

Equipping God's Entrepreneurs

As leaders in the Body of Christ, how do you raise up entrepreneurs in your ministry to ensure they have the financial strength to succeed while simultaneously receiving the finances you need to excel in ministry?

Each month, I meet with a group of successful business and ministry leaders. These meetings consist of entrepreneurs, doctors, lawyers, ministers and other professionals. We call it Kings & Priests because in the Old Testament the Kings (entrepreneurs) were anointed to gather large amounts of resources while the Priests (God's ministers) were privileged to go behind the veil and to speak for God. The results of this God-ordained relationship eliminated lack in the King's business and in the Priest's ministry.

Throughout scripture we see the King and Priest working together to fulfill the will of God for ministry and business success. For example, David, ultimately called to be a king and a priest, developed a close relationship with Jonathan. Jonathan, the son of King Saul, already lived in the palace. As a leader in the Body of Christ, God has called you to occupy the palace. The quickest way to inhabit the palace is through a relationship with someone who is already there.

Another great example of God's man working with a king to fulfill the will of God is Joseph. In this case, Joseph had the wisdom of God to excel Pharaoh's business; respectively, Pharaoh had the resources to excel Joseph's ministry. This God-ordained relationship influenced the world economically and spiritually.

In the New Testament, Jesus (a Priest) worked intimately with entrepreneurs to fulfill the will of God in His ministry. After being tempted for forty days in the wilderness, the first thing we see Jesus doing after preaching the Gospel is recruiting businesspeople for His vision: "Now as he walked by the sea of Galilee, he saw Simon (Peter) and Andrew his brother casting a net into the sea: for they were fishers. And Jesus said unto them, Come ye after me, and I will make you to become fishers of men. And straightway they forsook their nets, and followed him." (Mark 1:16-18). It was imperative that Jesus had the right people on his team that understood both business and spiritual principles.

As business consultant serving many extraordinarily successful entrepreneurs and a minister of the Gospel called to help raise up kings in the Body of Christ, I have had the privilege of running successful businesses and preaching in churches. Let's discuss the process on how to raise up highly successful entrepreneurs in your ministry.

In order for any Christian to be successful in business or ministry, they must have two major ingredients: Spiritual Intelligence and Business Intelligence. Someone with Spiritual Intelligence has deep insight in God's Word and applies it to succeed in business. A person with Business Intelligence can be best described as someone who has a keen insight into business matters and an ability to see what others cannot see and knows how to profit financially from it. The people in your ministry need both Spiritual and Business Intelligence.

In my life and in business, there are business realities that aspiring entrepreneurs must do to obtain long-term financial success. I have provided a few:

1. Solve Problems and Business Will Pursue You

Mechanics solve car problems. Lawyers solve legal problems. Ministers solve spiritual problems. A business will only be pursued for the problems that it solves. Jesus was a problem solver. Find a few unique solutions that people cannot receive. If there are many people capable of solving the same

problem that you solve, your income will be less. When you cease to solve problems, your income will cease.

2. Be Sure About Your Market or Your Market Will Be Unsure About You

All successful entities have a succinct target market, (those people who are most likely to buy from you). When I ask most aspiring entrepreneurs “who is your target market”, the usual answer is “the whole world” or “whoever wants to buy”. In business and in life, if you aim at nothing you will hit nothing.

3. Prospect, Sell and Become an Expert Relationship Manager

All great sales people are great prospectors. A prospector is a seed-sower. Just as a farmer in the natural sows seed into the ground for a harvest, sowing your vision in the lives of your target market eventually will produce a harvest. By sowing your services or products, prospects eventually turn into customers.

Once a business has a customer, the key to long-term success is relationship management. It is far easier and cheaper to sell additional products or services to a current client than to try to cultivate new clients. Serve your current customers with excellence and with the love of God. They will remain loyal to your business as long as your service is loyal to them.

4. Work on Improving Your Character

God is concerned with your character, “A good name is better than precious ointment...” Ecclesiastes 7:1. Clients, bankers, investors, employees and vendors are also concerned with your character. Principles such as reliability, integrity, and honesty are major keys to long-term success. My father always taught me if I do what I say, my services will always be in demand.

By teaching the above principles to your business leaders, kingdom professionals, and inspiring entrepreneurs, you will be begun to see dramatic increase in your ministry. After all, according to the book of Revelations, we have all been called to reign as kings and priests. “And hast made us unto our God kings and priests: and we shall reign on the earth.” Rev 5:10

About the Author

Robert Watkins is the founder of Kings & Priests Unlimited, a ministry designed to provide business and spiritual intelligence to God-ordained visions so they may succeed worldwide. He is also the co-founder of Watkins Ministries, an evangelistic outreach ministry to the Church.