



GOD'S PLAN IN MARKETING

"A BIBLICAL PERSPECTIVE ON MARKETING"

WHO WANTS TO.....

- Grow their Business
- Gain more customers
- Expand markets
- Add new product offering



THE GREAT COMMISSION

Matthew 28: 19-20

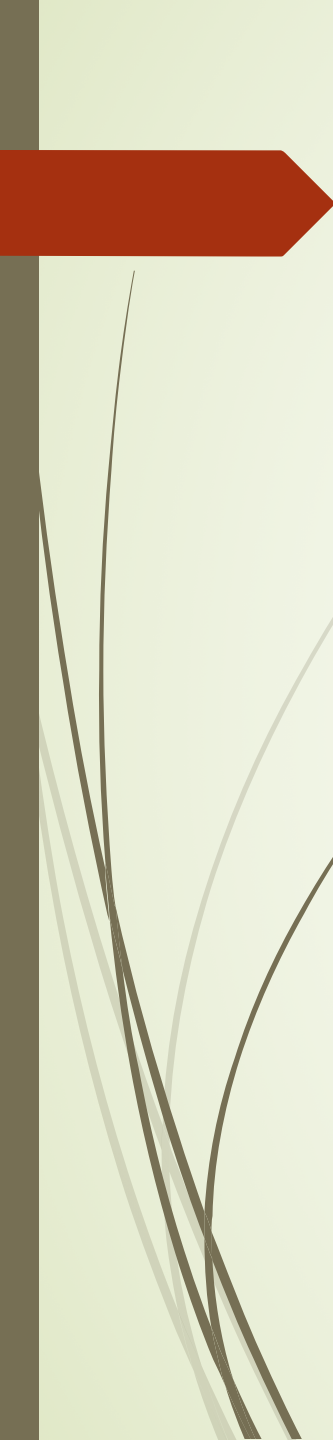
Go ye therefore and teach all nations baptizing them in the name of the Father and of the Son, and of the Holy Spirit. Teaching them to observe all things whatsoever I have commanded you; and lo, I am with you always, even unto the end of the world.

Is this only for the minister or the disciples?

ARE WE TO SEPARATE BUSINESS & MINISTRY???

SHOULD BUSINESS & MINISTRY BE SEPERATED?

► God has given to every man a work to do in connection with his kingdom. Each one professing the name of Christ is to be an interested worker, ready to defend the principles of righteousness. The work of the gospel is not to depend solely upon the ministers; every soul should take an active part in advancing the cause of God. But instead of this, how many in our large churches come and go like a door upon its hinges, feeling no responsibility for the progress of the work, no interest in the salvation of souls for whom Christ died. They do not dream of weaving their religion into their business. They say, Religion is religion, and business is business; they believe each has a proper sphere, but let them be separated. But in whatever calling the Christian is found, he has his work to do for the Lord in representing Christ to the world. {RH February 21, 1893, par. 5}



But in whatever calling the Christian is found, he has his work to do for the Lord in representing Christ to the world. **Whatever may be our occupation, we are to be missionaries, having for our chief aim the winning of souls to Christ.** If this is not our interest, we rob God of influence, of time, of money and effort. In withholding our heart's service from the Lord, we fail to benefit our fellow-men, and thus rob God of the glory that would flow to him through the conversion of others. {RH February 21, 1893, par. 5}

CHRIST METHOD ALONE

Christ's method alone will give true success in reaching the people. The Saviour mingled with men as one who desired their good. He showed His sympathy for them, ministered to their needs, and won their confidence. Then He bade them, "Follow Me."—The Ministry of Healing, 143.{ChS 119.3}



What Does It Mean to Sympathize?

If we love Jesus, we shall love to live for Him, to present our thank offerings to Him, to labor for Him. The very labor will be light. For His sake we shall covet pain and toil and sacrifice. **We shall sympathize with His longing for the salvation of men. We shall feel the same tender craving for souls that He has felt.** – {COL 49.3}


A wide-angle photograph of a vast, mountainous valley at sunset. The sky is a warm, golden yellow, and the mountains are silhouetted against the light. A person is walking across a rocky, flat plain in the foreground. The word "GREATNESS" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

GREATNESS

THE BIBLICAL
DEFINITION
OF
GREATNESS

He who is greatest
among you shall be
your servant

Matthew 23:11



FOR EVEN THE SON OF MAN
CAME NOT TO BE SERVED BUT
to serve others
AND TO GIVE HIS LIFE
AS A RANSOM FOR MANY.

MATTHEW 20:28

WHAT DO THESE COMPANIES HAVE IN COMMON BEFORE THEY OPEN A NEW LOCATION?





ARE CHILDREN OF THE WORLD WISER THAN THE CHILDREN OF LIGHT?

- ▶ LUKE 16:8 “..FOR THE CHILDREN OF THIS WORLD ARE IN THIS GENERATION WISER THAN THE CHILDREN OF LIGHT”



ANALYZE



INFORMATION



SURVEY

MARKET RESEARCH



TREND



EVALUATION



STATISTICS

What is Market Research?

Market Research is the process of collecting, analyzing and interpreting data about your target market, consumers, competitors and the industry as a whole

What is market research?





MARKET RESEARCH- SUMMERVILLE

- HEALTH IN COMMUNITY
- MEDIUM INCOME- \$23,534
- DEPRESSION – Issue
- 95% Southern Baptist
- ~80 % are on Medications
- Top 10 in common lifestyle desases in GA
- ACCESS TO HEALTHY FOOD “FOOD DESSERT”-



PRESENT YOURSELF

Make an Impression in 20-30 seconds



GIVER OR A TAKER

giver(noun)

someone who devotes himself completely

"there are no greater givers than those who give themselves"

Taker(noun)

a person who takes a specified thing.

VALUE

The image shows five wooden blocks of different colors (yellow, red, green, orange, and blue) arranged in a row on a light-colored wooden surface. Each block has a letter printed on its top face, and together they spell out the word 'VALUE'. The blocks are slightly offset from each other, creating a sense of depth. The background is a wooden plank surface with a visible grain.



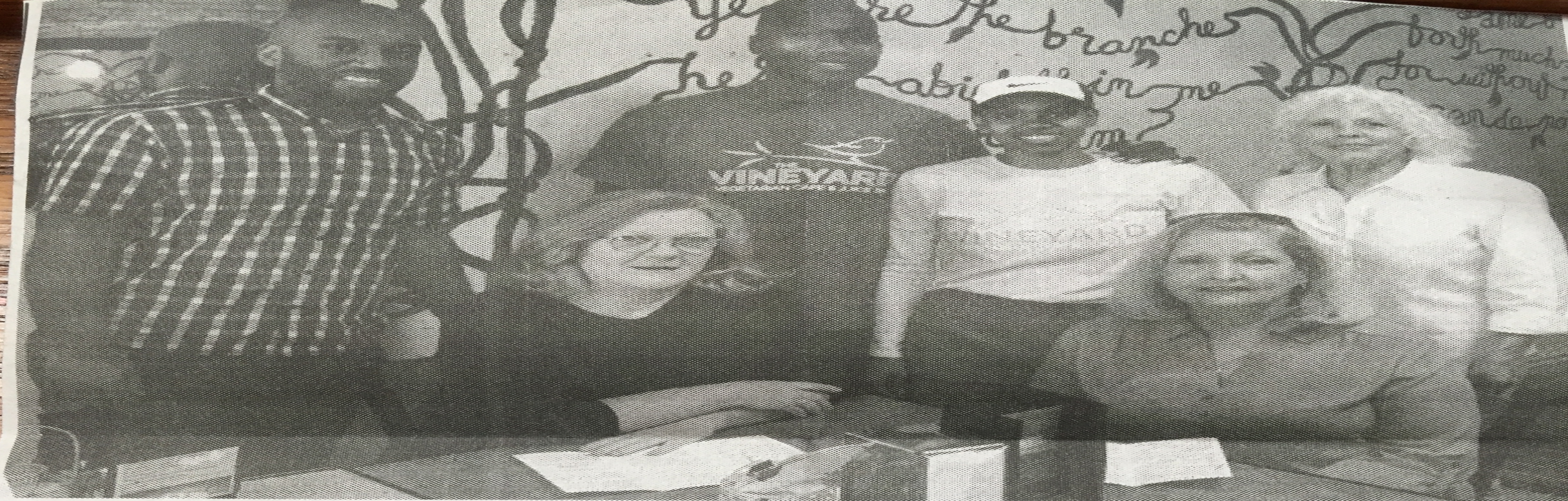
"How God anointed Jesus of Nazareth with the Holy Spirit and with power. He went about doing good and healing all who were oppressed by the devil, for God was with Him."

(Acts 10:38)



PUBLISHED

- ▶ MARK 7:36 “AND HE CHARGED THEM THAT THEY SHOULD TELL NO MAN; BUT THE MORE HE CHARGED THEM, SO MUCH MORE A GREAT DEAL THEY PUBLISHED IT”
- ▶ LUKE 8:39 “RETURN TO THINE OWN HOUSE, AND SHEW HOW GREAT THINGS GOD HATH DONE UNTO THEE. AND HE WENT HIS WAY AND PUBLISHED THROUGHOUT THE WHOLE CITY HOW GREAT THINGS JESUS HAD DONE UNTO HIM.”
- ▶ ACTS 10:37 “THAT WORD, I SAY, YE KNOW WHICH WAS PUBLISHED THROUGHOUT ALL JUDEA AND BEGAN FROM GALILEE AFTER THE BAPTISM WHICH JOHN PREACHED;”
- ▶ ACTS 13:49 “AND THE WORD OF THE LORD WAS PUBLISHED THROUGHOUT ALL THE REGION”



Vineyard Café Provides Health Challenge

The vegetarian restaurant in downtown Summerville gave a 10-day health challenge provided meals to a group of interested participants. The group lost almost 50 pounds during that span. From left, are Vineyard Dr. Seth Robbinson, Midge Phibbs, Gabriel McClover, Vonnelle McClover, Deborah Moore and Robbie Richter. (Staff Photo).

Veggie Diet A Success

A group of Chattooga County residents who took a local restaurant's 10-day healthy eating challenge lost almost 50 pounds.

The Vineyard Café, a vegetarian restaurant in downtown Summerville, provided the meals to those taking the

challenge.

All the participants' blood pressure levels improved and four people moved out of the high blood pressure zone. Everyone's cholesterol is now in normal range except one person who is now 19 points away from normal after dropping 67 points on the pro-

gram. One person decreased their total cholesterol by 100 points.

The director of the 10-day challenge is Bobbie Robb.

The Vineyard plans to do another 10-day challenge in August. For more information call the Vineyard at 706-857-6087.



Avondale School

“At our Avondale school, near Cooranbong, Australia, the Sunday labor question came up for decision. It seemed as if the lines were soon to be drawn so tightly about us that we should not be able to work during Sunday. Our school was situated in the heart of the woods, far from any village or railway station. No one was living near enough to us to be disturbed in any way by anything we might do. Nevertheless, we were watched. The officers were urged to come around to inspect our premises, and they did come. They could have seen many things if they had desired to prosecute us, but they did not appear to notice those who were at work. **They had so much confidence in us as a people, and so great respect for us on account of the work we had done in that community, that they believed they could trust us anywhere. – {9T 236.4}**

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ANY
QUESTIONS

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