



Thirsty?

“O God, you are my God; I earnestly search for you. My soul thirsts for you; my whole body longs for you in this parched and weary land where there is no water.”

King David | Psalm 63 (NLT)

I ran into a bit of a conundrum. I belonged to a Christian business leaders' group that met to sharpen one another. We challenged ourselves to define our "ideal client." Simple enough on paper. Shouldn't every business know its ideal client and strive to find matches? The client gets what they need, and the business gets someone it can genuinely help. Like a homeowner with old wiring—he wants an electrician who specializes in old houses. They meet: a win-win.

But in my advising and coaching work, defining my ideal client didn't feel so straightforward. I've helped a wide range of people. Sure, I can tell someone's a great fit once I meet them, but describing that person in a way that isn't just "*I'll know it when I see it*"—that was harder. I spent several days mulling and still wasn't hitting the bullseye.

Reflect: What do I thirst for?

My reading plan took me to the Parable of the Sower. I realized this parable might be key. Jesus describes the seed falling on different soils: the hard path, the rocky ground, the thorny places, and finally the fertile soil. I thought: *Well, my ideal client would definitely be the fertile soil!* After all, I set out to help people live more fruitful, fulfilling, adventurous lives. Wouldn't it make sense to work with people whose hearts are already primed to grow?

But I wondered: What actually determines someone's soil? Does God order it? Is it shaped by experience? By personality? By Bible knowledge or church attendance? Who's to say? And how might one know if they've never been tested?

My years as a financial advisor gave me a parallel. I've given the same advice to two people in nearly identical circumstances. One follows it and flourishes; the other ignores it and struggles. Same counsel, same situation—different results. Just like the seed. The difference lies below the surface, in the heart.

So how do you spot this? If the condition of someone's heart determines their fruitfulness, then defining my ideal client couldn't rest on demographics—age, income, profession, even religiousness. I've witnessed plenty of faithful churchgoers remain as unfruitful as rocky soil.

Also, I've met many people energized by a vision for their lives—people who talk passionately about what God has placed on their hearts. Their excitement builds, I encourage them, we map out steps, I offer help... and then nothing. They stay put. They *sound* like fertile soil, but *sound* isn't fruit.

Another story came to mind: the man at the pool of Bethesda. For thirty-eight years, he lay there wanting healing. Or did he? Jesus cuts through with one piercing question: “Do you want to get well?” Do you really want transformation, or are you content just talking about it? The man unleashes a stream of excuses, yet somewhere in him there’s a yes—Jesus heals him and immediately tells him to walk into a new life.

I concluded that fertile-soil people have one unmistakable trait: an obedient heart. A willingness to say yes. A readiness to take a step. That was a breakthrough—but still not quite concrete enough. How do you identify an obedient heart in a real person sitting across the table from you?

James writes, “What good is it... if you say you have faith but don’t show it by your actions?” Action reveals faith. Action produces fruit. I thought: Maybe my ideal client is someone already producing fruit—even just a seedling’s worth.

Close, but something was still missing. I’ve met people who were fruitful but then plateaued. Like the blueberry bush outside my former church—it grew, it produced a few berries, but it wasn’t planted in a place to thrive. To bear more fruit, it would need to be moved—and moving is traumatic. Many people are the same way. Fruitful, somewhat. Willing to be moved for greater fruitfulness? Not so much.

Consider: Thirst motivates someone to endure significant life disruption.

The answer came from my reading in Psalm 63 that same morning—David’s parched soul crying out for God—Intimacy-driven desperation.

Here's a man who knows desert seasons well, both literal and spiritual. Yet in every desert, he turns his thirst toward God, God moves him, he follows and fruit explodes from his life.

The final piece clicked: fruitful people are thirsty. Thirsty people seek Intimacy. Intimacy drives obedience—they willingly move. Obedience produces fruit. And fruit leads to deeper thirst, and the cycle repeats.

I realized that my ideal client isn't simply someone who's willing—it's someone who's thirsty. Someone who longs for Intimacy with God so deeply that they willingly go beyond their comfort zone. Someone who believes God's promises enough to act as if they are rock solid. Someone who willingly stretches, trusting that Intimacy with God is the reward.

Imagine: I'm fruitful because I'm parched for Intimacy.

My definition finally felt whole:

Fruitful – even just a little. They've already taken faithful steps and seen God work.

Obedient – by faith, they willingly take greater action to serve even if it means significant life disruption.

Thirsty – above all else, they long for deep, soul quenching Intimacy with God.

Are you...

Thirsty?

Go off the grid and ask these questions:

Coach's Questions

- **Reflect:** “Am I thirsty for Intimacy, really?”
- **Ask:** “What hard thing has God asked me to do that I’ve brushed off?”
- **Action:** Challenge myself to take this step while thirsting for Intimacy.
- Don’t know my Mission? [Start here!](#)

Spirit Talk

Post this where you will see it regularly.

Thirst → Obey → Intimacy... Repeat.

“Those who accept my commandments and obey them are the ones who love me. And because they love me, my Father will love them. And I will love them and reveal myself to each of them.”

Jesus Christ | John 14:21 (NLT)

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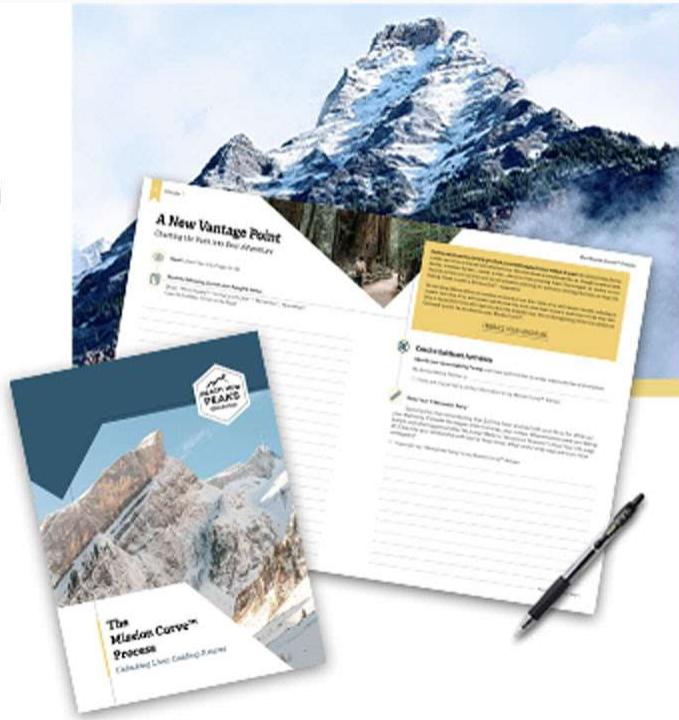
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