

**freed
up**

thrive financially. grow spiritually.

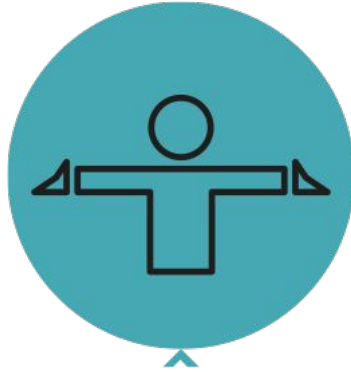
The heart of FreedUp is the 3-Lane approach

FreedUp covers each week's topic through three different lenses. The tone, emphasis and practical advice is tailored lane to lane throughout the experience.



Lane 1

For people who are struggling financially and are looking for help.



Lane 2

For people who are not in financial crisis, but not thriving.



Lane 3

For people who have been entrusted with much, but are not experiencing joy and financial freedom.





The 3 Big Ideas:

1

We are free when we are:
FAITHFUL STEWARDS

2

A Faithful Steward is both a:
DILIGENT EARNER & **PRUDENT SPENDER**

3

A Prudent Spender is a:
GENEROUS GIVER FIRST **WISE SAVER** **CAUTIOUS DEBTOR**

1

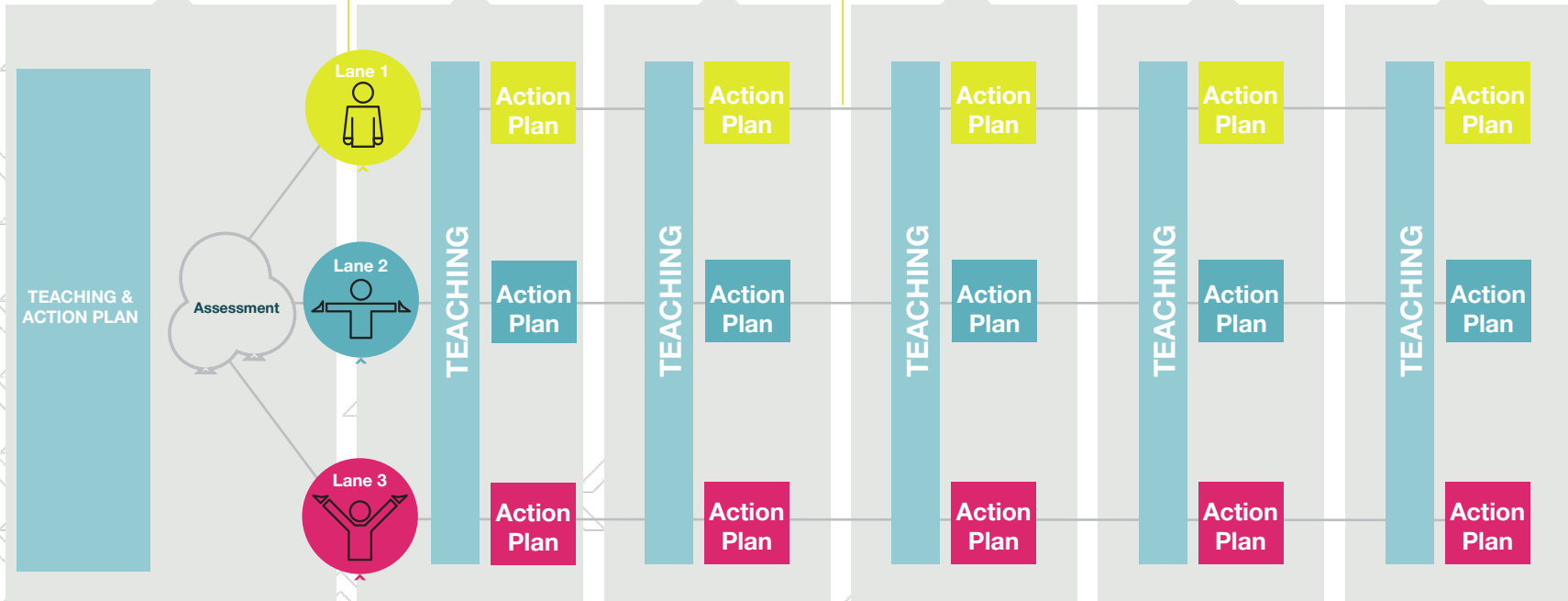
FAITHFUL STEWARDS

2

DILIGENT EARNERS PRUDENT SPENDERS

3

GENEROUS GIVERS WISE SAVERS CAUTIOUS DEBTORS





Lane 1

People in Lane 1 need STABILITY. In most cases people in this lane are under earning, over-debting and in some cases (not all) overspending. FreedUp provides practical tools and insights to help those in this lane find ways to increase earning and grow as stewards. Historically people facing these challenges have encountered an abundance of shame around their situation. FreedUp lends courage and hope, offering a voice of empathy while helping people get that stability they are so longing for. Click the video to hear what our Sales Director, James Lenhoff, has to say about Lane 1.



Lane 1 — Click to Watch Video



The following slide highlights some of the topics we cover each week of FreedUp



Lane 1: Designed for people struggling financially and looking for help

Diligent Earner:

- Do you you make enough?
- Exercise: Calculating annual income
- Housing/Income Ratio Calculations
- Ways to increase your income
- Develop a plan for increase
- A story about the power of community support

[SAMPLE VIDEO](#)

Prudent Spender:

- Budget vs. Spending Plan
- 3 skills for creating a Spending Plan
 - Categorization
 - Prioritization
 - Managing Trade-offs
- Step-by-step Spending Plan 1st draft
- How to handle things that don't fit
- Audio Experience: Define your Non-Negotiables

[SAMPLE VIDEO](#)

EACH WEEK INCLUDES

- Biblical teaching to provide clarity and wisdom on the weekly topic
- Personal reflection work
- A testimonial story
- Life Hack Carousel (lane specific)
- A fun Challenge designed for group conversation
- Workbook activities
- Deeper Dive w/ the FreedUp Podcast

[SAMPLE VIDEO](#)

Generous Giver

- Why be Generous?
- Tithe video (animated)
- Generosity Calculations and Targets
- Giving: Your First Non-Negotiable
- Making adjustments to be generous
- What if I can't afford to give?

[SAMPLE VIDEO](#)

Wise Saver:

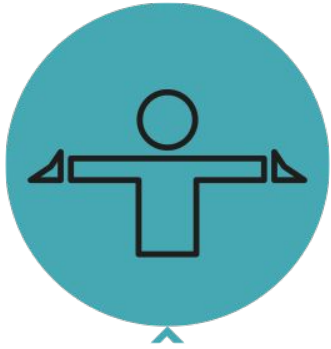
- Margin - Counter-cultural and powerful
- Exercise: Why don't you have margin?
- Short-term and Long-term savings
- How to start your Emergency Fund
- Compound Interest

[SAMPLE VIDEO](#)

Cautious Debtor:

- Making wise decisions with debt
- 5 Kinds of Debt
- Exercise: Total up your Debt
- Address false beliefs and shame
- The Debt Snowball
- Adjusting your spending for Debt Reduction
- Reflection: When are you most tempted?

[SAMPLE VIDEO](#)



Lane 2

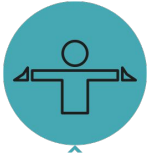
People in Lane 2 need CLARITY in order to find financial freedom. In many cases Lane 2 folks are caught in a pattern of chasing their income with their lifestyle. They most likely make enough money but the emotional attachment to spending and earning more keeps freedom just out of reach. FreedUp focuses on breaking that pattern by exposing the “why” behind the chase and enabling participants to create a plan to unlock generosity. Click the video to hear what our Sales Director, James Lenhoff, has to say about Lane 2.



Lane 2 — Click to Watch Video



The following slide highlights some of the topics we cover each week of FreedUp



Lane 2: Designed for people who need clarity around their finances

Diligent Earner:

- Lifestyle Creep and the Lifestyle Cap
- Exercise: Calculating annual income
- Housing/Income Ratio Calculations
- Are you set up for success?
- Ways to increase your income
- How to handle increase
- A story about the power of community support

[SAMPLE VIDEO](#)

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[SAMPLE VIDEO](#)



Lane 3

People in Lane 3 are looking to leave a LEGACY. They're doing well financially; they may not be making 7-figure incomes but they have all they need and more. As a result, they often pass on financial stewardship training that doesn't speak to their situation. One of the elements that makes FreedUp so powerful is that we speak to this audience. FreedUp takes a deep dive into how to steward those resources, addressing resentment toward generosity, casting a vision for abundance and showing how to have joy in this area of life. Click the video to hear what our National Sales Director, James Lenhoff, has to say about Lane 3.



Lane 3 — Click to Watch Video



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Lane 3: Designed for people who are blessed with much but not experiencing joy

Diligent Earner:

- Diligent vs Relentless Earner?
- Redefining “NEED”
- Exercise: Calculating annual income
- Housing/Income Ratio Calculations
- Lifestyle Cap: Reverse Engineer your “Need to make” number
- Recognizing the Money Traps: Identity, Security and Satisfaction
- Set a target

[SAMPLE VIDEO](#)

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- Addressing Resistance and Pressure
- Tithe video (animated)
- Generosity Calculations and Targets
- Giving: Your first Non Negotiable
- Fighting resentment with a Generosity Fund

[SAMPLE VIDEO](#)

Wise Saver:

- Wise Saving: Best Practices
- Short-term and Long-term Savings
- Bigger Barns Syndrome
- Invest with Discernment
- Warning signs of the foolish Saver

[SAMPLE VIDEO](#)

Cautious Debtor:

- Making wise decisions with debt
- Efficient vs. Inefficient Debt
- Exercise: Total up your Debt and Eliminate Inefficient Debt
- The Debt Snowball (opt in)
- Harnessing Debt
- Exercise: Redirect early paydown
- Exercise: Act on New Opportunity

[SAMPLE VIDEO](#)