

FYS Episode 205: Values Infused Marketing

Hi, it's Tap Hornor thanks for tuning into the four your success podcast an inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian author, speaker, business coach, and program development expert who will help you design, grow, and delight in doing business as worship, because that is true success.

And now here's my lovely wife, Katie Hornor.

Welcome back to the for your success podcast my friend I'm so excited to be with you here today talking about a most important topic for course creators in the Christian business world this is something that I believe we need to be talking about more and I believe in it so strongly that we are going to make it the subject of several of our upcoming podcasts, as well as in live training that we're going to be doing in the next couple of weeks. And so today the topic is marketing like Jesus if we are here to be salt and light for Christ in the world and we are using all of the world's tactics for our marketing then we have missed the communication somewhere. And so we want to go back to Jesus, who is the author and the finisher of our faith, and find out from him some of the ways that he expects us to market in the world or better yet some of the ways that modeled marketing for us with his message.

What can we learn from him about how to market the message that he has given us today, specifically as it relates to serving the people in our course and coaching businesses. And so today we're going to talk about five (5) ways that we can market like Jesus. And if you are interested in reading, you'll be interested to know that there are some books out there on this topic already one of them that I particularly have enjoyed reading is Darren Shearer's book *Marketing Like Jesus 25 strategies to Change The World*. Another one is *Marketplace Christian* also by Darren Shearer. And then Henry Blackaby also has a great book on this and so what we'd like to dive into though those five ways to market our business like Jesus.

And if you are interested in that free masterclass coming up, head on over to MLJmasterclass.com and you can register for free for that class. *MLJ For Marketing like Jesus* and [MLJ Masterclass.com](http://MLJMasterclass.com).

1. ***Start With Those Who Are Looking For A Solution.*** The first way that we can do our business like Jesus is to start with those who are looking for our solution. Jesus came to seek and save those who are lost. He came

to the Jews who are looking for the Messiah and, if you will have success with your business, you most likely will have greater success with those who are solution aware. They know they have a problem, they are looking for a solution, they think they know what the solution is in the case of this particular history with Jesus and the Jews, the Jews knew they were looking for a Messiah. They knew they were looking for a savior and they were looking for him.

And so he started with those people who are looking for a solution and, if you will start with the people who are looking for your solution, what is the transformation that you provide? Who are the people who are out there already looking for it? Not the people that you need to convince this is the solution, and then convince them that you are the one, but who are the people already looking for what you provide? And how can you get in front of them?

2. **Use Stories With Applications.** The second way that we can market like Jesus with our course or coaching business is to use stories that have relevant applications. Jesus told stories over and over and over again so much so that the disciples asked him at one point, like, why are you telling these stories? What does this mean? And he was able to explain to them this specific application, the spiritual application for the stories that he was telling. When we tell stories in our marketing, I'm not talking about made-up make-believe lies I'm talking about telling the stories of our people, telling the stories of people that we've helped tell the stories of transformation that is possible. Telling the stories that carry lessons that we can teach to our people so that they can have a better day, a better life, a better relationship, a better business, whatever it is that we're bringing to them.

Telling those stories with relevant applications is a way that we can market our message much in the same way that Jesus marketed his.

3. **To Not Deny Who You Are.** Number three is to not deny who you are. Jesus was the son of God and he never claimed not to be that it was against his nature to do that. And we as children of God, it is against our nature to deny that we are and so just like Jesus never denied his deity we also should not deny our faith. We should not deny our heavenly father in our business and you say, well, I would never do that oh yeah. Well, what about those policies? What about when the pressure is put on you to maybe not tell the whole truth? What about when the pressure is put on you to fudge a little bit with this or that, or to make a policy that may not be the best in the best integrity for your business, right? That is denying the faith that is giving opportunity for those who are of the world to blaspheme the name of your God, because your testimony is denying

your father in heaven, essentially. And so we need to be strong in the faith we need to be surrounded by folks who can back us up and encourage us when we are attempted and encourage us when things get hard.

Encourage us to take a stand for who we are because you can't separate you from the child of God that you are, and that needs to play out in the integrity in your business in the way that you do business in the way that you carry yourself in business, the way that you love on your people in business. Don't deny who you are that will go a long way in marketing your business in attracting those who care for you and repelling those who are not the right fit for your message and your business.

4. **Keep Your Message Simple.** Number four the way that we can market like Jesus is by keeping our message simple Jesus' message was very simple it was I am the way, I am the truth, I am the life you can't get to the father, but through me. It was a very, very simple message of salvation, and your message, the simpler you make it will be easier to understand, easier to accept we say in our business, simple is superior, and we take people through a simple process and sometimes a simplification process as they're creating their course in the course formula program, or as they're creating systems for launching in master teacher accelerator. We're teaching them to have a simple process to get a simple message out into the world because a confused mind will not buy complicated training, will not get people through to the transformation.

And so the the simpler you make it not everything, you know, you're the expert you're expected to know it all and yet you're expected to have the wisdom to show me not everything, you know, but exactly what I need to know to get to the transformation. So keeping your message simple is extremely important for the success of your program, the success of your students, and the testimony that you will have in the world with your business.

5. **Encourage people To Tell People About Their Experiences.** And finally, the last way that we'll talk about today, that you can market your course or your coaching program like Jesus did is to encourage your people, to tell other people about their experience. This is how the gospel was spread around the world is that Jesus told them to go make disciples go and tell people what happened to you, go and tell them who it was, who changed your life. Right? And we should be encouraging your people to share their experiences, share what happened to them, and share where they were when they found your program. What happened during the program? What made the difference in where they are now and how that has changed their life or changed their day or change their relationship or change their business. Or change their ability,

whatever it is that your course teaches, encouraging folks, and even giving them a pattern by which they can share. Those stories are super, super important again, to the continued promotion of your program so you can go on to help and reach even more people with your course or your business. And so they can be fulfilled to do what they were created to do and go on to reach more and more people as a process of discipleship.

And part of that is encouraging them to tell others about their experience. And so if you have enjoyed this, we've got much more for you in our upcoming workshop marketing like Jesus. And I hope that you will go over to MLJ Masterclass.com. MLJ (from marketing like Jesus) MLJMasterclass.com, and register for the next session of this live and free training about how to think like Jesus, as believers in business, it's super, super important that we're thinking God's thoughts about our business, that we're embracing our position as CEO of the business he's entrusted to us to carry out for his glory in the world. As part of this small part of the huge history, he is building in the world today and I want you to be able to have access to that training with us coming up shortly.

So head on over to MLJ masterclass.com and we look forward to sharing more with you there, as well as in future episodes of the for your success podcast. I'm Katie Hornor, your host, and it's been my pleasure to be with you here today. I can't wait to see you on the next episode.

So I'm Katie Hornor of handprint legacy.com obsessed with helping faith-based entrepreneurs, design, grow, and delight in the business that affords you the lifestyle and legacy impact you want to have. It's been my honor today to host you on the for your success podcast and I do hope you'll scroll down wherever you're hearing this and leave me a comment or review.

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