

FROM THE BOOK

The Enemy Within: The Architecture of Control

BE • DO • HAVE

The Principles of Success

God's Original Blueprint for Building, Leading, and Having Dominion

8 Biblical Business Principles from Genesis 1 and King Solomon

BY

MARK WASMUTH

Serial Entrepreneur · Business Advisor · Author

markwasmuth.com

Before You Begin

Before the first sunrise, before time began ticking its rhythm, God established a pattern that governs everything He created. Three simple words reveal the structure of success: **Be. Do. Have.**

I know this because I lived it. Before I built the business that eventually became an eight-figure exit, I spent years grinding without knowing who I was. I was working hard — nobody could question that. But I was building from the wrong foundation. I was chasing results instead of operating from identity. I was doing everything in my power to HAVE success, hoping it would make me BECOME someone. The formula was backward, and so was everything it produced.

When I finally began to understand my identity — that God created me to create — everything shifted. Not overnight. Not perfectly. I am still a work in progress. But the difference between building without identity and building from identity is the difference between striving and thriving. One exhausts you. The other sustains you.

Here is what these eight principles produce when you apply them: a business that generates wealth without consuming your life. Not just income — freedom. Not just revenue — peace. Not just growth — dominion. A business that serves your life instead of enslaving it.

You will stop being a slave to what you created. You will stop trading your health, your marriage, and your peace for another zero on the balance sheet. You will build something that serves your life instead of something that devours it. And that — the ability to step away while the business keeps creating value — is the true measure of success.

That is not a motivational promise. That is what alignment with God's original blueprint produces. Every principle in this document points there.

Why You Have Not Been Living This Way

If these principles are this simple — and they are — the question you should be asking is: why haven't I been living this way? The answer is not that you are lazy. It is not that you do not work hard enough. It is not that God has been withholding. The answer is that you have been running a program you did not write.

At least eighty percent of what determines your success is not your strategy, your talent, or your effort. It is your psychology — your mindset. And the vast majority of your mindset is not running in your conscious mind. It is running in your subconscious — the operating system beneath your awareness that silently governs your decisions, your habits, your expectations, and your ceiling.

That programming was installed early. Your family taught you what money means. Your culture taught you what success looks like. Your church may have taught you that wanting more is sinful. Your failures installed beliefs about what you deserve. And none of that programming asked your permission. It just ran — and it has been running your life ever since.

This is why a business owner can read the right books, attend the right conferences, learn the right strategies, and still stay stuck. The conscious mind says, "I want to grow." The subconscious mind says, "Growth is

dangerous. Stay small. Stay safe." And the subconscious wins every time because it runs 95% of your behavior on autopilot.

**The same mechanism that limits you can make you unlimited.
If your mind can be programmed for scarcity,
it can be reprogrammed for abundance.**

"And be not conformed to this world: but be ye transformed by the renewing of your mind, that ye may prove what is that good, and acceptable, and perfect, will of God."

— Romans 12:2 (KJV)

The word *transformed* is **metamorphoo** — the same word we get "metamorphosis" from. It does not mean to improve. It means to completely change form. A caterpillar does not become a better caterpillar. It becomes a butterfly. That is what God is after — not behavior modification, but identity transformation.

"For as he thinketh in his heart, so is he."

— Proverbs 23:7 (KJV)

Not as he thinketh in his head — in his *heart*. The heart in Scripture is the seat of the subconscious, the deep inner programming that governs who you actually are versus who you say you are. Your life does not follow your intentions. It follows your programming. Change the program, change the life.

That is why BE comes first. Settling your identity — knowing who God made you to be, what He designed you to build, and what He declared over your life — rewrites the subconscious programming. It replaces the old operating system with the original one. Not the one culture installed. The one God designed.

Every principle in this document works on two levels. On the surface, it is a biblical business principle you can apply immediately. Underneath, it is reprogramming your subconscious mind to align with God's original design. That is why they work. That is why they last. That is why the world's counterfeit versions — hustle culture, self-help formulas, fake-it-till-you-make-it — never produce lasting transformation. They try to change what you DO without touching who you BE.

The Three Orders

Most people live backward. They chase possessions, titles, and comfort, hoping those things will make them complete. They follow **HAVE** → **DO** → **BE**, believing that having more will finally make them become someone.

Religion teaches a different inversion: **DO** → **BE** → **HAVE**. Do enough good works, then you'll be righteous, then you'll have God's blessing. This is the performance trap — striving to earn what God already gave.

Both broken orders start in the wrong place. God's way is different. He begins with identity, not outcome. He calls you to know who you are before you act, and to act before you expect results.

"And God said, Let us make man in our image, after our likeness: and let them have dominion."

— Genesis 1:26 (KJV)

THE WORLD'S ORDER	RELIGION'S ORDER	GOD'S ORDER
HAVE → DO → BE	DO → BE → HAVE	BE → DO → HAVE
Starts with conditions	Starts with performance	Starts with identity
Driven by lack	Driven by obligation	Driven by design
Never enough	Never worthy	Already positioned

God's natural flow of success is **BE → DO → HAVE**, established in Genesis 1:26-28. Identity first. Activity second. Fruit last. This is not self-help. This is Heaven's pattern for creation and calling.

God Designed You for Abundance

Before we go further, you need to settle something in your mind: God sees abundance as good. Not just acceptable — *good*. He is not looking for you to barely survive. He is not asking you to struggle quietly and call it faithfulness.

"And God saw every thing that he had made, and, behold, it was very good."

— Genesis 1:31 (KJV)

The Hebrew phrase translated "very good" is **tov meod** — meaning exceedingly, abundantly, supremely good. God did not look at His creation and say, "That will do." He did not say, "Just enough." He said, "Very good." Abundance is God's standard.

God put gold in the garden — before the fall, before sin, before any curse entered the world. Genesis 2:11-12 describes it: gold, bdellium, and onyx stone. He placed wealth in the original creation and called it good.

"But thou shalt remember the LORD thy God: for it is he that giveth thee power to get wealth, that he may establish his covenant which he sware unto thy fathers, as it is this day."

— Deuteronomy 8:18 (KJV)

God gives you the power to get wealth. Not to hoard it. Not to worship it. But to establish His covenant — to advance His purposes, to serve people, to build legacy, and to demonstrate what alignment with the Creator produces.

The Bible is not a religious book.
It is the original business manual.

The 8 Principles

PRINCIPLE 1

BE Before You DO

Identity Before Activity

God established who you are before He gave you anything to do.

"And God said, Let us make man in our image, after our likeness: and let them have dominion over the fish of the sea, and over the fowl of the air, and over the cattle, and over all the earth, and over every creeping thing that creepeth upon the earth."

— Genesis 1:26 (KJV)

Before God gave Adam a single task, He established his identity. **Image** — *tselem* (Strong's H6754) — means representation. **Likeness** — *demuth* — means pattern. Man was created to model the Creator. This is the first principle of business: who you are determines what you produce. When your identity aligns with God's nature, fruitfulness becomes the natural outcome.

Solomon understood this. When God offered him anything he wanted, Solomon asked for wisdom — not wealth, not victory, not long life. He asked to BE the right kind of leader before he tried to DO the work of leading. And God honored the order by giving him everything else on top of it.

The enemy's strategy is to keep you out of order — so you never feel adequate. If he can convince you to DO before you BE, you will spend your life striving and never arriving. Every failed business that was built on ego instead of identity proves the point.

Application: Ask Yourself

- *Do I know who I am in God before I define what I do in business?*
- *Am I building from identity, or am I building to find identity?*
- *Is my business an expression of purpose, or a search for purpose?*

PRINCIPLE 2

Speak, Write, Ask

Clarity Creates Reality

God spoke and it was so. He commands you to write the vision and ask with specificity.

"And God said, Let there be light: and there was light."

— Genesis 1:3 (KJV)

God's first recorded act of creation was speech. He did not think light into existence. He did not wish for it. He spoke it. The entire created order responds to authoritative, intentional words spoken in alignment with the Creator's nature.

Write the Vision

"And the LORD answered me, and said, Write the vision, and make it plain upon tables, that he may run that readeth it."

— Habakkuk 2:2 (KJV)

The Hebrew word for write is **kathab** (Strong's H3789) — to write, to record, to inscribe. The Hebrew word for plain is **baar** (Strong's H874) — to make plain, to make clear, to explain distinctly. God is commanding specific, written, transferable clarity. A vision that lives only in your head dies with your attention span.

You Have Not Because You Ask Not

"Ye have not, because ye ask not. Ye ask, and receive not, because ye ask amiss, that ye may consume it upon your lusts."

— James 4:2-3 (KJV)

Here is the chain that connects it all: a written vision creates clarity. Clarity creates focus. Focus creates faith. Faith creates receiving. Most entrepreneurs fail because they have no clear vision — not because God has not been willing to provide.

Application: Ask Yourself

- *Is my business vision written down in clear, specific, measurable detail — or is it still a vague idea in my head?*
- *Have I specifically asked God for the wisdom, resources, favor, and connections I need — or am I just hoping things work out?*
- *Could someone else read my vision and run with it? If not, it is not plain enough.*

PRINCIPLE 3

Wisdom First

Capacity Before Cash

Solomon asked for understanding before he asked for anything else.

"Give therefore thy servant an understanding heart to judge thy people, that I may discern between good and bad: for who is able to judge this thy so great a people?"

— 1 Kings 3:9 (KJV)

When God offered Solomon anything in the world, Solomon did not ask for money, power, or the death of his enemies. He asked for an **understanding heart** — *shama* (Strong's H8085) — meaning to hear intelligently, to listen with discernment, to perceive with wisdom. This is not information. This is the ability to hear what is not being said.

God was so pleased with this request that He gave Solomon wisdom AND wealth AND honor AND long life. The order mattered. Solomon sought capacity before cash, and God honored the pattern by giving him everything he did not ask for.

This is **BE** → **DO** → **HAVE** in action. Solomon asked to BE wise (identity). He then DID the work of ruling with discernment (action). And as a result, he HAD more wealth than any king before or after him (fruit). But here is

what most people miss: Solomon did not hoard his wisdom. He used it to add value to other people's lives.

Application: Ask Yourself

- *Am I investing in my own understanding before I invest in expansion?*
- *Do I discern between good opportunities and distractions?*
- *Am I asking God for wisdom, or am I asking Him only for results?*

PRINCIPLE 4

Structure Before Scale

Order Before Overflow

God formed before He filled. Structure must always precede expansion.

"And God said, Let the waters under the heaven be gathered together unto one place, and let the dry land appear: and it was so."

— Genesis 1:9 (KJV)

Before God created a single living creature, He organized the environment. He separated light from darkness, waters above from waters below, sea from land. He built the infrastructure of creation before He filled it with life. If God structures before He scales, so should you.

The Hebrew word for subdue — **kabash** (Strong's H3533) — means to bring into order, to align, to structure, to discipline. Subdue is not oppression. It is organization. God never blessed chaos. He blessed what was structured and ready.

**Multiply without Subdue produces chaos.
Growth without systems collapses.
Opportunity without order overwhelms.**

Application: Ask Yourself

- *Do I have systems in place that can handle double my current volume?*
- *Am I growing faster than my structure can support?*
- *Have I organized my people and processes before expecting expansion?*

PRINCIPLE 5

Excellence is Evangelism

Quality Attracts Opportunity

Your craftsmanship preaches before your mouth does.

"And when the queen of Sheba had seen all Solomon's wisdom, and the house that he had built, And the meat of his table, and the sitting of his servants, and the attendance of his ministers, and their apparel, and his cupbearers... there was no more spirit in her."

— 1 Kings 10:4-5 (KJV)

The Queen of Sheba did not come to Solomon because he had the best marketing. She came because his excellence was undeniable. She saw the house he built, the precision of his service, the quality of his table, the caliber of his people — and it took her breath away.

Let me tell you what this looks like in the real world. I once walked through a business doing two million dollars a year in revenue. The owner was talented. His product was good. But when I walked through his operation, nothing impressed me. The systems were sloppy. The customer experience was mediocre. The environment communicated "good enough."

I asked him one question: *"If the Queen of Sheba walked through your business today, would it take her breath away — or would she keep walking?"*

Within a year of fixing what the customer could see — the environment, the systems, the presentation, the people — his revenue doubled. Nothing changed about his product. Everything changed about his standard.

"Seest thou a man diligent in his business? he shall stand before kings; he shall not stand before mean men."

— Proverbs 22:29 (KJV)

Application: Ask Yourself

- *If someone toured my operation today, would it take their breath away?*
- *Does my work reflect the God I serve?*
- *Am I diligent in the details, or am I cutting corners and hoping nobody notices?*

PRINCIPLE 6

Delegate to Multiply

Leaders Build Leaders

God shared authority. He trusts others to carry light into different realms.

"And God made two great lights; the greater light to rule the day, and the lesser light to rule the night: he made the stars also."

— Genesis 1:16 (KJV)

God created the sun, the moon, and the stars — and He delegated authority to each of them. The sun was set to rule the day. The moon was set to rule the night. The stars were set to illuminate. God did not micromanage the cosmos. He designed systems with delegated authority.

Dominion is not carrying everything yourself. It is stewarding what God gives by placing the right people, in the right roles, with the right structure. God designed you to govern, not to grind. When you try to be the sun, the moon, and the stars, you burn out — and nothing gets the light it needs.

Application: Ask Yourself

- *Am I building leaders, or am I hoarding responsibilities?*
- *Have I identified strategic partners who multiply my capacity?*

- *Does my organization run when I am not in the room?*

PRINCIPLE 7

Multiply and Diversify

Growth Is Not Optional

God commanded expansion. When something stops growing, it starts dying.

"And God blessed them, and God said unto them, Be fruitful, and multiply, and replenish the earth, and subdue it: and have dominion."

— Genesis 1:28 (KJV)

This is the divine business plan. Five commands define human purpose: **Be fruitful** — produce value. **Multiply** — expand capacity. **Replenish** — sustain and restore. **Subdue** — bring chaos under order. **Have dominion** — govern with authority.

Solomon lived this principle. He received 666 talents of gold annually — but that was not his only stream. He had merchant trade, international commerce, fleet operations, and strategic alliances. He did not rely on one source. He built an ecosystem of value.

"But thou shalt remember the LORD thy God: for it is He that giveth thee power to get wealth, that He may establish His covenant."

— Deuteronomy 8:18 (KJV)

Application: Ask Yourself

- *Do I have multiple streams of value, or is everything dependent on one source?*
- *Am I actively replenishing what gets depleted in my business and my people?*
- *Is my growth intentional and ordered, or am I expanding into chaos?*

PRINCIPLE 8

Rest is Rhythm

The Sabbath Principle

God completed His work and paused. Rest is not weakness — it is worship.

"And on the seventh day God ended his work which he had made; and he rested on the seventh day from all his work which he had made. And God blessed the seventh day, and sanctified it."

— Genesis 2:2-3 (KJV)

God did not rest because He was tired. He rested because He was *finished*. The seventh day is not about exhaustion — it is about completion. God reviewed His creation, called it very good, and entered a rhythm of intentional rest. He then blessed and sanctified that rest — meaning He set it apart as holy.

This is the principle that most entrepreneurs violate first and pay for last. The world glorifies hustle. Culture celebrates the grind. But God's blueprint includes an intentional pause — not to slow you down, but to keep you sharp.

Solomon himself learned this the hard way. His decline — detailed in 1 Kings 11 — began not with a financial failure or a military defeat. It began in his mind. His heart turned. He stopped guarding his inner life. Progress without pause breeds pride. Reflection keeps leaders humble and sharp.

Application: Ask Yourself

- *Do I have a regular rhythm of rest, review, and reflection built into my schedule?*
- *Am I guarding my inner life with the same diligence I guard my business?*
- *Is there a negative thought I have been believing that is not actually true?*

Solomon's Warning

Every one of these principles was modeled perfectly by King Solomon — and then violated by King Solomon. His story is both the greatest case study in business success and the most sobering warning about what happens when the builder abandons the foundation.

Solomon asked for wisdom (BE). He built with structure and excellence (DO). He received wealth, honor, and influence beyond any ruler in history (HAVE). But then he violated his own BE. His heart turned. His identity shifted. And the moment his BE broke, everything that followed — the DO and the HAVE — crumbled with it.

**Success does not protect you from decline.
You must guard your BE even at the peak.**

**The enemy's most dangerous attack does not come
when you are struggling — it comes when you are succeeding.**

Challenge every thought that opposes multiplication. Is that negative thought really true? Or is it the enemy keeping you out of God's order?

The Promise of Alignment

There is something you need to know about these eight principles. When you begin operating in alignment with your assignment — when your BE is settled, your DO is purposeful, and your HAVE is the natural fruit of both — something happens that most people have never experienced. You stop fighting the current and start flowing with it.

That does not mean it will not be hard. Anything worth having is worth working for. There will still be long days. There will still be challenges. There will still be seasons that test your resolve. But the difference between grinding against God's design and operating within it is the difference between swimming upstream and riding the river.

"And he shall be like a tree planted by the rivers of water, that bringeth forth his fruit in his season; his leaf also shall not wither; and whatsoever he doeth shall prosper."

— Psalm 1:3 (KJV)

Planted. Stable. Nourished. Fruitful in season. That is the picture of alignment. Not frantic activity. Not anxious striving. A tree planted by the rivers of water does not worry about rain. It does not chase sunlight. It does not compete with the tree next to it. It simply does what it was designed to do — and it prospers.

That is the difference between building from alignment and building from ambition alone. Ambition can produce results. But alignment produces results *and peace*. Ambition can build a business. But alignment builds a legacy.

The Divine Business Plan

God's pattern never changed. He forms, He fills, and then He blesses. That is the process of divine creation — and it still works today.

BE who God made you to be. Know your identity. Know your assignment. Know your purpose. This is where vision begins.

DO what He commanded. Speak with authority. Seek wisdom. Build structure. Pursue excellence. Delegate to multiply. Diversify for stability. These are the actions that flow from identity.

HAVE what He promised. Dominion. Fruitfulness. Multiplication. Abundance. Influence. Legacy. These are not things you chase — they are the natural result of alignment with God's pattern.

Paul preached the gospel AND built a tent-making business. He supported himself AND funded his mission through honest work (Acts 18:3, Acts 20:34). Ministry and marketplace were never separate. Being "about your Father's business" means building with Kingdom principles wherever you are.

"I must be about My Father's business."

— Jesus Christ, Luke 2:49 (KJV)

**God designed you to create, build, and have dominion —
not to be a slave to what you've built.**

**Your business exists to solve real problems for real people.
When it does that with excellence, wealth follows.**

CONTINUE THE JOURNEY

Go Deeper

THE ENEMY WITHIN: The Architecture of Control

The principles in this framework are drawn from the same scriptural foundation explored in Mark's book — but the book goes much further. Based on 20+ years of primary source research from the Library of Congress, National Archives, and Treasury Department records, *The Enemy Within* exposes the three enemies operating against you — the cosmic (Satan's strategies), the institutional (the Political Beast and its Four Hidden Dynasties in religion, government, education, and banking), and the personal (the flesh — your own programming). It documents the hidden legal and financial architecture of control and reveals the Daniel Protocol: how to live above the system while operating within it. 152,000 words. 42 chapters. Primary sources — not theories.

enemywithinbook.com | Releasing July 4, 2026 | ISBN: 979-8-218-90858-4

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Verse-by-verse Bible studies using the KJV with Hebrew and Greek definitions, Strong's Concordance references, and real-world application for business and life. This is where the Be Do Have Principles come alive through Scripture.

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BUILD YOUR BUSINESS ON THESE PRINCIPLES

If you want to apply the Be Do Have framework to your business — build an asset instead of a job, align your identity with your strategy, and create something that serves your life instead of consuming it — Mark coaches business owners one-on-one using 30+ years of hands-on experience building, scaling, and selling companies. Reach out directly to start the conversation.

markwasmuth@gmail.com | markwasmuth.com

About the Author

Mark Wasmuth is a serial entrepreneur who built, scaled, and sold multiple companies — including an eight-figure exit in the collision repair industry built from zero in seven years. Today he coaches business owners on turning their companies into assets through the integration of proven business frameworks, biblical principles, and modern technology.