



# BIBLEWAY MINISTRIES

MAKING A DIFFERENCE—THE BIBLE WAY



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Perhaps you've read about Michael Jordan's recent lawsuit against Dominick's and its parent company Safeway. Without permission, Dominick's used Jordan's name in an advertisement piece. *The Chicago Tribune* shared six lessons we can learn from the legal case in the article, "What Michael Jordan's Lawsuit Teaches Us about Business"\*:

1. Protect your brand.
2. Don't overexpose yourself.
3. Dress like ten million dollars.
4. Surround yourself with smart people.
5. Pick your enemies.
6. There's no such thing as a free lunch.

Peter Shankman, a consumer experience expert, says regarding your brand, "It's the only thing you have. If your brand isn't perceived the way you want it to be, it's not Twitter's fault, it's not the media's fault; it's your fault."

Personal branding is how we market ourselves to others. Mary Tabaka from INC. indicates the two reasons why branding has always existed on a personal level is that we always have to sell ourselves in various situations, such as to those we work for. Even teenagers learn at an early age the importance of selling mom and dad on the notion that they are responsible enough to borrow and drive the family car or to get an extension of curfew time. Tabaka indicates that there are four steps in the personal branding process:

**Discover:** In order to really understand who you are and carve out a career path moving forward, investing in self-discovery is critical. In fact, if you don't spend time learning about yourself, your values, personal mission, and unique attributes, you will be at a disadvantage when marketing your brand to others. Start by asking yourself, what do I want to be known for? and then select a niche so that you can position yourself in the marketplace.

**Create:** Your personal branding toolkit may consist of a blog, website, business card, resume, video resume, reference document, cover letter, portfolio, social network profiles, or a combination. Your brand must be consistent and reinforce each part of your toolkit.

**Communicate:** Now it's time to use everything you've created to let people know you exist. You can communicate your brand by attending professional networking events, writing articles for magazines and media sites, commenting on blogs, connecting with people on social networks, and reaching out to the press.

**Maintain:** As you grow, mature, and accelerate in your career, everything you've created has to be updated and accurately represent the current "brand you." Also, you need to monitor your brand online to ensure all conversations about you are positive and factual. You can do this by using a combination of tools, including a Google Alert for your name.

You're probably asking, "So what does this have to do with me?" That's a great question. It is one that every Christian should ask. As Christians, believe it or not, that is our brand whether we are doctors, lawyers, or baby sitters, or in whatever capacities we live out our Christianity.

We are fortunate to have the Bible in our toolkit, which helps us understand who we are in Christ. Matthew 5:13 tells us that we are the salt of the earth. Salt has two important functions: it makes the food taste better, and it acts as a preservative. That is exactly what we are to do. We are to live in such a way that those with whom we come in contact have a better experience of what it is like to know Jesus Christ. Our reflection of Him is so important that, like Paul, our testimony ought to be, "For me to live is Christ"! . . . [Keep Reading>>>](#)

\**Chicago Tribune*, Sunday, August 23, 2015

## Clean the Water before You Plug the Leak!



### It Takes More Than a Finger to Stop the Leak

What's the best way to fix a leak? In Mary Mapes Dodge's book *Hans Brinker*, a finger was enough

for the Little Dutch Boy to hold back the water seeping through a crack in one of Holland's dikes. Imagine how this story would have played out if the dike had seepage a few feet away on either side of the first crack. The more leaks appeared in the dike, the harder it would be to stem the tide. At a certain point, the Little Dutch Boy would run out of fingers. This helpless situation unfolded on a much larger scale at three mines in Colorado on August 5, 2015.

In an effort to keep polluted runoff mine water from Cement Creek, a naturally-formed stream which flowed into the Animas River near the town of Silverton, Colorado, a water treatment plant had been constructed at the Sunnyside Mine. When this treatment plant closed in 1996, the runoff water from the mine was plugged with a concrete "finger" in a project which was completed in 2002. Shortly thereafter, the Environmental Protection Agency noted that the rate of acid water discharge at Gold King and other nearby mines had greatly increased.

On August 5, 2015, EPA contractors working at the Gold King Mine with heavy equipment accidentally set off a chain reaction which led to the colossal multimillion-gallon spill of orange, contaminated mine water into the Animas River. Most of the water which had been diverted by the cement plugs now ran freely into the river shared by three states.

Fortunately, just over one week after the massive spill, most of the orange color from the mine water had dispersed. Still, the crisis is far from over. Commercial and agricultural sites along the coastline must wait until they receive clearance that the water is safe to use. A legal battle will soon follow as the affected states sue the Environmental Protection Agency for its role in the mess. The whole situation provides a fitting reminder of the danger of inadequately addressing life's problems.

### The Treatment Plant of the Heart

Sin in the heart is like the contaminated water at Gold King Mine: once we're aware of a leak, it will take more than a finger in the dike to stop it. Plugging the leaks of discontentment, selfishness, ungodly anger, lust, envy, pride, resentment, and bitterness with efforts at

changed behavior will only cause them to find the path of least resistance, expressing themselves in a different, equally damaging way — unless they are treated at their source, the heart.

Jim Berg wrote, "God goes to great lengths to address the heart issues of His people. He is not satisfied with leaving the relationship with Him unreconciled. Don't be satisfied with any change you see if it is obvious that there has been no real reconciliation with and submission to God." The "leaks" we see in life are symptoms of a deeper problem with our relationship with God. Any remedy for the symptoms which does not address the heart problem is a plug . . . [Keep Reading! >>>](#)



Contact Dr. Edwards if you would like to have him as your special guest.  
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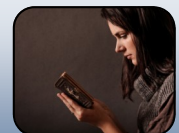
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