

The Bushcraft Business Bible

QUICK START GUIDE

Turn Your Outdoor Passion into a Profitable, Faith-Fueled Ministry

Welcome to the Campcraft Way—a step-by-step path to build a sustainable outdoor education business that honors God, serves others, and supports your family. Use this checklist to take action, starting today. Commit your work to the Lord (Proverbs 16:3), and let's step into the wild!

By Dr. Jason Hunt, Campcraft Outdoors

Find Your Faith-Fueled Niche

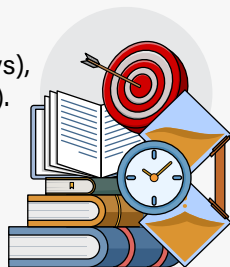
- ☐ **Reflect on your calling:** Write down your top outdoor skills (e.g., fire-making, wilderness first aid), passions (e.g., teaching kids, sharing Bible stories), and how faith shapes your work.
- ☐ **Identify your audience:** List who you want to serve (e.g., church groups, families) and their struggles/desires (e.g., confidence, connection to nature).

- ☐ **Define your niche:** Combine skills, passion, faith, and audience into a specific focus (e.g., "Teaching survival skills to youth through parables").
- ☐ **Pray over your niche:** Ask God to clarify your mission, using a verse like Psalm 139:14.



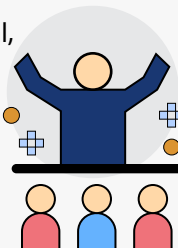
Build a Transformational Offer

- ☐ **Design your offer:** Create a class, workshop, or online course that solves a problem or fulfills a desire (e.g., "Wilderness Faith Adventure" for youth).
- ☐ **Incorporate faith:** Weave in a Bible story (e.g., Noah's ark for preparation) to make it memorable.
- ☐ **Design your offer:** Choose format (in-person, online), duration (e.g., 2 days), and service element (e.g., trail cleanup).
- ☐ **Price confidently:** Set a fair price (\$100-\$300 for workshops, \$97-\$497 for courses) based on value, costs, and market rates.



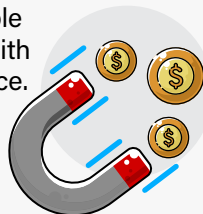
Grow an Audience That Cares

- ☐ **Serve first:** Share one piece of free content (e.g., blog post, video, or PDF guide like "5 Survival Tips for Families") on social media or forums.
- ☐ **Build an email list:** Create a lead magnet (e.g., "7 Outdoor Activities for Church Groups") and use Mailchimp to collect emails.
- ☐ **Show social proof:** Share a testimonial, photo, or story of a student's success (with permission).
- ☐ **Stay consistent:** Post weekly (e.g., skill tip, faith reflection) and email biweekly, tying content to stories like Gideon's strategy (Judges 7).



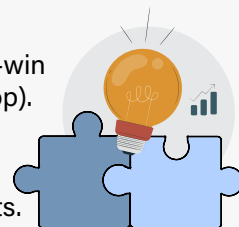
Monetize with Purpose

- ☐ **Maximize your offer:** Promote it via email/social media, emphasizing transformation (e.g., "Gain confidence in the wild"). Offer tiers (basic, premium, group).
- ☐ **Add one income stream:** Choose one to start (e.g., online course on Thinkific, ebook on Amazon, or branded gear).
- ☐ **Use tech authentically:** Set up a simple ClickFunnels page or automate emails with Mailchimp, keeping your faith-driven voice.
- ☐ **Pray before monetizing:** Ensure each stream aligns with your mission and glorifies God (Luke 16:10).



Scale and Serve

- ☐ **Systemize one task:** Create a template (e.g., lesson plan, booking with Calendly) to save time.
- ☐ **Delegate one task:** Hire a freelancer (e.g., for social media) or barter a class for help (e.g., graphic design).
- ☐ **Form one partnership:** Contact a church or retailer for a win-win collaboration (e.g., co-host a workshop).
- ☐ **Scale your mission:** Plan one way to expand impact (e.g., free class for underserved groups) funded by profits.



Next Steps to Live the Campcraft Way

- ☐ **Take one action today:** Pick one task from above (e.g., write your niche, share content) and do it.
- ☐ **Pray daily:** Ask for wisdom and courage outdoors, guided by Jeremiah 33:3.
- ☐ **Serve this week:** Share a free tip or volunteer your skills to spark a connection.
- ☐ **Join the community:** Visit www.campcraftoutdoors.com, enroll in the Instructor Development Course, or follow @campcraft_outdoors on Instagram.

Final Prayer

Lord, guide my steps as I build this business to serve Your people and share Your creation. Light my path, strengthen my heart, and let my work glorify You. Amen.