

Blurring The Lines With The World - Marketing

October 6, 2019

- *Discipleship vs. Social Activism*
- *Holiness vs. Grace (or Inclusivity)*
- ***Evangelism vs. Marketing***
- *The Way vs. Many Ways*
- *Biblical Prayer vs. The Power Of The Mind*

“Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationships with and satisfying customers. With its focus on the customer, marketing is one of the primary components of business management.”
—Wikipedia

Marketing, and much of ministry today, is two entities using each other to gain what they want.

2 Peter 2:1-2 ESV

1 But false prophets also arose among the people, just as there will be false teachers among you, who will secretly bring in destructive heresies, even denying the Master who bought them, bringing upon themselves swift destruction.

2 And many will follow their sensuality, and because of them the way of truth will be blasphemed.

3 And in their greed they will exploit you with false words. Their condemnation from long ago is not idle, and their destruction is not asleep.

2 Timothy 4:3-4 ESV

3 For the time is coming when people will not endure sound teaching, but having itching ears they will accumulate for themselves teachers to suit their own passions,

4 and will turn away from listening to the truth and wander off into myths.

- **Evangelism has been corrupted and has conformed to this world system of marketing.**

Romans 12:2 ESV

*2 Do not be conformed (*sychēmatizō* - to conform to another pattern) to this world, but be transformed by the renewal of your mind, that by testing you may discern what is the will of God, what is good and acceptable and perfect.*

- **Evangelism has been reduced to bodies in seats instead of making disciples who deny themselves and take up their cross to follow Jesus.**

Matthew 28:19-20 ESV

19 Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit,

20 teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age.”

	MARKETING	EVANGELISM
SUCCESS	<p>“Success” is defined by temporal and visible metrics.</p> <p><i>The philosophy: “Living things grow. If a church is not growing numerically, then it is dying or dead already.”</i></p> <p><i>“Here are the facts: North America is the only continent in the world where the church is not growing. In North America, the church is in decline. Some even claim it is dying. Most denominations — including evangelical denominations — are shrinking.”</i></p> <p><i>—Ed Stetzer, “Writing on the Wall - The Church is Not Growing,” ChurchLeaders.com, Feb 4, 2019</i></p> <p>When “success” is defined by metrics, that is a strong compulsion to become all inclusive. Holiness and purity are too restrictive to be tolerated.</p> <p><i>2 Corinthians 10:10-12 ESV</i> <i>10 For they say, “His letters are weighty and strong, but <u>his bodily presence is weak, and his speech of no account.</u>”</i> <i>11 Let such a person understand that what we say by letter when absent, we do when present.</i> <i>12 <u>Not that we dare to classify or compare ourselves with some of those who are commending themselves. But when they measure themselves by one another and compare themselves with one another, they are without understanding.</u></i></p> <p><i>1 Corinthians 4:3-5 ESV</i> <i>3 But <u>with me it is a very small thing that I should be judged by you or by any human court.</u> In fact, <u>I do not even judge myself.</u></i></p>	<p>“Success” is defined by obedience, not results.</p> <p><i>Matthew 16:21-23 ESV</i> <i>21 From that time Jesus began to show his disciples that he must go to Jerusalem and suffer many things from the elders and chief priests and scribes, and be killed, and on the third day be raised.</i> <i>22 And Peter took him aside and began to rebuke him, saying, “<u>Far be it from you, Lord! This shall never happen to you.</u>”</i> <i>23 But he turned and said to Peter, “Get behind me, Satan! You are a hindrance to me. For <u>you are not setting your mind on the things of God, but on the things of man.</u>”</i></p> <p><i>John 5:19 ESV</i> <i>19 “So Jesus said to them, “Truly, truly, I say to you, the Son <u>can do nothing of his own accord, but only what he sees the Father doing.</u> For whatever the Father does, that the Son does likewise.”</i></p> <p><i>Matthew 28:19-20 ESV</i> <i>19 Go therefore and <u>make disciples</u> of all nations, <u>baptizing them</u> in the name of the Father and of the Son and of the Holy Spirit, <u>20 teaching them to observe all that I have commanded</u> you. And behold, I am with you always, to the end of the age.”</i></p>

	<p>4 For I am not aware of anything against myself, but I am not thereby acquitted. It is the Lord who judges me.</p> <p>5 Therefore <u>do not pronounce judgment before the time</u>, before the Lord comes, who will <u>bring to light the things now hidden in darkness</u> and will <u>disclose the purposes of the heart</u>. Then <u>each one will receive his commendation from God</u>.</p>	
MARKETING		EVANGELISM
ULTIMATE OBJECTIVE	<p>More People - More Money - More Activity</p> <p><i>Man evaluates success by natural results while God moves mysteriously in the unseen, often with no visible results.</i></p> <p><i>Man’s carnal ambition and rivalry can be shrouded in “success for God.”</i></p> <p>1 Timothy 6:3-5 ESV 3 If anyone teaches a different doctrine and does not agree with the sound words of our Lord Jesus Christ and the teaching that accords with godliness, 4 he is puffed up with conceit and understands nothing. He has an unhealthy craving for controversy and for quarrels about words, which produce envy, dissension, slander, evil suspicions, 5 and constant friction among people who are depraved in mind and deprived of the truth, <u>imagining that godliness is a means of gain</u>.</p> <p>2 Corinthians 5:7 ESV "for we <u>walk by faith, not by sight</u>."</p> <p>John 3:8 ESV 8 The wind blows where it wishes, and <u>you hear its sound, but you do not know where it comes from or where it goes</u>. So it is with everyone who is born of the Spirit."</p>	<p>Prepare the Church to be a holy and ready Bride for Christ.</p> <p><i>Ecclesiastes 3:11 NLT “Yet God has made everything beautiful for its own time. He has <u>planted eternity in the human heart</u>, but <u>even so, people cannot see the whole scope of God's work from beginning to end</u>.”</i></p> <p><i>Ephesians 5:27 ESV “So that <u>he might present the church to himself in splendor, without spot or wrinkle or any such thing, that she might be holy and without blemish</u>.”</i></p> <p><i>Colossians 3:1-2 ESV 1 If then you have been raised with Christ, <u>seek the things that are above, where Christ is, seated at the right hand of God</u>. 2 <u>Set your minds on things that are above, not on things that are on earth</u>.</i></p> <p><i>Matthew 6:19-21 ESV 19 "<u>Do not lay up for yourselves treasures on earth</u>, where moth and rust destroy and where thieves break in and steal, 20 but <u>lay up for yourselves treasures in heaven</u>, where neither moth nor rust destroys and where thieves do not break in and steal. 21 <u>For where your treasure is, there your heart will be also</u>.</i></p>

	MARKETING	EVANGELISM
STRATEGY	<p>Appeal to the majority.</p> <p><i>"Author David Manner says that a characteristic of modern consumerism is that people are seeking unique experiences. Because of this focus on experience, some people attend church expecting worship to make them feel a certain way. And some worship leaders plan each service to be a worship experience tailored to what appeals to the church members. But Manner says this is misunderstanding what worship is: 'an experience is something that is done to us or for us. Worship is something we do.'"</i></p> <p>—John Crist on Consumer Christianity: We Are To Blame, ChurchLeaders.com, July 9, 2019</p> <p><i>"In his Facebook video, Crist says a lot of people tell him about churches that make decisions that seem superficial or extravagant, such as hiring a helicopter to drop candy for kids around Easter or setting up a church stage to look like an NCAA tournament court."</i></p> <p>—John Crist on Consumer Christianity: We Are To Blame, ChurchLeaders.com, July 9, 2019</p> <p><i>"Another point Crist makes is that when people take issue with consumer-driven churches, they often direct some criticism toward pastors for watering down their messages. But when it comes to 'light' sermons, Crist says, 'You know why they do that? Because if they told you the truth, you would leave.'"</i></p> <p>—John Crist on Consumer Christianity: We Are To Blame, ChurchLeaders.com, July 9, 2019</p> <p><i>"If people are treating churches like stores in the mall, maybe it's because churches are acting like stores in the mall."</i></p> <p>—John Crist on Consumer Christianity: We Are To Blame, ChurchLeaders.com, July 9, 2019</p>	<p>Make disciples who are fully surrendered to God's will.</p> <p><i>Matthew 4:18-19 ESV</i> 18 While walking by the Sea of Galilee, he saw two brothers, Simon (who is called Peter) and Andrew his brother, casting a net into the sea, for they were fishermen. 19 And he said to them, "<u>Follow me, and I will make you fishers of men.</u>"</p> <p><i>Matthew 10:14 ESV</i> 14 And if anyone <u>will not receive you or listen to your words, shake off the dust from your feet when you leave that house or town.</u></p> <p><i>Matthew 7:13-14 ESV</i> 13 Enter by the narrow gate. For <u>the gate is wide and the way is easy that leads to destruction, and those who enter by it are many.</u> 14 For <u>the gate is narrow and the way is hard that leads to life, and those who find it are few.</u></p> <p><i>John 6:60-63 ESV</i> 60 When many of his disciples heard it, they said, "<u>This is a hard saying; who can listen to it?</u>" 61 But Jesus, knowing in himself that his disciples were grumbling about this, said to them, "<u>Do you take offense at this?</u>" 62 Then what if you were to see the Son of Man ascending to where he was before? 63 It is the Spirit who gives life; <u>the flesh is no help at all. The words that I have spoken to you are spirit and life.</u></p> <p><i>2 Timothy 4:1-2 ESV</i> 1 <u>I charge you in the presence of God and of Christ Jesus, who is to judge the living and the dead, and by his appearing and his kingdom:</u> 2 <u>preach the word; be ready in season and</u></p>

out of season; reprove, rebuke, and exhort, with complete patience and teaching.

2 Timothy 4:3-4 ESV

3 For the time is coming when people will not endure sound teaching, but having itching ears they will accumulate for themselves teachers to suit their own passions,
4 and will turn away from listening to the truth and wander off into myths.

2 Peter 2:3 ESV

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"A time will come when instead of shepherds feeding the sheep, the church will have clowns entertaining the goats."

—Charles Spurgeon

"The devil has seldom done a cleverer thing than hinting to the Church that part of their mission is to provide entertainment for the people, with a view to winning them."

—Charles Spurgeon

"That very church which the world likes best is sure to be that which God abhors."

— Charles H. Spurgeon