

Our Handbook for Business, the Bible

The good old days

In a world going mad, people often reminisce and long for the past. But this isn't wise...our focus needs to be on **present issues** and **future opportunities**.

In business as in life, disruption is happening at breakneck speed; no wonder so many feel left behind, yearning for the good old days that seemed a whole lot less complicated.

Consider for example:

- ...The impact of AI on life, jobs and businesses
- ...Or the influence social media is having on prospects & customers
- ...Or how savvy competitors are luring customers away with superior marketing
- ...Or the anti-business policies being implemented by state & federal socialist governments.

Sadly, 000's of businesses have already fallen over; and many more are destined to follow.

My counsel for you as a business owner:

Learn from the past; be mindful of the present but ramp up your preparation for the future ...and remember it's impacted by the '*god of this world*' (**2 Corinthians, 4:4**) who seeks only to '*steal, kill and destroy*' while Jesus promises an '*abundant life*' as per **John 10:10**.

Therefore if you obey God's Word in life & business your future is assured; ignore it at your peril.

Consider these 3 marketing strategies to help secure your business future:

- # 1. **YOUR website** needs to align with how internet platforms now handle online enquiries - 'answer engine' (AEO - Answer Engine Optimization) is superseding search engines (SEO)
- # 2. Stop trying to be everything to everyone; avoid messages like, *no job too big or too small*; instead, identify **what YOU offer that no one else does**, including this in a valuable package to take to market (e.g. you could offer an industry-leading, powerful guarantee)
- # 3. Buyers of old may have put up with average service, but less-so today; they want sellers to provide a **frictionless, path-of-least-resistance** experience- all the great businesses *make a promise at every point of contact on a buyer's journey*; YOU must aim to do the same.

The Bible, our Handbook counsel, Ecclesiastes 7:10, New Living Translation...

"Don't long for the good old days, this is not wise"

Other Scriptures (NKJV):

Isaiah 43:18, "Do not remember the former things, nor consider the things of old"

Luke 9:62, "...No one, having put his hand to the plow and looking back is fit for the kingdom of God"

Proverbs 4:25, "Let your eyes look straight ahead, and your eyelids look right before you"

Philipp 3:13, "...forgetting those things which are behind and reaching forward to those things which are ahead"

Joshua 1:8, "This Book of the Law shall not depart from your mouth, but you shall meditate in it day and night, that you may observe to do according to all that is written in it. For then you will make your way prosperous, and then you will have good success"