

Dynamic Worship **N**ew Insights **A**ppplied Knowledge

The DNA of FlagNaz is relatively simple (see above). We believe there is a collective wisdom rising up out of our shared experiences and interaction.

Inspiration lasts for the moment. Application a lifetime...

★Write down one new insight you received today...

★Thinking...

- Did you know you were *unwell* when you received Jesus's offer? What were your symptoms?
- How did Jesus heal you?
- What did that feel like?
- Do you share your healing experience with others? How do they receive it?

★Applying...

- Practice telling others about your healing experience.
- List *unwell* people in your circle of influence to share your experience.
- Plan a way to have this discussion.
- Invite them to come and see.

★Praying...

- Pray for a personal experience of healing if you are still *unwell*.
- Pray to freshly remember the joy of being healed.
- Pray over one person in your circle of influence to be healed.

FlagNaz

Belong... **B**elieve... **B**ecome...

June 5th, 2022

Be Healed and Thrive

Part 1: Principles of Effective Marketing

Mark 2:13-17

The greatest healing therapy is friendship and love.
-Hubert H. Humphrey

I) Know Your Target Audience...

Believe it or not, Jesus is the ultimate marketer, compelling many to trade everything for His offer (Mt 13:44-45). He is asking us to learn and adopt His ways of marketing (Mark 3:13-15). Let's start with the first principle – know your target audience. As we will discover, Jesus precisely knows the people He intends to reach.

◆**They will be interested:** Have you shared exciting news with someone only for it to be received as uninteresting? This is so frustrating! Often, the reason is not that the news is boring. The reason is that we shared it with the wrong audience. Good luck getting your young child to share your enthusiasm over your accomplishment and recognition at work. More likely they are going to quickly change the subject to whatever game, show, or toy captivating their attention. Jesus had no time to waste. He demonstrates laser focus on those likely to be excited about His news and pursue His offer. This is so clear it stuns those outside His chosen audience into complaining. Jesus offers forgiveness, healing, and life. Whose attention will this message get? Those who know they are *sick, wounded, and unwell*. This is Jesus's target audience (Mark 2:15-17).

◆**Avoid distraction:** Little kids are talented at diverting a discussion from what excites us to what excites them. Start sharing your news and next thing you know there is a discussion about Pokémon. What's crazy is we might just get caught up in their enthusiasm! Who knew I cared about a Charizard card? Five minutes later, I'm convinced. Our exciting message is buried. This may be a wonderful tradeoff of casual dinner conversation with our family. Not so when we have a purpose for our time with others. Jesus is never off message. He redirects the attempted distraction to highlight His purpose. He tells everyone He is uninterested in talking to those who perceive themselves as well – He is going to talk about a *remedy* with those who are *unwell*.

II) Effective Signage...

A check engine light is not a problem, it is the indication of some other problem. One more serious and warranting immediate attention. Great marketers offering solutions for hidden problems are masters at relating them to visible *signs*. If your check engine light comes on, bring it to us and we will service the engine. In Jesus's quest to heal those with *sick, wounded, and unwell souls*, He uses the equivalent of a spiritual check engine light.

◆ **Better things ahead:** It is common for us to be loyal to a brand that has earned our trust. Brands that deliver everything they promise. Amazing brands that we imagine offer even more. We might initially trust one with a small purchase, something unimportant. If it does well, we might ask for something larger. Jesus begins with the physical before moving to the spiritual. He offers to heal physical illness and injury. Illnesses and injuries previously incurable. The inexplicable nature of these healings, these miracles, are intended as *signs* of something much greater (Mark 16:17-18, John 2:11, Acts 14:3). Something divine. The many who have given up hope and accepted their fate as incurably disabled, disfigured, disowned, discarded...these see the *signs* and wonder at other impossibilities.

◆ **A VIP experience:** Luxury brands promising the allure of rare quality and performance understand a fundamental desire we all have. Once they have our attentions, they give us theirs. They treat customers as VIPs, each uniquely worthy of the time and attention needed to accept the brand's offer. Jesus understands this, too. Jesus, though, is not investing time and attention for a mere transaction. For Him, mutual time and attention *is* the luxury item He offers (Mark 8:2). Jesus's purpose is to recreate a God-human relationship of shared time and attention with all who will accept it (John 3:36). He knows that those aware of their *unhealthy soul* are those most eager to receive this offer (Mark 2:17, 3:10). Many of these have severe symptoms including social exclusion, isolation, hatred, and complete disregard for God's Law. These are not occasional sinners – they are those society rejected and who have likewise rejected society and its norms. People like traitorous tax collectors who assist the enemy occupier and cheat their neighbors. People like Matthew. These are the people with whom He dines, socializes, spends days together in the countryside. And they read His *signs* (Mt 16:16, John 9).

III) Reaching the Market...

The most obvious *signs*, the irresistible offers, these are wasted if not seen and known by the intended audience. Think about one of your favorite brands. How did you learn about it? If you drove by a sign, they succeeded in physical placement. An internet ad? Digital presence. A friend told you about it? Word of mouth and reputation. Jesus, too, had to concern Himself with reaching His audience. He knew exactly where to go and with whom to talk to spread His message.

◆ **Go to the people:** In London, the fashion houses locate themselves on High Street. In New York it is Fifth Avenue. The audience for luxury fashion is found in these places. One must have a storefront with signage in these places to be taken seriously as a fashion house. One must also have wardrobes in shows in New York, Paris, and Milan. Don't forget to have red-carpet celebrities wearing the brand at remarkable events such as the Oscars and Met Gala. Jesus knew where to find the *sick, wounded, and unwell*. He paid attention in villages across the countryside. People living outside the center of religion in Jerusalem. He sought them in town gates and outside local synagogues (Mark 3:1). He visited the marketplace where the tax collectors were setup (Mark 2:14). He went to Jerusalem during festivals when crowds came from around Judea (John 5:1-9, 7:10). At these times He would be found in the outer courts with the masses. He sought the places where those who gave up on religion would be found. This variety of locations and crowd size ensured His message would spread far and wide. His reputation made it so He could not enter some villages, instead setting up temporary residence nearby where crowds could peacefully gather (Mark 1:45). He did not establish Himself within the sanctuary of the Temple waiting for people to arrive. He actively sought the *sick*.

◆ **Global distribution:** Offers need to be distributed to their audience. Small local brands may be content with the reach of a single storefront. Not so with larger brands attempting to reach a broader audience. Jesus is ambitious. He wants to reach the entire world (Mt 28:19, Mark 16:15). Everyone who is *sick, wounded, and unwell*. He chooses not to do it alone. Who better to partner with in reaching His market than those He has already healed? He developed a network of brand advocates and influencers. As Jesus prepared to ascend to heaven, He instructed these to *Go therefore and make disciples of all nations* (Mt 28:19). His brand advocates took up the job and spread the word, first throughout Judea then into Asia and Europe (Acts 6:7, 13:49). They followed Jesus's model, seeking the *sick, wounded, and unwell*, telling them the exciting news, and giving *signs* that pointed to a divine offer (Acts 3:6-8). They found brand advocates to carry on the work and spread out into the wider world. The network perpetually grows, each brand advocate influencing others to join in.

◆ **Our role in effective marketing:** Here we are, each of us having been attracted to this community by one of His brand advocates. Jesus is diligent. To each of us who are healed He asks *will we be His brand advocate?* He wants us to identify the *sick, wounded, and unwell* within our circle of influence and share His message. He wants us to provide effective *signage* that point to His Truth. He expects us to deliver on the promise of His luxury brand, giving each the time and attention due a VIP. Done well, we will have the reputation as a community in which healing happens. And if that happens, be ready, we will go viral.