

  
**freed  
up**

thrive financially. grow spiritually.

# What is FreedUp?

FreedUp is a 6-week program designed to provide a faith-based foundation to understanding finances. It includes practical tools to help your people gain traction and get to a new place with money. FreedUp tackles 3 BIG ideas that build on each other over the course.

With freedom as the goal, you as a leader now have a tool that will speak to everyone in your audience. Yes...we deal with debt, but we also deal with earning, generosity, hoarding and communication.

Everyone participating in FreedUp gets the same faith-based content each week. We're all on the same road to freedom but we all come from different starting points and have different obstacles that keep us from getting free. What makes FreedUp so unique is that we have customized the practical information to address multiple financial situations. We call this approach the **3 LANES**.

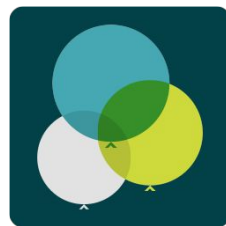


FreedUp Trailer: [click to play.](#)

# What's Included?

FreedUp is an App-based curriculum paired with a workbook that is designed to empower individuals and couples to move in the direction of financial freedom. The app includes guided experiences for small groups to provide encouragement and accountability.

We have also provided resources to make taking the entire church through FreedUp a breeze. We have highly-produced on stage teaching content and all the marketing tools ready to go! It's basically as plug n' play as you want.



It's an app



Marketing Materials included



It's a workbook!



On stage teaching package



Designed for Groups



# FreedUp Executive Summary



Executive Summary — Click the image to Watch Video

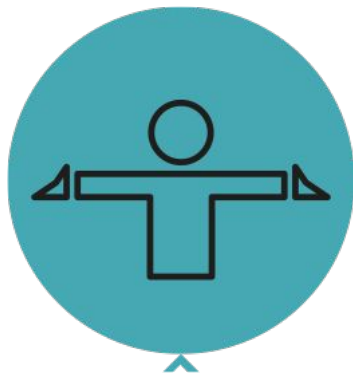
# The Heart of FreedUp is the 3-Lane Approach

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

**GENEROUS  
GIVER FIRST**

A Prudent Spender is a:

**WISE  
SAVER**

**CAUTIOUS  
DEBTOR**

1

FAITHFUL  
STEWARDS

2

DILIGENT  
EARNERS

PRUDENT  
SPENDERS

3

GENEROUS  
GIVERS

WISE  
SAVERS

CAUTIOUS  
DEBTORS

TEACHING &  
ACTION PLAN

Assessment

Lane 1



Lane 2



Lane 3



TEACHING

Action  
Plan

Action  
Plan

Action  
Plan

TEACHING

Action  
Plan

Action  
Plan

Action  
Plan

TEACHING

Action  
Plan

Action  
Plan

Action  
Plan

TEACHING

Action  
Plan

Action  
Plan

Action  
Plan

TEACHING

Action  
Plan


Action  
Plan

Action  
Plan

# Test Drive FreedUp

Click a screen grab and go for a spin!

11 of 12

 Diligent Earner

×

## Housing Expense Percentage

Now that you've calculated your income and housing expenses, let's calculate what percentage of your income is spent on housing expenses.

The formula is simple:

1. Take your monthly housing expenses
2. Divide by your gross monthly income
3. Then multiply that number by 100.

Let's do it...

You said your monthly housing expenses are:

1750

Divide that number by your gross monthly income:

10000

Then multiply by 100. The number you get is your housing costs percentage!

Enter your percentage in the box below.


⊕


 Tap to answer

<

Next

>

 Brian Smith



Prudent Spender

✓

Generous Giver

✓

Wise Saver

▼

✓ 27. Personal Reflection

28. Your Action Plan

Begin

29. Ideas That Work

30. Group Discussion

Cautious Debtor

🔒

NOTE: The answers are preselected and designed to give you a feel for the product. Follow by clicking the dot.





# Lane 1

People in Lane 1 need STABILITY. In most cases people in this lane are under earning, over-debting and in some cases (but 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 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 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

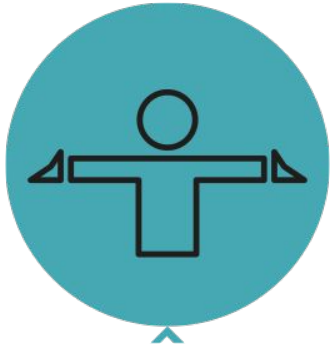
- Margin - Counter-cultural and powerful
- Exercise: Why don't you have margin?
- Short-term and Long-term savings
- How to start your Emergency Fund
- Compound Interest

[SAMPLE VIDEO](#)

## Cautious Debt

- 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
- Reflection: When are you most tempted?

[SAMPLE VIDEO](#)



# Lane 2

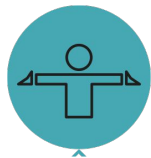
People in Lane 2 need CLARITY in order to find financial freedom. In many cases Lane 2 folks are caught in a pattern of chasing their income with their lifestyle. They most likely make enough money but the emotional attachment to spending and earning more keeps freedom just out of reach. FreedUp focuses 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](#)

### 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
- Managing Trade-offs
- Audio Experience: Define 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 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 Sales Director, James Lenhoff, has to say about Lane 3.



Lane 3 — Click to Watch Video



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



## 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](#)

### 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
- Managing Trade-offs
- Audio Experience: Define 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?
- 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](#)



# Get your organization on board



Closing — Click to Watch Video

Schedule a meeting with James:

<https://calendly.com/jameslenhoff>

Call FreedUp offices:

844-FreedUp or 844-373-3387

Email Us:

[info@getfreedup.com](mailto:info@getfreedup.com)

Visit our Website:

[getfreedup.com](http://getfreedup.com)

