

From the Handbook for Business, the Bible

26: Love your neighbour as yourself - Part 2

Last week we started a conversation on what is surely the greatest life, business and marketing secret in the last 6,000 years, that is, receiving & giving God's selfless, unconditional love!

While it is available to all, the vast majority of people go through life receiving none, thus giving none; it's money that makes their world go round coupled with worldly, selfish love, at best.

Those who understand and live by this principle soon discover, it changes everything - their life, their business and their destiny. For them, it's selfless love that makes their world go round!

...Stop searching: the absence of unconditional, covenant love is the # 1 cause of business failure!

Remember the key verse: Jesus commands us to "...love your neighbour as yourself" **Matt. 22:39**

...To 'love yourself' here means to see yourself as God sees you - in selfless love, not selfish love!

No doubt this verse is confirmed elsewhere in the Handbook!

Indeed, there are many links but two verses stand out...

1 John 4:8, declares the absolute truth, that "God is love" and the pinnacle of His creation, man, was created in love (ie, His image) to receive & give love; but Adam's sin is the barrier to this plan.

...Imagine, God could have wiped everything out then & there; instead, love prevailed, forever!

2 Timothy 3:2, warns that, "...in the last days, men shall be lovers of their own selves, covetous boasters and proud..." and, of course, once that happens, unconditional love is off the table!

I love Phillips version: "...you must realise that in the last days the times will be full of danger. Men will become utterly self-centered, greedy for money, full of big words, proud and contemptuous..."

...And again, therein lies the # 1 reason for business underperformance and so much failure!

So, when a person is trapped loving self and money, they become boastful & proud, living as the world dictates, thereby having no desire or ability to love others unconditionally.

...I trust this revelation hasn't spoiled your corn flakes

...And, if it's resonating, I trust you 'see' what needs to be done to turn things around in your life and business.

What about some tactics that reflects God's love in business?

Access over 140 **Handbook** summaries on the **Marketing Spirit** website; for today, lots of ways:

- * Stop focusing on the business in your messaging; focus on your customers & their pain
- * 'Communicate' as in 'communicating love' is an action word...so, act (ring, email, visit)
- * Post sale follow-up is what servants do because serving doesn't end when the sale does
- * Build trust by making and keeping promises
- * Reverse the risk with a powerful guarantee ('money-back' is the best)
- * If there is a customer problem or complaint fix it fast in their favour, irrespective of cost
- * Stop discounting; instead create & offer valuable product packages to win sales
- * Go-the-extra-mile with some WOW or added value to show you care.

It's God's unconditional love reflected in our lives that impacts our neighbours, especially customers; living this way will elevate us to our rightful position, as the kings of business!