



Course 7, Session 1 Student Notes: Why Recurring Revenue

Provision That Renews Like Manna

Big Idea: A one time sale feeds you once. A recurring relationship feeds you and the mission again and again. Recurring revenue is the steadiest, most God like pattern of provision.

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, and a calculator or phone for the math near the end. 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, You who give bread daily and mercies new every morning, teach me to build in Your pattern, steady provision that lets me serve, plan, and give without fear. Amen."

The Scripture for This Session

Read these slowly, out loud if you can:

- **Lamentations 3:22 to 23**, "It is of the Lord's mercies that we are not consumed, because his compassions fail not. They are new every morning: great is thy faithfulness."
- **Exodus 16:4**, "Then said the Lord unto Moses, Behold, I will rain bread from heaven for you; and the people shall go out and gather a certain rate every day, that I may prove them, whether they will walk in my law, or no."
- **Exodus 16:18 to 20** (the daily gathering, enough for everyone, and the hoarded portion that rotted).

Reflect: On the first day of a new month, how do you honestly feel about money, calm or anxious? Why?

The Big Picture

Let me name the exhaustion many of us feel but rarely say out loud. You close a good sale, you celebrate for about an hour, and then a quiet dread sets in, because tomorrow you wake up back at zero and have to do it

all again. That is the treadmill of one off sales, and it is not just tiring, it makes almost everything else harder. You cannot plan, because you do not know what next month holds. You cannot give generously with confidence, because your income lurches up and down. You cannot rest, because the moment you stop hunting, the money stops coming. There is a name for a business built entirely on the next sale: feast and famine, and it wears good people down.

This opens Course 7, the block where everything you have already built gets an engine that keeps running. You know how to create value, market it honestly, sell with integrity, and steward the money. Tonight we ask a different question: instead of chasing the next sale forever, how do you build a relationship that provides again and again, the way God Himself provides. Here are four truths to build on.

Principle 1: One Off Sales Reset You to Zero. Recurring Revenue Carries Forward.

Here is the whole difference in a picture. Imagine you sell something one time for one hundred dollars. Ten sales this month is a thousand dollars, and next month you are back to zero, hunting for ten more. Now imagine instead you sold something for a smaller amount every month, and just ten people paid you month after month. Month one looks smaller. But month six, you still have those ten, plus whatever you have added, and the base keeps compounding.

The one off seller is still running as hard as ever and standing in the same place. The recurring builder is standing on a foundation that grows. Same effort, completely different trajectory, because one model resets and the other renews. Recurring revenue is simply income you earn again and again from the same customers because you keep delivering value to them over time. A membership. A subscription. A monthly retainer. An ongoing service or renewing program. Instead of selling someone a thing once and saying goodbye, you build a relationship where you serve them continually and they support you continually.

Reflect: Where does the "start from zero every month" cycle wear you down the most? What would change if part of your income carried forward instead?

Notes:

Principle 2: God Provides Like Manna, Fresh and Renewing, Not One Dump and Gone.

When Israel was starving in the wilderness, God did not drop one enormous mountain of food and walk off. In Exodus 16 He rained down manna every single morning, fresh, enough for that day, gathered new at each dawn. And notice, He could have done it either way. He is God, He could have handed them a ten year supply in one afternoon. But He chose a daily, renewing provision on purpose, because a windfall is spent and gone, while a steady supply builds a relationship of trust over time.

Lamentations says it plainly: His compassions "are new every morning." Not one time. Every morning. That is the pattern of heaven, and it is the pattern of a healthy recurring business. Each dawn the people woke and

provision was there again, and each dawn they were reminded, fresh, that God was still providing. When you build a business that serves people again and again instead of closing and leaving, you are echoing something true about God Himself: real faithfulness shows up daily, not just once.

Reflect: How could an ongoing, renewing relationship with your customers keep you closer to them, and to God, than chasing the next big sale?

Notes:

Principle 3: Recurring Revenue Gives Stability, Predictability, and the Freedom to Give.

Why does this matter so much for a mission driven business? Three reasons. First, stability. Recurring revenue carries forward, so you start each month standing on what you built, not at zero. Second, predictability. When you roughly know what is coming in, you can plan, hire, invest, and commit, instead of guessing. Third, and this is the one closest to the heart of the Academy, generosity.

It is very hard to give consistently out of income that swings wildly. It is much easier to give faithfully, to tithe, to fund the mission, to bless people on purpose, when you have a dependable base underneath you. Steady provision is not about greed, it is about being able to serve and give without the constant fear that the well is about to run dry. Recurring revenue is what makes the generosity engine of Course 5 dependable, because you can finally plan and give from a steady base.

Reflect: What would a steady, predictable base let you do that you cannot do now, in your planning, your rest, and your giving?

Notes:

Principle 4: Kingdom Recurring Revenue Keeps Delivering Real Value, and Lets People Leave.

Hear this clearly, because we will come back to it all course long. Recurring revenue done in a Kingdom way is not a gimmick to trap people into payments they forget about. It is not a subscription designed to be hard to cancel. It means you keep delivering real, ongoing value that is genuinely worth paying for again, month after month.

The moment you stop delivering value, a good recurring model lets them leave, and that is exactly what keeps you honest. A subscription that only survives because customers forget to cancel is not a Kingdom model, it is

a trap. But a renewing relationship where you truly serve every month, and the customer stays because they keep getting real value, blesses both sides. The test is simple honesty: would you feel good charging for this every month, because you are truly delivering every month? If the value is real and continuous, recurring revenue is a gift to the person you serve, not a snare.

Reflect: What ongoing value could you genuinely deliver every month that you would feel completely honest charging for again and again?

Notes:

The Story: Manna, the Daily Provision (Exodus 16:4 to 21)

Read the passage. Israel has come out of Egypt into the wilderness, the food they carried is gone, and the people are frightened and grumbling. God's answer is one of the most quietly instructive miracles in all of Scripture, and the how is the whole lesson.

First, notice the rhythm God chose. "I will rain bread from heaven for you; and the people shall go out and gather a certain rate every day." Every day. He established a daily, renewing supply on purpose, because a relationship that renews builds trust in a way a windfall never can. Second, notice what happened when they tried to hoard it. Moses told them not to keep any until morning, but some did anyway, and "it bred worms, and stank." The manna was designed to be received fresh, day by day, not stockpiled and coasted on. There is a business lesson buried there: a one time windfall you try to live off of slowly rots, you spend it, it stinks, it is gone. But a renewing supply, received in ongoing relationship, stays fresh and keeps feeding you. Third, notice the steadiness. Whether a person gathered much or little, "he that gathered much had nothing over, and he that gathered little had no lack." The daily model produced enough, dependably, for everyone, so they could live and plan without the terror of famine tomorrow. That is exactly what recurring revenue brings to a business.

Reflect: Where in your business have you tried to live off one big windfall instead of building something that renews, and how did that feel when it ran out?

Notes:

Put It Into Practice

1. Find the recurring seed in what you already do. Write your main offer at the top, exactly as you sell it today, and note how you get paid (one time, per project, per session, and so on).

My main offer today, and how I get paid for it:

Now brainstorm three honest ways that same value could become an ongoing relationship: a membership, a monthly subscription, a renewing retainer, a continued service, or a program people stay in. It has to be real ongoing value someone would gladly keep paying for, not a trick. Circle the one that feels most genuine.

2. Do the ten customer math. Write your typical one time price, then imagine a smaller monthly price for the recurring version. Multiply the monthly price by ten customers, then by twelve months. Sit with the difference between “ten sales and back to zero” and “ten people renewing all year.”

Ten customers, paying monthly, over a year, would be:

What that steady base would let me do that I cannot do now (plan, hire, give):

3. This week's assignment. Take the one recurring idea you circled and pressure test it against real people. Ask three current or past customers a simple question: “If I offered this as an ongoing monthly thing that kept delivering value, would that be worth it to you?” Listen carefully, and write what excited people and what made them hesitate:

Go Deeper (Optional)

- **Read:** *Subscribed* by Tien Tzuo, and *The Automatic Customer* by John Warrillow, who makes the business case, with data and nine concrete subscription models, for why recurring revenue is more stable and less stressful than chasing one off sales.
 - **Listen:** the *Winning by Design Podcast*.
 - **Study:** Lamentations 3:22 to 23; Exodus 16:4 to 21; Matthew 6:11; Philippians 4:19.
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Close in Prayer

“Father, thank You that Your mercies are new every morning and Your faithfulness never runs dry. Forgive me for living in the fear that the well is about to empty. Teach me to build in Your pattern, steady and renewing, so that I can serve people faithfully over time, plan without dread, and give with a settled and generous heart. Guard me from every trick and shortcut, and let everything I build be honest and good for the people I serve. In Jesus' name, Amen.”

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