

John Garfield – 2 courses built on two books, coaching, consulting, Ray Edwards copywriting, Engineering

- [Releasing Kings](#) book > www.OnlineHeartPlan.com course to find purpose, vocation
- [Seers and Doers](#) book > www.Seers-and-Doers.com course to pray with results in business
 - Online Heart Plan \$1000 X 40 = \$40,000
 - Seers and Doers \$400 X 500 = \$200,000
 - Workshop \$5000 X 12 = \$60,000
 - Engineering 400 hrs X \$100 = \$40,000

Impossible Business model Q1 = \$340K
--

Impossible Goal – (my purpose statement)

To guide people, businesses, and nations to intentionally connect their life purpose with the desires God wrote in their own hearts,

So that “sons” can see what their Father is doing in heaven, experience tribe, and make their unique contribution to a viral reformation in nations.

25 Worthy Failure Attempts

Poland and Netherlands

1. Influence 6% of SME's (<200 employees) in Poland, Netherlands to embrace Kingdom and tip the nation(s) into Reformation via the business mountain (Kingdom Investors (KI) Approach)
2. Implement the [tipping point strategy](#) in Poland and Netherlands via KI or ICCC
 - a. Identify key influencers ([Thought Leaders](#), [Connectors](#), [Salesmen](#))
 - b. Identify sticky ideas (Flagship marketing copy, phrases that carry the motivation/message)
 - c. Identify context (Historic moment when reformation is possible **now**)
 - d. Coordinate with Norbert, Andrzej, Wojtek in Poland
 - e. Coordinate with Marcel, Dick and Arleen in the Netherlands
 - f. Coordinate with Maria to release Heart Plan in Polish; translate Seers and Doers
3. Help businesspeople connect with their Heart purpose via www.OnlineHeartPlan.com
4. Help businessmen and women pray via www.Seers-and-Doers.com
 - a. Finish Polish Translation of Seers and Doers (Maria)
5. Clarify books of business via applying Heart Plan to businesses
 - a. Market Heart Plan to businesses in US
 - b. Integrate Heart Plan with C-12, ICCC, and Kingdom Investors as joint venture

Marketing Courses, Coaching, Speaking in US

6. Publish one newsletter and one podcast per week
7. Market my own email list via Clickfunnels and Upviral (via Wally)
 - a. Start 3rd Heart Plan course in January in US
 - b. Start 2nd Seers and Doers Course in February in US
8. Collaborate a joint venture with other lists to Market courses in US
 - a. Heart Plan via Michael Pink (7000 list)
 - b. Heart plan via Joseph Peck (40,000 list)
 - c. Seers and Doers via Joseph Peck (40,000 list)
9. Help my tribe (mastermind) start their own tribes in 2020 with specific strategies tailored to each
10. Have the first live Heart Plan workshop(s) for 5K each
11. Add 10 additional Heart Plan affiliates (Beverly, Larry, et. al.)

Writing Copy

12. Copywriting credentials via Ray Edwards Training
13. Write sales, landing page, funnel for www.HeartBrand.biz; collaborate with Wally
14. Write copy for other synergistic businesses
15. Make \$1M in 2020

Engineering

16. Work as an engineering consultant - financial bridge to business