

From the Handbook for Business, the Bible

30: Listen carefully to my instructions - part 2

Let's continue our discussion from last week...I sense a few people may have been 'tapped on the shoulder' by the Spirit of wisdom and it's caused them to sit up and listen!

Three ideas were given to get you into the right frame of mind to simplify your operation: assume you buy from & sell to Jesus; focus on customers, not you; and don't accept status quo.

So, let's go a little deeper in relation to wisdom as it applies to your business.

Last week you shared from **Proverbs 8**, the wisdom chapter: verses **1,33** - "*With great understanding, wisdom is calling out...Listen carefully to my instructions & you will be wise*"

...Note, **understanding** is given by God to the heart, whereas **wisdom** is a head thing - **Job 38:36**
...**They must work in tandem**...but how often is the heart over-ridden by the head; transactions & money are head things, serving a heart thing. ...E.g., you stop short of truly serving or giving a guarantee due to the perceived cost or fear that too many will claim on it (actually, they won't).

There's not much wisdom if your business model is the same as all the others in your market. So here we are at part 2 ...

How can we help business owners gain wisdom & simplify their operation?

The best way to help is by way of a series of questions; this is not an exhaustive list, but any one of these followed-through could provide your ah-ha moment, where you're truly listening...

1. Did the Spirit of wisdom call you into this business or was it a unilateral decision?
2. Imagine Jesus walked into your office seeking an update; what report would you give?
3. Would you like to be a customer of your business?
4. Who do you go to for advice and why?
5. Have you ever gone against your heart and made a decision that cost bigtime? Indeed, are you still doing it? I've been-there-done-that and it cost literal 'mint'
6. Have you ever considered and identified your absolute perfect customer?
7. Have you ever included these TWO simple, but powerful, tactics in your marketing arsenal: a money-back guarantee and a post-sale, customer follow-up procedure?
8. Are you happy with the status quo? If not, what are you going to do about it?
9. If you're all at sea running this business, with no real idea what's going on, why are you still there?
10. Does this idiom resonate: 'get going, get help or get out'

Counsel: *The Spirit of wisdom is again calling YOU; I pray you're listening carefully and have worked out several areas of your business operation that need attention, that is simplified... on behalf of the Master...and will ultimately make your life a whole lot less stressful!*