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80/203 to gain 10X,  
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Influence  
competitors and  
Persuasion  
gain esteem in  
Public Relations  
their marketplace.  
And Internet  
With the included  
tools they'll see  
Marketing  
exactly how much  
money they're  
leaving on the  
table, and how to  
put it back in their  
pockets. Sellers will

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identify untapped  
markets, high-  
profit opportunities  
and incremental  
improvements,  
gaining time and  
greater profit  
potential.

Supported by  
online tools from  
Marshall, including  
The 80/20 Power  
Curve, a tool that  
helps you see

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invisible money, To  
Your Guide To  
and a Marketing  
Marketing Sales  
DNA Test, a  
Influence  
personal  
Persuasion  
assessment that  
Public Relations  
zeroes in on one's  
And Internet  
natural selling  
Marketing  
assets, this  
timeless guide  
promises to change  
the game for  
seasoned and  
novice marketers  
and sellers.

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Few things impact  
our lives more than  
marketing, yet few

people consider

how that influence  
can be a force for

good. Honorable

Influence shines

the light of

Christian faith on

the field, revealing

how marketers can

avoid negative

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Your Guide To  
Marketing Sales  
Influence  
Persuasion  
Public Relations  
And Internet  
Marketing

impact, and  
instead influence  
consumers to their  
benefit. Individuals  
and organizations  
will find in  
Honorable  
Influence practical  
guidance for doing  
what seems  
impossible to many-  
using marketing to  
show love to God  
and others.

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Is marketing  
biblical? Although  
the word

"marketing" never  
appears in the  
Bible, the Bible is  
filled with

examples of  
successful  
marketers:

Solomon, Joshua,  
Nehemiah, and  
Paul, to name just

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a few. As you'll see  
in this book, these  
dynamic men of  
God had the ability  
to identify people's  
needs and then  
find the best ways  
to meet them.

Jesus told his  
followers to do the  
same -- to bring his  
message to people  
in a way they could  
understand and



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relate to. That's the heart of marketing. And those principles can be immensely useful as you take part in God's work here on earth. It's time to move beyond the question of whether or not marketing is a biblical practice. The real question is

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Whether your  
church can afford  
not to use such a  
powerful andd  
readily available  
tool. - Back cover.  
And Internet

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