



Course 3 Knowledge Checks

A few questions per session. Answer key is at the back.

Session 1, Know Who You Serve

1. How did Paul change his approach in Athens?

2. What does marketing mean by same message, different _____?

3. Who should you picture when you write, everyone or _____?

Session 2, The Power of Story

1. Why did Nathan tell David a story instead of accusing him?

2. What four words did Nathan use after the story?

3. Why did Jesus teach in parables?

Session 3, Make It Plain

1. What did God tell Habakkuk to do with the vision?

2. Most marketing is clever when it should be _____.

3. Name one test of plain marketing.

Session 4, Honest Promotion

1. Which commandment governs your ad copy and fine print?

2. What does Proverbs 12:22 say about lying lips?

3. Why is honesty also the better long game?

Session 5, Keep Sowing

1. What does the sower do with the seed?

2. Galatians 6:9 says we reap if we do not _____.

3. What works better, consistency or intensity?

Session 6, A Good Name

1. Proverbs 22:1 says a good name is better than _____.

2. How did the centurion get Jesus' help without self-promotion?

3. Word of mouth in its purest form is built on _____.



Answer Key

Session 1, Know Who You Serve

1. He started from their altar and poets, changing the on ramp, not the truth.
2. starting point / on ramp, the language of the audience.
3. one specific person you actually serve.

Session 2, The Power of Story

1. A direct charge hits a wall; a story walks through the gate.
2. You are the man.
3. Stories engage the heart and carry truth past defenses.

Session 3, Make It Plain

1. Write it and make it plain, so a herald may run with it.
2. clear.
3. A child or a busy stranger grasps it instantly.

Session 4, Honest Promotion

1. You shall not bear false witness (Exodus 20:16).
2. The Lord detests them but delights in those who deal truly.
3. Trust compounds; a truthful reputation is an asset no one can copy.

Session 5, Keep Sowing

1. Scatters generously, knowing only some lands on good soil.
2. grow weary / give up.
3. Consistency. Show up and keep sowing.

Session 6, A Good Name

1. great riches.
2. Others vouched for him because of years of generous action.
3. a good name earned quietly over time.