

**INCREASE YOUR INCOME to TACKLE DEBT,
SAVE WISELY, and LIVE GENEROUSLY**

FIND MORE MONEY



ART RAINER

**INCREASE YOUR INCOME to TACKLE DEBT,
SAVE WISELY, and LIVE GENEROUSLY**

FIND MORE MONEY

ART RAINER

Copyright © 2020 by Art Rainer
All rights reserved.
Printed in the United States of America

978-1-5359-7107-2

Published by B&H Publishing Group
Nashville, Tennessee

Dewey Decimal Classification: 248.6
Subject Heading: CHRISTIAN LIFE /
STEWARDSHIP / TIME MANAGEMENT

All Scripture quotations are taken from the Christian Standard Bible®, copyright © 2017 by Holman Bible Publishers. Used by permission. Christian Standard Bible® and CSB® are federally registered trademarks of Holman Bible Publishers.

1 2 3 4 5 6 • 24 23 22 21 20

Contents

| | |
|---|-----------|
| Yesterday | 1 |
| When Cutting Your Budget No Longer Cuts It | 7 |
| Your <i>Find More Money</i> Workflow | 21 |
| Step 1: Know God's Plan for Money | 25 |
| Step 2: Know God's Plan for Work | 41 |
| Step 3: Know Your <i>Find More Money</i> Goal | 59 |
| Step 4: Know You | 73 |
| Step 5: Get a Gig | 91 |
| Step 6: Know Your Business | 111 |
| Step 7: Get Organized | 123 |
| Step 8: Overcommunicate | 141 |
| Step 9: Create Fans | 157 |
| The Job-Gig Relationship | 171 |
| When Does a Side Gig Turn into a Full-Time Gig? | 187 |

| | |
|---|-----|
| The Mind-Set for Finding More Money | 199 |
| Tomorrow | 213 |
| Notes | 217 |

Yesterday

It was Saturday. A half-eaten chocolate and vanilla marble cake sat on the round kitchen table. White plastic cups were sporadically perched on counters, bookshelves, the microwave, and, of course, on the table next to the marble cake. Eight pink and light-blue helium-filled balloons still levitated above the chair to which they were anchored. Shards of light-blue confetti littered the apartment's den carpet.

Brooklyn was pregnant with a boy. He was their first child.

Yesterday was a day of celebration. Yesterday happiness-infused shrieks resounded. Yesterday glee-induced tears trickled down a new mom's cheek. Yesterday elation elevated everyone, as men and women jumped up and down.

Yesterday there was laughter, hugs, and high fives. Yesterday family and friends crowded the modest two-bedroom townhouse.

Yesterday was a good day.

But that was yesterday.

Today is different.

Today it's quiet in the townhouse, located just outside Raleigh, North Carolina. The only sounds are coming from the hum of

the overhead fan and an occasional car driving down the street behind their humble backyard. Austin and Brooklyn sit next to each other on their small, navy couch. With one hand Austin holds Brooklyn's. With the other he holds a piece of paper. Never before have the young couple been so filled with excitement and yet, so paradoxically, filled with fear.

"What are we going to do?" questions Brooklyn, searching Austin's face for some form of reassurance. All she finds is an expressionless daze.

Today Austin and Brooklyn are still excited about having a son. That hasn't changed. But another reality brought along a new competing emotion.

The opening of a bill sometimes seems mundane. The envelope is torn, and the bill is removed from its encasing. After a quick glance at the bill, the piece of paper is often set aside to be paid later that day or week.

But the opening of this bill was anything but mundane for Austin and Brooklyn. The event was not ordinary but nerve-racking. The opening of the bill that Austin now held turned a knot inside his stomach and brought a different kind of tears to Brooklyn's eyes, tears not motivated by overwhelming happiness but tremendous concern. There was no quick glance at the bill, just a long solemn stare.

Austin finally answered Brooklyn's question, but it wasn't what Brooklyn wanted to hear, and it wasn't what Austin wanted to say.

"I don't know. I just don't know."

Austin and Brooklyn feared this day would come, but they kept hoping that somehow their finances would work out, that everything would be okay.

But everything was not okay. And this bill made that reality abundantly clear.

“We’re broke,” said Austin with a deep sigh.

Again words Brooklyn would rather not hear, especially now that they had a baby on the way.

“We can’t pay this,” continued Austin. “We don’t have any more money.”

Austin let go of Brooklyn’s hand, holding the bill with both hands. He leaned forward, studying the paper, looking for something, anything, to help but knowing he would find nothing.

He set the bill down on the coffee table in front of them.

Austin shook his head. “We just can’t do this anymore.”

Brooklyn wanted to disagree, but she couldn’t. Austin was right. They could not do this anymore. Something had to change.

*Find more money.
Get financially healthy.
Advance God's kingdom.*

When Cutting Your Budget No Longer Cuts It

Austin and Brooklyn seemed like the ideal couple. In some ways they were. Their parents had the same idea when it came to names. Austin got his name because he was born in Austin, Texas. And Brooklyn got her name because she was born in Brooklyn, New York.

They met in college while serving at their church. Austin and Brooklyn were some of the courageous few who dared to serve in the middle school ministry, and it wasn't long after they met that they started dating.

They loved God, ministry, and each other. The couple married the summer after college graduation.

Austin had a strong desire to one day be a pastor. After Austin and Brooklyn were married, they both went to seminary and got degrees that would help them serve a local church.

Upon graduating from seminary, a small church outside of Raleigh, Little Creek Community Church, asked Austin if he would be their youth pastor, ministering to the church's middle and

high school students. The church was unable to pay Austin much, but he and Brooklyn decided to make it work.

They fell in love with Little Creek. Austin was the only one getting paid, but like many ministry couples, both he and Brooklyn poured their lives into the teenagers. Brooklyn found part-time work as a substitute teacher, and though they had some student loans and credit card debt, they bought a fixer-upper townhouse in an unassuming area close to the church. They figured it was better to buy than to rent. Plus, Austin was a pretty good handyman. He had already helped a few friends renovate their houses. Austin and Brooklyn figured he could do the same thing with their townhouse.

The two of them made the finances work for about three years. Every month was tight, but they made it, rarely eating out and paying only the minimum amount required on their credit cards and student loans. After giving to the church and paying their bills, there was little to no room for savings or putting more money toward debt, but they were getting by.

And then last month happened.

Brooklyn had to go to the doctor a few different times. Up until this point, Austin and Brooklyn had been able to avoid the doctor and medical bills. But with a baby on the way, they understandably did not want to risk the health of baby or mother.

Sitting on the couch, holding a medical bill they could not pay, they realized that caring for their physical health had crushed any hope of financial health unless something changed.

"We can't move forward like this," said a frustrated Austin. "We're almost thirty, have no savings, no retirement, debt, and can't afford our own son."

Brooklyn added, "The doctor's office said we should expect to pay around \$7,500 to have our son delivered."

“I know, Brooklyn,” fumed Austin with a raised voice. “I know we don’t have any money, and I know what they said. I was there with you!”

Austin didn’t mean to snap at Brooklyn, but he did.

Brooklyn was taken aback by Austin’s response. Arguments were rare for the couple. Feeling attacked, Brooklyn stood up and snapped back.

“Look, don’t get angry at me because you took a low-paying job!”

Austin yelled, “We could probably make it if you didn’t want to give away so much of our income to the church!”

Austin didn’t mean that. He loved Brooklyn’s desire to live generously, and he saw the impact of their generosity in their church firsthand. He needed to keep a level head about this. But he needed to act quickly.

“I think I need to resign from Little Creek,” he said.

Brooklyn’s stomach dropped. She didn’t like the thought. And she knew Austin didn’t either. They loved their little church. They didn’t want to leave it.

Brooklyn sat back down next to Austin. She put her arm around him and laid her head on his shoulder.

Austin let out a sigh. “We don’t have any more expenses to cut. We just need to find more money.”

“Try not to think about it right now,” said Brooklyn calmly. “We need to get ready for church tomorrow.”

The \$1.19 Meal

I had known John casually for a few years. He was a good guy. Though we’d had prior conversations, this was the first time we

talked about money (which is weird considering how much I talk and write about the topic).

John asked if we could meet about his finances. He wanted to develop habits that would set him up for future financial health. He wanted to start giving and saving more. I was proud of him for wanting this, and I was happy to help.

But John had a problem. There was never any money left in his bank account. He had a budget, but since he could not save or give, he assumed something was wrong with it.

He handed me his budget. “Can you help me?” he asked.

I looked over it for about fifteen seconds. There really wasn’t much to it.

“So, this is it for you?” I asked.

He nodded.

“Well, your issue is pretty easy to diagnose,” I said.

“Great,” he responded.

“You need to reduce your food budget,” I said with a grin.

John was not laughing. He didn’t seem to know what to say.

“I’m joking.”

John’s food budget was \$50. The USDA says that a “thrifty” food budget is around \$43 per week for a guy like John. So, John’s budget was pretty much on track, right? Wrong. John didn’t budget \$50 per week. He budgeted \$50 for every two weeks. That comes to \$1.19 per meal, assuming he was eating three meals per day (I should note that John was single).

John didn’t need to cut his food budget. He really didn’t need to cut any of his expenses. He couldn’t. There was nothing to cut because there was no more meat on the bone.

John didn’t have an expense issue. He had an income issue.

The Disappearance of Margin

Since you are reading this book, you probably already know and live this—Americans struggle in the area of personal finances.

Forty percent of Americans cannot cover a \$400 financial emergency.¹ They are not able to pull together \$400 in cash from their checking account, savings account, or under their mattress.

Those who have credit card debt average around \$15,000 of it.² The average yearly interest paid on these credit cards is more than \$1,100.

Forty-four percent of American adults have car loans.³ And as car prices climb, Americans are opting for longer term loans, which reduces the monthly payment but also makes the loan more expensive. Leases account for approximately 30 percent of new car “purchases.”

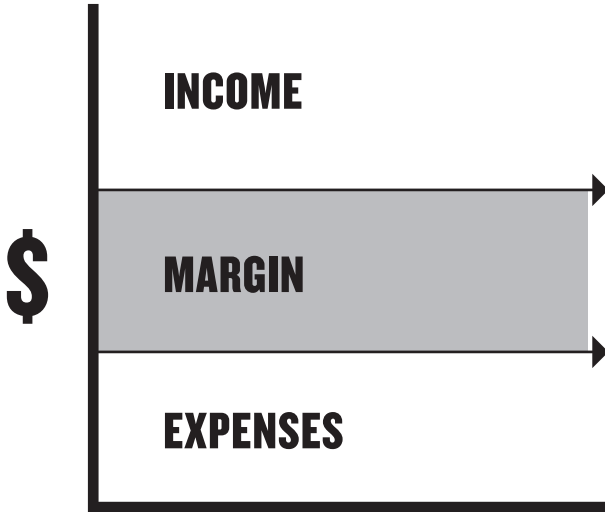
Student loan debt has become the second largest debt type in America, behind mortgages.⁴ College graduates now leave college with a degree and an average of \$37,000 in student loan debt. This debt causes young adults to delay common milestones, like buying a house.

You may think debt and a lack of savings are young adult problems and assume that, over time, things will work themselves out. Unfortunately this is not true. The bankruptcy rate for those over the age of sixty-five increased by 204 percent from 1991 to 2018.⁵ Retirees regularly say that running out of money is one of their greatest financial concerns.

One of the primary reasons why so many people struggle to get out of these situations is that margin has disappeared from our finances.

Margin is the cushion in our finances—what we have left over after we give generously, save wisely, and live appropriately. Margin is what allows you to put additional money toward debt. Margin

is what allows you to give more when God prompts your heart. Margin is what allows you to make sure bills are paid without a problem.



But most people don't have financial leftovers. Seventy-eight percent of Americans live paycheck to paycheck.⁶ That means almost four out of every five of us are living on the financial edge. Just one unforeseen cost can push most over the edge.

We all need margin in our budgets. We need financial space to give generously and save wisely. We need financial space to pay off our debts. We need financial space to save for retirement. And often we're looking to create this space on the wrong side of the financial equation.

The Forgotten Side of the Financial Equation

A pastor without Social Security and savings is facing retirement. A middle-aged, sixty-hour-a-week air-conditioner repairman is

figuring out how to pay for his daughter's college. A millennial is struggling because her salary doesn't provide enough to pay down her college loans.

Just reduce your expenses to create margin, right?

Maybe.

When someone says they struggle with their finances, they are usually presented a remedy that deals with their expenses:

Reduce your spending.

Downsize your home.

Stop eating out so much.

Don't go to Disney World twice a year (Sorry, Mickey).

Don't send your child to an outrageously expensive private college.

Purchase generic label items.

Get rid of your Netflix subscription.

Don't buy a new car.

All of these can be helpful. Getting your expenses under control can help you give more and save more. They can create margin in your budget.

If . . .

If your problem is only on the expense side of the financial equation.

You see, while we often focus on the expense side of the financial equation, we forget that there is another side. The other side plays an incredibly important role in one's financial well-being.

On one side you have expenses.

But on the other side you have income, the money you make.

INCOME | EXPENSES

Over the years I've had several conversations with people about their financial health. They want to follow God's design for their money. They want to give generously, save wisely, and live appropriately. They long to find themselves in a place where they can live the generous life God created them to live for the sake of his kingdom.

Often I tell them to crush their debt or to reduce their spending. Because that's what is preventing their financial health. They have an expense issue.

But there are times when neither of those solutions will work or, at least, not on their own. These people were living paycheck to paycheck. They were part of the 78 percent who have no money left at the end of each month. Some didn't have any credit card debt. Some had credit card debt but no additional money to put toward it; they couldn't reduce expenses by magically making their debt payments disappear. Some couldn't downsize their homes; their houses were small, and their payments were already low. Some truly couldn't reduce spending; their budgets were bare bones.

Like John, they didn't have an expense issue. They had an income issue.

You may be like John as well. It never seems like you can get ahead financially. You try to follow all of the steps we "financial gurus" tell you to take, but none of it really works for you. Because sometimes the focus doesn't just need to be on the expenses.

The good news is that this book is written for people just like you. It is for those who find themselves living paycheck to paycheck, financially struggling each month and yet unable to reduce expenses or put more money toward killing debt. It's just not an option. You need more money.

You need more money just to make it through each month.

You need more money so you can pay down your debt.

You need more money so you can create an emergency savings account.

You need more money so you can eventually retire.

You need more money so you can be more generous.

Does everyone need more money? No. But do some? Absolutely.

This book will focus on what many personal finance books leave out, the forgotten side of the equation—the income side.

Don't Quit Your Job

How can you find more money? How can you increase the income side of your financial equation? When considering how you can make more money, there are three primary options.

Option 1: Get a raise.

Option 2: Get a new job.

Option 3: Get a side gig.

When most people think about increasing their income, their mind races to option 1 and option 2. They try to figure out whether they can get a raise or find a new job that will pay more. And these are valid options. But what if neither of those options is a reality?

One of the groups of people for whom I have a great burden are those in full-time ministry. Some are pastors, and some hold other types of ministry positions. These men and women sacrifice a lot for the sake of ministering to others, including their finances. For most, ministry is not a lucrative career choice. It's consistently rated as one of the worst financial returns on education. Ministers don't do it for money, and they don't do it for prestige. They do it because they love God and people.

When I wrote *The Money Challenge*, I was approached by many in ministry. They told me about their financial struggles. For some the answer was on the expense side, so that book helped them. But for others it was not.

Many of them clearly needed to find more money. They were struggling to get by on their salaries. And it wasn't their churches' fault. Their churches wanted to pay them more but couldn't.

"I don't want to leave the church, but I need to care for my family. What I am supposed to do?" I received that general question over and over again.

And I want to give you the same advice I gave them.

You don't always have to quit your job to increase your income. Sometimes, you just need a side gig.

The Gig Economy and You

The way we make money is changing.

Working a nine-to-five job is still prevalent in our economy, but it's losing its grip. There are more ways to make a buck than working a traditional job.

You might be familiar with the word *gig*. Historically, *gig* referred to a live musical performance. Getting a gig was a big deal

for a new band: “Hey, we got our first gig!” It was an agreement for a one-time event, no strings attached. The band played, the venue owner paid, and the band went home. That was a gig.

The concept of a gig, a short-term agreement, now extends well beyond the music industry. Gig economy workers are all around us.

About one-third of U.S. workers are a part of the gig economy; that’s approximately 57 million people.⁷ The prevalence of short-term contracts, independent contracts, and freelancing has produced what we call the gig economy. These workers find income outside the typical long-term worker-employer relationship.

In this book we will use the term *side gig* frequently. The term assumes you have a regular, full-time job. The gig is something you do on the side.

Why do people want to dive into the gig economy? One survey found that 68 percent of side-giggers simply wanted to make more money. Sound familiar? They viewed project-to-project work as a viable way to make additional income.

“But I don’t want to drive for Uber!”

I hear you. But if you think participating in the gig economy means you must drive for a ride-share service, you may have a limited understanding of the opportunities presented in the gig economy. And that’s okay. We’ll talk about that later.

“But I am not a techie!”

Again I hear you. Many people associate the gig economy with technology. Certainly technology has played a tremendous role in accelerating the prevalence of side gig work. But you don’t have to create a smartphone app to have a side gig. As you will see later, a side gig is sometimes helped by technology but does not always require it.

“But I’m too old for this.”

Okay, now you're just trying to find a way out of it! Yes, right now, those participating in the gig economy are mostly young. Millennials are the most likely generation to participate in the gig economy. But older generations are jumping in as well. Thirty-two percent of people older than thirty-five are making money in the gig economy. There are opportunities out there for a wide range of ages.

Benefits of Getting a Gig

Of course side gigs require time and effort, but there are plenty of reasons millions are getting gigs. There are benefits to side gigs that often aren't available in the traditional work world.

Schedule Flexibility

Many side gigs allow you to set your own schedule. This is big for those with full-time jobs. They're able to work around the full-time, traditional job or any other activities they deem important.

Job Flexibility

By their nature, gigs are not permanent. You are not stuck with a particular gig for the rest of your life. For many gigs, you can start and stop work as you please. This also means you can find another gig if you don't like your current one. Gig-hopping is a regular occurrence. Now this doesn't mean there's no value in staying with a gig over long periods of time. We will talk about that later.

Creative Freedom

Many gigs allow you to express your creativity more freely than you can in traditional jobs. This is especially true if you choose to start your own business.

Additional Income

It's why you picked up this book. Gigs provide a way to increase your income when asking for a raise or finding a higher paying job just doesn't work out. Many are finding gigs that help them meet their financial goals. And you can too.

Average Can Be Extraordinary

The average side-gigger makes \$8,000 per year.⁸

What can average do?

Since the average amount of credit card debt is \$15,000, an average person could be free of credit card debt in approximately two years.

An average person could infuse \$8,000 into their annual budget, ensuring that bills are paid.

An average person could max out their Roth IRA contribution, \$6,000, every year.

Not bad for average.

What if you could have margin in your budget?

What if you could give more?

What if you could pay down your debt?

What if you could set aside money for an emergency?

What if you could set aside money for retirement?

What if you could live more generously?

What if you could get financially healthy for the sake of impacting eternity?

You can.

You can find more money. And just being average can substantially impact your financial health.

You are about to be introduced to your nine-step, *Find More Money* workflow that will serve as your guide. You are about to start your journey to find more money.

You can do this. And it starts with understanding God's design for money and work.

Your *Find More Money* Workflow

Workflow—sequential steps to help you reach your goal.

This is your *Find More Money* Workflow:

- ☐ Step 1: Know God's Plan for Money
- ☐ Step 2: Know God's Plan for Work
- ☐ Step 2: Know Your Find More Money Goal
- ☐ Step 3: Know You
- ☐ Step 4: Know Your Opportunity
- ☐ Step 5: Get a Gig
- ☐ Step 6: Know Your Business
- ☐ Step 7: Get Organized
- ☐ Step 8: Overcommunicate
- ☐ Step 9: Create Fans

Now, let's get to work.