THE POWER TO GAIN WEALTH

You're going to learn a lot about wealth in this section of the training. And I hope the main idea you come away with is that God isn't against you possessing wealth. In fact, He is your business partner and will help you get it. What can be dangerous is a love for money in place of God. The spirit of mammon is very seductive. On the other hand, wealth is the language of Babylon and one of the keys to unlocking influence in the marketplace. And influence is what you are seeking so that you can capture the marketplace for the kingdom of God because when you capture a marketplace, you capture a city.

I have a few boundaries around my interaction with wealth (defined as money, possessions, power, influence, resources, etc.):

- 1. A constant consciousness of God in my business, my decisions, my spending, and my saving. If I keep Him front and center and the affection of my heart upon Him, then wealth will have its proper place. We're about to look at <u>Deut 8:17-18</u>, but I want to point out one word here: remember. Remember means "to think about, to mention, to acknowledge, to make known...silently or verbally." The warning in chapter 8 was to not FORGET God once life got good. The opposite is the word "forget" in verse 11, which means "something that has been lost to memory" and even "hatred." You forget someone when they are replaced with someone or something else. God told Joshua that as long as he meditated on the word day and night he would be successful in all he did. God is the Word; therefore, meditating on Him is meditating on the Word and meditating on the Word (in the Bible) is meditating on Him.
- 2. An assigned purpose to wealth. I am not building money just for the sake of building wealth. God has given me a very specific vision and way to fund that vision using the wealth He gives me the power to acquire. Without prophetic vision, we cast off restraint. My vision keeps wealth within its proper context.
- 3. Working believer offerings. These, which I'll teach in-depth, are key to maintaining an attitude of "loosely holding onto" wealth. If we're not careful, we can become miserly and greedy always seeking to make more. We can allow the cares of the world and the deceitfulness of riches make the Word of God unfruitful in our lives. By being intentionally and cheerfully generous, you ensure that your heart is properly aligned with God's concerning wealth.
- 4. If I don't have it, I don't spend it. This is common sense, but it seems many times we miss this one. I did for an altogether \$56,000 of debt. Instead of adjusting spending and being a better steward of what I did have, I believed the deception that eventually things would turn around and I'd be able to pay it all off. I don't have time to go into that story, but I will tell you that

when I decided to never buy another thing on consumer credit, received God's vision and purpose for wealth for my own life, initiated regular, intentional working believer offerings, and embraced who I am as a business woman and wealth generator, things turned around so fast and so stunning that it's left a lasting impression. Some might wonder if a business person should use debt versus consumer debt like credit cards. I'll leave that up to you and Holy Ghost. I can see both sides. But I do know that whomever you owe the debt to is your master until you pay it off.

5. Remove all religiosity from my interaction with wealth. For example, I recognize that I'm anointed to create wealth (every Christian should realize that). Like some have a main gift of healing the sick or prophesying...I have a gift of making money. That doesn't mean I don't have obstacles to overcome in business, of course, but, generally, I tend to generate wealth easily. My dad was like that. My grandpa. Unfortunately, another thing that runs in my family is not KEEPING their wealth. I'm determined to be the first generation that learns how to do that. Anyhoo, I have embraced how God has design me in spite of the religious attitudes that have infiltrated the church concerning wealth.

Another example is I enjoy what I earn. I include in my "wealth strategy" enjoyment. Yes, I have a definite purpose for the wealth I possess. Yes, I give working believer offerings. Yes, save. Yes, I invest in things I believe in. But I also have enjoyable things like quarterly trips with my husband, purchasing books, my true crime mystery solving box, blessing my husband with gifts, and more. Wealth affords certain luxuries, and if you are within the parameters God has defined in His word and for you, then know that another parameter in His word is to enjoy what you earn.

Ecclesiastes 3:12-13 ESV

 12 I perceived that there is nothing better for them than to be joyful and to do good as long as they live; 13 also that everyone should eat and drink and take pleasure in all his toil—this is God's gift to man.

1 Timothy 6:17-19 ESV

¹⁷ As for the rich in this present age, charge them not to be haughty, nor to set their hopes on the uncertainty of riches, but on God, who richly provides us with everything to enjoy. ¹⁸ They are to do good, to be rich in good works, to be generous and ready to share, ¹⁹ thus storing up treasure for themselves as a good foundation for the future, so that they may take hold of that which is truly life.

This sums up what I've been saying. God gives us everything to enjoy and to share with others. We are not to be prideful in the wealth we possess, which leads me to how it all works.

THE POWER TO GAIN WEALTH

Deuteronomy 8:17-18 ESV

 17 Beware lest you say in your heart, 'My power and the might of my hand have gotten me this wealth.' 18 You shall remember the LORD your God, for it is he who gives you power to get wealth, that he may confirm his covenant that he swore to your fathers, as it is this day.

The word "gives" has a broad semantic range and is used 2,000 times in the OT. But some definitions are "to give, whether it be the exchange of tangible property, the production of fruit...the passing of knowledge and instruction." Power is "strength and energy" that's needed to create wealth but it also can mean "general physical and intellectual capacity and determination." And wealth is "strength, wealth, army...has the basic idea of strength and influence...This idea of strength often is used to imply a financial influence (i.e. wealth); a military influence (i.e. an army) or a numerical influence (i.e. a great company)."

I hope you can see that wealth is governmental (a government must have wealth, an army, and a population). The strength and health of a city, a state, and a nation is located in its wealth. And each city, state, and nation is composed of individuals united into family groups. If the citizens are not prospering, the strength of that city, state or nation takes a hit. Poverty is evil. It opens up the door to crime, abuse, sickness, hunger, and more evils that God doesn't will on His creation. God is not pro-poverty because poverty came after the fall.

When you prosper within God's guidelines and will, you enter into a position of strength and influence that you can then use in expanding the kingdom of God into all seven mountains of influence.

Deuteronomy 8:18 ESV

¹⁸ You shall remember the LORD your God, for it is he who gives you power to get wealth, that he may confirm his covenant that he swore to your fathers, as it is this day.

So we see from the above definitions that He gives you fruitfulness, tangible property through knowledge and instruction as well as the ability, the strength, the energy, the intellectual capacity and determination to gain wealth in order to CONFIRM HIS COVENANT. Confirm means to establish and covenant means "treaty, alliance, and agreement." God entered into a covenant with Abraham that passed down to his descendants of which we are a part of. As covenant people, we should be the head and not the tail and that's not done on spiritual terms only or fanciful metaphors. We are the head only when we prosper.

Think about it. Who are the elders of a city? Contrary to popular belief it's not the pastors. It's the business and governmental leaders. And just look at the

Page 3. Marketplace Training: Lesson 3.

Biblical examples. Abraham had his own army for Pete's sake and rescued several kings and his nephew. Isaac was influential in the marketplace. Jacob formed an entire nation. Joseph was second in command of Egypt. Daniel was an advisor to kings. David was a king. Moses was raised as heir to the throne of Egypt but left all of that to form a legitimate nation out of the Hebrews. Why and when did Christians think that stopped being a priority with God? If you look at Paul, he always went to the most important and strategic cities and rulers of those cities and regions.

HOW YOU GAIN WEALTH

Proverbs 22:29 ESV

²⁹ Do you see a man skillful in his work?

He will stand before kings;

he will not stand before obscure men.

Another sacred cow I want to knock down for Christians is the idea of how wealth comes to a person. Many think they can just sit back and God will bring it in supernaturally. Others think they will get checks in the mail or people bringing them thousands of dollars. But that's not how it works. The main vehicle for wealth is the marketplace and that's usually through owning a business. Have I been given checks in the mail? Yep. Have I come home to find hundreds of dollars of cash taped to my front door? Yep. And it was a miracle that it wasn't stolen. Lol.

But those are rarities. And to think wealth comes that way is a poverty mindset and, quite frankly, a sign of laziness. It also reduces wealth to a monetary pursuit versus the influence wealth affords you to infiltrate the seven mountains and take cities. The journey of launching, building, and growing a business is a transformational process in itself that can make you a better person. It opens up opportunities to go before the influencers in your city and beyond that wouldn't otherwise be open.

What about those of you that don't feel led to have a business? Then ask God to show you 1) how to use your employment to gain influence and 2) intentionally get better and better at what you do so you're a perfect candidate for advancement in your field.

Proverbs 22:29 ESV

²⁹ Do you see a man skillful in his work?

He will stand before kings;

he will not stand before obscure men.

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The word skillful "refers to extraordinary expertise in some area." This is a person who works on their skill even in off hours through online courses, mentoring, books, etc. It's someone that is determined to learn what isn't even their job so that when the opportunity arises, they are ready.

TELL THE MAIL PERSON STORY AT THE PHARMA COMPANY.

Either way, you need to be asking God to show you how to stand (putting oneself in a place of honor) before kings so that you can influence them for the kingdom of God. It's the Daniel spirit of excellence where he jutted above all others and this led to him becoming an advisor to kings. The opposite is "obscure" and means "certain persons that are nobodies on the social scale or in political influence." This might seem mean and it doesn't in any way imply God doesn't love nor care for the obscure, but when it comes to taking cities, states, and nations for God, it won't be through the obscure. It's through the influencers at the top of the mountains.

THE PRIMARY WEALTH BUILDING VEHICLE

Many of Jesus' parables are entrepreneurial, especially those about money or wealth, and many of Jesus' disciples were entrepreneurs—Peter, James, John, Matthew. In fact, some of them were business partners. If you think about it, the kingdom of God is very entrepreneurial and primarily spreads by word-of-mouth marketing.

God is entrepreneurial. One of the best parables to show this is in <u>Luke 13:6-9</u> (not to mention the parable of the talents and minas). Let's read this one real quick.

Luke 13:6-9 ESV

⁶ And he told this parable: "A man had a fig tree planted in his vineyard, and he came seeking fruit on it and found none. ⁷ And he said to the vinedresser, 'Look, for three years now I have come seeking fruit on this fig tree, and I find none. Cut it down. Why should it use up the ground?' ⁸ And he answered him, 'Sir, let it alone this year also, until I dig around it and put on manure. ⁹ Then if it should bear fruit next year, well and good; but if not, you can cut it down.' "

Of course, we know this is speaking of spiritual truths, but the perspective of the vineyard owner (businessman) is very typical of most business owners—results. Good business owners expect results and hate waste, which is why I think it's crucial for elders to consist of some business owners. They are great at seeing things in ways that many who are insulated in "church" world don't. Let me give you an example.

Years ago, the pastor's wife at a church I used to attend, created a big bulletin at the entrance of the kid's area downstairs. It said, "The hands touching your children." It then had pictures of different people helping in kid's church, which

was great. But for those of us that recognize marketing and how easy it is to negatively impact your target market with the wrong words, we immediately saw the problem.

Many who come to church are broken seeking help. And if you consider that one out of three girls and I believe one out of four boys are molested, the phrase, "The hands touching your children," could be a problem. Two of the workers approached the pastor's wife to voice their concerns and were met with rebuke for thinking that way.

Business owners just see things differently because we are out there in "Babylon" and see how Babylon thinks and works while at the same time keeping our souls separate from Babylon's seduction.

This parable also reveals that a business owner is fine with cutting down something or removing something or someone that's not producing results, which is very much needed in the ekklesia. Un-sanctified compassion and mercy are a problem. Both are having compassion and mercy when God is not. This is from a lack of understanding His judgments and their role.

The main idea is that owning a business is one of the best ways to build wealth, which is, again, resources, influence, and power. All of these things are your vehicle to transform society. Wealth is rooted in wisdom, and wisdom is what is needed to take a city.

Does God only use business owners in roles of influence? Absolutely not. And I'll share some ideas for those who are called to be a valued employee. But, first, I want to give you a brief synopsis of the process of launching a business with Holy Spirit.

THE IDEA

Most of you who are listening will know you're supposed to start a business. You've probably known it for a long time. Maybe you've even had words that you are entrepreneurial or anointed for business. Others of you might not know for sure but you've always wanted a business. And some of you already have businesses. What I'm about to share with you will help all of you. If you already own a business, it will help you with development of new products or services. For the rest of you, it will show you how to start.

The first step is the idea. My first business idea came while I was sitting on my couch not thinking about a business nor spiritual matters at all! In fact, I was frustrated with learning my new computer and thought, "I wish I had someone to show me how to do this one thing!" Suddenly, I thought, "Why don't I do that for a business? I'll show people how to use their computers!" I've always been really good with computers, but I was stuck on this one thing. I eventually figured out how to do what I needed, but the thought of helping others stuck with me.

When I got the idea, I didn't share it with anyone. I've always been naturally skeptical and that includes of people. But I later learned that keeping your ideas close to the vest serve dual roles—it doesn't alert the enemy prematurely so he can try to stop you and it keeps your idea safe from others that might steal it. Since that time, I have gained several trusted friends and advisors I trust to discuss my ideas with. Let me give you some scripture.

Matthew 13:44-46 NKJV

⁴⁴ "Again, the kingdom of heaven is like treasure hidden in a field, which a man found and hid; and for joy over it he goes and sells all that he has and buys that field.

 45 "Again, the kingdom of heaven is like a merchant seeking beautiful pearls, 46 who, when he had found one pearl of great price, went and sold all that he had and bought it.

Notice that each man didn't immediately run tell everyone he knew about the pearl or treasure. It's common sense. If he had, everyone and their dogs would be out there digging for the treasure! It seems straightforward but I've seen many talk too much and encounter obstacles prematurely. You're going to encounter obstacles and resistance but don't create obstacles and resistance you don't need to overcome both from people and the demonic.

I firmly believe that Holy Spirit reveals ideas to us. Unfortunately, we either don't recognize when He does and dismiss them. Or we think that's the idea is silly or won't work out of fear. Not all ideas are from Him. I'm an idea factory; therefore, I keep all of my ideas in my planner and in my Notes app on my phone to regularly revisit and see which ones stand out to me. It's almost like some have an "attraction" on them and others are now dull kind of like fireworks. Which ones still spark and which ones are duds? I eliminate the duds and keep the sparks.

DEVELOP THE IDEA

Just because you get an idea from Holy Ghost doesn't mean it's ready to go to market. It's like a prophetic word. The initial word is the hook. It's your responsibility to then process it or flesh it out in a meaningful way to implement and execute in your life. Your idea is a hook meant to get you in research and development stage.

When I thought of my computer idea, I researched that field and discovered there was a HUGE need for what I wanted to do. Most computer techs worked on the hardware aspects not teaching people how to use them. On top of that, many hardware geeks hated working on the software side, which was my forte. At this point, I knew I'd heard from Holy Spirit and had a viable service.

I then went to work figuring out how I wanted to do it. I learned that most of my market would consist of 50-year-olds and up. I also knew that learning how to do something on a computer just once wasn't enough. I decided to first decide on a series of main teaching topics common to most users—Internet, email, using Word, etc. I then typed up step-by-step instructions on how to do each thing to give my clients. I took that principle to all my appointments and would either write the steps down myself or encourage my client to do so as we went. This saved me a lot of time from having to go back and show my clients how to do something several times, and it gave them something to refer back to.

Over time, I added services like installing printers and scanners, minor hardware repairs, software factory restoration, virus removal, and more. Some of my most profitable services came from interacting with my clients and seeing needs that I could fill. That always happens. Observe how your client uses your products or services and be on the lookout for valuable products or services you can add.

Luke 14:28-32 NKJV

 28 For which of you, intending to build a tower, does not sit down first and count the cost, whether he has *enough* to finish it— 29 lest, after he has laid the foundation, and is not able to finish, all who see it begin to mock him, 30 saying, 'This man began to build and was not able to finish.' 31 Or what king, going to make war against another king, does not sit down first and consider whether he is able with ten thousand to meet him who comes against him with twenty thousand? 32 Or else, while the other is still a great way off, he sends a delegation and asks conditions of peace.

This passage reveals the power of planning. For some reason, charismatics, especially, just want to fly by the seat of their pants "winging it" and expecting to build something successful and long-lasting or they passively wait for God to do it. If it's His will, it will happen. It doesn't work that way. A dream comes to pass with much activity (Eccl 5:3) and hard work. Some translations use the word "business" instead of activity. In the Hebrew, it means "a task" and "refers to a job to be performed." You must be a person of action! Just learn to recognize the season you're in—dream stage, research and development stage, launch stage, growth stage, etc. And don't get stuck in any one stage. All have their season and innovation must be introduced periodically to ensure you don't enter the death stage.

FIND THE CATCH!

Now you need strategy to launch and build a profitable business. Patience is key here. And there will be times you just don't want to keep working or try again! But do it anyway! This is perhaps the most crucial part of the process. Let's read about just such a time in Luke 5.

Luke 5:1-7 ESV

¹ On one occasion, while the crowd was pressing in on him to hear the word of God, he was standing by the lake of Gennesaret, ² and he saw two boats by the lake, but the fishermen had gone out of them and were washing their nets. ³ Getting into one of the boats, which was Simon's, he asked him to put out a little from the land. And he sat down and taught the people from the boat. ⁴ And when he had finished speaking, he said to Simon, "Put out into the deep and let down your nets for a catch." ⁵ And Simon answered, "Master, we toiled all night and took nothing! But at your word I will let down the nets." ⁶ And when they had done this, they enclosed a large number of fish, and their nets were breaking. ⁷ They signaled to their partners in the other boat to come and help them. And they came and filled both the boats, so that they began to sink.

The first interesting part of this story is that Jesus is preaching in the marketplace, which was the shore of Lake Galilee where the fisherman worked. This is right after He was led of the Spirit into the wilderness filled with the Holy Ghost and then came out of the wilderness full of power! He immediately started preaching and people were pushing to get close to Him to hear what He was saying. He noticed two fishing boats and got in. Think about it. Their tool of the trade—a fishing boat—became the platform Jesus got IN and used to preach the kingdom of God! It's the same thing for you. Your business is His "vehicle" and His platform.

Acts 19:11-12 ESV

¹¹ And God was doing extraordinary miracles by the hands of Paul, ¹² so that even handkerchiefs or aprons that had touched his skin were carried away to the sick, and their diseases left them and the evil spirits came out of them.

This is the same thing. As I stated in a previous teaching, Paul partnered with Aquila and Priscilla in the tent making business. After he did this, he began to operate in extraordinary miracles where even his sweat rags and work aprons were used to heal the sick and cast out demons! He didn't have time to go himself so he just sent his tools of the trade instead! Where a preacher might have a podium and his or her relevance is largely limited to the confines of a building, a business owner has no such limitations and has many tools of the trade to carry the kingdom of God!

After He finished His message, he told Simon to put out into the deep and let down his nets for a catch. Simon explained how they had TOILED all night and took down BUT AT YOUR WORD I will go out again. We need to extract a couple of things here.

1. Jesus told them WHERE to let down their nets—in the deep. Deep is literally the deep or open sea. It means metaphorically "the secret, unrevealed purposes of God, greatness, immensity as riches" both spiritual and physical. You need Holy Spirit to show you where "wealth" is located in your industry, your field so you can harvest it. Or maybe it's an entirely new

- business idea, field, or industry. Don't limit Him. More than likely, it's something you don't know how to do yet. That's just how He is.
- 2. The catch didn't just hop into the boat. The Passion states, "Now row out to deep water to cast your nets and you will have a great catch." Notice that they had to "row out to the deep" and then "cast their nets." For some reason (and I'm not sure why), charismatics in particular are lazy when it comes to stuff like this. God expects us to labor but not toil.

In <u>Genesis 3:17</u>, we see that the ground became cursed and would no longer yield its harvest easily for Adam. Instead, he would survive through PAINFUL TOIL. God didn't curse the ground nor the woman. Their actions introduced the curse of pain into the world. For the man, painful toil. For the woman, painful childbirth. In <u>Isa. 53:4</u>, Jesus bore our "griefs and carried our sorrows." Griefs is literally disease and sickness and sorrows is literally pain and suffering. As born-again believers, we have been restored and upgraded (God lives IN us versus a garden) and released from painful toil and even painful childbirth. This means that we can enjoy MEANINGFUL LABOR. I.e. you actually have to work not toil but work!

This is also a great example of the difference between the sovereign promises of God and the conditional promises of God. For example, God promised He'd send a Seed that would crush the enemy's head. That was sovereign. Either way, God was going to become man. The vessel He chose could either cooperate or not, but He was going to do what He said (for example, John the Baptist came through Elizabeth in spite of her husband's lack of faith so he was silenced). But promises made to us personally are conditional and will only be fulfilled by our faith and action. IN ORDER TO GET THE FISH, THEY HAD TO WORK. And most have no idea how much work is involved, but I can tell you that it's the most exhilarating labor out there! There's nothing like God being your business partner!

- 3. Peter did it even though everything in him didn't want to. There are internal and external pressures you feel in building your wealth harvesting machine a.k.a. your business. When you're in the building stage, you start on the foundation, which is the least attractive part. You're learning your craft, working on IQ and EQ, deciding what to charge, learning time management, etc. And the entire time you're doing all of this, you're not making a dime. In fact, you're probably spending more money than you want. AND YOU'RE WONDERING IF YOUR BUSINESS IDEA WILL EVEN WORK. You also have the external pressures of family needs, time crunches, deadlines, dirty house, failures, lack of resources and know-how, etc. The biggest obstacle is FAILURE. Will you go BACK out and go even FARTHER to find the catch? If you do, you will. If you don't, you won't. All the greats will tell you that one of the main reasons they were successful is they didn't quit.
- 4. With the prosperity came another problem. Notice that when they put their nets out, they caught so much fish that their nets started breaking. They

had to signal to their business partners to come help them. They came and their boats almost sank!

Recently, I had a revelation. I keep an aspiration journal and in it I was writing out what being debt free looks like. I saw that what I was describing was actually freedom. As I continued writing, I had this thought—being debt free "is continued carefulness in financial decisions, especially regarding purchases" and it's "continued generosity with the working believer offering." It hit me that with debt elimination came more responsibility. The closer to victory, the more vulnerable you become. When you're within inches of your goal is when you might start relaxing and go backwards. Victory and achieving your goals isn't when you relax. It's when you tighten the hatches even more so you can go to the next level! This is where having a purpose tied to your wealth is crucial.

Another problem this shows is that there are always growing pains, which are meant to alert you to the need for growth! If your nets can't handle the haul and your boats are sinking then you better get bigger nets and bigger boats. Wealth expands. Wealth attracts more wealth because the kingdom keys used to build it generate even more of it.

Let's look on one other example.

John 21:1–8 (ESV)

Jesus Appears to Seven Disciples

21 After this Jesus revealed himself again to the disciples by the Sea of Tiberias, and he revealed himself in this way. 2 Simon Peter, Thomas (called the Twin), Nathanael of Cana in Galilee, the sons of Zebedee, and two others of his disciples were together. 3 Simon Peter said to them, "I am going fishing." They said to him, "We will go with you." They went out and got into the boat, but that night they caught nothing. 4 Just as day was breaking, Jesus stood on the shore; yet the disciples did not know that it was Jesus. 5 Jesus said to them, "Children, do you have any fish?" They answered him, "No." 6 He said to them, "Cast the net on the right side of the boat, and you will find some." So they cast it, and now they were not able to haul it in, because of the quantity of fish. 7 That disciple whom Jesus loved therefore said to Peter, "It is the Lord!" When Simon Peter heard that it was the Lord, he put on his outer garment, for he was stripped for work, and threw himself into the sea. 8 The other disciples came in the boat, dragging the net full of fish, for they were not far from the land, but about a hundred yards off.

This story is very similar but has enough differences to break down.

1. Must always be open to God's instructions. In the <u>Luke 5</u> story, Jesus told them to go out into the DEEP. In this one, He says to cast the net on the RIGHT side of the boat to find the fish. Sure enough, they were not able to

haul it all in because way too much! And, of course, they knew it was Jesus! Again!

2. Don't miss your dawn. I'm sure you've heard this but the darkest part of the night is right before dawn. Many quit right before their breakthrough, but notice that it was the WORD OF WISDOM that produced the wealth? Kris said, "Wisdom is the process of finding the answer." The Lord directed them to where the fish was at their point of failure. When you are in the darkest time of night, that's when you need to be asking Him for the answers!

John 21:9-14 ESV

⁹ When they got out on land, they saw a charcoal fire in place, with fish laid out on it, and bread. ¹⁰ Jesus said to them, "Bring some of the fish that you have just caught." ¹¹ So Simon Peter went aboard and hauled the net ashore, full of large fish, 153 of them. And although there were so many, the net was not torn. ¹² Jesus said to them, "Come and have breakfast." Now none of the disciples dared ask him, "Who are you?" They knew it was the Lord. ¹³ Jesus came and took the bread and gave it to them, and so with the fish. ¹⁴ This was now the third time that Jesus was revealed to the disciples after he was raised from the dead.

Now we see a communion occurring. Their fish was put with His fish already on the fire, which to me is symbolic of our wealth being used to further His purposes in the earth and communion with each other and Him. I'll tell you one thing—it's much easier to focus on Him when you're not worried about eating or paying your bills.

Also notice that every single fish—153 of them—were large fish. They were good, quality fish. Your product or service should be high quality and result in high quality clients and customers, which means pricing it in such a way as to attract those clients you want. But that's another lesson.