

# From the Handbook for Business, the Bible

## # 2: Prepare, get ready, then build

Starting a business is our theme for February. Today's session is based on **Proverbs 24:27**. And if you're already in business, the principles we share apply to you & your operation as well.

In our capitalist system, people are free to start a business, subject only to complying with the appropriate laws & regulations. And they do, by the 000's; the entrepreneurial spirit is alive & well.

Just as anyone is free to start, they are also free to fail; and they do, by the 000's! Over the years, I've seen too many and can only imagine the personal & financial cost to these families.

Clearly, people don't set out to fail; they fail because some aspect of their plan goes horribly wrong. It seems the old adage, ready-aim-fire morphs into, fire-ready-aim in the business startup process!

### From my experience, what causes this phenomenon?

My concern is for Christians falling into this trap, by ignoring the wisdom of **Proverbs 24:27**...

*"Prepare your outside work, make it fit for yourself in the field; and afterward build your house" NKJV*

*"Get your work done outside. Make your fields ready. Then after that, build your house" NLT*

Note: It's **your** work, **your** field & **your** house (here, business): the command is, to do it right

Note: The **sequence**: prepare-get ready-build; most startups that fail, fail here before they open!

### Linking this ancient wisdom to a modern business startup:

Right up front, while it's just an idea, there are 4 'prepare-get ready-build' questions you must ask:

1. **WHY** do you want to start a business? Is it a God-given vision to make the world a better place...or a goal to make money that immediately puts you on the wrong track
2. **WHO** is the ideal customer you want to serve? It cannot be anyone a pulse & a credit card
3. **WHAT** specific problem do these people have that you are going to solve? The point is, if you don't address & solve their problem, why would they want to do business with you?
4. **HOW** will your unique & better solution attract prospects away from their current supplier to your business?

### What goes wrong in this investigation stage?

Starting a business without honestly understanding and researching the WHY-WHO-WHAT-HOW sets you up to be numbered among the 50+% group that will fail.

Business success doesn't come simply because you hate your job and want a change; or you've always wanted to be your own boss. Prospects don't care because that's your problem, not theirs!

Pride is a big issue here, causing people in the pre-startup stage to make fatal assumptions:

- \* *"I'm great at my trade" or "I'm great with people" therefore, "I will succeed in business"*
- \* *"The world will beat a path to my door"*
- \* *"Things will work out once we get started"*

I'm sure you can see that none of these assumptions meet the *prepare-get ready-then build* formula.

**Next week** we continue the startup theme with specific tasks including my unique *Chook Test*.