

Father — Yahweh (Father)

Thank you for Master Class Blogs

- Joel Wood, people in MC, GH Worm
- Show me Kingdom Marketing (contrast with works)

- 1) Kingdom has purpose, anointing, fruit, conversations (Life)
Jn 6:68 – *Lord, Only you have the words of life*
- 2) Secular has works, metrics, discipline, accountability, formulas (Death)
 - a. The idols of secular marketing (wood and stone) are machinery
 - i. No purpose
 - ii. No personality

Purpose is what makes business “alive” (Life-giving vs. death-by-boredom)

- It’s living purpose and living words
- The difference between men’s works and dead works is time (**Day, Hemera, G2250 – to sit**)

1Cor 3:12 – *If anyone builds on this foundation using gold, silver, costly stones, wood, hay or straw,*
13) *their work will be shown for what it is, because the Day will bring it to light.*
It will be revealed with fire, and the fire will test the quality of each person's work.

Lord, what’s on your heart?

John, can you see the distractions in mechanics

- What can you do without hearing Living Words
- Busy with “Artificial” intelligence at the expense of Spirit of Knowledge

Lu 10:40 – *But Martha was distracted by all the preparations that had to be made.*

She came to him and asked,

"Lord, don't you care that my sister has left me to do the work by myself?

Tell her to help me!"

41) *"Martha, Martha," the Lord answered, "you are worried and upset about many things,*

42) → *but few things are needed—or indeed only one.*

→ *Mary has chosen what is better, and it will not be taken away from her."*

Choose the purpose in Living Words, choose time in the Council

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

I am redeeming marketing to feature purpose (it's first)

To Contrast

- 1) Living Prophetic words, purpose
- 2) Recipes, formulas, mechanics, process
 - See <https://releasingkings.com/2025-01-02-marry-purpose-and-process/>
 - And <https://releasingkings.com/2019-10-13-substituting-process-for-purpose/>

<u>Purpose</u>
Systems
Tools
People

<u>Purpose</u>
Heath
Wealth
Relationships

Process can get a result, but your heart is only happy fulfilling a purpose!

Marketing Starts with Kingdom Purpose (Life)

- 1) Sons feeling chosen for purpose (Life)
- 2) Experiencing Living Words (sonship)
- 3) Become authentic self (Reformation)
 - a. Release what sons can do
 - b. Release what only Father can do

Vs

- 1) Serfs assigned to a process
- 2) Given the procedure
- 3) Become a good servant

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

Jn 6:33 – *For the bread of God is the bread that comes down from heaven and gives life to the world."*

35) Then Jesus declared, "**I am the bread of life.**

Whoever comes to me will never go hungry, and whoever believes in me will never be thirsty.

38) For I have come down from heaven **not to do my will but to do the will of him who sent me.**

Purpose is food for hearts, Marketing in the dinner bell.

(process without purpose is a starvation diet for serfs)

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

"Selling" is offering food for Hearts (purpose)

- Marketing always starts with Kingdom Purpose
 - Process, Tools, and People follow purpose
- Start with what people hunger for at the deepest level (Spirit)
 - Not their bitterness and wounding (what they want... lusts, revenge, etc)
 - But their Identity, Story, and Purpose (What Father wants)
 - Identity – my calling in Christ
 - Story – my redemption (past, present, and future)
 - Purpose – why I'm here

Understanding – I am the Door (Tactics)

John, always put the Kingdom 1st

- By “seeing” prophetic purpose in people, circumstances
 - Do what Father is doing (Jn 5:19)
 - Say what Father is saying (Jn 12:49)
- Point to the purpose 1st
 - Let Holy Spirit resonate in hearts (it’s His job, not yours)
 - Then... features, benefits, results, value
- The highest value of any product or service is purpose
 - Start there, tell the story of why God values it
 - Relate to what Father is doing

Counsel – I am the good Shepherd (Heritage)

PHX, Darren Harty? Master Class? Work?

- Lord, lead me. What’s your priority, purpose?
- The marketing revelation is big (how to distill down for consumption, graphics, roadmaps).

Purpose is Food for Hearts, Marketing is the Dinner Bell

(process without purpose is a starvation diet for serfs)

- #1). Marketing – **Awakens Kingdom Purpose** in Sons & Opportunities.
 - To do what Father is doing (Jn 5:19).
 - To say what Father is saying (Jn 12:49).
 - To Feed hearts what they crave most – Bread; Purpose.
- #2). Marketing – Points to prophetic purpose first (**Living Words**).
 - Allows Holy Spirit to do His job (resonate Spirit & Truth in hearts).
 - Then... features, benefits, results, value can follow.
- #3). Marketing – Brings value from Heaven to Earth via **Co-laboring**.
 - Authentic Purpose & People, the story of why God puts value on it.
 - Sons release what Father is doing and saying.

Examples

Sonship is a priority because:

- Father loves conversations with sons, Courts of Heaven, Council
- It’s His strategy for Reformation on Earth (Family)

Your Kingdom business is a priority because:

- Business is the perfect place for Ecclesia, discipleship
- Kingdom business can manifest purpose on Earth

Marketing is important because:

- It can be a prophetic trumpet for Kingdom Purpose, not carnal appetites

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

John, it will take courage to pioneer marketing purpose

- It will feel like riding a bike for the first time
- Like prophesying for the first time

You will feel the balance of the bike; the anointing of the prophecy

This marketing doesn't come from:

- Human wisdom, experience, books, Freud/Bernays
- Or AI; this is spiritual intelligence from your seat in Heaven

Heb 11:6 – *And without faith it is impossible to please God, because anyone who comes to him must believe:*
1) *that he exists and*
2) *that He rewards those who earnestly seek him.*

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

The difference is night and day

- Secular – everything I can do (without God)
- Sonship – Everything God can do
 - The primary goal of sons is releasing what God can do
 - He often does it through His sons
 - But sons know where the power is coming from

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

Purpose has its own prophetic sound and smell

- It distinguishes itself
- Sells itself because of what Holy Spirit does in Hearts

Mk 4:28 – *All by itself the soil produces*

Sons know how to highlight purpose prophetically

- In a way Holy Spirit can confirm in Hearts
- They elevate prophetic value

Marketing Father's purpose in Living Words

- Is a high value in Kingdom culture
- Like learning a new language
- Teach it to your tribe

It's not me pushing my definition of value (preaching)

It's Holy Spirit demonstrating His endorsement ("Signs Following" confirm)

Kingdom Contrast: Instead of just feeding ambition with productivity tools, Kingdom marketing feeds the *heart's prophetic purpose* as well. Process follows purpose, not the other way around.

You can have all the right business **Systems, Tools** (including AI), and **People**, but what if you don't have Father's Kingdom Purpose for you? Will your process work? Would you want it to?

More helpful graphics here:

<https://releasingkings.com/wp-content/uploads/2025/07/2025-07-12-Court-Council-Tool-Kit.pdf>

What Sons Bring Back to Business From 9 Conversations in the Council

God's Council

Father

(I AM Yahweh)

Jesus

(I AM Your Redeemer)

Holy Spirit

(I AM Bread, Spirit of 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 role, 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, Biz Ecclesia = shared purpose

3 Examples - [Purpose Profile](#), [Aspirations](#)

God's Answers

Who Am I? Why?
Son With Purpose

How Lord?
Ascend and Align

Where Am I Going?
Passion for Reformation

[John's 7-Spirit Profile](#)

Your Story

1. How it Started
2. Personal Passion
 - Problem, Mentor
3. What it Feels Like
4. Personal Benefit

5. Value to Others
6. Biz Model, Plan
 - Biz Upside
 - Biz Downside

7. Vision for Kingdom
8. How It Helps Others
 - Marketing Offer
 - Value, Transformation
9. The Tribe, Culture

[John's Story](#)

Exercise – You can check out any commercial or political offer for the Freud/Bernays technique on ChatGPT with the following question.

How does _____'s offer fit this script: The genius of Freud & Bernays: Weaponize the unconscious in Marketing. (Compromise to Coercion) Instead of selling a product or policy on its actual merits, they learned to:

1. Awaken an unconscious emotion.
2. Attach that emotion to a symbolic object or idea.
3. Sell the object/idea as the cure — when in reality, the transaction benefits the seller, not the buyer

Or you can check the Level of Kingdom marketing with the following question:

How does _____'s offer fit this script: The genius of Kingdom Marketing:

Purpose is Food for Hearts, Marketing in the Dinner Bell

(process without purpose is a starvation diet for serfs)

- #1). Marketing – Awakens Kingdom purpose in People & Opportunities.
 - To do what Father is doing (Jn 5:19).
 - To say what Father is saying (Jn 12:49).
 - To Feed hearts what they crave most – Bread; Purpose.
- #2). Marketing – Points to prophetic purpose first (Living Words).
 - Allows Holy Spirit to do His job (resonate Spirit & Truth in hearts).
 - Then... features, benefits, results, value can follow.
- #3). Marketing – Brings value from Heaven to Earth via Co-laboring
 - Authentic Purpose & People, the story of why God puts value on it.
 - Sons release what Father is doing and saying.

Example of a great offer/person; yet without Kingdom Purpose

How does Darren Hardy's offer fit this script: The genius of Kingdom Marketing: Purpose is Food for Hearts, Marketing in the Dinner Bell (process without purpose is a starvation diet for serfs) #1). Marketing – “sees” the prophetic purpose in People & Opportunities. • To do what Father is doing (Jn 5:19). • To say what Father is saying (Jn 12:49). • To Feed hearts what they crave most – Bread; Purpose. #2). Marketing – Points to prophetic purpose first. • Allows Holy Spirit to do His job (resonate Spirit & Truth in hearts). • Then... features, benefits, results, value can follow. #3). Marketing – values the purpose of a product or service above all else. • Start there, tell the story of why God puts value on it. • Relate to what Father is doing and saying.

ChatGPT said:

Great question — let's break Darren Hardy's offer through your **Kingdom Marketing grid**:

Darren Hardy's Core Offer

He typically positions **personal mastery, productivity, and entrepreneurial growth** (books, mentoring, Darren Daily) as the way to achieve your best life. His framing is **discipline → habits → results → success**.

Fit with the Kingdom Marketing Script

#1. Marketing “sees” the prophetic purpose in People & Opportunities

- Hardy **sees the desire for impact, success, and legacy** in entrepreneurs and high performers.
- But his lens is primarily **self-driven mastery**, not Father's prophetic purpose.
- He identifies a “hunger” (success/achievement) but doesn't necessarily connect it to the bread of heaven (Kingdom purpose).

👉 *Fit: Partial — he perceives hunger but interprets it as personal ambition rather than sonship identity or Father's invitation.*

#2. Marketing points to prophetic purpose first

- Hardy points to **discipline and habits first** (his “compound effect” and daily rituals).
- Purpose is implied (success, freedom, lifestyle), but it is **not prophetic**; it's framed in secular achievement terms.
- The resonance comes from **logic and psychology** (Freud/Bernays lineage) rather than Spirit & Truth.

👉 *Fit: Weak — he points to process before prophetic purpose.*

#3. Marketing values the purpose of a product/service above all else

- Hardy values his programs because they “work” (measurable results, success proof, testimonials).
- He doesn't explicitly anchor value in God's design or Father's narrative for people's lives.

- His “why” is human potential, not heaven’s purpose.

👉 *Fit: Low — his “purpose” is framed in self-optimization, not co-laboring with Father.*

Summary Fit

- Darren Hardy fits **secular/Bernays-style marketing** (habits, psychology, behavior shaping, results-driven) more than **Kingdom marketing**.
- His offer is brilliant for **empowering serfs to be high-performing serfs** — but doesn’t make the leap into **sonship, prophetic purpose, and co-laboring with Father**.
- In Kingdom terms, he’s feeding **discipline and success psychology** rather than **purpose as bread for the heart**.

Would you like me to **make a side-by-side table** — “Darren Hardy vs Kingdom Marketing” — so you can use it as a tool to analyze *any* secular marketer’s offer against Kingdom criteria?

You said:

yes

ChatGPT said:

Perfect 🙌 Here’s a **side-by-side comparison table** showing how Darren Hardy’s offer stacks against the **Kingdom Marketing model**. This table also doubles as a diagnostic tool — you can use it to assess *any* marketer’s approach:

Darren Hardy vs. Kingdom Marketing

Step	Kingdom Marketing (Prophetic DNA)	Darren Hardy (Secular / Psychology)	Fit
1. See Prophetic Purpose in People & Opportunities	Discerns Father’s design and purpose in hearts (Jn 5:19). Feeds hearts with bread of purpose.	Sees ambition for success, freedom, lifestyle. Frames hunger as achievement.	Partial – recognizes hunger but not prophetic design.
2. Point to Prophetic Purpose First	Marketing begins with Spirit & Truth resonance (what Father is saying/doing). Then features, benefits, value follow.	Starts with discipline, habits, and process (“Compound Effect”). Purpose = success/achievement.	Weak – process before purpose.
3. Value Purpose Above All Else	Product/service value rooted in God’s story: “Why Father puts value on it.” Connects to co-laboring in heaven’s narrative.	Value rooted in results, proof, psychology. Why = “be your best self,” human potential.	Low – no Kingdom anchor, only secular self-improvement.

Overall Insight

- **Hardy's Genius:** He awakens unconscious drives (desire for success, fear of failure) and channels them into disciplined systems. This is **Bernays-style marketing**: awaken → attach → sell.
 - **Kingdom Contrast:** Instead of feeding ambition with productivity tools, Kingdom marketing feeds the *heart's prophetic purpose*. Process follows purpose, not the other way around.
-

👉 This table can become your **lens**: any time you encounter a marketer, you can ask,

- *Do they see prophetic purpose in people?*
- *Do they start with purpose, or with process/benefits?*
- *Do they value Father's story, or human achievement?*

Would you like me to **make a reusable blank version of this table** (Kingdom vs. Secular Marketing) so you can plug in other names — like Tony Robbins, Brendon Burchard, Ray Edwards, etc.?