

# Our Handbook for Business, the Bible

## Truth and freedom

Jesus promised if we know His truth, it would set us free. This principle also applies to owners who want freedom rather than being a slave to their business.

### My counsel for business owners:

There are many truths that once learned, understood and applied will set people free to pursue their life purpose which may or may not be managing the current business.

### Here are my top 10 truths that apply to MOST OWNERS:

- 1: They **don't honour Jesus, the true owner** or seek counsel from His Handbook, the Bible [*Psalm 24:1 confirms it's ALL His...meaning we buy from Jesus and sell to Jesus*]
- 2: They **don't have a business, but a job**: [*A business is defined as, a profitable, commercial enterprise that can continue operating exactly the same even when the owner is absent*]
- 3: They **have no vision to make the world or their marketplace better for others**: [*Instead, they are in it to make money for themselves*]
- 4: They **can't communicate selfless love to staff or customers**: [*They may be tolerant, caring, kind & friendly to customers, but it's all based on selfish love*]
- 5: They **act as a boss, not a leader spending way too much time on tactics, instead of strategy** [*they should step up and treat the business-as-their-product*]
- 6: They **haven't defined their ideal or target customer or customer problem they are best at solving** [*they get immersed in trying to be everything-to-everyone*]
- 7: They **don't articulate a meaningful point-of-difference** [*that sets them apart from the competition in the eyes of prospects and customers*]
- 8: **Their customer buying experience lacks clarity, certainty, simplicity & speed** [*the resulting frustration drives many away due to this negative first experience*]
- 9: **They adopt the wrong messaging language - passive** (about the business); rather than **active** (about customers & their problem) [*customers aren't interested in you, only themselves*]
- 10: **They ignore 2 vital management numbers** [*weekly/monthly gross profit; historical cashflows*]

I trust these truths resonate, and you're encouraged to learn, understand and apply them so the transition to freedom can begin or continue.

...You can download a summary of these truths at the Handbook for Business website

**The Bible, our Handbook counsel for today, John 8:32 - NKJV...**

*"And you shall know the truth, and the truth shall make you free"*

### Other Scriptures (NKJV):

**Proverbs 3:3**, *"Let not mercy and truth forsake you...write them on the tablet of your heart"*

**Proverbs 22:21**, *"That I may make you know the certainty of the words of truth..."*

**Proverbs 23:23**, *"Buy the truth, and do not sell it, also wisdom and instruction and understanding"*

**Galatians 5:1**, *"Stand fast therefore in the liberty by which Christ has made us free, and do not be entangled again with a yoke of bondage"*