

Father

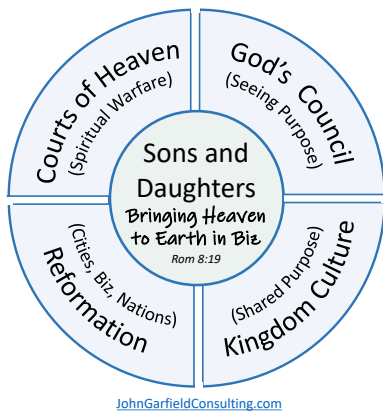
Lord, how should we prepare, participate in this new age?

What is on your Heart?

Sons will put Kingdom purpose first (Mighty Men)

- Purpose, co-laboring will inspire innovation, creativity, Industry
- Purpose is the heart of Marketing (Not formulas)
 - People buy your why (purchase your purpose)
 - People buy (are drawn to) God’s word, purpose
 - Our brand statement is our purpose (Prophetic tag line)
 - It resonates = *I want to be like that!*
(People are buying their identity, story, purpose, strategy, tactics, heritage, etc.)

What Sons Bring Back to Biz From Conversations in the Council



God’s Council

- Father*
(I AM Yahweh)
- Jesus*
(I AM Your Redeemer)
- Holy Spirit*
(I AM Bread, Truth)
- Wisdom*
(I AM the Light)
- Understanding*
(I AM the Door)
- Counsel*
(I AM Good Shepherd)
- Might*
(I AM Resurrection Life)
- Knowledge*
(I AM the Way)
- Fear of the Lord*
(I AM I the Vine)

Transformations from Conversations

- **Identity** – The sense of being Chosen, having access to Father
- **Story** – Redeeming my past and leveraging it for the future
- **Purpose** – Knowing my assignment, Father’s brand values, priorities
- **Strategy** – I have a plan that implements **our** mission and vision
- **Tactics** – I have a tactical advantage, Co-laboring with Father
- **Heritage** – I know what Father has given me to own, develop
- **Courage** – It’s natural for me to be heroic, an overcomer
- **Clarity** – I can clearly articulate where I’m going and why
- **Culture** – I see what people carry, Ecclesia in Biz = shared purpose

<https://releasingkings.com/2024-10-22-the-why-in-business/>

Marketing and sales decisions:

- are made at a heart level
- For reasons tied to their purpose (Heart’s desires)
 - They may need help clarifying purpose – reason for buying
 - Self-indulgence – it can be carnal
 - Reactionary – it can reflect the need for healing

Lord, how do we know a client’s purpose?

- Ask!
 - Ask them
 - Ask Father to reveal it
- Pray for clients and customers
- Business is the ministry of knowing purpose and adding value to it, for people
 - You have to know what that purpose is
 - When you take that time/interest, people feel known, loved

Jesus

Marketing – I am making people whole (Redeeming their past, present, and future)

We sell them value

- Make a contribution to their story (Purpose)
- It's not "Let the buyer beware" – of whether my product has value for them
 - Sons are aware of the Value in people's heritage, purpose
 - "Why" their product contributes to the client's story
 - Relevance to their purpose is the basis for a sale / value

Use your prophetic gift = know hearts, hear Father, see purpose in people

Lu 5:22 – *Jesus knew what they were thinking and asked,
Why are you thinking these things in your hearts?*

Jn 2:25 – *He did not need any testimony about mankind,
for he knew what was in each person*

Heb 4:13 – *Nothing in all creation is hidden from God's sight.
Everything is uncovered and laid bare before the eyes of him
to whom we must give account.*

Holy Spirit – Bread, Truth

Open the eyes of the blind

Isa 42:7 – *to open eyes that are blind,
to free captives from prison and
to release from the dungeon those who sit in darkness.*

Marketing makes a way when, there doesn't seem to be one

- Give hope, a prophetic path that is real
- People see a way... to purpose

Wisdom – Strategy (Light)

Marketing – shines a light on dreams

- A strategy, a way to see purpose unfold
- The light of the world

Jonathan – lights a path to purpose, Is a light to the world

Marketing is a path/strategy/formula, but it needs purpose, a direction

Discernment

Pro 14:12 – *There is a way which seems right to a person, But its end is the way of death.*

Understanding – Tactics (the door)

Use your sonship horsepower (purpose releases power)

- Mt 16:19 – bind and loose
- Isa 22:22 – Open and shut

People are stuck, blind for a reason

- Marketing opens doors in the Spirit (A Priestly function of sons)
- Marketing gets people out of their own way (Introduces Kingdom, Flow)
- Open wide the gates of your hearts and let the King of Glory in (Ps 24:7)
- Co-laboring on Father's purpose gives access for Father to engage
- In Jesus' Name is the door in the Spirit
In my Name = in my Father's purpose

Council – Good Shepherd (heritage)

Isa 54:13 Keep the sabbath, not doing your own thing

14) feast on the inheritance of your Father Jacob

15) *no weapon forged against you will prevail,
and you will refute every tongue that accuses you.*

*This is the heritage of the servants of the LORD, and this is their vindication from me,"
declares the LORD.*

John, you have power to redeem what was stolen, what is out of reach in your own power

- Marketing is redeeming sons (Identity, Purpose, Story, etc.)
- Redeeming the heritage of Kingdom Purpose
- Having access to the provisions and power that make purpose possible

Might – Resurrection Life

Sons know there is a way to recover, overcome, conquer

- They know where to find it
- They know it's not by their might or power or wisdom
- They know anointing, God's power
They can wait on the Lord in the Council = have conversations

Knowledge – the Living Way

Kingdom purpose births Living, Dynamic creativity

- Marketing is a light on the living way to purpose (when redeemed)
- Purpose is the key that unlocks
 - Value to clients and customers
 - Ignites hearts because it prophetically touches “their purpose”
 - Kingdom Purpose is what Father underwrites, empowers (it’s crazy not to flow with it from a marketing, financial perspective)
- Sons discern purpose and Paths by asking
 - In the Council (Identity, Story, Purpose, Strategy, Tactics, Heritage...)
 - They pray for the people they work with
 - Depend on hearing God (it’s not a formula, it’s a conversation about hearts)
 - With them (Clients)
 - With Father in the Council

Fear of the Lord – the true Vine

Marketing connects the branches to the flow

- Adds life, value
- Context (story) integrates past, present, and future (it’s healing)
- Connects hearts to prophetic juice (their Heritage)