

Jones, Laurie Beth

The Path

10. The Eight Action Steps to Success

Once a mission and vision are set, these eight steps carry you through the tension between where you are and where you want to be. Each step is explained with a story, and later chapters give biblical case studies (Esther, Nehemiah, Moses, Joseph). The final step frames prayer as the power behind all the rest.

Key takeaways

- Get the facts. Never assume you know—research your situation. A cardiologist nearly wrecked his practice by hiring a GP before learning 87% of his referrals came from GPs.
- Get a goal. Boil the mission down to one clear goal, ideally five or six words, written and communicated so others can repeat it.
- Examine, educate, and enlist your resources—time, talents, money, and especially people you know. A woman overlooked her own father, whose contacts made advertising unnecessary.
- Turn old business into new business. Past customers, friends, and supporters are still resources; rekindle them before chasing new ones.

- Give people something tangible to remember you by—a memorable token or gesture, like Napoleon's medals or a creative message that gets answered first.
- Break ranks and be bold. Stop marching in place and waiting for permission; take the leap as if your life depended on it.
- Get visible. Success requires being seen and heard—be the peacock in full display, not the ordinary bird dragging its tail.
- Saturate everything with prayer. It keeps you connected to God, who waits to be asked before helping.

Passages worth keeping

"I made it my business to know more about the subject at hand than anyone else in the room."

The heart of step one—do your homework and never assume you already know.

How it connects

The steps are practical, but the closing image—"I am the vine, you are the branches"—makes prayer the connecting force that gives the other seven steps their power.

Scripture referenced

- **Matthew 21:13** -- "A house of prayer"—prayer as central to mission

- **Matthew 21:22** -- Promise: you will receive whatever you ask in prayer
- **James 5:16** -- The earnest prayer of the righteous has great power
- **Job 22:27** -- Pray and God will hear; He lights the road ahead