



Point of View

Dear Marketplace Friend,

It's over...

I knew that this morning (*Sunday*) when Cheri and I arrived at John Wayne Airport at 7:00am. Jammed terminal; road trips are finished, school's back in session tomorrow. Our family and friends were at church, while we were getting back on the carousel for the start of another year's ministry trip around the world. Seven states in the next 13 days; eight current groups with hundreds of leaders convened under **The Master's Program** banner. Two days spent presenting the opportunity to prospects - in Virginia, and California - who will consider joining ranks with us in '08.

Headline: *The Holiday Break is Over.*

It's probably over for you, too. This last year was planned before the unscheduled arrival of **The Recession of '07/'08**. Just in time for the "real" presidential campaign, "*It's the Economy, Stupid*" will be sharing debate attention with Iraq. Your numbers for '07 were set before "sub-prime" was anything but a description of cheap steaks. *Now, your plans for 2008 are in formation...*

On the personal front, there's little mystery. With 2/3 of America overweight or obese - according to the BMI charts - the short list of New Year's Resolutions is pretty well set. "Lose weight" wins, from Iowa to New Hampshire and beyond. By year-end, we'll be



reading articles reporting that the constant conflict brought on by national elections - coupled with a languishing economic environment - drove Americans to "comfort food" for solace, and those ranks will swell with more pounds at the end of '08 than we have now. *Exceptions?* Sure. *Generalizations?* I believe 'em. In the new year, watch for smaller coach seats, higher air fares... and more seat belt extensions. *I'd bet on it...*

Your business life will be forged on one of two premises: either you'll plan to "hunker in" and be content to keep market share in a shrinking category, settling for "getting your share" of a smaller pie, *or...*

Or, you'll get creative in the new year, and find a way to create a can't-live-without-it experience that will catch your competition *napping*, and make your clients *ecstatic*. If you own the niche, *you'll always be #1!* If you are the sole source of the newest gotta-have-it offering, you have the possibility of living

above the survival struggles that will define your former competitors in a land of opportunity drought. You get to pick; which sounds better, to you?

Then, there's the area of greatest possibility, limited to Christians who know that they are here on assignment, awaiting their evacuation for eternity. Lots of interest among our generation to make their "best life now;" how can you make sure that you're living for your "best leverage now?" *What are you planning for 2008 to increase your Kingdom impact on the world around you?*

I hope you achieve your personal objectives for '08. I've lost 30 pounds since 04/15/07 and kept it off (marathons help!); it can be done. I hope you get inventive with your career plans and make this the year you reinvented yourself, your value offer, and your marketplace impact. *But, beyond that...*

I hope that 2008 is the year when you see your Kingdom effects - what Jesus called "fruit" - expand at a wild rate. He intimated that it was reasonable to pursue - and, achieve - results that would be calculated by him at 10,000% growth (that's "100x as much," as he described it). *How do you do that?*

Only one way, best I can tell: Find - and fine-tune - your Kingdom Calling. Then, create strategies to perform the works that give outlet to that Calling, in concert with other high-capacity team mates. Make it your most serious engagement.

This could be the most dramatic year of Kingdom fruitfulness you have ever had! *Are you making deliberate, proactive plans for that to happen?*

Need help? *Let me share a secret or two: **The Master's Program. The Barnabas Group.*** Will this be the year you realize your Kingdom potential? It won't be unless you approach the coming year as if it was your own, personal Spiritual Super Bowl!

Aware of our Kingdom Calling, planning for 100x results... and working the plan,

Bob Shank

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