

Making Work & Ministry One

The Master Marketer



Converting the
Leadership & Marketing
Genius of Jesus to Your
Serving Strategy



DAN ANDERSON & MICHAEL HANDLEY

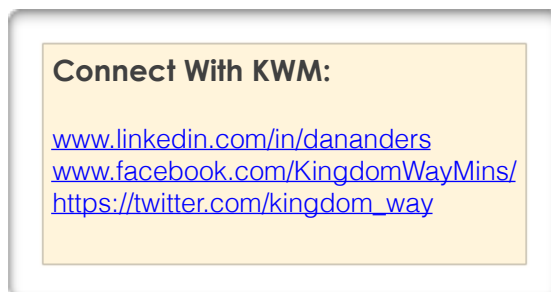
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Kingdom Leadership Council Groups (KLCs)

The original version of this resource was created for KLC Group use. These groups bring together leaders from companies, churches and nonprofit organizations to equip them to transform the workplace and their immediate spheres of influence for the kingdom of Jesus Christ. For more information about KLC groups, joining a group, or leading a group in your area ([Click Here](#)).

"Workshops, Seminars & Speaking"

- **Strata Leadership Workshops:** President/CEO of KWM, Dan Anderson is an associate trainer with [Strata Leadership, LLC](#). ([Click Here](#)) for a sample of Leadership/Team Development Workshops designed to be conducted in companies or community organizations.
- **Additional Workshops for Churches & Other Settings:** KWM is available to speak in churches and offers a variety of instruction in flexible formats that can be customized to meet group needs in the marketplace, church and other community settings. ([Click Here](#)) for more information.

"Tipping Points"

([Click Here](#)) to receive subscribe **FREE** to a weekly to bi-monthly infusion of biblical principles, stories, and other information that will encourage and challenge you in your life and leadership and help you to "Make Your Work & Ministry One."

Other Resources Available for Company & Church Leaders ([Click Here](#))

Contents

“Marketing Like Jesus”	1
Section 1 - Video Participant’s Guide	1
Interruption Marketing	1
What is Marketing?	2
What is the Goal of Marketing?	2
MARKETING 101: The 4P’s & 4C’s of Marketing?	2
Common Mistakes Made in Marketing	2
ADVANCED MARKETING: (Modeled After the Master Marketer)	3
Permission Marketing	3
Storytelling (Content Marketing)	3
Purpose-Driven Marketing	3
Clarity	4
Jesus (The Master Marketer’s) Approach	4
Next Step Actions / Team Discussion:	5
About the Authors	6

“Marketing Like Jesus”¹

Section 1 - Video Participant’s Guide

Michael Handley | CEO | CHD Bioscience in Fort Collins, CO | www.chdbioscience.com

NOTES BELOW ARE JUST A SAMPLE AND DO NOT REFLECT THE FULL GUIDE USERS WILL RECEIVE AFTER THEIR PURCHASE

Introduction Notes:

Interruption Marketing ²

¹ Original content and presentation provided by Michael Handley / CEO of CHD Bioscience. Adapted and formatted for KLC Group use by Dan Anderson / KWM. All rights reserved. Used by permission.

² Adapted from CallRail

What is Marketing?

What is the Goal of Marketing?

MARKETING 101: The 4P's & 4C's of Marketing?

4P's	4C's
• Product	• Customer
• Price	• Cost
• Promotion	• Communication
• Place	• Convenience

Common Mistakes Made in Marketing

- Not knowing your _____
- Not marketing _____ enough
- Overestimating _____
- Being too slow to adapt to _____
- Underestimating the _____

ADVANCED MARKETING: (Modeled After the Master Marketer)

Permission Marketing

Storytelling ³ (Content Marketing)

Purpose-Driven Marketing ⁴

Examples:

1. **For profit, for good:**

- Uber
- Nestle Crunch
- e-Cycle

2. **Market the mission:**

3. **Go timely and reactive:**

³ Adapted from Adam Toren, Entrepreneur Magazine.

⁴ Adapted from Ann Gynn, Content Marketing Institute.

4. Target your targets' causes:

5. Keep the commitment:

6. Use talents to benefit others' missions:

7. Humanize it:

Clarity ⁵

1. Position the product in your customers' minds.

2. Craft a basic appeal.

3. The message should persuade people.

Jesus (The Master Marketer's) Approach

- Jesus and His _____

- Teaching / Parables

- Multiple _____

- Counterintuitive

⁵ Adapted from Alexander Hiam, Marketing for Dummies.

Next Step Actions / Team Discussion:

About the Authors

Dan Anderson is the CEO/President of Kingdom Way Ministries and has served for more than 20 years as a Pastor in various local churches with intermittent periods of working in the corporate marketplace.

He has helped to start two churches and has launched several community leadership training venues for pastors and marketplace leaders working around the world. The conferences, seminars, leadership-training sessions and consulting he has organized and led have taken him across the United States and into several countries, including Trinidad & Tobago, Guyana, Mexico, and Liberia.

Michael Handley is a successful life science business professional with over 18 years of cross-functional experience in drug/device commercialization, operations, mergers/acquisitions, regulatory/clinical affairs, venture formation/financing, market development and partnering/licensing.

Mike has successfully assisted or led in the global commercialization of seventeen devices or drugs that account for over three billion dollars of sales annually. He has experience successfully leading management teams in a variety of capacities in high growth organizations and has secured millions of dollars in venture capital.

At the time of this publication, Mike serves as the Chief Executive Officer of CHD Bioscience, Inc. CHD is a multi-product development-stage healthcare company that has created a technology platform for the prevention and treatment of infectious diseases.