

The Handbook for Business, the Bible

Transform your thinking

I see too many businesses built with what seems to be the same template - all basically selling the same products, same offer, same price, same advertising, same everything.

Probably without even realising, they have plugged into a system controlled by the merchants of the earth (as described in Rev 18) that entices business owners to abide by their, that is the merchants, rules!

But Jesus commands us to *'come out of this system* (Rev 18:4) and abide by His rules!

Be encouraged, you can build a great business without conforming to the world's way of doing it!

The 1st step is to acknowledge Jesus as the true owner; the 2nd is to understand your purpose (not to make \$ but to serve); the 3rd is to respect the Bible as your coaching manual.

My counsel for business owners:

Stop conforming to the world's rules and way of thinking...

...In a loveless world, you communicate love; in a world that loves \$, you love people; in a world on the take, you give; in a world of lies, be truthful; in a world of arrogance, you radiate humility.

Here are 3 marketing actions that will bear witness to your transformed thinking:

1. Ring and thank your top 10 customers and maybe send a gift - then the next 10; and so on
2. Highlight and promote one point-of-difference - a benefit you offer customers that no one else does
3. Identify the top 4% of customers by sales as your premium niche and work out how to serve them even better and how to attract more like them.

THE BIBLE, our HANDBOOK, counsel for today: Romans 12:2 (KJV) ...

"...be not conformed to this world: but be ye transformed by the renewing of your mind..."

* Note, this spiritual principle can also be applied in the natural realm, that is your business!

Other Scriptures (NKJV):

Revelation 18:4, *"And I heard another voice from heaven saying, "Come out of her [Babylon], my people, lest you share in her sins, and lest you receive of her plagues"*

Deuteronomy 1:11, *"May the LORD God...make you a thousand times more numerous than you are, and bless you as He has promised..."*

Jeremiah 33:3, *"Call to Me, and I will answer you, and show you great and mighty things, which you do not know"*

Psalms 118:8, *"It is better to trust in the LORD than to put confidence in man"*

Isaiah 26:2, *"You will keep him in perfect peace, whose mind is stayed on You, because he trusts in You"*