

Our Handbook for Business, the Bible

Loving our neighbour

At times we all listen to that internal radio station with the WIIFM call-sign...you know, *What's-In-It-For-Me*.

This attitude has dominated human lives ever since the devil convinced Adam & Eve, "*you shall be as gods*" (Genesis 3:5) - a lie inherited by every human, gift-wrapped in our sin nature.

And it's the opposite of what Jesus commands, to '*love God, then to love your neighbour as yourself*' (Matthew 22:38-39)

He is of course referring to selfless, unconditional, covenant love that flows from the Father's heart through the cross, into the world - available to ALL but rejected by most.

In truth, the vast majority of people are controlled by selfish, conditional love, meaning they will only love their neighbour IF they get something in return.

And worse, selfish love devastates lives, families, businesses and societies with all kinds of evil... as violence, abuse, corruption, enslavement, persecution, murder & war all seem 'so normal.'

The apostle Paul warned about these last days when people would be "*...lovers of themselves, covetous, boastful, proud and without natural affection...*" (2 Timothy 3:1-4)

Once the choice is made to live that way a person cannot unconditionally love God or their neighbour or themselves; and sadly, without realising they are living outside the will of God.

My counsel for you, as a business owner:

Communicating love is the greatest marketing advice you will ever get on building a successful, God-honouring business and future.

...And yes, I'm focused on Christians here because with the Father's love and Jesus as coach your business should be number 1 in the marketplace, prospering even in the toughest of times.

I encourage you to build on this foundation with the wealth of strategies and tactics available at the Handbook website...all simple to understand & implement.

The Bible, our Handbook counsel, Matthew 22:39, NKJV...

Jesus commands: "You shall love your neighbour as yourself"

Other Scriptures (NKJV):

Matthew 22:37, "*You shall love the LORD your God with all your heart, with all your soul, and with all your mind*"

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

Galatians 5:22-23, "*But the fruit of the Spirit is love, joy, peace, longsuffering, kindness, goodness, faithfulness, gentleness, self-control...*"

Philippians 2:3, "*Let nothing be done through selfish ambition or conceit, but in lowliness of mind let each esteem others better than himself*"