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## Course 2, Session 6 Student Notes: The Second Mile

### Over-Deliver and Create Raving Fans

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*Big Idea: The cheapest, most powerful marketing on earth is a customer you stunned by going beyond what they paid for. The first mile meets the obligation, the second mile reveals the heart.*

**How to use these notes.** These are yours to study on your own, before or after the session. Read each section slowly. Under every principle there is a **Notes** space to write what stands out to you, and a **Reflect** question to answer honestly in writing. Keep your Bible nearby. Take about 30 minutes, and end in prayer. This is the last session of Course 2, so you will also assemble your complete offer. Bring your notes and your finished offer to the group.

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### Open in Prayer

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Before you begin, pray this simple prayer, or your own: "Father, You are a God who always gives more than is required. Teach me to serve the way You serve, generously, joyfully, beyond the bare minimum. Let my work put Your generosity on display. Amen."

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### The Scripture for This Session

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Read these slowly, out loud if you can:

- **Matthew 5:41**, "And whosoever shall compel thee to go a mile, go with him twain."
- **Genesis 24:18 to 20** (Rebekah waters the camels, which we study below).
- **Colossians 3:23 to 24**, "And whatsoever ye do, do it heartily, as to the Lord, and not unto men."

*Reflect: Tell the story of a time a business stunned you by doing more than you paid for. What did they do, and what did it earn from you afterward?*

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### The Big Picture

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It costs far more to win a brand new customer than to keep one you already have, and a customer you have delighted will bring you others for free. That is the whole engine of the second mile. When you go beyond what someone paid for, you do not just finish a transaction, you create a person who will talk about you, refer you,

and come back to you. You turn a buyer into a believer. And the strange, wonderful thing is that the second mile usually costs you very little while it earns you a great deal.

This session finishes your offer. You have already built an outcome people want, value that dwarfs the price, an honest price, a repeatable package, and a guarantee that makes “yes” safe. The last piece is the one that turns satisfied customers into raving fans: the deliberate extra mile. Over this session we will walk through four truths about over-delivering, watch Rebekah live it out at a well, and then assemble everything you have built into one complete offer. Read each one, write your notes, and answer the reflection.

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## **Principle 1: Meeting Expectations Earns a Transaction. Exceeding Them Earns an Advocate.**

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Here is the whole principle in one sentence. When you deliver exactly what was promised, the customer feels fine, the account is settled, nobody owes anybody anything. That is the first mile, and there is nothing wrong with it. It is your obligation, and you should always meet it. But the first mile does not create loyalty, it only creates a fair trade.

Loyalty is born in the second mile, in the moment you do something the customer did not pay for and did not expect. That is the moment they feel cared for instead of merely served, and that feeling is what they remember long after they have forgotten the price. Think about your own life. You do not become loyal to the company that did exactly the minimum. You remember and return to the ones who went further. A transaction is settled and forgotten. An advocate talks about you for years. The difference between the two is that unexpected second mile.

*Reflect: Where in your work are you consistently meeting expectations but never exceeding them? What is one small thing beyond the promise that would make a customer feel truly cared for?*

**Notes:**

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## **Principle 2: The First Mile Is Law. The Second Mile Is Love.**

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This idea comes straight from the mouth of Jesus in Matthew 5:41: “Whosoever shall compel thee to go a mile, go with him twain.” Hear the setting. A Roman soldier could legally force a Jewish person to carry his pack one mile. It was humiliating, it was oppression, it was the minimum the law demanded. And Jesus says, when they force you to go one mile, surprise them, go two. Carry it the second mile freely, when no law requires it and no one can make you.

Why? Because the first mile is law and the second mile is love, and love is the thing that changes the atmosphere. The soldier expected resentment and received generosity. That is the posture Jesus is after in His people, and it happens to be the most powerful thing you can ever do in business. Anyone can deliver the minimum they were paid for. The second mile, the unexpected kindness, the extra care, the follow-up no one

asked for, is where your customer stops feeling like a transaction and starts feeling like a person. It is where love becomes visible.

*Reflect: Where in your work are you stopping at the first mile, the bare obligation, when a small second mile would change everything? What would it look like to give that extra freely, as worship?*

**Notes:**

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### **Principle 3: You Over-Deliver by Design, Not by Accident.**

A vague intention to “be generous” rarely survives a busy week. You do not over-deliver by accident, you over-deliver by design. So you build one deliberate second-mile moment into your delivery, the same way every time, so it happens whether you feel like it or not. It might be an unexpected bonus you never advertised. It might be a personal touch, a handwritten note, a phone call, remembering a detail about their life. It might be a follow-up two weeks later just to make sure the result is holding.

The key word is deliberate. You decide in advance what your extra mile will be, you write it into your process, and then your customers receive it every single time, not just on the days you happen to be feeling kind. The best second miles are cheap and personal. A note, a call, a remembered detail will outlast an expensive gesture that does not survive a busy month. Sustainable beats spectacular. Because you productized your offer in the last session, you already have a process to build this into. Write the second mile right into your steps so it cannot be skipped.

*Reflect: What is one specific, repeatable second-mile moment you could build into every customer's experience, something that costs little but means a lot? When exactly in your process would it happen?*

**Notes:**

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### **Principle 4: The Second Mile Reveals Character, and Character Is the Real Brand.**

If you do the second mile only as a tactic, people can smell it, and it loses its power. The second mile reveals character, and character is the real brand. People do not become raving fans because you ran a marketing play on them. They become raving fans because, somewhere in the transaction, they felt seen, valued, and treated like a person rather than a payment. That feeling cannot be faked for long. It flows out of who you actually are.

So the deepest reason we go the second mile is not that it works, although it does. It is that we serve a God who went infinitely beyond what we deserved, who gave us not the minimum but His own Son. When we over-

deliver to a customer, we are putting His generosity on display in the marketplace. The line between a genuine second mile and a manipulative gimmick is the motive the customer can feel. A gimmick serves you. A true second mile serves them. If you would resent doing it, or you only do it to be seen, it has already curdled. Generosity from the heart cannot be faked, and when it is real, a watching world quietly decides that your faith is real too.

*Reflect: If someone were quietly watching to learn your true character from how you serve, what would your current level of service tell them? How does the second mile put the character of God on display in your business?*

**Notes:**

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## **The Story: Rebekah Waters the Camels (Genesis 24:18 to 20)**

Read the passage. Abraham has sent his trusted servant on a long journey to find a wife for his son Isaac. The servant arrives at a well, tired, with ten camels, and he prays for a specific sign: the woman God has chosen will not only give him a drink but will also offer to water his camels. Then Rebekah comes to the well. The servant asks only for a little water from her jar. She says, "Drink, my lord," and gives him a drink. That is the first mile, fully met. She could have stopped there with a clear conscience. But then verse 19: "And when she had done giving him drink, she said, I will draw water for thy camels also, until they have done drinking." And she hurried, emptying her jar into the trough and running back to the well again and again until all ten camels were finished.

Do not miss how enormous this was. A thirsty camel after a long journey can drink twenty or thirty gallons of water. Ten camels could mean well over two hundred gallons, drawn by hand, one jar at a time, by a young woman who was asked for nothing more than a single cup. Notice four things. First, she met the first mile completely before she thought about the second. Over-delivery is never an excuse to under-deliver on the actual promise. Second, the second mile was her own idea, freely offered. Nobody asked her to water the camels. She saw a need beyond the request and volunteered to meet it. Third, the extra effort revealed her character, and her character opened her destiny. The servant was watching, and her generosity marked her as the woman God had chosen, a mother in the line of Christ. Fourth, the second mile was costly but not wasteful. It cost her real time and sweat, and it positioned her for something far greater than the cost.

*Reflect: What is the "thirsty camel" your customers have, a real need just past the thing they actually bought, that you could meet? What is one over-delivery you have hesitated to give because it felt like too much work, and could it be the doorway you have been praying for?*

**Notes:**

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## Put It Into Practice

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**1. Spot the thirsty camel.** Write the real need your customer has just beyond the thing they bought. (The person who bought the website also needs the confidence to use it. The person who bought the meal plan also needs encouragement when week two gets hard.)

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**2. Design your second mile.** Write one concrete, repeatable over-delivery that meets that deeper need. Make it specific (“a personal welcome call within 24 hours,” “a check-in text at the two-week mark”) and decide you will do it every time.

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When in my process it happens, so it happens every time:

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**3. Assemble your complete offer (the capstone).** On one page, lay out everything this course built: the outcome statement (Session 1), the value stack (Session 2), the price (Session 3), the productized package (Session 4), the guarantee (Session 5), and tonight’s second-mile moment. This is your finished offer.

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The strongest part of my offer, and the part I will sharpen next:

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**4. This week’s assignment.** Build your second-mile moment into your actual delivery process, write it into your steps so it cannot be skipped, and use it on the next customer you serve. Finish polishing your one-page offer and bring it to the opening of Course 3, where we learn to market it truthfully.

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## Go Deeper (Optional)

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- **Read:** *Business by the Book* by Larry Burkett, and for a sharper business angle on the same theme, *Raving Fans* by Ken Blanchard and Sheldon Bowles. Run both through a biblical filter: we go the second mile not to extract loyalty, but as an overflow of the generosity God showed us first (Matthew 5:41).
  - **Listen:** *TGIF, Today God Is First* by Os Hillman.
  - **Study:** Matthew 5:41; Genesis 24:18 to 20; Colossians 3:23 to 24.
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## Close in Prayer

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“Father, thank You for going the second mile and every mile after it for me. You never gave me the minimum. You gave me Your own Son, far beyond what justice required. Make my work generous, make my character

visible, and let the way I serve point people back to You. Bless the offer I have built in this course and let it bear fruit that lasts. In Jesus' name, Amen."

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*Crown Revenue Academy · A ministry of Crown Revenue · "And whosoever shall compel thee to go a mile, go with him twain." Matthew 5:41*