

The Kingdom Influence Sequence

Vision » Clarity » Expansion » Care » Depth » Structure » Amplification



The **SCRIBE**
Story & Messaging
"The Amplifier"



The **APOSTLE**
Vision & Strategy
"The Pioneer"



The **BUILDER**
Systems & Launch
"The Architect"



The **PROPHET**
Message & Clarity
"The Disruptor"



The **TEACHER**
Wisdom & Education
"The Depth Builder"



The **EVANGELIST**
Awareness & Invitation
"The Multiplier"



The **SHEPHERD**
Community & Care
"The Stabilizer"

**KINGDOM
INFLUENCE**

Alignment • Integrity
Multiplication



JESUS SCHOOL *of* BUSINESS

WHY IT WORKS...

Step	Receives	Gives
Apostle	Vision from God	Direction
Prophet	Direction	Clarity
Evangelist	Clarity	Expansion
Shepherd	Expansion	Stability
Teacher	Stability	Understanding
Builder	Understanding	Structure
Scribe	Structure	Amplification

The Eagle

The Apostle And Pioneer (Paul)

- The Funnel Architect
- Vision & Strategy
- Open new markets
- Establish messaging frameworks
- Build systems that multiply
- City Entry -> Teaching -> Community -> Follow up letters



Paul - Master Communicator & Funnel Builder

- **Audience specific messaging**

- To Jews → Scripture-heavy reasoning.
- To Greeks → philosophy and worldview (Acts 17).
- To churches → relational letters (nurture stage of the funnel).

- **Marketing principles**

- Positioning: “I became all things to all people” (1 Cor 9:22).
- Segmentation: Different letters, different tone.
- Authority through story: He regularly shares testimony (conversion narrative).
- Follow-up systems: Letters are ancient email sequences.

The Raven

The Prophet And Disruptor (Isaiah)

- Message & Clarity
- Brand Voice & Message Clarifier
- Cut through noise
- Name the real problem
- Call people back to alignment
- Prophets didn't sell comfort - they sold clarity



Isaiah: Message Shifter. The Pattern Interrupter. The Narrative Reframer.

- **Message Realignment:** Attack false assumptions.
 - When your offer looks polished but your foundation is misaligned, disruption is necessary.
- **Value Reframing:** Redefine what “success” actually means.
 - Many businesses chase tactics (ads, platforms, AI tools) instead of fixing core positioning and message alignment. Isaiah re-centers the trust anchor.
- **Contrast Positioning:** *“Woe to those who go down to Egypt for help”* is strong differentiation language.
 - **Isaiah 20:2–4** Isaiah walks stripped as a prophetic sign. That’s bold signal amplification.
 - Marketing parallel: Sometimes incremental messaging won’t break noise. You need a pattern interrupt. Not gimmick — conviction-backed contrast.

Isaiah: Message Shifter. The Pattern Interrupter. The Narrative Reframer.

- **Cultural Diagnosis:** He reads the moment accurately.
 - Read where the market is and go there. Don't go where you want them to be and expect them to come.
- **Future-Centered Storytelling:** Paints the redeemed horizon.
 - **Isaiah 2:2–4** “In the latter days... all nations shall flow to it...”
 - Isaiah doesn't only critique. He paints a compelling future.
 - Disruption without vision is chaos.
 - Disruption with vision creates movement.
- **Marketing principle:** If you expose the problem, you must also define the higher future state.
- **Moral Authority:** Speaks from conviction, not consensus.

The Swallow Evangelist - And Multiplier (Philip)

- Front-End Communicator
- Went where momentum already existed
- Spoke in ways outsiders could understand
- Created rapid expansion (Samaria revival)
- One-on-one invitation (Ethiopian eunuch)



Philip: The Evangelist & Momentum Multiplier

Marketing Principles Philip Demonstrates

- **Market Expansion:** Goes where resistance exists.
 - A resistant market becomes a hot market with the right message
 - i.e. Ashland, OR / Atty wanted jurors against his client
 - Evangelists expand into overlooked or resistant audiences. They don't just grow existing followers — they unlock new segments.
- **Momentum Creation:** Emotional resonance drives adoption.
 - **Acts 8:8** “So there was great joy in that city.” Philip doesn't just convert individuals — he shifts atmosphere. This is mass adoption energy.
 - Marketing principle: Evangelists create emotional resonance that spreads socially. Joy becomes the viral signal.

Philip: The Evangelist & Momentum Multiplier

Marketing Principles Philip Demonstrates

- **Demonstrated Value:** Transformation precedes persuasion.
 - **Acts 8:6–7** “The crowds with one accord paid attention... seeing the signs that he did.” Philip’s message carries visible impact. This is credibility through results.
 - Marketing principle: Momentum grows when people experience transformation, not just hear about it. Proof creates velocity.
- **Hybrid Strategy:** Mass reach + personal dialogue.
 - Multiplying Through Strategic One-to-One Moments
 - Immediately after a city revival, Philip meets the Ethiopian official.
 - **Acts 8:29–35** Philip explains Isaiah’s prophecy and proclaims Jesus.
 - This shows a key evangelistic pattern: Crowd impact + personal precision.
 - Marketing principle: High-scale growth still requires high-touch conversations.
 - Philip moves fluidly between broadcast and personal engagement.

The Dove

The Shepherd And Stabilizer (David)

- **Modern Role:** Community Builder / Client Success / Retention Specialist
- Care deeply for people
- Build emotional safety and loyalty
- He stabilized a fractured nation (united tribes, established the capital)
- He stabilized worship (brought the ark to Jerusalem)



David: Personal Brand Through Authentic Story

- David's Psalms are incredibly personal — and that vulnerability builds trust.
- Marketing lessons
- Emotional honesty builds deep connection.
- Transparency increases loyalty.
- Story-driven messaging creates resonance.
- This is the opposite of corporate marketing — it's relational influence.

The Owl: Teacher And Depth Builder (Solomon)

- **Modern Role:** Educator / Content Creator / Authority Builder
- He wrote 3000 tweets (proverbs) and 1005 videos (songs)
- Provide wisdom before asking for commitment
- Build trust through insight



Solomon: Wisdom Branding & Attraction Marketing

- What Solomon modeled
- The Queen of Sheba traveled because of reputation (1 Kings 10).
- Proverbs reads like a long-form authority blog.
- Marketing principles
 - Thought leadership marketing.
 - Brand built on excellence and results.
 - Value-first content strategy (Proverbs = micro-teachings).
- This is very similar to: Publishing insights that position you as the authority long before an offer is made.

The Weaverbird Builder And Architect (Nehemiah)

- **Modern Role:** Visionary Leader / Launch Strategist / Fundraising Communicator
- Paint a clear picture of a better future
- Rally people around a mission
- Nehemiah's speech is almost a perfect launch presentation:
 - Problem → Vision → Invitation → Action.



Nehemiah: Vision Casting & Stakeholder Buy-In

- **What he did**

- Assessed the problem privately.
- Built emotional connection (“You see the trouble we are in...”).
- Presented a clear solution.
- Secured early adopters (wall builders).

- **Marketing principles**

- Vision framing before execution.
- Leading with problem awareness.
- Social proof (“The hand of God was upon me...”).

The Falcon The Scribe And Amplifier (Luke)

- Modern Role: Storyteller / Documentary Marketer / Narrative Designer (Psalm 12:4)
- Package transformation stories
- Provide structured narrative that builds credibility
- Luke writes with order and precision - that's brand storytelling.



Luke: Narrative Packaging & Sequential Messaging

- Luke writes both the Gospel of Luke and Acts — essentially a two-part content series.
- **Marketing principles:**
 - Structured storytelling.
 - Clear audience intent (“Most excellent Theophilus...”).
 - To a specific person
 - With a specific level of understanding
 - With a clear outcome: certainty
 - This shows intentional audience targeting.
 - Historical credibility + emotional narrative.
- **Luke demonstrates:** How to package a message for broad cultural appeal without diluting truth.

Counter-Clockwise Motion = Disorder Cycle

Falcon → Weaver (Story before Structure)

- Amplification happens before systems exist.
- Result:
 - Hype
 - Overpromising
 - Brand fatigue
- This is extremely common in modern marketing.

Counter-Clockwise Motion = Disorder Cycle

Weaver → Owl (Structure before Wisdom)

- Programs get built before clarity is taught.
- Result:
 - Complicated offers
 - Confused clients
 - Operational burnout

Counter-Clockwise Motion = Disorder Cycle

Owl → Dove (Teaching before Care)

- People receive information but no relational safety.
- Result:
 - Intellectual overload
 - No transformation
 - Disconnection

Counter-Clockwise Motion = Disorder Cycle

Dove → Swallow (Community before Expansion)

- The group becomes inward-focused.
- Result:
 - Stagnation
 - Echo chamber
 - Loss of mission

Counter-Clockwise Motion = Disorder Cycle

Swallow → Raven (Expansion without Clarity)

- Awareness grows faster than truth.
- Result:
 - Mixed messaging
 - Brand drift
 - Audience confusion

Counter-Clockwise Motion = Disorder Cycle

Raven → Eagle (Clarity without Vision)

- Everything becomes corrective but nothing becomes creative.
- Result:
 - Criticism culture
 - Loss of forward momentum
- And that is what burnout actually looks like structurally.
- Not exhaustion. It's mis-ordered flow

The Seven Archetypal Roles

Biblical Figure	Archetype	Kingdom Function	Movement Outcome
Paul	Apostle / Pioneer	Strategic expansion	New territory opened
Isaiah	Prophet / Disruptor	Message purification	Alignment restored
Philip	Evangelist / Multiplier	Momentum ignition	Rapid growth
David	Shepherd / Stabilizer	Culture & care	Community retained
Solomon	Teacher / Depth Builder	Wisdom & understanding	Intellectual depth
Nehemiah	Builder / Architect	Structure & systems	Sustainability
Luke	Scribe / Amplifier	Documentation & storytelling	Influence extended