



Course 7 Knowledge Checks

A few questions per session. Answer key is at the back.

Session 1, Why Recurring Revenue

1. How did God provide manna in Exodus 16?

2. Why is recurring revenue better than a one time sale?

3. The shift is from a transaction to a _____.

Session 2, The Bowtie

1. What does the Bowtie model add that the old funnel ignores?

2. In recurring revenue, where is the money really made?

3. The good shepherd knows his sheep; the hired hand _____.

Session 3, Onboarding

1. What did Jesus tell the first disciples in John 1:39?

2. What decides retention more than anything early on?

3. Onboarding is not paperwork, it is the experience of _____.

Session 4, Expansion

1. What does Isaiah 54:2 picture about growth?

2. Who is your most likely next customer?

3. The health question is whether a customer is worth _____ over time.

Session 5, Fight Churn

1. What does Ruth model that fights churn?

2. By the time a customer cancels, what is usually true?

3. Watch for the _____ customer, the early warning of churn.

Session 6, Freemium

1. What does God do in Isaiah 55:1 and Psalm 34:8?

2. Why must the free taste be genuinely good?

3. Free is a doorway, not the _____.



Answer Key

Session 1, Why Recurring Revenue

1. Daily, renewing every morning, a recurring relationship, not one giant pile.
2. It carries forward, it is predictable, and it is far easier to plan and give from.
3. relationship: serve and stay, not close and leave.

Session 2, The Bowtie

1. An equal, vital second half after the sale: onboarding, retention, expansion.
2. In retention and expansion, not just acquisition.
3. closes and leaves / runs off.

Session 3, Onboarding

1. Come and see, an experience of value, not a lecture first.
2. Whether the customer reaches their first real win quickly.
3. come and see, delivered fast.

Session 4, Expansion

1. Enlarge the tent from a strong center; grow outward, do not abandon what you have.
2. The one you already have; expansion is cheaper than new acquisition.
3. more, not less.

Session 5, Fight Churn

1. Covenant loyalty, a faithful relationship that stays.
2. They checked out long before; churn starts with a neglected, drifting relationship.
3. quiet / disengaged.

Session 6, Freemium

1. Invites people to come, taste, and receive freely first, then a lasting relationship.
2. A crippled tease destroys trust; honest generosity earns it.
3. destination; the lasting paid relationship is what it opens.