

A surreal image of a man standing on a giant open book in a field at sunset. The man is reaching up to touch the pages of the book, which are illuminated by the setting sun. The background shows a landscape with mountains and a starry night sky.

# Biblical Thinking Framework

For Solving Any Problem  
**Customer Acquisition Module**

We are hard wired for success but programmed for failure.  
Therefore, we need to download the new program (born  
again and become a new creation in Christ)

# PART ONE: OBSERVATION

- **Key Idea:** Look for who (or what) else has a similar problem and has satisfied that?
- **Biblical Reference**
  - 1 Corinthians 11:1 “Imitate me, just as I also imitate Christ.”
  - John 13:15 “For I have given you an example, that you also should do just as I have done to you.”
  - James 3:4 “Look also at ships...”
  - Matthew 6:22 “The lamp of the body is the eye. If therefore your eye is [g]ood, your whole body will be full of light.”
  - Matthew 6:26 “Behold the birds of the air...”
  - Matthew 6:28 “Consider the lilies of the field”
  - Pslam 111:2 “The works of the Lord are great, Studied by all who have pleasure in them.”

# PART ONE: OBSERVATION

- **Why It Works:** Great ideas often start with careful observation. By noticing patterns, problems, and needs, you set the stage for innovation. Neuroscience suggests that observation stimulates the brain's mirror neurons, which are crucial for understanding and empathy.
- **Application**
  - Look in your **industry** and see what methods have already proven reliable?
    - Level 1 = Learn from copying others. Emulate before you deviate
  - Look in the **Bible** for similar scenarios and duplicate
    - Negotiating based on Philemon
    - Presenting based on Acts 2
    - Questions based on Numbers 13, and Job 38 - 41
  - Look at **nature** to see the models God made that are self-sustaining and self-replicating.
    - Birds, trees, ants, etc.

## Part Two: QUESTION

- **Key Idea:** Ask questions that challenge the status quo. Be intensely and intently curious.
- **Biblical Reference** (Many times, God asks the questions we should be asking)
  - Matthew 5:13 “If salt loses its savor, how shall it be seasoned?”
  - Proverbs 17:16 “Why is there in the hand of a fool the purchase price of wisdom, since he has no heart for it?”
  - Romans 10:14 “How then shall they call on Him in whom they have not believed? And how shall they believe in Him of whom they have not heard? And how shall they hear without a preacher?”
  - Job 38 - 41 God asks Job 75 questions in a row. He’s giving Job the questions he should be asking.

# Part Two: QUESTION

- **Why It Works:** Questioning helps to break down assumptions and opens the door to new possibilities. The brain's prefrontal cortex, involved in complex thinking and decision-making, is highly active when we engage in deep questioning.
- **Application**
  - Mike Lindell My Pillow ads. He spends \$1 million per week advertising on Fox. What does that tell you?
  - If you see the same ad over and over again online, over a protracted period of time, what does that tell you?
  - Evaluate why you think it's working? What factors do you observe?
  - Where did the tree get its wood from?

# What's YOUR Selling Style?



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# Different Factors

- The creative (Image)
- Choice of colors
- Headline
- Free e-book
- Clear background vs distraction

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# Questions to Ask...

- What campaigns? (Paid? Organic? Objective?)
- What targets? (Bible belt? Age? Income? Lookalike?)
- What medium? (video or static)
- Language level?
- Timing?
- Message?
- What other questions?