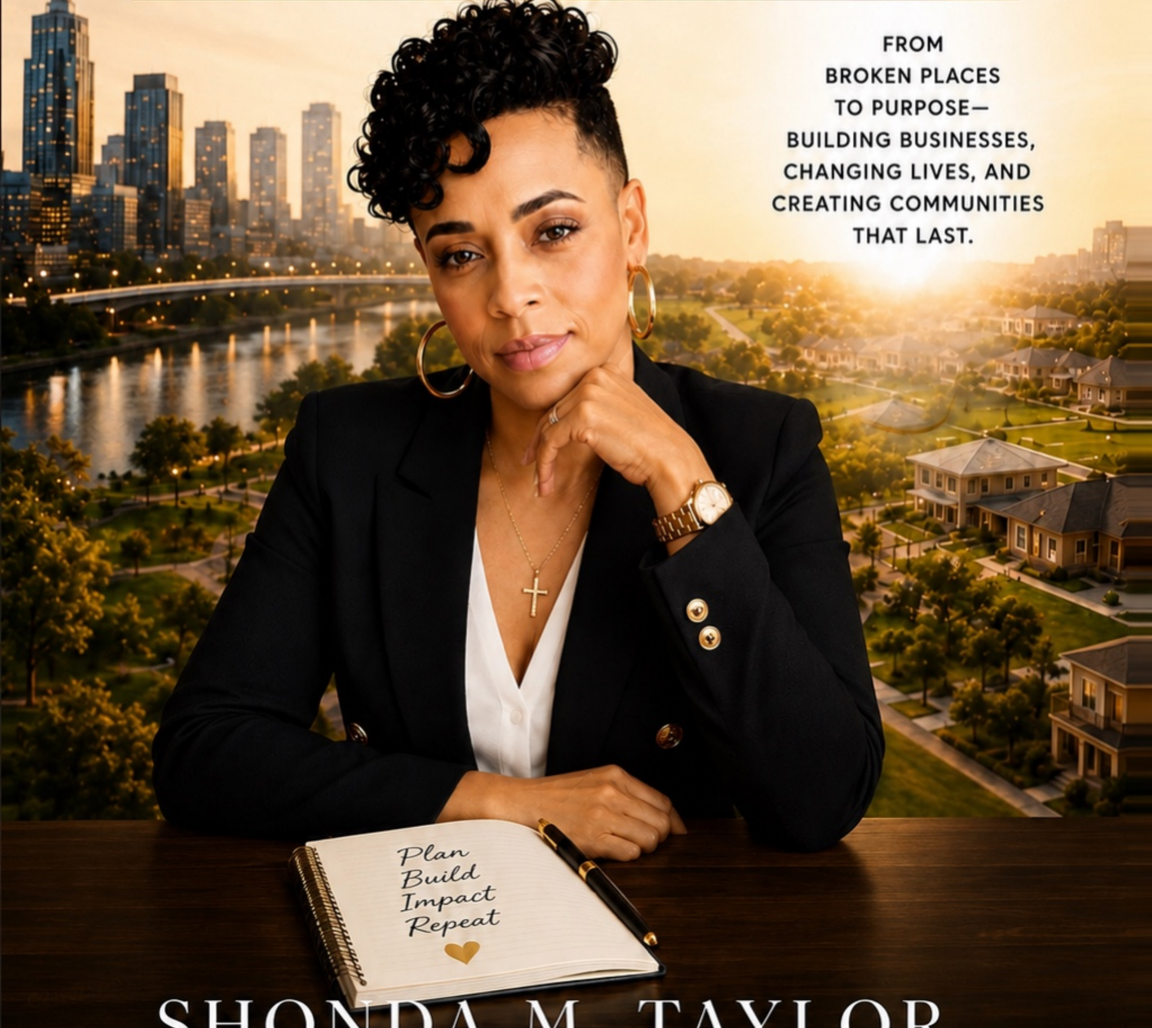
FAITH IS MY FOUNDATION. PURPOSE IS MY PLAN. LEGACY IS MY MISSION.

# GOD *Plus* GOALS

## BUILDING PURPOSE BEFORE PROFIT

FROM
BROKEN PLACES
TO PURPOSE—
BUILDING BUSINESSES,
CHANGING LIVES, AND
CREATING COMMUNITIES
THAT LAST.

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**COMPLIMENTARY FULL-CHAPTER SAMPLE**

# God Plus Goals

Building Purpose Before Profit

**CHAPTER 9**

# Purpose Before Profit

By Shonda M. Taylor

This complimentary sample contains the complete text of Chapter 9 from the finalized book manuscript.

God Plus Goals is not God added to our ambition. It is our ambition surrendered to God’s order.

CHAPTER 9

# Purpose Before Profit

Proverbs 11:25 • Luke 14:28 • 1 Timothy 6:17–19

One of the first digital products I sold cost about six dollars.

It was not a large course with a production team behind it. It was closer to a small e-book or informational guide. I had gathered what I knew, organized it, built a website around it, and made it available to someone who needed a starting point. This was before artificial intelligence could outline, write, design, edit, and automate pieces of the process in minutes. I was learning how to build the platform and create the information by doing it.

I included a lot for six dollars because I did not believe people should have to pay an enormous amount simply to receive useful knowledge. I had been the woman who could not afford three payments of $49.99 for a real-estate course. I remembered what it felt like to see possibility advertised through a price I could not reach.

> I did not want information to become another locked door in front of a person already trying to change their life.

My philosophy was simple: I wanted to be compensated, but I cared more about what the information helped someone do. If a person paid hundreds or thousands of dollars and never moved, the creator still had the money, but the buyer remained in the same place. I wanted the value to return to me through a testimony: ‘I used what you taught. I completed the step. I made a better decision. I created a result.’

That desire came from compassion, but it also came from disappointment. While learning online, I had purchased information that did not match the promise surrounding it. Sometimes the material was too general. Sometimes it repeated what was freely available. Sometimes the teacher appeared to be duplicating another person’s knowledge instead of teaching from tested experience.

I did not want to become the kind of seller who profited from a person’s hope while giving them little they could use. I wanted my work to be different. So I made it affordable, included everything I could, and trusted that service would speak for itself.

There was goodness in that approach. It kept me close to the person on the other side of the purchase. It reminded me that a customer was not a number on a dashboard. That person had a need, a budget, a history, and a hope attached to the decision to trust me.

But over time, I had to confront another truth: a low price is not the same as a purposeful business.

Six dollars may create access, but it may not cover the time required to research, write, design, update, market, answer questions, process payments, maintain technology, pay taxes, and improve the product. If the price cannot support the promise, the offer may disappear. If the creator continually gives more than the structure can carry, generosity can turn into exhaustion, resentment, inconsistency, or abandonment.

> An offer is not truly accessible if the person serving must eventually close the door because the work cannot sustain itself.

Purpose and profit are not natural enemies. Profit is what remains after the real costs of serving have been paid. It can compensate the person doing the work, fund improvement, create reserves, expand access, hire help, support outreach, and make the next solution possible. The danger is not profit itself. The danger is allowing profit to become the only measure of value or the final authority over the mission.

The phrase ‘purpose before profit’ describes order. It does not instruct us to ignore math. It means we define the people, problem, promise, integrity, and impact before we decide how much money we hope to make. Then we count the complete cost and build a price that allows the work to remain honest, useful, and available.

This was another expression of God Plus Goals. God first. The person and purpose next. Then goals, systems, pricing, promotion, delivery, measurement, and improvement. Faith did not set the checkout price for me. Faith shaped the character with which I was supposed to calculate it.

> God first does not make the budget less spiritual. It makes the budget accountable to the mission.

Before AI became part of ordinary business building, I created several websites and platforms from ideas I had received. Each one required decisions: What problem am I solving? What information belongs here? How will a person move through it? What should be free? What should be paid? How will they receive the material? What happens after they buy?

Those early platforms were not all large financial successes. Some were experiments. Some taught me technology. Some helped me understand how people respond to an offer. Some showed me that creating is only one part of business; the work must also be positioned, marketed, delivered, supported, and improved.

Selling even a small product taught me something important. A transaction is a form of trust. The buyer is saying, ‘I believe what you have created may help me.’ The seller is saying, ‘I will give you what I represented, in the way and time I represented it.’ Price does not cancel that covenant. A six-dollar promise should still be honest. A six-thousand-dollar promise should not be inflated to justify the number.

I also had to release an impossible standard. I could care deeply about a buyer’s outcome without being able to guarantee that every buyer would act. People purchase for different reasons. Some are ready. Some are curious. Some collect information because preparation feels safer than execution. Some encounter health, family, financial, or emotional barriers after buying. Some simply choose not to complete the work.

A responsible creator cannot control every result. The creator can control clarity, honesty, usability, support, appropriate updates, and the integrity of the promise. The customer must still bring attention, action, questions, responsibility, and time. Purpose does not require me to carry another adult’s entire assignment. It requires me not to exploit the fact that they have one.

> I am responsible for the integrity of the path I sell. The buyer remains responsible for taking the steps.

This distinction helped me rethink what value means. Value is not measured by the number of pages, videos, downloads, bonuses, or promises packed into an offer. I used to believe that giving more information automatically made the product better. Sometimes it only made the buyer more overwhelmed.

Useful value helps a person recognize where they are, identify the next decision, complete a responsible action, and understand what comes afterward. A concise checklist that prevents a costly mistake may be more valuable than a library of videos no one can navigate. A clear example may be more useful than twenty motivational paragraphs. A boundary may protect a customer more than another bonus.

I began to see five responsibilities inside a purpose-led offer:

1. Serve a real person: Describe the person's present condition, desired movement, available resources, and likely barriers. Do not build for an imaginary customer who has unlimited money, time, health, knowledge, and support.
2. Make a truthful promise: Name the result the offer is designed to support without guaranteeing outcomes you do not control. Separate education from legal, medical, tax, investment, or other professional advice when appropriate.
3. Create a usable path: Organize the material around decisions and actions. Give the customer a beginning, sequence, checkpoints, and a next step instead of an unstructured warehouse of information.
4. Price for access and sustainability: Calculate the cost of creation, delivery, support, technology, marketing, taxes, updates, owner compensation, and reserves. Then decide where free help, a low-cost entry, payment options, scholarships, group support, or premium service can expand access responsibly.
5. Measure fruit and improve: Track more than sales. Notice completion, use, questions, satisfaction, referrals, testimonials, refunds, support needs, and real-world results. Let evidence improve the promise and the product.

That fourth responsibility changed how I understood accessibility. I had once treated price as though it had to choose one of two identities: either affordable and good, or profitable and greedy. Real stewardship required more imagination.

One business can create several doors into the same mission. A free article or checklist can help someone understand the problem. A low-cost guide can provide a first action. A group program can add teaching and accountability. A full service can help the customer who values implementation and can afford specialized support. A scholarship or sponsored seat can create access without forcing every customer or the entire business into the same price.

> Accessibility is not always one low price. Sometimes it is a thoughtful pathway with more than one honest door.

The doors must remain truthful. A free resource should not be designed only to frighten a person into buying. A low-cost product should not intentionally hide the essential answer so the buyer is forced into an upgrade. A premium offer should provide a meaningful difference in access, personalization, implementation, expertise, or support—not merely a larger price attached to the same promise.

Generosity also needs a budget. If I decide to give copies away, sponsor someone, offer a scholarship, or keep a resource free, that choice should be planned. Planned generosity can remain joyful. Unplanned overgiving can quietly consume the money, time, and energy required to keep serving anyone.

Purpose before profit also changed how I viewed marketing. Marketing is not automatically manipulation. It is the work of helping the right person recognize a relevant solution. It becomes manipulative when fear is exaggerated, scarcity is invented, results are fabricated, weaknesses are hidden, or pressure is used to overpower judgment.

I could speak confidently about a product without pretending it would rescue everyone. I could state a price without apologizing for having costs. I could share a testimony without presenting one person's result as a guarantee. I could invite action without claiming every hesitation was disobedience or a lack of faith.

> Faith should never be used as a sales pressure tactic. God is not a closing technique.

That sentence matters especially in faith-centered business. People may trust us because we speak about God, purpose, obedience, or calling. That trust creates greater responsibility, not greater permission. We should not suggest that buying from us proves faith, that declining the offer rejects God, or that a financial result is guaranteed because Scripture appears on the page.

God Plus Goals is not a prosperity formula. It is not a promise that every aligned idea becomes a profitable company. Markets change. Execution matters. Timing matters. Health matters. Competition, capital, skill, relationships, regulation, and customer behavior matter. An honest business can close. A faithful person can miscalculate. A profitable person can still be out of alignment.

The goal is stewardship: tell the truth, test the idea, count the cost, serve people, charge responsibly, review the fruit, correct what is weak, and remain willing to release what no longer belongs to the assignment.

The six-dollar product was not wrong. It reflected what I knew, what I could build, and whom I wanted to reach at that time. It gave me proof that someone would exchange money for knowledge I had organized. It taught me to create, publish, communicate, and listen.

But the deeper lesson was not that every product should cost six dollars. It was that every price should have a reason. A low price may be a mission decision, a customer-acquisition decision, a limited-scope decision, or a learning-stage decision. A higher price may reflect expertise, service, implementation, risk, personalization, or support. Neither number is automatically righteous.

> The integrity is not hidden inside the price. It is revealed by the promise, delivery, motive, math, and fruit surrounding it.

When I look across the first part of my assignment, I see how the pieces connect. The downloads taught me to inventory ideas. The land transaction taught me to verify possibility and recognize the ground beneath legacy. The early digital products taught me that knowledge can create access, but mission without a sustainable structure may not remain available long enough to create lasting impact.

Part III began in an apartment where my body was limited and my mind was full. It ends with a clearer understanding of assignment. I am not called to execute everything. I am called to discern what belongs now, prepare responsibly, serve real people, build an honest exchange, and allow purpose to govern what profit makes possible.

Yet there was another form of stewardship I had not practiced consistently. I could build a budget for a platform and perform due diligence on land while failing to count the cost inside my own body. I could talk about sustainable business while treating my health as though it were an unlimited resource.

> The mission cannot be called sustainable if it continually spends the person carrying it as though she is replaceable.

That truth leads into the next part of this story. Before I could fully understand how to steward profit, property, platforms, and purpose, I had to face the condition of the body expected to carry them.

## Reflection

1. Who is the real person your offer is designed to serve, and what responsible movement can it support?
2. Is your promise truthful, specific, usable, and clear about what the customer must contribute?
3. What does it actually cost to create, deliver, support, update, market, and sustain the offer—including fair compensation for your work?
4. How can you create more than one honest door to access without weakening the value or exhausting the mission?
5. Beyond sales, what evidence will show that the work is producing good fruit for customers, the business, and the larger purpose?

## Prayer

God, purify my motives and order my work. Teach me to serve people without exploiting their hope, to charge without shame, to give without destroying the structure, and to receive profit without allowing money to become my master. Give me wisdom to create truthful promises, useful paths, responsible prices, and sustainable systems. Protect me from using faith as pressure or treating revenue as proof of Your approval. Let the fruit of my work be honest value, changed lives, supported workers, strengthened capacity, and a legacy that continues to serve. Remind me that the body carrying the mission is also part of what You have entrusted to me. Amen.

# Continue the Journey

God is the Gardener. Purpose is the seed. Goals are the work of tending. Legacy is the fruit.

Read the complete story in God Plus Goals: Building Purpose Before Profit, and turn reflection into aligned action with the companion guide.

**ORDER THE BOOK AT GODPLUSGOALS.COM**

God goes first. You are the plus.

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