

A hand is shown from the bottom, holding a glowing, golden orb. The background is a soft-focus sunset with a rainbow arching across the sky. The overall tone is warm and spiritual.

God's Universal Laws

**“FOR THE THINGS WHICH ARE SEEN ARE TEMPORARY,
BUT THE THINGS WHICH ARE NOT SEEN ARE ETERNAL.”**

(2 CORINTHIANS 4:18)

Principle vs Law

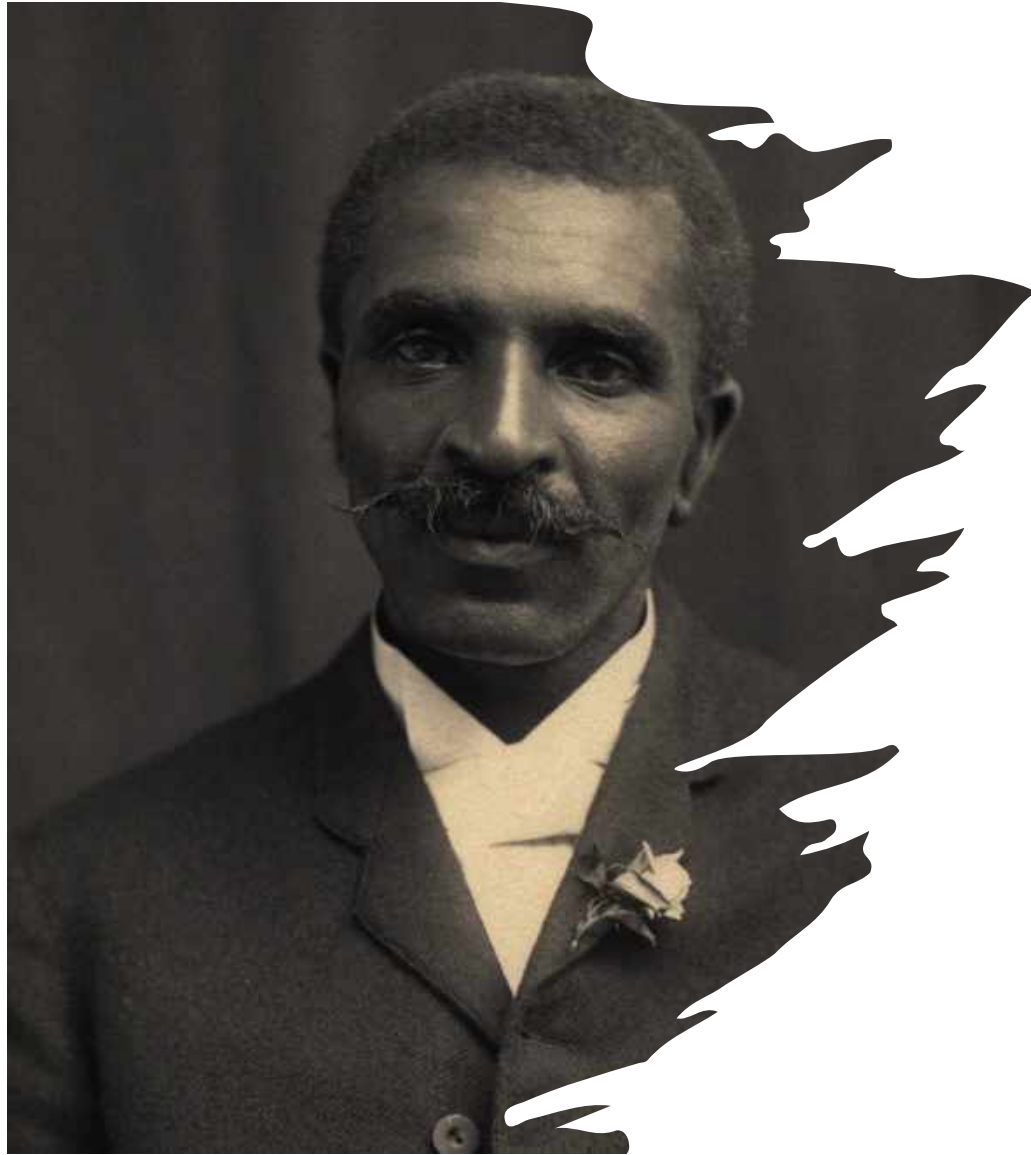
- Laws are often more specific and quantitative, while principles are broader and conceptual.
- i.e.: Gravity is a law, not a principle.
- One can ignore a certain principle and may or may not have a consequence, but if you ignore the law of gravity for example, it will ALWAYS have the same result or consequence, (loss of altitude).





George Washington Carver

- Then I told the Creator I wanted to know all about the peanut...And God said, "Behold, I have given you every herb bearing seed, which is upon the face of the earth...to you it shall be for meat....I have given every green herb for meat: and it was so. [Genesis 1:29-30]"
- I carried the peanuts into my laboratory and the Creator told me to take them apart and resolve them into their elements.

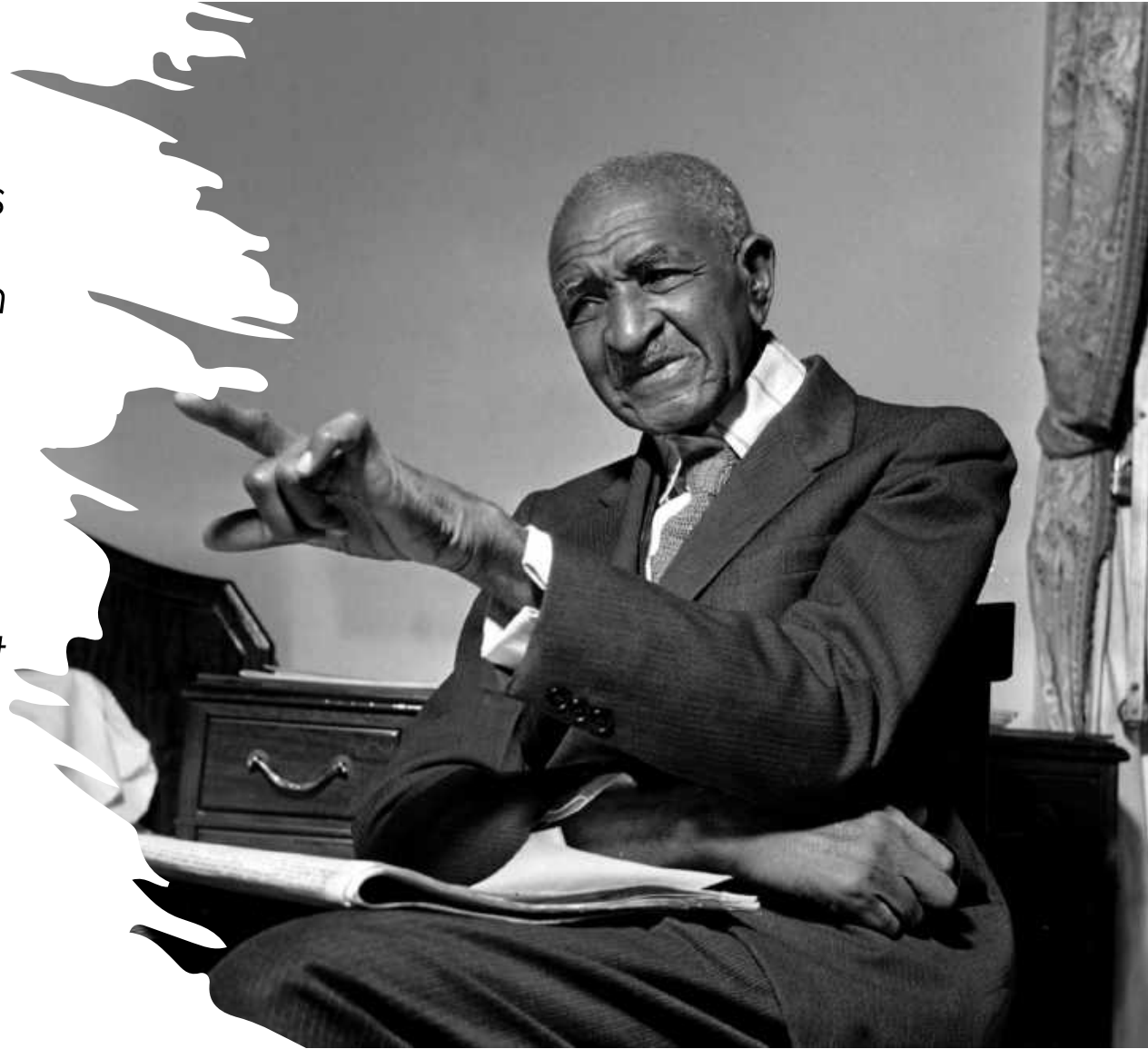


George Washington Carver

- The Creator said, “I have given you **three laws**; namely, **compatibility, temperature, and pressure**. All you have to do is take these constituents and put them together, observing these laws, and I will show you why I made the peanut.”
- He went on to try different combinations of the parts under different conditions of temperature and pressure, and the result was over 300 new and useful products.

“God is going to reveal to us things He never revealed before if we put our hands in His. No books ever go into my laboratory. The thing I am to do and the way of doing it are revealed to me. I never have to grope for methods. The method is revealed to me the moment I am inspired to create something new. Without God to draw aside the curtain I would be helpless.”

(George Washington Carver)





Law of Compatibility

- “If a pair of elements satisfies the compatibility criteria of the time, then it is deemed as compatible.” (Fraser-Sarwar)

Law of Compatibility Business Application

- What are the factors that make a prospect a good fit for you?
- The 4th of 7 questions Moses had to have answered... ("Is the land good or bad?")
- This is where you ask qualifying questions. What makes a prospect a good fit for you? What life circumstances are ideal? What timing is best? What is the avatar (profile) of your desired customer?



Law of Compatibility Business Application

- Consider financial criteria, possibly fitness or age depending on your product or service.
- Also, what makes for a bad (calamitous, adverse or wrong) customer? In addition to looking for prospects with the ideal criteria, identify factors that may make for a difficult or even disastrous relationship.



Law of Temperature (Jacques Charles 1746 – 1823)

- Also known as the LAW OF VOLUMES
- As the **temperature** of a **gas** increases, its **volume** expands, and as the temperature decreases, its volume contracts.
- When volume of gas expands in a closed system, **pressure** builds.



Law of Temperature Applied to Business

- **Gas** is the person (prospect) being subjected to heat.
- **Heat** is caused by **pain, friction or exertion**
- **Pressure** provides the motivation to take action



Pain Causes Heat

Problem: Where does it hurt? What's your biggest challenge?

Assess: What do you think causes that? What effect is it having?

Implications: What happens when that happens?
Example?

Next?: What would you like to see happen?





Friction Causes Heat

- What are the bottlenecks in your business?
- Where are you finding resistance to achieving your goals?
- What are your friction points in your business process?
- Where do you most often get friction with your customers?
- When do you notice friction in your company?
- What causes that? What is the effect? Implications? How would you like to see this resolved?

Exertion Causes Heat

- What wears you out?
- What are you spending too much time or energy on?
- What task would you like to do less of?
- Tell me about a typical day or week in your life
- Do you feel overworked at times?
- Would you like to accomplish more while working less?
- Assess: Why are you experiencing that? What effect is that having on your life? Tell me more. How would you like to resolve?



Boyle's Law of Pressure

(Robert Boyle 1627 – 1691)

- As the pressure on gases decreases, it's volume increases. As the pressure on a gas increases, its volume decreases.
- Gas naturally seeks out relief of pressure





Law of Pressure: Business Application

- In business, pressure can be classed as internal pressure (coming from within the person or organization) or external pressure (coming from outside entities making a demand on resources or time).
- Common cause of outside pressure is a vendor or salesperson trying to close a sale on a reluctant buyer.
- When sales pressure is applied, the prospect withdraws (contracts) and / or gives pushback (pressure).

Why Pressure Exists Internally...

- Pressure on gas builds when it is forced into a confined space.
- In business, confinements or limitations are generally not welcome or helpful.
- People who feel confined by limitations, want out of confinement.
- When you come across a prospect living with unnecessary or resolvable limits, if you can remove those barriers or confinements, you have a better chance of doing business with them.



Limits

- Look for the limits people are aware of and would like to change, or look for limits people are living with and have accepted but would be thrilled if you could relieve them of those limiting factors.
- When their circumstances or other people bring pressure to bear, you can relieve that pressure with your solution.



Discover Pressure Points With Questions

- “Is the land fat (plenteous) or lean (thin or famished)?”
- Where you find out what is working and what is failing.
- What are your current pressure points?
- Where do you feel your system is failing, inadequate or about to burst?

