

BUSINESS SECRETS

CHAPTER 3

Advertising

Advertising is the **HEARTBEAT** of every business. If a business fails to properly advertise they will not be in business very long. Advertising is the voice of every company. The volume of your voice will determine how many people will hear your message.

JESUS SPOKE LOUDLY ABOUT HIS PRODUCT.

King Jesus consistently advertised the Kingdom of God to the world. When the world was bound by religion Jesus was promoting the Kingdom of God. Even though people did not know anything about the Kingdom of God, He still spoke about it.

Jesus did not let people's ignorance stop Him from advertising His product. Jesus told every nationality, ethnicity and demographic about the Kingdom of God. His willingness to talk about His product, enabled His product to go from being unknown to world renowned.

The focus of every business person should be to advertise their product to **EVERYONE**. You never know who will be interested. King Jesus did not discriminate. He did not assume people did not need His product.

He gave people the opportunity to reject His product. **NEVER** assume what you have not tried! Jesus was successful in His ministry because He never made preconceived notions about people. He gave **EVERYONE** an opportunity.

Matthew 24:14 says, "*the Good News about God's Kingdom will be preached in all of the world, to every nation. Then the end will come.*" Jesus had already decided that he was going to advertise the Kingdom of God to the

world. He was **RELENTLESS** in His efforts to advertise the Kingdom of God. Are you relentless in your efforts?

If you make preconceive notions about people you will fail to make the impact you are hoping for. In business, **EVERYONE** is an **OPPORTUNITY**. In business, **EVERYONE** is **FAIR** game. Jesus did not avoid people because they believed in another religion.

He did not neglect people because they weren't a Jew. He spoke to everyone. Learn from the genius of King Jesus. Target everyone in your advertising efforts. Leave no one behind.

You never know who will need what you have. Life changes, circumstances change, situations change and people mature. Your product or service may be the thing that helps someone in their time of need.

**IF YOU HAVE THE FAITH TO MOVE IN ACTION,
GOD WILL BLESS YOUR STEPS!**

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