

FORMULA 1/10

Your Winning Formula for Financial Freedom

Cole Phillips



Formula 1/10: Your Winning Formula for Financial Freedom

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PROLOGUE: MY RACING ADVENTURE

In August 2010, I got an unexpected invitation to participate in a unique racing event at Thunderhill Raceway. The organizers had come up with a creative concept called the “Preacher Feature,” where local pastors would trade in their sermons for stock car racing, competing against each other on a hot Texas Saturday night. The stock cars were generously provided by actual drivers who were set to compete that evening. Even though I had no experience behind the wheel of a racecar, I found myself intrigued and excited to join in the fun.

On Friday, I arrived at the track for an initial test drive, accompanied by my friend Stan, an avid NASCAR fan with a twinkle of excitement in his eyes. As I navigated the car around the track, the engine roared in a way that made my heart race with anticipation. Stan urged me to push the car to its limits, insisting that only then would I truly grasp how it handled. The atmosphere buzzed with adrenaline. That first day ended up being pretty

uneventful, and I looked forward to Saturday's race. Or maybe it was just supposed to be an exhibition. I was not really sure.

The next day, I returned for a warm-up, only to discover that the event's organizer was a skilled racer. During the warm-up laps, I found myself racing alongside this seasoned driver. For an exhilarating moment, I really believed I could outrun him. But just as my confidence surged, I hit a treacherous stretch of gravel known as the "trash," which dangerously covered the edge of the track. Suddenly, the car slipped from my control, sending me barreling toward the grandstand. Panic surged through me; all I could do was cling to the steering wheel and utter a silent prayer, convinced this might be my last ride.

In a heartbeat, I crashed into a stack of tires that served as a buffer between the chaotic track and the eager spectators. The impact jolted the car to a sudden halt, leaving me shaken but miraculously unharmed. A flood of emotions swirled in me, a chaotic blend of fear, disbelief, and relief. My heart raced far faster than the car had, and with no speedometer to gauge my velocity, I could only wonder how fast I had been going.

As thick black smoke billowed into the sky from the damaged vehicle and the tire barrier, I braced myself for the inevitable conclusion of my racing experience. However, the supportive team rallied around me, encouraging a comeback and quickly finding another vehicle for me to drive. That evening, when I finally slid into the new car, I had a more cautious approach, pressing the accelerator tentatively, much to the embarrassment of my family who watched in disbelief. It reminded me of a scene from *Talladega Nights*, where Ricky Bobby returns to the track after his accident,

while sleek racers sped past him, oblivious to the nervousness in my heart.

Fortunately, a mix-up in the officials' notes led to my name being confused with another driver's, allowing me to slip under the radar in spite of my slow pace. This concluded my brief and tumultuous career as a race car driver, a bittersweet chapter that taught me a valuable lesson: I wouldn't expect a professional racer to step into my shoes and tackle the ministry as I do, just as they wouldn't anticipate me to compete at the high-octane level of their world. And that's my story, a wild ride etched in my memory.

I'm thankful to have survived and walked away from the crash. But when it comes to finances, there are many road hazards and wrecked vehicles along the track. However, you can avoid a financial crash.

That day at Thunderhill Raceway taught me that it's one thing to sit in the driver's seat and quite another to actually handle the car. The same is true with our finances. It's easy to think we're in control until life throws us a curve, a financial crisis, unexpected expense, or a debt spiral that sends us spinning off course.

This book will show you how to navigate the financial race with confidence, clarity, and a strategy that honors God. Whether you're a financial rookie or a seasoned driver when it comes to money, the principles that follow will give you the tools to steer your life toward true financial freedom, all while keeping your eyes on the ultimate prize, eternity.

INTRODUCTION: START YOUR ENGINES

The Big Idea: The race of life includes your finances, and you're not meant to run on empty.

THE RACE OF YOUR LIFE

Have you ever watched a Formula 1 race? It's thrilling. Cars scream around corners at over 200 miles per hour, pushing the limits of technology and human courage. Each team, driver, mechanic, and strategist is intensely focused; everything rides on their preparation and execution.

But imagine this: the race is about to start. The crowd's roaring, engines revving... and your team suddenly realizes you forgot to gas up the car. All that power, engineering, and skill mean nothing without fuel in the tank.

It sounds ridiculous, right?

Yet, that's exactly how many of us approach our financial lives.

We're racing through life at top speed, but we're running on empty both spiritually and financially. Our engines stall. Our plans sputter. Our joy evaporates in a cloud of stress and anxiety.

The good news is that God has a better way.

THE FORMULA 1/10 DIFFERENCE

The concept of **Formula 1/10** is life-changing and straightforward:

- **Formula 1:** God is first. He's your Source, your Owner, your Provider. When we give our First to God, we are saying, "God, You are First Place in my whole life."
- **Formula 10:** Give God the first 10%, the tithe, as your acknowledgment and your act of trust.

This isn't a quick fix or a financial gimmick. It's a spiritual strategy grounded in the timeless wisdom of the Word of God. It's the fuel your soul and your finances desperately need.

In Proverbs 3:9-10, we find this timeless wisdom:

Honor the Lord with your wealth, with the firstfruits of all your crops; ¹⁰ then your barns will be filled to overflowing, and your vats will brim over with new wine."

You may not have barns or vats, but the promise remains: when you put God first by trusting Him with your finances and other resources, God will bless your socks off!

MORE THAN A MONEY BOOK

Let's be clear: this book isn't about getting rich. It's not even primarily about money.

It's about freedom.

It's about purpose.

It's about experiencing God's best.

It's about winning the spiritual, emotional, and relational race that God has uniquely set before you.

Your finances simply happen to be the dashboard of your heart, revealing who or what you trust the most.

YOUR PIT CREW IS READY

In racing, winning isn't a solo effort. Drivers depend heavily on their pit crews, who refuel, replace tires, and recalibrate the car mid-race.

You are not alone. You've got a Crew Chief (God Himself), a Pit Crew (your church family), and a proven roadmap, the Bible.

Your pit crew will:

- Provide wisdom for financial management.
- Reveal biblical principles of stewardship.
- Give practical tools to escape debt and live generously.

- Offer encouragement to stay on course when life gets tough.

This book simply brings biblical financial wisdom to life in a practical, exciting, and life-changing way.

WHAT'S AHEAD: A PREVIEW OF THE COURSE

As you journey through **Formula 1/10**, here's the race map:

- **You'll clarify** who truly owns your money (Hint: It's not you).
- **You'll learn** the freedom and power of tithing and generosity.
- **You'll avoid** the dangerous road hazards of materialism and debt.
- **You'll implement** practical strategies for budgeting, saving, and giving.
- **You'll cross** the finish line financially free and spiritually stronger.

WHO IS THIS BOOK FOR?

- If you're stressed about money, this book is for you.
- If you're financially secure but still feel empty, this book is for you.

- If you've ever wondered if God can really handle your finances, this book is definitely for you.

Whether you have a lot or a little, the principles here will help you manage your resources God's way, and experience peace, purpose, and freedom.

Throughout this book, you will get to hear the personal stories of actual people who have personally experienced the power of implementing the Formula 1/10 strategy. You will see firsthand how managing money God's way brings freedom and unexpected blessings.

Jocelyn's Story: The gift of peace and provision by learning to trust God

My parents were Catholic, and we always participated in fundraising and donated money to the church. However, we were never given a full explanation beyond statements like, "It's what we do," and "Because the church needs it." While that is true, it didn't provide a complete understanding. I understood the concept, but a more selfish part of me questioned it. This part later became a source of concern regarding my own finances.

I tried to dig myself out of the financial hole I had created over time, but my efforts were unsuccessful. When Jesus came back into my life, it was an amazing experience; however, I was still facing the same difficulties. I often thought about the financial priorities on my list: rent, car payments, utilities, credit cards, and other unexpected expenses. These are typical worries that we all face. The truth is, I also wanted

something for myself, and that selfish part of me questioned why I needed to give 10%.

It took me a while to surrender that part of myself. But then, my family began experiencing significant health crises, and once again, money, along with medical concerns, became the center of our stress and anxiety. One night, I found myself praying restlessly to God, worried about how I would pay my mortgage and the other bills on my list. In that moment of chaos, God's Word broke through my worries and reminded me of the story of the fish and loaves. I realized I needed to start bringing my concerns to God and giving my full 10% consistently, first.

Suddenly, I felt a wave of calmness and clarity, knowing that I would be okay. Slowly but surely, God took my offering and multiplied it. My family members received the financial assistance they needed for medical costs, a wonderful group of women (shout out to the Soul Sisters) gathered \$200 for my father's treatments, and I was offered a full-time position at my current job.

It's incredible what God can do when you truly trust Him and give without any expectation other than His provision. I am always reminded of the young boy with the basket of fish and loaves, who chose to give what little he had to Jesus rather than keep it for himself. Tithing has become an integral part of my faith and my financial life. It is a surrender of myself and a realization that God makes the most of what I give.

GET READY FOR CHANGE

Here's my invitation and challenge as you begin:

- **Open your heart.** Trust God's wisdom even when it feels counter-cultural.
- **Open your mind.** Be willing to question assumptions and make bold changes.
- **Open your hands.** Let go of worry, greed, and control, and start living generously.

Are you ready?

God has incredible things planned for you, and your finances can either help you get there or hold you back.

The engines are roaring.

Your crew is cheering.

The race awaits.

Start your engines... it's time to drive into freedom.

Race over to formula110.com to grab free downloads like a sample Monthly Budget Worksheet, Momentum Method Tracker, 90-Day Tithe Challenge Log, Group Discussion Guide, and more!

Scan this QR Code for Free Resources:



ABOUT THE AUTHOR



Cole Phillips has been leading **The Connection Church** in Hays County, Texas, since 2004, when he and his family moved to Kyle to follow God's call to plant a new church.

His heartbeat is simple: to help people connect with God in a real way and discover the life, hope, and joy that only Jesus can bring. Before starting The Connection Church, Cole served as both a student pastor and lead pastor, and those experiences deepened his passion for reaching people of all ages and backgrounds with the Good News of Jesus.

Cole earned a doctorate in missions and evangelism, with an emphasis on church growth, from Southwestern Baptist Theological Seminary. In addition, he has written three previous books, *Kickstart*, *Direct Messages from God*, and *User's Guide to the End of the World*, all with the goal of making God's truth clear and practical for everyday life. He believes church should be a place of joy and encouragement, and he loves showing how the Bible speaks into our real struggles and questions.

When he's not preaching or writing, you'll often find Cole listening to music, writing songs, running, or working out. He's been married to his high school sweetheart, Pam, since 1991, and together they've built a life of faith, love, and laughter with their two daughters, Makenzie and Bethanie. More than anything, Cole and Pam want their lives to be planted in the Hays County community as they continue helping others take their next step toward Jesus.