

Faith and Works IX

The Contemporary and Biblical Contexts

Col. 2:8

Marketing the Message

For those of you with an entrepreneurial spirit who are looking for a way to harness the potential of one of the largest and most accessible market segments still with the capability of producing great wealth there is good news (1 Tim. 6:5).

2 Cor. 11:19-20 For you put up with fools gladly, since you yourselves are wise! For you put up with it if one brings you into bondage, if one devours you, if one takes from you, if one exalts himself, if one strikes you on the face.

Yes, they do put up with it, and gladly. Many people have a need to have someone make them feel guilty, to cause them to condemn themselves. Because implicit in that action is the unstated assumption, the secret hidden repository of pride, that assumes one is guilty of not meeting a set of standards, and that it is therefore fully expected that the potential to meet those standards through self effort is possible if only one found the correct technique or put in the effort to do so. So guilt is good, and prideful self centered people are the most easily motivated by it.

2 Tim. 3: 6-7 For of this sort are those who creep into households and make captives of gullible women loaded down with sins, led away by various lusts, always learning and never able to come to the knowledge of the truth.

The good news is that today it is far easier to creep into households to reach the guilty and gullible as all one needs to do is "sow" the expense for a half hour of programming on a cable channel, and by correctly presenting the following message, one can soon reap a hundredfold investment. And now there is available a proven marketing strategy for making the most of this opportunity.

This strategy has been carefully crafted by those who have bravely gone before and demonstrate even today through their personal success how powerful these techniques are. If you stick with the game plan, and you have the ability to

convincingly present the following message with enthusiasm and charisma, you too will become a successful brand and a member of the inner circle of elite marketers who now dominate the prime time slots of the cable networks.

To be in this club, to operate in this franchise, one needs to be careful to stick to the formula presented below and teach it convincingly, and not give away the whole teaching all at once. When too much of this doctrine is exposed at one time the overall pattern, being so different from the teachings of the writers of the New Testament becomes rather obvious. Customers should only hear bits and pieces over time, never getting to the overall picture so they will be enticed to continue to buy the next installment of teaching materials, continue to attend meetings (and give generous offerings) or just sow into the ministry so they can vicariously share in the ministries success.

Keep in mind though, you will need the endorsement of those who already have prominent positions in this market, and they admit into their group only those with the charisma and enthusiasm to convincingly sell this product. If you qualify, you will get to do guest appearances on each other's shows, share meetings (and collections), and so build each other up. They now control the prime time of religious cable media, so the public is now continually marketed and sold a consistent brand through a number of popular and successful programs as they testify on behalf of each other and all teach from the same play book.

Remember, be confident, your target audience is gullible having been taught for years that using reason to evaluate truth is a sin, and likes to feel guilty through inverse pride for not being able to meet the standards you present as the benefits rewarding those who correctly follow the teachings you are offering.

Following is the outline of the teaching:

1. People don't know who they are -- they need knowledge.

2. The error is in how they think, of themselves, and the possibilities around them.
3. Because God made Adam in His image, man is like God and so needs to begin to exercise his authority and operate as God does.
4. God used words to speak things into existence. So then should we as we are like Him, made in His image.
5. God gave man authority over the Earth, so it is man's job to restore the Earth and all things lost in the Fall.
6. The fall was just Satan giving the wrong knowledge, but Jesus is an example of how to operate kingdom principles using correct knowledge.
7. He operated in His knowledge and died, then became the first born again man. Now we can do that too by following His example.
8. God can't do anything until man learns to operate faith and restore the kingdom.
9. It is man's fault for not learning kingdom principles that there is still lack in the earth.
10. There are kingdom principles built into the system of Creation that people need to learn and operate in order to overcome poverty and illness.
11. The principle kingdom principle is sowing, so it is important if you want money to be giving to the good ground of a ministry teaching kingdom principles, and to be careful to sow good words as sowing bad words is the reason people are poor and sick.
12. We need to manifest prosperity by speaking words of God and sowing seed to the kingdom of God, so people will be drawn by the prosperity and success of those operating the principles of the kingdom.

Keep people looking at themselves for results, and reiterate often that Jesus and God can't do any more than they have, because man has the authority here on Earth, so it is up to us to learn who we are and operate as God. Emphasis should be placed on this teaching in particular, as the listener will assume responsibility for not seeing change in their life, and instead of turning to God to help in time of need, they will seek the ministries teachings to help them start operating faith.

Keep the implied guilt on, that God is waiting for them to do something. Remind the listeners that it is probably their fault that Jesus has not come yet, and that the nations are not yet converted to faith in God due to the lack of believers demonstrating the benefits of operating kingdom principles. Tell them that Jesus can't come until the Gospel, the truth of man as a God operating as God speaking words which are containers of a substance called faith fills the earth with health and prosperity. Man has dominion so he must learn of his authority and use it, or share the responsibility for the continued fallen condition of creation.

Those anointed to teach these principles, are not to be seen as pastors or teachers, but as CEO's who are enforcing the brand of their religious franchise, and by being an example of how to live in prosperity. Those sowing their money to them, if they do so with faith and expecting an increase, become successful too. This essentially is the gospel of the kingdom of modern televangelism.

Don't forget the advice from one of the leading faith schools, which is "fake it till you make it". If you are going to make your living preaching prosperity and convincing people that you have a prosperity anointing, thus making you a great candidate for them to give their seed faith offerings, you have got to look like your prosperous.

When enough revenue has come in, it is OK to show the wealth, just explain that it is the result of successfully operating the principles of what one is teaching rather than the result of people sending money to learn the teaching themselves. This becomes a self reinforcing mechanism to continually generate new interest in the ministry as people are drawn to success, and the more that are interested, the more success it will continue to build, which will draw more interest, and so on.

One might think that being too ostentatious with the wealth generated by teaching people the golden rule of seed faith would call into question one's legitimacy to

claim to represent the Christian faith. However, once you redefine what that faith is, and they are convinced that the richer they can make the anointed spokes person teaching God's program for prospering His children, the richer God will make them, your displays of wealth will actually encourage them to give more.

Gentiles need to see prosperity being demonstrated in order to be drawn to the kingdom of God. Tough job, but someone has got to do it. Blame your listeners for being poor if they are, and add the guilt of not being a good witness of God's kingdom principles as well. The main law that we need to operate is sowing and reaping, because way back in Genesis God established this, so giving to a ministry that is teaching how to operate in faith will cause an increase in personal wealth if the giving is done using the "faith" being taught. If they don't see a hundred fold return, well, don't give them their money back, sell them more teaching materials so they can try to get it right the next time.

Keep the idea that sowing words (saying what you want in agreement with God) and sowing money to the ministry that is teaching one the principles of sowing, are what constitutes all of what being spiritual and born again is all about. Focus your listeners on their external circumstances, so those without successful circumstances can be induced with guilt to invest in more teachings on how to do it right, while those who have good circumstances can be induced to fear that it is all because they followed the teaching and that they had better keep up with it if they want to continue to be fortunate. They will inevitably fall into pride and self-centeredness thinking they have mastered the art of operating faith and that their circumstances of good health or wealth are a result of their actions. But that is OK, pride draws pride. People like to see a person who is successful because it confirms their belief in themselves that with a little help, they can learn to do it too.

One needs to redefine covetousness as showing Gods favor, the richer His kids are, the more He is honored, with the idea that the more wealth one has, the more good one can do to get God's message of prosperity out to those still in need. As one successful practitioner who has successfully used this plan over the years regularly

tells his listeners, sometimes taking as many as four offerings during meetings, "prayer moves heaven, but money moves the earth". Teach that money is the key to global transformation and establishing God's kingdom on earth.

If one does not have enough personal stories to validate the teachings claims, and really it is often how you yourself define what the event means, that God was involved or speaking in it rather than just something that happened, it is perfectly fine to invent whatever is necessary, just be consistent and avoid details that might be used by anyone to verify whether the event actually happened. Those in the network will go along and publicly reiterate each other's stories legitimizing each other's ministries and validating the success of the teaching. Personal anecdotes and stories are the preferred way to validate the claims of the teachings, using a verse of scripture here and there, sparingly, the less the better so as not to confuse the context of the teaching with that of the Bible.

An important foundation for these doctrines needs to be laid by careful interpretation of the book of Genesis to emphasize Adam's being made in God's image.

Remember, most who read their Bibles never read enough of it at one time to ever understand the original context. If they are taught what to understand before they read it for themselves, there is no danger of their reading those passages that are being used by the teaching. Teach them the Bible is like a collection of truths, rather than a complete and consistent witness to one way, one truth, and you will never need to validate your teaching by comparing it to actual Biblical doctrine.

So all scripture needs to be used as an example of how to work at manifesting the kingdom by operating faith through speaking and believing what one wants, and through using the "Seed faith" principle of sowing the things one wants to increase.

It is very important to support others in this network, and reinforce the idea that anyone who does not agree with that these ministries are anointed and teaching

truth are simply people who do not want to be prosperous, or that they are Pharisees, or full of hate. Always point out that it takes the Holy Spirit to see the emperors cloths, that if anyone has the Holy Spirit, they will see the truth of the ministries teaching. This will put the focus on the level of spirituality of the individual, how, truth be told, if they were really anywhere with God, would not be seeking out a how to do it ministry and vicariously trying to share in its anointing in the first place.

Demonize your critics, it works in politics, it works in religion, and never allow the actual doctrine to be brought into the light of the Bible. And last but not least, teach that to question the teachers of this doctrine is being judgmental. tell your customers that God is in the business of killing anyone who dares to look too close at the teachers of this doctrine, or question that what they say are words direct from God. Its good here to tell a story, in general terms, about someone who was critical and died. Guilt, fear, and need are tremendous marketing opportunities for ensuring a long term relationship with a customer as their focus can be turned on themselves rather than questioning what they are being taught.

And whatever you do, keep your customers from reading Bible scriptures such as the following:

2 Cor. 2: 17 For we are not, as so many, peddling the word of God; but as of sincerity, but as from God, we speak in the sight of God in Christ.

2 Peter 2:1-3 But there were also false prophets among the people, even as there will be false teachers among you, who will secretly bring in destructive heresies, even denying the Lord who bought them, and bring on themselves swift destruction. And many will follow their destructive ways, because of whom the way of truth will be blasphemed. By covetousness they will exploit you with deceptive words.

Acts. 20:26-31 Therefore I testify to you this day that I am innocent of the blood of all men. For I have not shunned to declare to you the whole counsel of God. Therefore take heed to yourselves and to all the flock, among which the Holy Spirit has made you overseers, to shepherd the church of God which He purchased with His own blood. For I know this, that after my departure savage wolves will come in among you, not sparing the flock. Also from among yourselves men will rise up, speaking perverse things, to draw away the disciples after themselves. Therefore watch, and remember that for three years I did not cease to warn everyone night and day with tears.

2 Cor. 11:1-4 But I fear, lest somehow, as the serpent deceived Eve by his craftiness, so your minds may be corrupted from the simplicity that is in Christ. For if he who comes preaches another Jesus whom we have not preached, or if you receive a different spirit which you have not received, or a different gospel which you have not accepted — you may well put up with it!

2 Cor. 11:13-14 For such are false apostles, deceitful workers, transforming themselves into apostles of Christ. And no wonder! For Satan himself transforms himself into an angel of light. Therefore it is no great thing if his ministers also transform themselves into ministers of righteousness, whose end will be according to their works.