

Our Handbook for Business, the Bible

Coming out

Why is it that so many owners seem to operate the same business model - selling the same product or service, same offer, same price, same advertising, same everything.

Probably without realising, they've joined the 90 plus % who follow the world's cursed business model, controlled by the devil & his merchants (Revelation 18), instead of the 10% that follow the Jesus model. It's no wonder so many fail...and will continue to fail in future!

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

My counsel for business owners:

If you feel trapped in the *world's model*, coming out requires repentance, that is a change of heart and direction as Jesus commands (Rev 18:4-5)...

Step 1: Is to acknowledge Him as the true owner and your role as steward/manager

Step 2: Is to understand your primary purpose is not to make \$ but to serve

Step 3: Is to accept & adopt the Bible as your operations manual.

Strategically, repentance starts with your thoughts, that become your actions; therefore...

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

Here are three marketing tactics that you can act on, immediately.....

1. **Review** & improve all messaging to ensure the focus is on customers, not products
2. **Identify** & promote one point-of-difference you offer, other than price, that no one else does
3. **Investigate** & remove all friction points in your customer's buying journey to create a simplified path of least resistance for them to follow.

THE BIBLE, our HANDBOOK, counsel for today: Revelation 18:4 (NKJV) ...

"...Come out of her, my people, lest you share in her sins, and lest you receive of her plagues"

Note 1: This spiritual principle can also apply in the natural, that is, to your business model

Note 2: 'Her' in this verse includes the world's marketplace, controlled by the devil & his merchants

Other Scriptures (NKJV):

John 12:26, *"If anyone serves Me, let him follow Me...where I am, there My servant will be also..."*

Psalms 25:4, *"Show me Your ways, O LORD; teach me Your paths"*

Jeremiah 17:5, *"Cursed is the man who trusts in man, and makes flesh his strength..."*

James 4:7, *"...submit to God. Resist the devil and he will flee from you"*

1 John 5:19, *"...we are of God, and the whole world lies under the sway of the wicked one"*

1 Corin 10:24, *"Let no one seek his own, but each one the other's well-being"*

Romans 12:2, *"...do not be conformed to this world, but be transformed by the renewing of your mind..."*