

Father

Lord, What's on your heart?

You can have the courage to sell yourself (personal brand marketing)

- When you know your purpose is in Father's heart too.
- When others can see our connection with Father's higher purpose.
- "You" is not entirely about you
- You're saying what you're seeing (Jn 8:38)

Jn 8:38 – *I am telling you what I have seen in the Father's presence, and you are doing what you have heard from your father."*

Prophetic Marketing isn't directly about me, or my person brand

- It accurately reflects what is currently in Father's heart (Living, Timely)
- It resonates with what people are hearing in their heart (feelings)
- It leverages the stereo effect of saying in someone ear what Holy Spirit is saying in the other ear.
- It engages people in a higher purpose, a larger movement (out of introversion)
- It's invitation – to be your real self, not manipulation to be your super-self (a copy of someone else)

Jesus

Definitions:

Marketer – one who seeks a specific response

Marketing – the art and science of strategic influence

- 1) You co-labor with father for "greater works" (He has the power)
(We are gates to let the King of Glory in, Ps 24:7)
- 2) You co-market with Holy Spirit to Influence
 - a. He is the one who can resonate hearts (*did not our hearts burn within us*)
 - b. He is the Spirit of Truth who shows us all things
 - c. He is the helper, the difference maker
 - i. Jn 6:44 – No man can come unless Father draws him
 - ii. Jn 6:65 – Unless Father has enabled them
 - iii. Jn 12:32 – I will draw all people to myself
 - iv. Rom 8:14 – Thos who are led by the Spirit of God are the sons of God

Holy Spirit

Learn to work with me

- 1) I am saying what Father says
- 2) Doing what Father does

Jn 8:28 – ...*I do nothing on my own but speak just what the Father has taught me.*

29) *The one who sent me is with me; he has not left me alone, for I always do what pleases him."*

38) *I am telling you what I have seen in the Father's presence*

Tell people what you have seen:

- The experience, feeling of Father's presence "Influences"
- Holy Spirit is the influencer
- Father's Living Words are the copy; they are Life

People forget what you said or did,

They never forget how Holy Spirit made them feel.

Lu 24:32 - *They asked each other, "Were not our hearts burning within us while he talked with us on the road and opened the Scriptures to us?"*

Wisdom – strategy

People don't change to buy our product because of our marketing

- 1) We change our message or service to meet them where they are
- 2) We align with Holy Spirit and their spirit
- 3) His sheep hear His voice (Jn 10:27)
- 4) They respond to their why (People buy their why)

Understanding - tactics

- 1) Is your product what father is selling that people are buying?
 - a. How does it make them feel?
 - b. Has the Spirit of Knowledge given you the Witty Invention, the Plan? (Pro 8:12)
- 2) Is the copy messaging what the influencer is saying?
 - a. Are you saying what you saw (Jn 8:32)
 - b. Are you telling stories, parables?
 - i. Of how it makes others feel?
 - ii. Of the fruit? how it works?
- 3) Adjust to what the market wants is 2nd
Adjusting the copy to what gets clicks is 3rd
Hearing purpose in what Father is saying is 1st... knowing why!
 - a. Human wisdom vs following the lamb wherever (Rev 14:4)

The engine of Marketing is our why, the Kingdom purpose

- Say what Father is saying, do what Father is doing
- Is your message, example ALIVE?

Counsel

You do not believe (buy) because you are not my sheep (Jn 10:27)

- How do you deal with not being heard?
- What is your response when your marketing message doesn't work?

Acts 2:37 – *When the people heard this, they were cut to the heart, and said "Brothers, what shall we do?"*

41) About 3000 were added	1. → Living Words, the Why
	2. → The experience, feeling, emotion
	3. → Compelled, Invited, Called to action
	4. → The Purchase, Engagement

John, don't look at the counterfeits and failures (see what success looks like)

Phil 2:13 – *For it is God who works in your to will and to act in order to fulfill His good purpose.*

- 1) The hunger = His good purpose
- 2) The decision = To will
- 3) The call to actions = To do

All 3 are functions of Father working in Hearts.

Let Father help you – you're a gate

Ps 24:7 – *Lift up your heads, you gates; be lifted up, you ancient doors, that the King of glory may come in.*

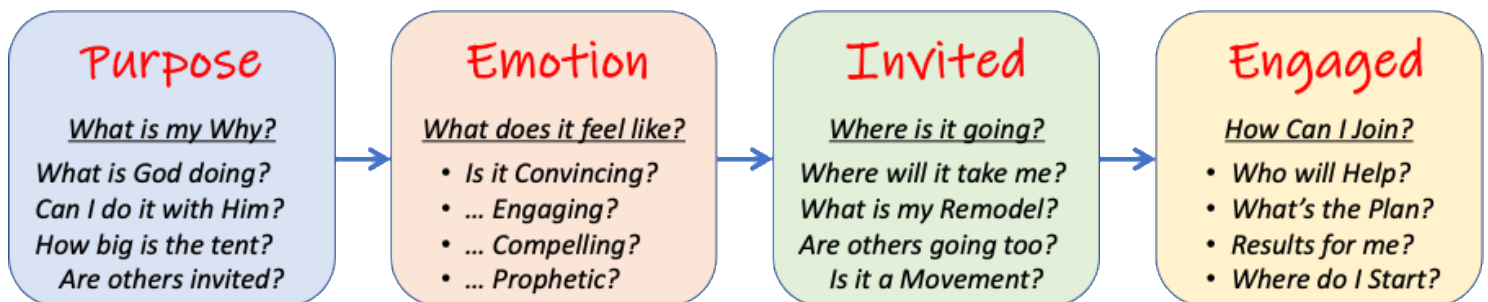
First in Heaven (in the Courts and Council as a priest), then on earth (as King)

Lord, How do I do this Practically?

If marketing is stuck, be in the Courts to deal with the accusations and release the decrees

Is Their Room for Others in My Purpose?

Team, Staff, Customers, Clients, Converts, Fans – What's in it for them?



Kingdom Purpose Multiplies

*Hardest 1st sale is yourself; Enthusiasm (from en "in" + theos "God" = in Christ)
2nd sale is selling yourself; What you carry from Father (Christ in You, the light & Salt)
What did Father put in your purpose for you? (It's Thrilling to Co-labor)*

Might

John, Don't accept accusations on a philosophic or personal level
(take them to the Courts of Heaven... sons are not passive)

The Courts of Heaven is one of the ways sons open wide the gates to let the King of Glory in
(to do His part of co-laboring with mighty men)

Accusations - Lord, what are the accusations against Sonship?

- 1) It's not mainstream, you are out on a theological limb.
- 2) It takes too much time, I'm busy (independent spirit)
- 3) Ascension is too far out there, we already hear from God
(Have need of nothing; content with crumbs instead of conversations)
- 4) It's not worth the price, the time, the effort.

Decrees

- 1) There will be Testimonies of victories from the courts and Council;
of sons replacing Powers and Principalities
- 2) Sons will follow the lamb whithersoever (there are no competing agendas)
- 3) New levels of humility, brokenness, need, Love
(Trading the culture of crumbs for conversations)
- 4) Release of sons who buy the field to get the treasure, the pearl of access to Father

The Why is Reformation

- Sons repopulating Father's Council (following the first-born son to their seats in Heaven)
- Replacing powers and principalities at the tops of Mountains
- Bringing Heaven to Earth (Heaven is His throne, Earth is His footstool)

Knowledge

Learn to co-labor in marketing with the "Influencer"

- 1) Theme for copy – say what you have seen, Be on the same page with Father (Jn 8:28)
- 2) Be the gateway that lets the King of Glory do His part (Ps 24:7)
 - a. Deal with accusations in the Courts (warfare)
 - b. Release Prophetic decrees from Father
- 3) Hearts – rely on hearts burning (Acts 2:37)
 - a. Expect people to "feel" the impact
 - b. Expect them to choose and act
 - c. Help them implement the call to actions
- 4) It's a relationship of Love after the sale
 - a. You sold them their purpose
 - b. Now disciple them to inherit their sonship
 - c. Include them in your tribe; help them experience Ecclesia

Fear of the Lord

Honor what people carry – How Father has called them, their book, story

- Market them into their Identity and Inheritance as sons
- Let them buy what they see in the Mirror (the Council) James 1:23-25