

February 2014

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I recommend the "Cheese" approach to sales. It takes a complete paradigm shift, but it can drastically change the way our prospects and customers view us. The Cheese approach requires you to have the client's best interest first and foremost in mind. It requires you to develop the ultimate customer experience first. It requires you to create ways for them to experience results without risk. It requires you to develop ways to show them how they can absolutely benefit before they ever have to spend money. And it offers a quick painless out if the customer isn't satisfied.

Zappos.com has perfected the Cheese method. They offer 365 day 100% money back with free return shipping if your not satisfied. Unless you bought it on February 29th in a leap year. Then you have four years to return the shoes. Look it up, it's true. There are two keys here. 1.) No strings attached. It has to be legitimate otherwise they will see the whiskers. 2.) They deliver exactly what was promised, not junk. This keeps the returns to a minimum and builds a great customer experience that people will talk about (like I am now). That completely takes away all customer concern. No whiskers, all cheese.

Can you think of way, as the sales person, you can take all the risk off the prospect? If you can, it will go a lot farther than a fish on your business card. *Eddie III John 2* God loves you and so do I

## Testimony of Steve Wilmer Cont.

**Q.** How does God continue to prosper you today in all categories?

**A.** I read a quote once that said "I believe in Good Luck, and I have found that the harder I work, the more Good Luck I have." The best thing I can say is that "favor ain't fair". God continues to prosper me and my family in all areas and I really can't tell you how or why. I make mistakes daily and I miss the mark so often. I could be doing more, studying more, praising more, reading his word more, etc. but I often find myself putting things of the world before God. Even with that, he still talks to me, guides me, gives me revelation and his Holy Spirit is forever with me. I believe that God has something special planned for Stephen Wilmer. I am here for a purpose and everything that I go through is to bring glory to him one day soon. So he is setting me up for a time to come. I believe in Blessings, and I have found that the harder I work, the more Blessings I have.

**Q.** What is one or two of your favorite versus that inspire you?

**A.** My favorite bible verse is James 2:17 "Faith by itself, if not accompanied by action (works) is dead." My personal saying...."Wake up, Say a Prayer and Hustle."

*Your partner in prosperity*



February 2014

## A Personal Note From Eddie

One of my favorite times to gather with friends and family is the Super Bowl. Not so much for the game itself, but for the camaraderie. It's amazing to watch athletes at the professional level. Their drive, their tenacity, their perseverance is truly remarkable and there is definitely a reason why they call them professionals.

Statistically, Payton Manning is one of the top quarterbacks to ever play the game. However, in his career he has thrown 8,452 passes but only completed 5532 (Payton has had 219 intercepted) which is a 65.4% success rate. To look at it another way... Payton fails about 35% of the time. But no one would dare call him a failure! Why is it that in the secular realm, we tend to get down on ourselves for setbacks? If we get sacked... we have the same options as Payton. Either stay down or get up, learn from the setback and run a smarter play.



I've come to realize that success is rarely a single event in life or football – it is often many small events and efforts occasionally interrupted by set-backs and temporary defeats. The trophy is won, dreams are realized, goals are achieved, potential is reached, success and prosperity is obtained only by those who do not become discouraged by the necessary and inevitable failures that lie along the path of success. **It is these failures, road blocks, and challenges that cause others to quit and the prosperous individual to persevere.** We all should think of ourselves as "Pros". Sometimes we have to drop back 10, punt and play some defense until we get the ball back. We should heed to the words of Vince Lombardi; "I would say that the quality of each man's life is the full measure of that man's commitment of excellence and victory – whether it be football, whether it be business, whether it be politics or government or what have you."

As Prosperous Christians, In the football game of life we already know how the game ends ...we win! Don't fret over a couple of fumbles.

*Eddie III John 2*

## Calendar

2/2	Groundhog Day/ Superbowl
2/6	Prosperous Christian Meeting
2/12	Lincoln's Birthday
2/14	Valentines Day
2/17	Presidents Day
2/22	Washington's Birthday

## Jokes

**Q:** What do you call a Bronco fan holding a bottle of champagne after Super Bowl.  
**A:** Waiter.

A man goes to the Super Bowl but his tickets are for the upper tier. He spots an open seat on the 50-yard line and grabs it.

The guy sitting next to him says, "Actually, this seat belongs to me. I was supposed to come with my wife, but she passed away. This is the first Super Bowl we haven't been to together since we got married in 1967."

"I'm sorry to hear that," says the first man. "Couldn't you find a friend or relative to come with you?"

"Nope," replies the second guy. "Everyone's at the funeral."

## "Quotes"

"Nobody in football should be called a genius. A genius is a guy like Norman Einstein."

~Joe Theismann, ESPN Announcer & Former NFL Quarterback

"The spirit, the will to win, and the will to excel are the things that endure. These qualities are so much more important than the events that occur." "Football is like life, it requires perseverance, self-denial, hard work sacrifice, dedication and respect for authority."

~ Vince Lombardi



Do you not know that in a race all the runners compete, but only one receives the prize? So run that you may obtain it.  
1 Corinthians 9:24 (NIV)

February, 2014

## Motivation

*Not until the pain of the same is greater than the pain of change will you embrace change. ~Dave Ramsey*

**T**he human brain is very similar to that of the mouse. That's why so much research is conducted using mice. Much like our brain, the mouse is wired for pretty much two things  
– Get cheese, avoid cat.



When we attempt to sell something to a prospect we look very much like the cat, no matter what our intentions. Buyers are wired to view sellers as cats and even the greatest deal in the world may go unnoticed because our whiskers are showing.

We as Christian business owners and business professionals need to offer cheese and build trust, not in a manipulative way, but in a way that allows the buyer to put their guard down long enough to understand that we do indeed have something that will benefit them. Over the past two decades we have all been manipulated, slight of handed, cunning craftiness, under delivered, baited and switched and even flat out lied too. We have been trained to spot whiskers and run far and fast when we see them. That is why it is so hard to get in to see a decision maker. Christian sales people "in the good ol' days" used to put the Ichthys symbol  on their business card. This would help them get through the door. "She's a Christian, she has to be telling the truth." But over the years the symbol was soured by a few bad sheep that took the low road and abused members of the household. As Christian business professionals today, that puts us in quite the predicament. No one trusts anyone, and supposed Christians are often times less trustworthy than their secular counterparts. But NOT Prosperous Christians.

*So then, as we have opportunity, let us do good to all men, and especially to those who are of the household of faith. - Galatians 6:10*

God says we are to do good to ALL men/women, and ESPECIALLY the household.

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### Recommended Books

**The ultimate Sales Machine**  
Chet Holmes

**Excuses Begone!**  
Dr. Wayne W. Dyer

### Testimonials

Dear Eddie,  
Great Newsletter! So glad we're on the all-star winning team together!  
I love the redneck poem! You are too cute! M. Kish

It's about time you got this newsletter out! I have missed it. Thanks for the kick in the pants, too. S.

It is my intent to inform, educate, enlighten and inspire our members with a monthly newsletter.

✓ THIS OUT!

Each month we would like to feature a local Christian Business highlights, local as well as motivation articles and stories.

If you have a motivational God story you would like us to feature, please email it to [info@prosperouschristian.com](mailto:info@prosperouschristian.com)

I would also like to ask our members for sincere heartfelt testimonials that we can feature each month in our newsletter.



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# Testimony of a Prosperous Christian Steve Wilmer

*This will be a time for  
you to bear testimony.  
Luke 23:13*

**Q.** How did you find God?

**A.** Well, he definitely found me because I was absolutely not looking for him. I grew up in the church as a child but never had a relationship with Christ. It was June 30, 1995 and I was invited to church by a girl that I was trying to date at the time. When we got to church, they had all the men sitting together (I did not know it was a Men's Conference). I sat there "mad" because I couldn't sit next to her. I listened to the message and began crying. Before I knew it, I was in the aisle walking towards the front of the church asking to be saved. I was 26. Who says God doesn't have a sense of humor.



**Q.** "Rags to riches story" How did you become a Prosperous Christian?

**A.** Well I definitely had the "rags" growing up on welfare in the projects. And I am quite a ways from being "rich". In my humble opinion I do believe there are certain steps to becoming a Prosperous Christian. There are people who are Prosperous who are NOT Christians. They choose a career that they love, work hard, study their craft to become the best and surround themselves with other like-minded individuals. They are self-motivated, make smart financial decisions and educate themselves on money matters of the world. They believe that it's up to them to succeed in this world and they don't make excuses. They do not realize that it is God who gives them the ability to get wealth (Deuteronomy 8:18). There are people who are Christians who are NOT Prosperous. They know the word of God and believe the word of God. They have accepted Jesus as their savior and try to live a "Christ-Like" life. There is a joy that they have and no matter what happens in life their faith cannot be shaken. Others can see that there is a bright shining light on the inside of them. They have the faith, but no works (James 2:17). In order to be a Prosperous Christian you have to do BOTH. Think about every Prosperous Christian you know, or have seen on television, or read about in the bible. They ALL had faith, but they ALL did (are doing) something to generate/create wealth. And God blessed the WORK of their hands. (continued on page 4)

## Poem

Collards is green  
my dog's name is Blue  
and I'm so lucky  
to have a sweet thang like you.

Yore hair is like cornsilk  
a-flapping in the breeze  
Softer than Blue's  
and without all them fleas.

You move like the bass,  
which excite me in May.  
You ain't got no scales  
but I luv you anyway.

Still them fellers at work,  
they all want to know,  
what I did to deserve  
such a purdy, young doe.

Like a good roll of duct tape  
yo're there fer yore man,  
to patch up life's troubles  
and fix what you can.

Some men buy fine diamonds  
from a flea market booth.  
"Diamonds are forever,"  
they explain, suave and couth.

But for this man, honey,  
these won't do.  
Cause yo're too special,  
you sweet thang you.

So I got you a gift,  
without taste nor odor,  
more useful than diamonds...  
IT'S A NEW TROLLIN' MOTOR!!