



Father – Yahweh, Father (My Identity)

- Thank you for Seattle, Christopher's Play, Page on Wokism
- Sue's health, what to do?
- Thank you for Jonathan's progress, water the seed (anoint him for stretch assignment, Nina)
- Lord, What's on your heart?


Secular Marketing

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- The belief I can write content that sells a product
 - Being consistent with posts and procedures → sells
 - Create angles and Pitches that motivate buying

It skips Purpose, Value and Kingdom Culture

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- Can degenerate to manipulative propaganda via temptation, deception
 - The craft of propaganda can be witchcraft; The spiritual power in temptation, deception

It skips what drives heart decisions

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- The purpose Father wrote in hearts
 - The value of the product = the dream of making their Kingdom purpose come true
 - You must know what that purpose is to market it, sell it

It also comes out of a belief that God is not my provider

- I provide, I work, I am visible, desirable
- People choose me, my brand, I am their God (provider)
- I am the source, the force... for their money
- Success = making money = the why behind everything we do (is not success)

Jesus – Immanuel, God with us, Redeemer of (My Story)

The real goal of marketing is to redeem stories (Do what I am doing)

- You choose (selling stuff for money, or Redeeming stories for Identity & Purpose)

Religious redemption – get them to heaven = redeemed from Hell

Kingdom Redemption – is practical (Redeems their life & purpose on Earth)

- Connect their business to a Kingdom purpose (a reason why)
- Connect their staff to their reason why
 - Fosters creativity – a reason for new strategy and tactics
 - Fosters heritage – a cause worthy of heroism (a hero's Journey)
 - Fosters Clarity – know where I'm going and why = shared purpose = Ecclesia

Marketing should tempt people with the story of their Kingdom Purpose

- Unveil a larger cause, context (Reformation)
(People will do more for a cause than they will for Money)
- A relational trac – sonship, Courts, Council, Kingdom

Holy Spirit – I AM the Bread of Life, Spirit of Truth (Purpose)

People are hungry for the Bread of Life (Purpose), not just bread (Money)

- It's not either/or → Kingdom purpose is not a vow of poverty
- Purpose is the shortest path to Father's blessing, co-laboring

Set captives free when you pull the curtain back on their purpose

- They will choose (Jn 10:10)
 - To give up on their wrong ways, independence, being stolen from
 - They will choose life and life more abundantly when they can see it

Wisdom – I AM the Light of the world (Strategy)

Lord, how do we market Kingdom Purpose (Following the Lamb)?

Wean yourself from the woke script and tell, exemplify the truth

- 1) My yoke is easy, my burden is light (Grace)
 - a. Come to me, Mt 11:28
 - b. Follow me, Rev 14:4
 - c. Seek me first, Mt 6:33
- 2) Deny yourself, take up your cross and follow me (choice)
 - a. Want to save your life = lose it
 - b. Lose your life for me = find it
- 3) Experience being chosen (as a Son, Daughter)
 - a. Appointed (Placed) to bear fruit that will last
 - b. Co-laboring = Father will give you whatever you ask in my name
 - c. Know the "Nine" (your Nine)
- 4) Have a story that makes sense (Redeemed)
 - a. A "cause" – the context for creativity, innovation
 - b. The reformation revelation (God works through son and daughters)
 - c. I have a heritage worth contenting for
- 5) I am anointed to set captives free

Lu 4:18 – *The Spirit of the Lord is on me, because he has anointed me to proclaim good news to the poor. He has sent me to proclaim freedom for the prisoners and recovery of sight for the blind, to set the oppressed free, 19) to proclaim the year of the Lord's favor.*

Understanding – I am the Door (Tactics)

- 6) I am a doorway, a gateway for others
 - a. I am a portal to Father’s blessing
 - b. Access to heaven’s Courts and Council

- 7) I can help people find their purpose, their Father
 - a. I am a connector to the “Nine”
(Identity, story, Purpose, Strategy, Tactics, Heritage, Courage, Clarity, Culture)
 - b. I can connect unfruitful branches to the Vine (Jesus)

Jn 15:2 – *Every branch that doesn’t bear fruit, he lifts up
Every branch that bears fruit he cleanses*

Counsel – I am the good Shepherd (Heritage)

- 8) I can show people their prophetic heritage, their land
 - a. Warfare – show them how to take accusations to the cross (Courts of Heaven)
 - b. Show them conversations (Council)

Might – I am the resurrection and the life (Courage)

- 9) I can show them why their calling, contribution is
 - a. worth fighting for,
 - b. worth dying for
 - i. How to lay down their life for it (Death)
 - ii. And pick it up again (Resurrection Life)

Jn 10:17 – *The reason my Father loves me is that I lay down my life—only to take it up again.*

18) *No one takes it from me, but I lay it down of my own accord.
I have authority to lay it down and authority to take it up again.
This command I received from my Father."*



Knowledge – I Am the Way, the Truth, and the Life (Clarity)

- 10) I can lead people to clarity, prophetic clarity from Father
 - a. Where they are going and why
 - b. I can pull away the fog (Release Seer gifts)
 - c. I can tell the story of Father repopulating His Council

Dan 7:13 – *In my vision at night I looked, and there before me was one like a son of man, coming with the clouds of heaven. (Cloud of Witnesses, Sons, Heb 12:1) He approached the Ancient of Days and was led into his presence. (Council)*

- 14) *He was given authority, glory and sovereign power; all nations and peoples of every language worshiped him. His dominion is an everlasting dominion that will not pass away, and his kingdom is one that will never be destroyed.*

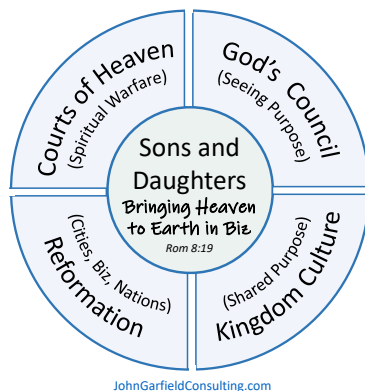
Fear of the Lord – I Am the vine (Culture)

- 11) I can honor the calling and election on People
 - a. I can see it, reveal it, celebrate it
- 12) I can blow the trumpet in Zion
 - a. Assemble the Ezek 37 Army of Sons
 - b. I can intercede for them, stand in the gap

Ezek 37:9 – *Come, breath, from the four winds and breathe into these slain, that they may live.*

- 10) *So I prophesied as he commanded me, and breath entered them; they came to life and stood up on their feet—a vast army.*

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/>