

# PILLAR 5 - PRODUCT

## Building a Kingdom business





# LIGHTLEADS888:

## Why we exist...

God is Light (1 John).  
Eight represents new beginnings.

To establish God's purposes

led by God's people

(YOU – the Empowered Disciples)

using LifeWave as the Product (the Vehicle)

# LL888 Vision - Matthew 28:18-20

Bring New Wine (LifeWave)  
AND

New Wineskin (Kingdom Business Principles)  
into the nations

through enlightened marketplace entrepreneurs

to transform a region to look like the Kingdom it represents.

## LL888 Mission

To grow people with a process, starting with us.

Our mission is to BE the LIGHT  
so that we can BRING the LIGHT.



# PRODUCT

**The Patch**

**The Brand Partner**



**LIGHTLEAF**

Enlightened Health



**LIGHTLEAF**

Enlightened Health

# The Patch

What Do You Know About Stem Cells?

Here is what Dr Peck says,



*“After using the patches for two months myself, sharing them with other people, listening to many amazing testimonies by patch users, and doing extensive research, I am convinced the LifeWave patches are the biggest medical breakthrough of my lifetime.*

*And I say that as someone with a very strong biochemistry background, 40 years of being a physician, and a passion for wellness.”*

# The Brand Partner

This is the Business Opportunity

Comes with THREE Empowered Beliefs

Based on this TRUTH:

In the Kingdom, the Product is Service!

*Luke 22:25-27*



## *Luke 22:25-27 NLT*

Jesus told them, “In this world the kings and great men lord it over their people, yet they are called ‘friends of the people.’

But among you it will be different. Those who are the greatest among you should take the lowest rank, and the leader should be like a servant.

Who is more important, the one who sits at the table or the one who serves? The one who sits at the table, of course.

**But not here!**

For I am among you as one who serves.



*Luke 22:25-27 NLT*



Our goal must be God's goal,  
to become more effective servants.



In the Kingdom, the Product is Service!

## **EMPOWERED BELIEF #1 –**

Service is the foundation of ALL lasting growth!

AND the good news is...

It creates the most profit!



In the Kingdom, the Product is Service!

## EMPOWERED BELIEF #1 –

Why?

A short-term vision is *profit-oriented* and can be satisfied by simply hiring employees.

A long-term vision is *servant-oriented* and strives to help others become independent, self-sufficient business owners themselves.

**It is ALL about partners!**



In the Kingdom, the Product is Service!

## **EMPOWERED BELIEF #1 –**

It's natural for us to care more about what belongs to us than we do about what belongs to someone else

We have a word for this: Stewardship  
*Because we grow by caring for people and things!*

Business owners work harder, longer, and smarter out of a sense of ownership and involvement.

**Which is why: It is ALL about helping others to become fruitful partners!**



In the Kingdom, the Product is Service!

## EMPOWERED BELIEF #2 –

The heart of the difference between corporate and Kingdom...

Corporate is satisfied to get employees who create riches

**Kingdom is satisfied ONLY IF we can produce new brand partners who prosper themselves.**



In the Kingdom, the Product is Service!

## **EMPOWERED BELIEF # 2 –**

In Doing Business God's Way  
Dennis Peacocke states,

God is a God of multiplication.  
He wants to produce a fruitful partner in us so  
that we can multiply ourselves by helping  
others do to the same.



In the Kingdom, the Product is Service!

## **EMPOWERED BELIEF # 2 –**

He then asks a very real and tough question:

How are we going to implement these truths  
with those we lead or influence?

This question changed my life.

We lived by this at Military Home Loans



In the Kingdom, the Product is Service!

## **EMPOWERED BELIEF #2 –**

In his book, GoPro - 7 Steps to Becoming a Network Marketing Pro, Eric Worre states,

**In Network Marketing, it doesn't matter  
what works.  
It only matters what duplicates.**



In the Kingdom, the Product is Service!

## **EMPOWERED BELIEF #2 –**

He goes on to say,

**This should be a guiding principle for every Network Marketing Professional.**





In the Kingdom, the Product is Service!

## **EMPOWERED BELIEF # 2 –**

So, how are we going to implement these truths with those we lead or influence?

Let's learn this business, become fruitful partners in God's economy, and then help others to do the same!



In the Kingdom, the Product is Service!

## EMPOWERED BELIEF #3 –

One Primary Goal:

To draw others into their full  
potential in Christ



So, what have we covered in the last 4 weeks?

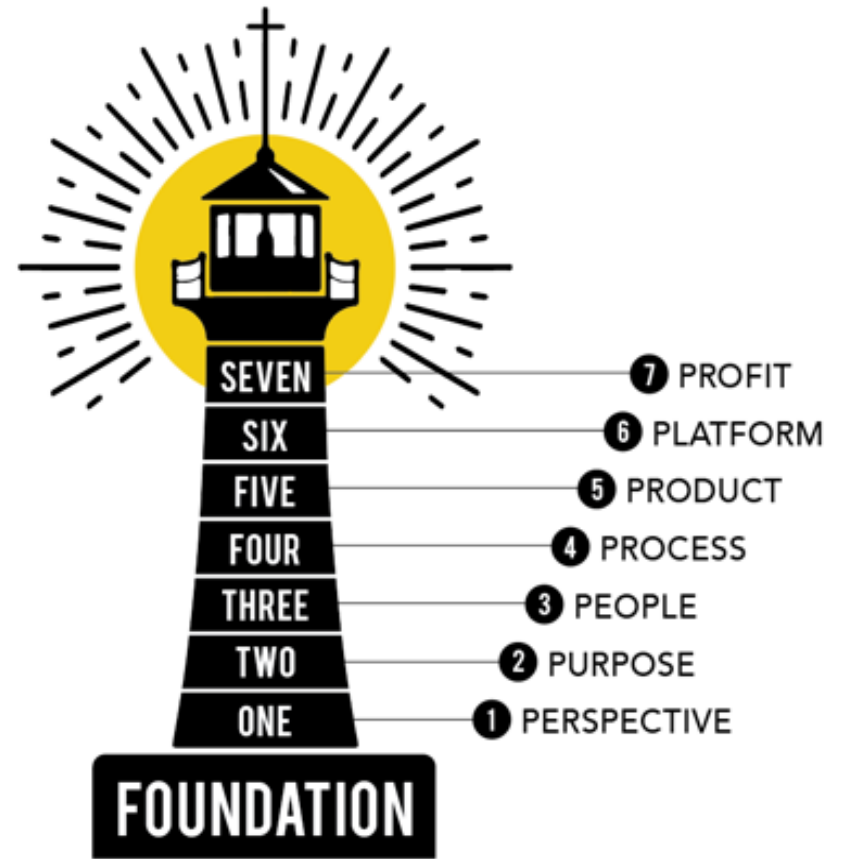
Pillar 1 - PERSPECTIVE – Kingdom vs Corporate

Pillar 7 - PROFIT – God pays for what He orders  
So we can begin with the end in mind...

When we focus on Impact, the Income will come

Pillar 6 - PLATFORM – The tools and resources are done, our job is to be a consultant – care and share!

Pillar 5 – PRODUCT –The Product is Service...  
To draw others into their full potential in Christ.



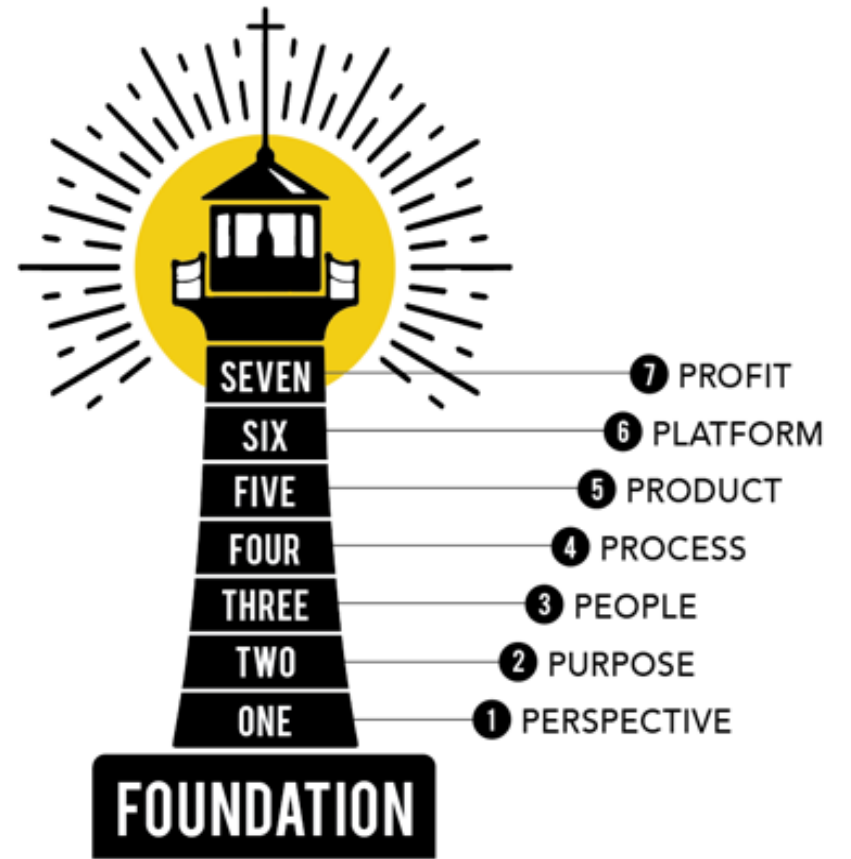
The 7 Pillars of a Kingdom Business

To draw others into their full potential in Christ

We must go back to building our foundation....

Next week: Pillar 2 – PURPOSE

Now we are going to focus on YOU!



The 7 Pillars of a Kingdom Business

## **FOUR Steps to Continue – This week!**

Step 1. Continue with the Products

Step 2. Pray over your business and journal.  
Ask God to share with you about serving others.



## FOUR Steps to Continue – This week!

Step 3. Set your 30-day goal for August (experiment):

Make it a goal to make Manager

How many brand partners?

Set Your Profit Goal

Based on the Income gap, income replacement, or creating wealth?



**FOUR Steps to Continue – This week!**

Step 4. Commit to & Plan Your Training –  
learn the skills to execute with excellence!

Plan – Do - Review



# Plan

Plan Your Growth –

Prospects – Who to know about the patches?

Make your list.





Do – Do the New Skill

## Kingdom Strategy – The MOST Critical Skill

Learning how to properly invite your prospects to find out more about your product or partnership.

*Think like a consultant!*



**LISTEN w/ Love** - Listen for the “felt needs” – health or finances

**INVITE them to Learn** – Send them a tool  
“If I \_\_\_\_\_, would you \_\_\_\_\_?”

**FOLLOW UP** – Do what you said you were going to do  
Call, Text, or eMail to set an appt  
Be committed to the yes or no, not the outcome.

**EQUIP** – with Product and People  
Order product and invite to training webinars – our community

**REPEAT**



Set your workweek calendar & note Q&A days

Wednesday at 8pm EST – Business Emphasis Q&A

Thursday at Noon EST – Products, Testimonials and Q&A