreneur.*" We're still in Module One—the Business Model, of The Wealth Roadmap. And we're still building our foundation... which I believe is really the most important part of this entire course.

As the program unfolds, you're going to see why I say this and I believe you're going to also agree with me.

Can we also agree about something else? Can we agree that we are in a very unusual season? I mean, it is crazy right now.

What's going on? I don't know when you're listening to this Lesson (as far as what the date is), but I can almost guarantee that we are still in an unusual season.

Right now, some of those listening to the sound of my voice are happy because they are experiencing tremendous things and it's really awesome for them. Others listening are experiencing very hellish things (things are just completely unraveling and it is just not a good time). And other people are just coasting along during this season and they're not really even certain that anything is happening.

I put up this picture because it reminds me of this unusual season that we're in...

The picture on the left is of the Laws Railroad Museum, which is located just outside of my hometown of Bishop, California (in the Owens valley). If you ever visit this museum, you will see, across from these buildings, another building with a real big display that outlines the genealogy of the settlers of the Owens valley (and their families) ... and you will see a picture of me which says, "*Kevin Cortez, 5th Generation.*"

My grandmother, who I introduced to you in a previous lesson as "grandma Thelma" (who was married to grandpa Joe, who started our family business), used to work out at this museum into her nineties. It was crazy. And, oh gosh, I sure miss her.

And in this one building that is pictured, there is a little display case which is super unusual: It is a stuffed display of, yes, real Siamese twin lambs that were joined together by their head—one head and two completely different bodies. These lambs have become kind of famous from what I understand... Can we agree that this is a very unusual display?

... I thought I would include these photos because it just makes my heart happy to think about my grandmother, the museum, and my roots.

As we are in the midst of this season, I get the sense that it is a time when we are not to just sit back and do nothing!

There are those seasons (and I praise God for them) where if we do something, chances are we will just mess it up... we need to just stand back, be patient, and watch the awesome things God is going to do. And then rejoice in the miracles he performs.

But I don't think that we're in that season right now... If we're just sitting back, I believe that we're going to miss some really important things God wants to do. Not only in our lives, but in those that we are in relationship with. I believe if don't "do something," we'll miss out on some important things concerning our businesses.

I believe we have to step out there in faith and get out of the boat. I strongly believe that this is a time to cast our nets on the other side of the boat (to do something differently than what we're probably doing right now).

I believe God is raising up entrepreneurs in business (people in the marketplace) that are valuing the "*#1 Trait of Being a Blessed Entrepreneur*" that I want to talk about...

I think there is one trait that I have observed in those business owners I've worked with, who are believers, to whereby they are blessed. And this number one trait is also the trait I see lacking the most in Christians.

I believe God is raising up in this day, in this season of unusual happenings, entrepreneurs that are His children and that possess this trait I want to talk about...

So, what is that most important trait to becoming a blessed entrepreneur? What is it that empowers believers in their business?

Well, I'm going to give you a hint: Hint #1: Solomon had this trait. Solomon had this trait of being a blessed entrepreneur.

Can we agree Solomon was blessed? I mean, the Bible records that he was the richest man in all of the world. In fact, it goes on to say that there will never be anyone as wealthy as Solomon. So obviously he knew a few things about how to produce the blessing of God in his life...

We remember that God came to him and asked him a question. God basically told him that he would give Solomon anything he asked for...

Solomon could ask to be the most powerful person in the world... or maybe he could ask for riches... Basically God offered him whatever he wanted.

And what did Solomon ask for? Let me give you another hint... Hint #2: It was not wisdom. And I know that can wrinkle some people's brains when I say that, but Solomon did not ask for wisdom.

That is not what Solomon asked for. Yes. I understand that wisdom was a component of what he asked for, but that was not what he asked for...

Let's look at what he asked for. We find it in 1st Kings 3:9 Solomon tells God, *"Therefore give your servant a hearing heart that I may discern between good and evil."*

That is what Solomon asked for—a hearing heart (a heart that listens). We need to really embrace this truth today. Okay. Solomon asked for a listening heart.

We know that the Old Testament is written in Hebrew, the New Testament was written in Greek and Aramaic... Hebrew was what the translators were translating from...

Solomon responds that all he really wants is a "*lev shomeah*" – *a listening heart* This is super important. Guys. What Solomon asked for was a heart that listens... and not only a heart that listens, but it is also defined in Hebrew as "*a heart that listens and obeys.*" "*Shema*," in the Hebrew, connotes both the art of listening and obedience. That's what it represents: A heart that listens and obedience.

Solomon had the opportunity to ask God for anything. All he had to do was ask God and God would grant it... Solomon asked for a listening heart. And then God said, that is awesome. Since you asked for that, I'm going to give you everything else.

I believe that this is "*the #1 trait of being at blessed entrepreneur.*" Having a heart that hears (that listens) and obeys God.

Okay. So that brings us to today and to the season we are living in... What is God's speaking to your heart?

If you're not sure, that's okay. If you have no idea how all this works, that's okay too. As we go through this course, I'm going to be circling back to this and explaining the different ways in which you can tune in and allow your heart to open up to what God is speaking.

I guarantee you this, God is speaking to you. He is speaking nonstop to our lives and we just have to have a heart that is open to listening to His voice.

As an example of this, I want to talk about a similar season that I went through back in 2010. It was just after the 2008 financial crisis where, by all accounts and measures, it was the worst economic recession that the country had experienced (for an extended period of time) since the Great Depression. It was really something else.

During this time, everything was just coming unglued... similar to how it now is, not only in America, but on a global scale. I think, at the height of that time, there was over 15 million people that were unemployed (and I found myself among them).

I had just wrapped up a consulting project for a client. We grew this startup business from zero in two years to over \$10 million (I think it was more like \$12 million in annual revenue... or something like that). I wrote about this in more detail in my book, *The Entrepreneur Detour*.

And so here I was. I'm like, "*Ah, what do I do?*" I had a heart that was open to listening to God because, obviously, desperation had set in. By-the-way, I believe that many times "desperation" is actually a gift...

As I was just searching on the internet, something caught my attention in a news feed. And it was the statement: "*We understand that the new rule is mobile first.*" It was a quote from the Google's Chief Executive Eric Schmidt at a keynote of the World Mobile Congress in Barcelona, Spain.

I don't even know how this even came into my realm of awareness. He said that Google was switching their entire company to "*mobile first in everything.*" And the thought that came up in my heart was, "*Wow, there's going to be a lot of small businesses that are going to need help with this mobile marketing thing.*" When this came up in my heart, I felt like I needed to go down this rabbit trail.

NOTE: This wasn't a big audible voice or anything.

And so, I went over to GoDaddy and typed in the domain name www.MobileMarketingHelper.com and that domain name was available... I thought, well heck, for 10 bucks, I'll just purchase that name (because you never know).

All of a sudden ideas and thoughts started coming to me: "*Wow, this is what I should do... This is what I can do... What about this? What about that?*" And within a matter of days, my digital marketing agency, Mobile Marketing Helper, was birthed.

Back then, you've got to understand, there was text messaging (you know, the crack berry craze—Blackberries were the big things) but really, people weren't accessing the internet on their phones. Which by the way, now it's approaching 90% of us are accessing the internet on our phones.

Consequently, I leveraged into that industry with my brand, Mobile Marketing Helper, and positioned myself as the expert in the mobile marketing industry. I became an expert in text message marketing, mobile website apps, how to get customers to opt into databases that a business could market to, etc.

I obtained some of the technology that was available out there (which was by the way, pretty expensive) and then offered it to smaller businesses at a fraction of this price so they could compete with the big guys out there in their mobile marketing efforts.

And that's kind of how I came out of that really unusual season I was in. It was primarily by having a listening and obedient heart, a hearing heart.

Here, in this picture you can see me at a Small Business Expo at my booth. There I am showing people how this brand-new technology worked. This photo reminds me of how funny it was to show people these things on their phones. This stuff is now so common I don't even need to mention what I was showing them.

So anyway, I wanted to give it a quick example of how having a *listening heart* can really help your business and guide you in becoming a blessed entrepreneur.

I believe God is raising up His children in the marketplace that know how to steward (how to manage) what He is saying... what He is currently speaking. After all, the Bible says, "*do not harden your hearts to Him who speaks.*" "*Speaks*" is present tense. Not "*spoke*" (past tense). Don't harden your heart to Him who speaks, present tense... Have a listening heart.

Jesus said that "*We are to live our lives by every word proceeds* (present tense) *from the mouth of God.*" And He was quoting Deuteronomy 8 when He said that. This is super important. I don't want you "checking out" right now, okay? This is a very big deal to God. Are you listening? Did you take what you are hearing in and think about it?

Have you put it down into your heart so that it becomes real in your life?

The level of anxiety that we live with reveals how often we are "listening" to what God is speaking to our hearts... So, if your level of anxiety right now is off the charts, good news. You can lower that anxiety level.

You can replace your anxiety with peace. Be comforted in knowing that God is speaking to you today. "*Today is your daily bread,*" right? Today He is speaking to you and when you listen, the level of anxiety will immediately subside...

Then, pretty soon, joy will begin to rise up in your heart. And "*the joy of the Lord is our strength.*" And we need strength in this season, right? Oh my gosh, do we need strength in this season?

The problem (the battle) is in our messy minds. The thoughts that we are experiencing right now must be contrasted with us focusing on "*having an ear that hear, eyes to see, and a heart that's open to hearing God.*" Then we'll begin to draw near to what God is saying.

I talked about this in a previous Lesson... If you don't know what I'm talking about right now, I encourage you to go back and relisten to the Lesson. The battlefield is in our soul (our mind, our will, our emotions, our memory, our imaginations).

Proverbs 4:21-22 says "*Fill your thoughts with My words until they penetrate deep into your spirit. Then, as you unwrap My words, they will impart true life and radiant health into the very core of your being.*"

He's telling us right here to fill our thoughts with His words until they penetrate deep into our spirit.

When do you stop? Never... really. Think about what God's word is saying to you.

When you get God's words deep down in your spirit, you'll be able to unwrap those words and they will impart true life and radiant health into the very core of our being.

Isn't that powerful?

As we are coming before God every day with a heart that is open to hearing what He is saying to us, we are filling our minds with His words. As we do this, they will begin to penetrate deep within our spirit... into our heart... the hidden person of the heart (the real us).

But most of the time, that 18 inches (or so) between your head and your heart can sometimes be the longest distance to travel, right? It can feel like it's taking forever to get there. This is why we need to do renew our minds with intent and purpose.

Okay. This is how I approached putting this program together.

Now I want to shift gears because sometimes the best way to explain something, is to explain what it's not. I'm going to be walking a very fine line here... So please hear my heart. Hear what I'm saying and don't hear what I'm not saying.

Having been in the marketing and brand development world for many, many years (over three decades now) I know how to "market" something. To me, "*marketing*" is simply defined as "*creating an environment for a sale to naturally happen.*"

As I began to feel the leading of God (speaking to my heart) to put this program together, I had a way of how I thought it should be done... I thought I'll just do it this way ... but I knew that I could not do that. I could not do it the traditional way just because I knew how... I needed to do it differently.

As I put this program together, I wanted to listen to God every step of the way.

I'm trying to give you a little example of having a "hearing heart" ... and how it relates to what we're going through right now.

These are a few of God led me not to do...

He led me to NOT create a "*challenge*" in order to get you into a *marketing sales funnel* so I could begin to sell to you. Now I realize that "challenges" are really big right now because they seem to be what's working. In fact, the guy I believe that came up with "challenges" as a way to sell stuff is an incredible believer (and he hears from God and he loves God). His challenges are amazing—in 30 days he can bring in millions of dollars. It's just crazy what he is able to accomplish, but that's what God has called him to do. And he has influence in these incredible arenas because of these challenges.

I would have liked to have done challenges to market this program because that's the best way of launching an online course right now... That's the easiest way... That's the fastest way to get people into your course.

I also don't do any of that *fake scarcity* (or *false sense of urgency*) that's out there. I didn't tell you such things as "*in 30 days this course is closing down and then it will be no more... you have to act now before this offer goes away and you have to pay more.*"

In marketing best-practices, this is a good way to break through all those emotional roadblocks that people will put up when you're trying to tell them how awesome your stuff is... and how they should purchase what you're selling (or become a part of what you're offering).

You will not see any of that in this course. There's also no "*bait and switch*." What you see is what you get. I don't offer something for free just to obtain your contact information (your email and your text phone number) so I can start bombarding you with some other stuff... There's none of that.

[Oh, I don't know how that slide got up there but yeah, it does sometimes make me want to throw up in my mouth when I think about some of this stuff.]

There's also no "*upsells*" or "*downsells*" associated with this program. There is no opt in to this and then if you don't purchase, then here is this downsale following the initial offer... then there's these "*cross-sales*" associated with offers.

All of this stuff is fine (I guess) but I know I can't do it (because I know my nature). I need to crucify that manipulative approach within me because I know how to manipulate. God has me on a real short leash when it comes to this kind of stuff.

I also didn't create some crazy *inflated worth* of the program...

I talk about this within the "Frequently Asked Questions" on the website (www.generousentrepreneur.com). I explain how I came up with the price of the program. It was really simple. In case you ever wonder how some of these marketing guys come up with the crazy dollar amounts for their stuff, I can tell you—they just pull it out of their hat. That's really what they do.

What I did was calculate what it would cost if someone were to hire me at my 2006 rates for their business and wanted me to show them a detailed roadmap of how they can really do business God's way...

Since I have about 50 hours' worth of content right now in this program (it's being added to all the time), I referred back to what I was paid in the consulting world in 2006. The largest privately held consulting firm in North America that I worked for charged businesses \$325 an hour for my services (plus expenses). These businesses were spending \$12,000 to \$14,000 a week to have me in their companies. This was the actual invoice amounts that were regularly generated for my services.

This isn't me trying to just come up with a random number. So, to figure this program's value, I just took my calculator out entered " $\$325 \times 50$ " and that's how I came up with the \$16,250 value for this program.

Also, in this program (you may be disappointed), there are no "*raffles*." I wish I was led by the Holy Spirit to have you share this (or go live) so I could pick someone and give them a prize (or a bribe, ha ha). I understand that this type of marketing stuff works (and

that's awesome). I realize that if you have something great, you want people to share it. If you have things like this in place, it's all good.

There's also no pop-up Facebook groups or for this community. There's one group and the only way you can get access is by paying for the course in its entirety.

Most importantly, there's no "*call to actions*" that produce guilt... You know what I'm talking about – "*Everyone should do this and if you don't do it, you are made to feel like something's wrong with you.*" That kind of stuff just makes my teeth itch.

Why I am this way?

Because back in 1983-1984 (I remember it real clearly) God really went down this road with me to address some of my heart issues...

Reading here in Galatians 1:10, "*For do I now persuade men, or God? Or do I seek to please men? For if I still pleased men, I would not be a bondservant of Christ.*"

I had it pointed out to me by a friend that the Greek word for "please" is "aresko" ... "Please through the idea of exciting emotion." ("hype"). I don't know Greek, but I do know how to read Strong's dictionary of Greek New Testament words.

What this really meant to me at the time was super important! I needed to get ahold of this truth because I needed to trust God more and not rely on my gifts of persuasion.

If I could just give you the Kevin Cortez Paraphrase version of Galatians 1:10, I would say this, "*If I still seek to stimulate men's emotions through excitement or hype, I'm not a bond servant of Christ.*" I'm always trying to reel this part of my personality back.

I want you to understand the value of this program. I know how it can help your life and business because it has helped so many people when I have shared these different truths. This is some really, really important, good stuff.

I just wanted to basically explain a little bit about where I'm coming from... and more importantly, where I'm NOT coming from.

I'm just simply led to serve generous believers. I wanted to create one clear path for kingdom minded entrepreneurs that would help them in their business... simple as that.

And I wanted to price the program correctly (not on some crazy inflated value) ... but I did want to place value on it so that you would place value on it.

I understand the difference between someone who is just sitting back in the bleachers, watching a sport... Let's use that analogy. I know the difference of someone watching a sport (spectating) and someone that's on the field playing participating. They have "skin in the game" ... there's a complete difference.

And really, we all know that if we just have the opportunity to get something free, we will take it... But then we don't place any value on it.

You know, this program is truly, in fact, worth over \$16,250. I did not pull this figure out of my hat. I wanted to make sure that there was a price involved so you will be more willing and motivated to go through the program. I'm not trying to manipulate. But what I'm saying is, if you don't place any value on it, you are not going to get anything out of it because you'll end up not actually participating in the course.

I also wanted to include "*lifetime access*" and "*lifetime updates*" once you're in the program. Then you're not going to have to worry that in 365 days I'm going to make you reup your membership or you lose access, blah, blah, blah.

So, I just felt led in my heart to gift Module One of the Program for free so people can watch some of these Lessons and have God speak to their heart. Let the Holy Spirit reveal to them whether this is for them or not.

I look at it as though it's kind of like my "*first fruit offering*."

I want to come alongside believers that feel a connection to me and are lead to join our community (who have opened their heart to what I'm teaching).

How we are talked into something usually is how we're also talked out of something. So, if I came to you and I tried to talk you into continuing on in this course, chances are a few days later, you are going to be able to talk yourself out of it. But if God is speaking to your heart to come be a part of this this community and look at kingdom business differently (and to look at your business differently), that's awesome.

I also know that when God is speaking to our hearts, one of the awkward things that happens is the "Word of our Lord" over our life always attracts conflict.

For example, I know God is speaking to your heart as you are watching this Lesson (He is saying a "word" over your life). I also know that this is going to attract conflict... I encourage you treasure those words that God is speaking to you at this moment.

I love how Mary valued what God spoke to her. It says in the gospel of Luke, a couple of times, that Mary treasured up all these things (those things that were being spoken to her and ponder them in her heart).

She pondered and protected what was spoken to her. In other words, she didn't put what God had spoken to her out there for public display. God's message to here was not out there for everyone to review and examine...

The safest place for the "word of the Lord" is in our hearts. We need to protect it. We need to guard our heart with all diligence. The Bible says "*for out of our heart flows the forces (the issues) of life.*"

Another question I wanted to ask is "*What are you going to do with the business that God has entrusted to you?*"

You need to have that listening heart, right?

In your Workbook there's a page there for journaling... I encourage you put some of the things God is speaking to you out on paper. If you're not going to use this Workbook, that's okay. Use a notepad. If you like to do this kind of stuff on your phone, use your phone. Just do whatever works for you.

You need to make sure you are valuing what God speaking to your heart right now... that you are purposefully pondering these things in your heart.

Something I learned a long time ago is that it is very important I put these types of things down on something so I can refer back to it (because our mind can get crazy). I can go all the way back to May 17th, 1983, when I completely gave my life over to God, and read what I wrote down concerning what God was speaking to me. And it was really important I read these things for the initial season of me serving God... It gave me something to hold onto when I was shaken by life.

I hadn't pointed this out in previous Lessons so I want to point it out here: There's also those Sheets in your Workbook called "Key Scriptures." I usually pick three or four scriptures that I thought God was breathing on during the teaching of the Lesson. Here's an example of last Lesson's key scriptures...

I'm excited that you're hanging in there with me. And as we wrap up this 1st Module, I want you know that the next Lesson is going to be awesome. It's titled "*The Entrepreneur Detour*."

I like talking about this! In fact, I even wrote that book called "*The Entrepreneur Detour: What They Can't Teach You in Business School*." Basically, this book was a secular version of what I always want to say to Entrepreneurs that are struggling.

I wanted to lay it out there in a way that everybody (believers or non-believers) could understand where I'm coming from.

I address how to deal with your messy minds. I give examples of how to construct and deconstruct thoughts (concerning making decisions in your business).

We will wrap up here... See you in the next lesson. God bless.