



Course 3, Session 5 Student Notes: Keep Sowing, Consistency and Presence

The Farmer's Patience

Big Idea: Marketing is sowing, not a slot machine. Consistency beats intensity, and most people quit right before the good soil shows up.

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. Bring your notes and questions to the group.

Open in Prayer

Before you begin, pray this simple prayer, or your own: "Father, give me the patience of a farmer and the faithfulness to keep sowing, trusting You for the harvest in Your time. Steady my hands through the silent season. Amen."

The Scripture for This Session

Read these slowly, out loud if you can:

- **Galatians 6:9**, "And let us not be weary in well doing: for in due season we shall reap, if we faint not."
- **Matthew 13:3 to 9**, the Parable of the Sower, "Behold, a sower went forth to sow." (We study it below.)

Reflect: Have you ever posted something, run an ad, or sent an email, expected it to change everything, and then quit when it did not? What if you stopped one season too early?

The Big Picture

Here is the quiet killer of good marketing. It is not usually a bad message, a bad offer, or even a small budget. It is quitting too soon. People put out one post, send one email, run one ad, and when it does not change their life by Friday, they decide marketing does not work and they stop. They had good seed. They just did not keep sowing.

You have built honest, clear, story driven marketing aimed at the right person. Tonight we learn the discipline that makes it actually work: showing up, again and again. Marketing works like farming, not like a slot machine. Over this session we will look at four truths about consistency, then study the Parable of the Sower, where a farmer scatters seed and trusts the harvest to come in its season. Read each one, write your notes, and answer the reflection.

Principle 1: Marketing Is a Farm, Not a Slot Machine.

A slot machine pays off, or does not, the moment you pull the lever. A farm does not work that way. The farmer scatters seed, and then there is a long, quiet season of apparently nothing, no sprout, no harvest, just dirt. The farmer who panics and stops watering in week two never sees the harvest that was forming underground the whole time.

Your marketing is a farm. Most of the work happens before you see any fruit. If you expect each post to be a payout, you will quit in frustration when the lever does not pay. But if you understand that you are sowing, you can keep going through the quiet season, because you know the harvest is forming where you cannot see it. The problem is rarely the seed. It is the expectation of a slot machine when God designed a field.

Reflect: Where have you been treating marketing like a slot machine instead of a farm?

Notes:

Principle 2: Consistency Beats Intensity.

One huge burst of marketing followed by silence does far less than a steady, modest rhythm sustained over time. A small post every week for a year will build something. A massive campaign once and then nothing will not. The market needs to see you again and again before it trusts you and acts.

People rarely buy the first time they hear of you. They buy after the fifth, the eighth, the twelfth honest, consistent touch. If you quit at the third, you never reach the moment they were ready. This is why the unglamorous, repeatable rhythm beats the heroic one time effort every time. A steady drumbeat trains people to expect you, to trust you, and finally to act. The intensity feels impressive in the moment. The consistency is what actually compounds.

Reflect: What is a marketing rhythm you could actually sustain for a full year without burning out?

Notes:

Principle 3: Do Not Despise a Small Audience.

You must do two unglamorous things. First, show up consistently, even when no one seems to be responding. Especially then. The silence is not failure, it is the quiet season before the sprout. Second, do not despise a small audience. Five engaged people are not nothing, they are the first good soil.

Faithfulness with a small platform is how you earn a larger one. This is the same stewardship principle from Course 1: faithful with little, then trusted with much. The temptation is to look at small numbers and feel that it is not worth showing up. But those few people are exactly where the harvest begins. Tend them, serve them well, and let them be the good ground you did not despise. The creator who “blew up” almost always posted faithfully to a tiny audience for years first.

Reflect: What small “good soil,” the few who are already responding, have you been despising instead of tending?

Notes:

Principle 4: Do Not Faint. The Harvest Comes in Due Season.

Hear the warning Scripture gives directly to this, because it knows you will get tired: “Let us not be weary in well doing: for in due season we shall reap, if we faint not” (Galatians 6:9). Notice the conditions. The harvest comes in due season, His timing, not yours. And it comes if we do not faint, if we do not quit.

The promise of a harvest is real, but it is attached to not giving up. Most people forfeit the harvest not because the seed was bad, but because they fainted right before it. So the discipline is simple and hard: pick a rhythm you can actually sustain, and sustain it. Not a heroic, unsustainable burst, but a steady, honest presence you can keep up for a year. Then keep sowing, through the silence, through the small numbers, through the season that feels like nothing is happening, trusting that under the surface, the harvest is forming.

Reflect: Where have you quit right before the harvest because results were slow?

Notes:

The Story: The Parable of the Sower (Matthew 13:3 to 9)

Read the parable. “A sower went forth to sow; and when he sowed, some seeds fell by the way side ... some fell upon stony places ... some fell among thorns ... but other fell into good ground, and brought forth fruit.” Notice the sower’s posture first. He does not agonize over each individual seed, carefully placing one at a time

and waiting to see what happens before he throws the next. He scatters, generously, broadly, knowing in advance that not every seed will take.

Some seed will land on the path, some on rock, some among thorns. He sows anyway, because he knows that some will hit good soil, and that soil will bear a harvest worth all the rest. This is exactly the mindset of consistent marketing. Not every post will land. Not every email will be opened. Not every ad will convert. If you expected each individual seed to produce a harvest, you would quit in despair after the first one fell on rock. But the sower is not betting on each seed, he is betting on the law of the harvest: scatter enough good seed consistently, and some will find good ground and bear much fruit.

And notice, the good soil was always going to bear fruit, but only for the sower who kept sowing long enough to reach it. The seed on the path and the rock was not wasted effort. It was part of the process of broad, faithful sowing that eventually reached the good ground. Pair it with Galatians 6:9: the harvest is promised, in due season, conditional on not fainting. The sower who keeps scattering, through the seeds that fail, reaches the harvest. The one who quits after the first rocky patch never does.

Reflect: What rocky and thorny seed, the posts and ads that did not land, made you want to quit when you should have kept sowing?

Notes:

Put It Into Practice

1. Choose one sustainable rhythm. Write down every marketing thing you have tried and quit, and how long you lasted. Then choose ONE simple, repeatable action you can genuinely sustain every week. It must be small enough to keep up for a year.

Marketing I tried and quit, and how long I lasted:

The one rhythm I will sustain (small enough to keep for a year):

The day and time it happens every week:

My 90 day commitment, written and dated:

2. This week's assignment. Do your chosen rhythm once this week, and again next week, and do not stop. Put the next four dates on your calendar now. The goal this week is not results, it is simply to begin sowing and not faint.

The small “good soil” I will tend instead of despise:

Go Deeper (Optional)

- **Read:** *This Is Marketing* by Seth Godin, and *The Compound Effect* by Darren Hardy.
 - **Listen:** the *Faith Driven Entrepreneur* podcast, or a consistency and systems episode of *Marketing Made Simple*.
 - **Study:** Matthew 13:3 to 9; Galatians 6:9; Ecclesiastes 11:6 (“In the morning sow thy seed, and in the evening withhold not thine hand”).
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Close in Prayer

“Father, thank You that the harvest is real and that it belongs to those who do not faint. Give me the discipline to sow consistently, the humility to tend small beginnings, and the faith to keep going through the silent seasons. Keep my hands sowing and my heart trusting You for the harvest in Your time. In Jesus’ name, Amen.”

*Crown Revenue Academy · A ministry of Crown Revenue · “In due season we shall reap, if we faint not.”
Galatians 6:9*