

"For if you remain completely silent at this time, relief and deliverance will arise for the Jews from another place, but you and your father's house will perish.

"Yet who knows whether you have come to the Kingdom for such a time as this?"

Esther 4:14

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Find Your Voice

**"The Keys to
the Kingdom"**

presented by Chaim Goldman

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Find Your Voice

Video #1

"Find Your Passion"
(and Know Why You're Here)

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When Jesus came into the region of Caesarea Philippi, He asked His disciples, saying, "Who do men say that I, the Son of Man, am?"

So they said, "Some say John the Baptist, some Elijah, and others Jeremiah or one of the prophets."

He said to them, "But who do you say that I am?"

Simon Peter answered and said, "You are the Messiah, the Son of the living God."

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*Jesus answered and said to him, "Blessed are you, Simon Bar-Jonah, for flesh and blood has not revealed this to you, but My Father who is in heaven. And I also say to you that you are Peter, and on this rock I will build My church, and the gates of Hades shall not prevail against it. And I will give you the **keys of the Kingdom of Heaven**, and whatever you bind on earth will be bound in heaven, and whatever you loose on earth will be loosed in heaven."*

Then He commanded His disciples that they should tell no one that He was Jesus the Messiah.

Matthew 16:13-20

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*"But woe to you, scribes and Pharisees, hypocrites! For you shut up the Kingdom of Heaven against men; for you neither go in *yourselves*, nor do you allow those who are entering to go in!*

"Woe to you, scribes and Pharisees, hypocrites! For you devour widows' houses, and for a pretense make long prayers. Therefore you will receive greater condemnation!

"Woe to you, scribes and Pharisees, hypocrites! For you travel land and sea to win one proselyte, and when he is won, you make him twice as much a son of hell as yourselves!"

Matthew 23:13-15


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Find Your Voice

Your "One" Message


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6 Keys to Find Your Voice

Find Your Passion	Find Your Structure
Find Your Focus	Find Your Medium
Find Your Audience	Find Your Technology

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Find Your PASSION


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Find Your Passion

- ✓ What Turns You On / Drives You
- ✓ What Message **MUST** You Tell
- ✓ Long-term...Regardless of Results
- ✓ Makes Every Topic Interesting

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How Do You Know?

Psalm 37:4-6

Delight yourself also in the LORD, and He shall give you the desires of your heart. Commit your way to the LORD, trust also in Him, and He shall bring it to pass. He shall bring forth your righteousness as the light, and your justice as the noonday.

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Find Your FOCUS


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Find Your Focus

- ✓ **Drill Down to the Core**
 - Heart of the Matter
 - Prayer & Counsel
 - Introspection
 - Confirmation


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Find Your Focus

- ✓ **Unique Offer / Perspective**
 - Message
 - Personality

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Find Your



TARGET AUDIENCE?

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Find Your Audience

- ✓ Who Cares?!

WIIFM (What's In It For Me?)

"Everyone" is NOT a Market

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MARKETING

101

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TARGETING

*If You Are Trying to Reach
EVERYONE...*

*Your Are Going to Reach
NO ONE!*

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TARGETING

- ✓ *Who Will Value This?*
- ✓ *Why Will They Value It?*
- ✓ *Where Do I Find Them?*
- ✓ *How Do I Get Access?*
- ✓ *How Do I Get Their Attention?*

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People Buy From People They:

**KNOW
LIKE
TRUST**

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KNOW + LIKE + TRUST =

**RELATIONSHIP
MARKETING**

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Your Two Most Valuable Assets:

**CREDIBILITY
& EMPATHY**

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CREDIBILTY:

"The prospect is persuaded more by the depth of your conviction than he is by the height of your logic."

Cavett Robert, Sales Trainer



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CREDIBILTY:

**"Buy It --
and You Can Sell It"**

Zig Ziglar



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EMPATHY:

**You Understand How the
Other Person Feels,
Although You Do Not Feel
the Same Way**

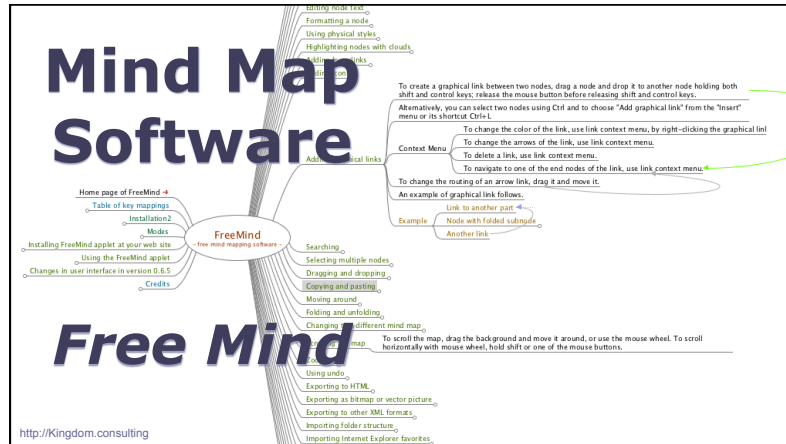


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**Find Your
STRUCTURE**



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Find Your Structure

- ✓ **Brainstorm (Dump)**
- ✓ **Purge**
- ✓ **Sift, Sort, and Select**
- ✓ **Organize**

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Find Your Structure

- ✓ **Organize**
 - Hook**
 - Set-Up (Acts 1, 2, 3...)**
 - Punch Line**
 - Review**

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Find Your MEDIUM


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Find Your Medium

- ✓ Voice
- ✓ Writing
- ✓ Art
- ✓ Drama
- ✓ ???

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Find Your TECHNOLOGY


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Find Your Technology

- ✓ Low-Tech
 - Talk to People
 - Write an Article / Tracts
 - "Flash Mob"

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Find Your Technology


- ✓ High-Tech
 - Videos
 - Internet
 - Blogging
 - Social Media

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Find Your Voice

Passion	Structure
Focus	Medium
Audience	Technology

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Find Your Voice

Video #3

"You Can Do This!"

(God Says So!)

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Share the Love

Write a Comment below about something you learned and how it will help you bring your Voice to the world

Share an encouraging Scripture verse that motivates you to give your all for the Kingdom

Share this video series with others:
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