

“It’s time.  
Fan the flame.”



FROM IDEA TO  
**INFLUENCE**

# The Vision

We only have one shot at this beautiful and complex thing called life. **Just one.**

And if you're like me, you don't want to waste it.

Jesus has not only saved you, but has also called you to lay your life down for others in service to Him.

This isn't just about "having an impact" or "making a difference". It might start there. But for you, it's more than that. You want your life to mean something. You want to see people **transformed** as a result of your life touching theirs and pointing them to Jesus.

This is about being **faithful** to what God has called you to do over an extended period of time.

God has given you a desire, a vision, a driving impulse, which, like a flame, flickers deep within your soul.

But your flame, your holy ambition, needs to be fanned and brought out.



# The Challenge

Maybe you don't know *how* to fan the flame that God has given you. Maybe you're in doubt. Maybe you've tried to act upon it in the past and gave up. Too much fear. Not enough know-how and resources.

“Someone else is probably more suited, Lord.”

Maybe it simply comes down to not knowing how to get started or fear that you will start and fail. “If only there was a roadmap I could follow or a trusted guide showing me the way.”

# The Promise

The hurdles and challenges are endless. But so is God's grace. He is the One who has promised to never leave us or forsake us. And, He has already made a way and given us the Holy Spirit to come alongside us during this earthly journey.

God has also given us **advisors and instructors**; sherpas if you will. They are equipped to help us *clarify* the vision and *simplify* the process to get there. There will be unknowns of course. Valleys. Tough terrain. Setbacks. But with God's constant presence and faithful promises, those holy ambitions can start to come out.

I believe God has uniquely equipped me to be one of those sherpas for such a time as this. What follows is an overview of an initiative that I call ***From Idea to Influence: A Wisdom-Based Framework to Help You Plan, Launch, & Grow a Mission-Driven Organization.***

# The Guide

So what exactly makes someone like me a **trusted sherpa** to help you fan the flame of your God-given ideas? Well, for starters, I've gone through this process multiple times over the past 20+ years. By God's grace, and with the help of many others, I've started student organizations, missions teams, nonprofit organizations, for-profit businesses, podcasts, networks, councils, and committees.

And, I've done so in multiple countries around the world. Through my work with Grace Seed, I've helped to start God Cares Farm and Trees for Uganda, both in East Africa. I've also worked with entrepreneurs and school startups in Zambia, Haiti, Bolivia, and the Dominican Republic.

Most recently, I helped to start the Judson School, a community-based private school in the Judson Mill section of Greenville, SC. Here is what the visionary founder had to say:



Allan S.  
Founder  
Judson School

*"Three years ago I stepped into an opportunity to launch a major faith-based education initiative. This project involved raising hundreds of thousands of dollars, building a facility and programming from scratch, hiring and training staff, and much much more. At the precise moment I felt as though I had bitten off way more than I could chew, God sovereignly brought Bobo into my life after I had not seen him for several years.*

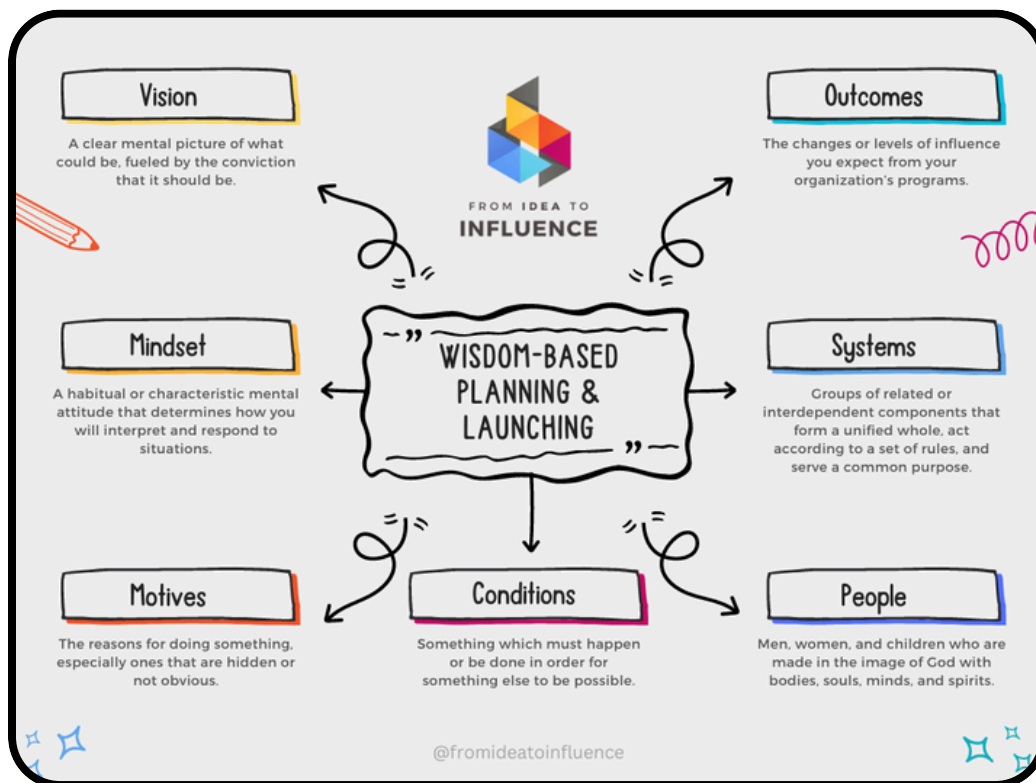
*Bobo brought experience, wisdom, and perspective that has proven decisive in the success of this project. He is a rare mix of experience in many verticals. His structured thinking, awareness of resources and connections, and missional passion is truly unique and incredibly valuable."*

# The Plan

If you decide to entrust me as your guide through the startup process, we will be following a **proven path**. We will first work through a framework of the seven foundational components of any organization. These components make up a significant portion of the overall roadmap that will guide us. The framework and roadmap, as well as a timeline, are detailed below.

## Framework

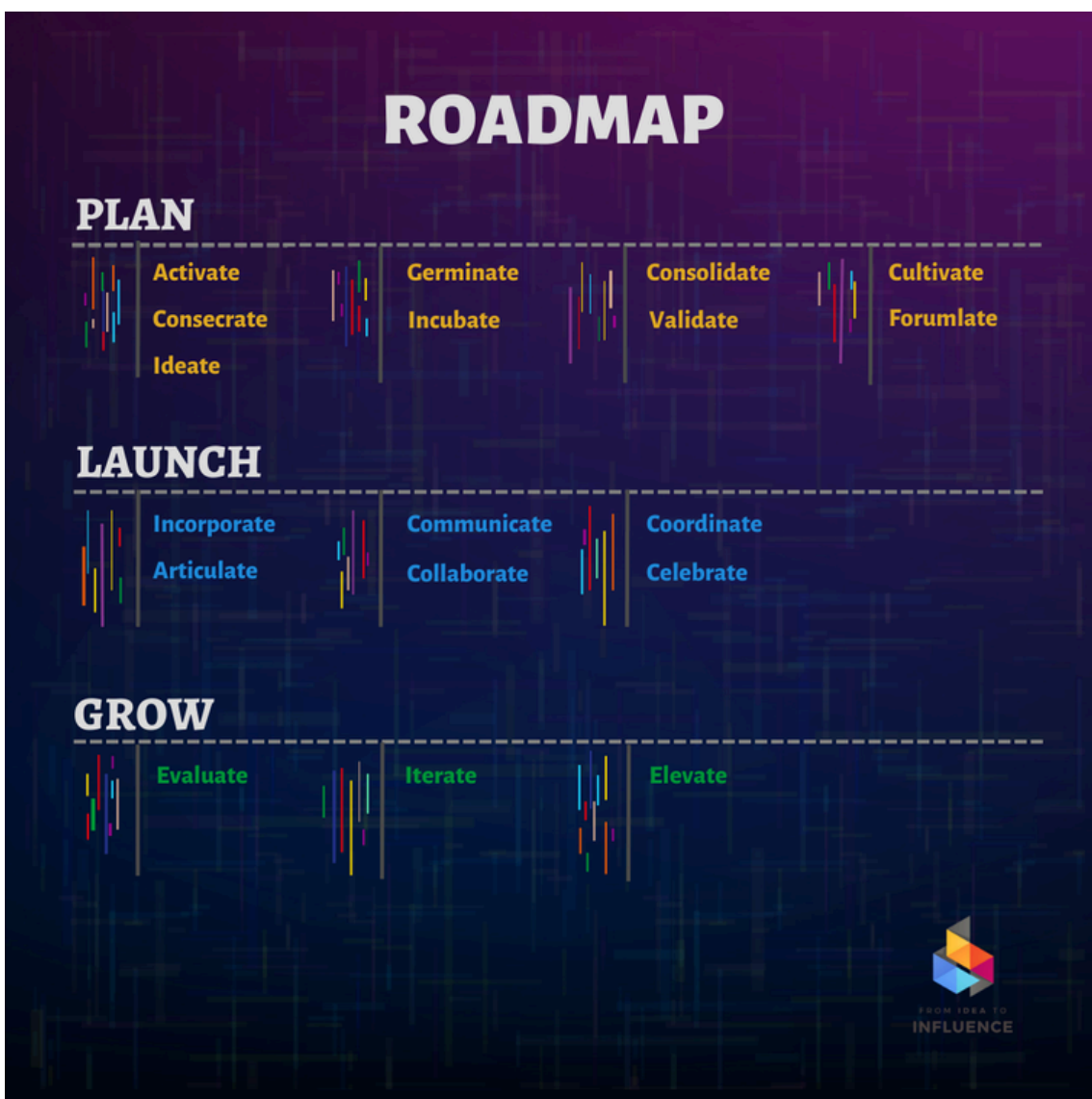
A framework offers a concise picture of the entire project or process and can be helpful in providing a broad view of the key components or stages in that process. For our purposes, the framework that I've developed and that we will use includes seven components that you will need to consider as you plan and launch your new initiative.



# The Plan (cont.)

## Roadmap

In preparation for any journey, it's crucial to know not only *where* you're going, but also *how* to get there. A helpful map is the key. The roadmap I've developed consists of nine distinct steps related to the planning phase, six steps related to the actual launch of the organization, and then three additional steps to consider once it is up and running.



# The Plan (cont.)

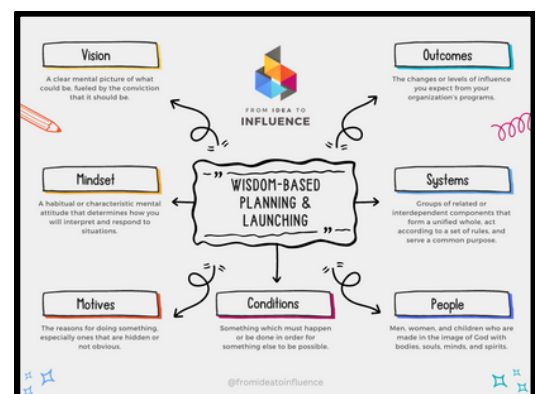
## Workbook



At the core of this entire process is the *From Idea To Influence* participant workbook. The book begins with a case study to read, analyze, and personalize. After some discussion on what it means to be “mission-driven” and “wisdom-based”, we then outline what our particular roles are in the planning and launching process.

The bulk of the workbook unpacks the Wisdom-Based Planning & Launching Framework, highlighting each of the seven key components.

The workbook culminates with a comprehensive section on Strategic Planning and Action Planning, which will provide you with a template to follow in actually formalizing the organization. The book then concludes with a helpful section of Recommended Resources.



# The Plan (cont.)

## Timeline

My goal as a guide is to help *clarify* the vision God has given you and then *simplify* the implementation process. Overall, this doesn't have to take a long period of time. The timing will come down to your motivation level, your readiness, other commitments, etc.

After some initial introduction and orientation, the core of our time together will take place over approximately 10 sessions. If those take place weekly, then you can plan for a one and a half to two-month process. Again, we will progress through the modules based on your schedule and comfort level.



Andy H.  
Ministry Leader

*“Would highly recommend From Idea to Influence. Bo helped me take an idea that had been ruminating for a while, remove the obstacles, and give me a clear path forward to making that idea a reality. The whole process was not only enlightening; it was truly fun. I really enjoyed our time together and was greatly helped by it.”*



# The Investment

The writer of the Old Testament book of Proverbs teaches us that, “In an abundance of counselors there is safety” (Pr 11:14) and, “Without counsel plans fail, but with many advisers they succeed” (Pr 15:22). I want you to be successful, to live in the **fullness** of all that God has in store for you. One of the most practical ways to experience this is to surround yourself with people who fear God; those equipped with the knowledge, experience, and skill you need to act upon what God is calling you to be and do.

I wish that we could just will things like this into existence, or wave a magic wand and all the details are sorted out. The reality is, launching a mission-driven organization requires much time, effort, and resources. But it’s worth it! **Jesus is worth it!** And, He is worthy of all that needs to go into the process.

Here are several options to consider (with associated costs):

<b>Done For You</b>	\$5,000	With this option, I'm the primary person developing the bulk of the organization.
<b>Done Together</b>	\$1,500	This is the most recommended option where we interact together over the course of 1.5 to 2 months to plan and launch.
<b>Strategic Plan</b>	\$750	If you want to by-pass all of the back-and-forth, we can get right to the point with developing a Strategic and Action Plan to launch.
<b>Online Course</b>	\$197	Coming soon! The online course will be a self-guided process through videos and the participant workbook.
<b>Workshop</b>	TBD	This is an option to customize an in-person or virtual workshop for your team or organization.
<b>Book</b>	\$19	Coming soon! The book will be workbook style, allowing readers to brainstorm and respond to prompts throughout.

# The Choice

The process starts right now! By reading through this overview you are already taking action. Can I encourage you to take the **next step**? Set up a time to speak with me. I'd love to hear what is on your heart and mind. If I can help, great! If not, then hopefully I can at least provide some clarity and encourage you along the way.

Whether it's lack of experience, lack of resources, busyness, or something else, I understand. I know what it's like to fall asleep thinking about all the "what ifs". And I also know what it's like to see God fan a small flame into thriving ministry operations in multiple countries around the world.

Your vision certainly doesn't have to be global for God to use it. And just because we have "holy ambitions," ideas, and dreams, doesn't mean we have to act upon them all. Sometimes it is about readiness and timing.

At the end of the day, one of my God-given desires is to help **clarify** and **simplify** the process for many others. We only have one shot at this thing called life. Let's make the most of what God has given us.

# The Transformation

Before I wrap this overview up, simply visualize the **growth** that is in store as you, by faith, follow after God in this way. Think about the **clarity** that should come. Think about the **fulfillment** deep within your soul. Think about your view of God expanding and your faith in Him deepening. Solomon reminds us that, "Hope deferred makes the heart sick, but a desire fulfilled is a tree of life" (Pr 13:12) and, "A desire fulfilled is sweet to the soul" (Pr 13:19).

# “It’s time. Fan the flame.”



If you have any interest at all in starting to **act upon** what God is doing in your heart and mind, simply set up the initial consultation. It’s free.

If anything, that conversation will most likely result in further clarification and validation of your idea. Then, if you decide to not pursue this route or go another route, then praise God. But, if you decide to bring me on aboard as your guide, then we will map out a feasible course of engagement.

Either way, **give me a call**. I’d love to hear from you.



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