



Course 3, Marketing That Tells the Truth: Audience, Story, and Honest Promotion

Block 3 of the Crown Revenue Academy. You have a worldview (Course 1) and an offer (Course 2). Now we learn to tell the truth about it so the right people actually hear, understand, and trust you.

Course Overview

Marketing has a reputation problem, and often it earned it. Hype, half truths, fake scarcity, and manipulation have made a lot of good people distrust anyone trying to sell anything. This course takes the opposite road. Marketing, done God's way, is simply telling the truth about something good in a way the right people can hear. It is clarity, story, and honesty in service of a real offer.

You will learn to know exactly who you serve, to use story the way Jesus and the prophets did, to make your message plain, to promote without ever bearing false witness, to show up consistently, and to build the most powerful marketing of all, a good name that other people repeat for you.

Who it's for: Anyone who has something worth sharing and is tired of either staying invisible or feeling slimy about promotion. There is a third way.

Format: 6 bi-weekly sessions, 60 to 75 minutes each, always free. Same rhythm as Courses 1 and 2.

What you'll walk away with: - A clear picture of the **one person** you are really speaking to - A **story** that carries your message past people's defenses - A message made **plain** enough that a stranger gets it in seconds - A standard for **honest promotion** you never have to walk back - A simple plan to **show up consistently** instead of in bursts - A strategy to turn happy people into a **referral engine**

The rhythm of every session: Big Idea, Anchor Scripture, Biblical Case Study, Teaching Points, Real Application, Discussion, Go Deeper (a linked book and a linked podcast).

Session 1, Know Who You Serve

Big Idea: You cannot speak to everyone, and trying to is why most marketing says nothing. Pick the one person you serve and speak their language.

Anchor Scripture: Acts 17:22 to 23 (Paul at Athens); 1 Corinthians 9:19 to 23 ("I have become all things to all people").

Biblical Case Study: Paul at the Areopagus (Acts 17:16 to 34). When Paul preached to Jews, he opened the Scriptures. When he stood before the philosophers of Athens, he started somewhere completely different: their own altar to an unknown god, and even quoted their poets. He did not change the truth, he changed the on ramp, meeting that specific audience where they actually were. That is the heart of marketing: same message, but spoken in the language and starting from the world of the person in front of you.

Teaching Points: 1. “Everyone” is not an audience. Clarity comes from choosing. 2. Enter their world first (their words, fears, and hopes) before you ask for anything. 3. Speaking to one person clearly attracts many. Speaking to everyone reaches no one. 4. Meeting people where they are is not compromise, it is love and respect.

Real Application: - *In the room:* Write a one paragraph portrait of the single person you serve: their situation, the words they use, the problem that keeps them up at night. - *This week:* Find three real people who fit that portrait and listen to how they describe their problem. Borrow their exact words.

Discussion: - Who are you secretly trying to reach “everyone” because choosing feels like losing? - Where could you start from your audience’s world, like Paul did, instead of your own?

Go Deeper: **Read:** [Obviously Awesome by April Dunford](#) · **Listen:** [Marketing Against the Grain podcast](#)

Session 2, The Power of Story

Big Idea: Stories slip past the guards that arguments run straight into. If you want to move a heart, tell a story.

Anchor Scripture: 2 Samuel 12:1 to 7 (Nathan confronts David); Matthew 13:34 (“He did not say anything to them without using a parable”).

Biblical Case Study: Nathan and David (2 Samuel 12:1 to 7). David had sinned terribly and was fully defended against any direct accusation. So the prophet Nathan did not accuse, he told a story, about a rich man who stole a poor man’s only lamb. David’s heart engaged, his anger burned, and he condemned the man, at which point Nathan said four words that broke him open: “You are the man.” A direct charge would have hit a wall. A story walked right through the gate. That is why Jesus taught in parables, and why your marketing should carry a story, not just a list of features.

Teaching Points: 1. Facts inform, but stories move. People remember and act on stories. 2. The best marketing makes the customer the hero, and positions you as the guide. 3. A clear story has a character who wants something, a problem in the way, and a path to resolution. 4. Story is not manipulation when the story is true.

Real Application: - *In the room:* Write your customer’s story in three lines: who they are, what they want, and the obstacle. Then show where your offer becomes the guide that helps. - *This week:* Tell one real customer’s before and after story (with permission) in a post or conversation.

Discussion: - Where are you marketing with facts and features when a story would land deeper? - Have you been casting yourself as the hero instead of the guide?

Go Deeper: **Read:** [Building a StoryBrand by Donald Miller](#) · **Listen:** [Akimbo by Seth Godin](#)

Session 3, Make It Plain

Big Idea: A confused mind does not buy and does not believe. Clarity is not dumbing down, it is respect.

Anchor Scripture: Habakkuk 2:2 (“Write the vision and make it plain”); 1 Corinthians 14:9 (speak words easy to understand).

Biblical Case Study: Write It Plain (Habakkuk 2:2). God's instruction to the prophet was not to make the vision impressive or clever, but to make it plain, so plain that "a herald may run with it." The point was speed and clarity: a runner glancing at it should grasp it instantly and carry it. Most marketing fails here. It is clever when it should be clear. Jesus spoke to crowds of fishermen and farmers in words a child could follow, and the truth landed precisely because it was plain.

Teaching Points: 1. If they have to work to understand you, most people will simply leave. 2. Cut jargon, shrink sentences, and lead with the result. 3. Test for clarity: could a stranger repeat what you do after one read? 4. Clever earns applause. Clear earns action.

Real Application: - *In the room:* Take your current "what I do" description and cut it in half. Then cut it again. Read it to someone outside your industry. - *This week:* Rewrite your homepage headline or bio so a twelve year old could understand it.

Discussion: - Where are you hiding behind clever or polished language that actually confuses people? - What is the plainest possible way to say what you do?

Go Deeper: **Read:** [Made to Stick by Chip and Dan Heath](#) · **Listen:** [B.O.S.S. Moves Podcast by Dr. Myron Golden](#)

Session 4, Honest Promotion: No False Witness

Big Idea: Marketing that exaggerates is just a polished form of bearing false witness. Truthful promotion is slower to hype and far stronger over time.

Anchor Scripture: Exodus 20:16 ("You shall not bear false witness"); Proverbs 12:22 ("The Lord detests lying lips").

Biblical Case Study: The Ninth Commandment in the Marketplace. "You shall not bear false witness" was given about a courtroom, but its reach is the whole of life, including your ad copy, your testimonials, and your fine print. Proverbs adds that the Lord detests lying lips but delights in those who tell the truth. Every inflated claim, fake countdown timer, and invented "limited spot" is a small false witness. The irony is that honesty is also the better long game: trust compounds, and a reputation for telling the truth becomes the asset no competitor can copy.

Teaching Points: 1. If you would have to walk it back later, do not claim it now. 2. Real urgency and real scarcity are fine. Manufactured ones are lies. 3. Use real testimonials and real numbers, never invented ones. 4. Underpromise slightly and overdeliver. It is honest and it builds raving fans.

Real Application: - *In the room:* Audit your marketing for one claim, badge, or "deadline" that is even slightly untrue, and write the honest version. - *This week:* Replace one piece of hype with one true, specific result.

Discussion: - Where has the pressure to stand out tempted you toward exaggeration? - What is one true thing about your work that is more compelling than any hype?

Go Deeper: **Read:** [Influence by Robert Cialdini](#) · **Listen:** [TGIF, Today God Is First by Os Hillman](#)

Session 5, Keep Sowing: Consistency and Presence

Big Idea: Marketing is sowing, not a slot machine. You scatter the seed of your message consistently and trust the harvest to come in its season.

Anchor Scripture: Matthew 13:3 to 9 (the Parable of the Sower); Galatians 6:9 (“Let us not grow weary in doing good”).

Biblical Case Study: The Sower (Matthew 13:3 to 9). The farmer in the parable does not agonize over each seed, he scatters generously, knowing some lands on the path, some on rock, and some on good soil that bears a harvest. Most people quit marketing right before the good soil shows up, because they expected one post to change everything. Galatians says do not grow weary, for “at the proper time we will reap a harvest if we do not give up.” Consistency, not intensity, is what works. Show up, keep sowing, and do not despise a small audience.

Teaching Points: 1. One post, one ad, one talk almost never does it. Repetition builds trust. 2. Pick a simple, sustainable rhythm you can actually keep. 3. Do not despise small numbers. Every harvest starts with faithful sowing. 4. The compounding is invisible until suddenly it is not.

Real Application: - *In the room:* Choose one channel and one realistic cadence you can keep for ninety days (for example, one post a week). - *This week:* Sow the first seed. Publish or send one thing, and put the next three on the calendar.

Discussion: - Where have you quit right before the harvest because results were slow? - What is a marketing rhythm you could actually sustain without burning out?

Go Deeper: **Read:** [This Is Marketing by Seth Godin](#) · **Listen:** [Faith Driven Entrepreneur podcast](#)

Session 6, A Good Name: Reputation and Word of Mouth

Big Idea: The most powerful marketing on earth is a good name that other people repeat for you. You earn it, you do not buy it.

Anchor Scripture: Proverbs 22:1 (“A good name is more desirable than great riches”); 3 John 1:12 (Demetrius “is well spoken of by everyone”).

Biblical Case Study: The Centurion Others Vouched For (Luke 7:1 to 10). When a Roman centurion needed Jesus’ help, he did not market himself. The Jewish elders came and pleaded on his behalf: “He is worthy, for he loves our nation and built our synagogue.” His reputation, built quietly over years of generous action, spoke louder than any pitch he could have made. That is word of mouth in its purest form. The same is true of Demetrius, who “is well spoken of by everyone.” A good name is the marketing you cannot fake, and it is worth more than great riches.

Teaching Points: 1. Referrals are the highest trust, lowest cost marketing there is. 2. You earn a good name with consistency, integrity, and over delivery (Course 2’s second mile). 3. Make it easy: ask happy customers for a word, a review, or an introduction. 4. Guard your name. It takes years to build and a moment to spend.

Real Application: - *In the room:* List three happy customers you could ask for a testimonial or a referral this month, and draft the ask. - *Capstone (This Week):* Assemble your one page marketing message: who you serve, your customer’s story, your plain headline, your honest proof, and your simple rhythm.

Discussion: - What is your name known for right now, and what do you want it known for? - Who already speaks well of you that you have never thought to thank or ask?

Go Deeper: **Read:** [The 1 Page Marketing Plan by Allan Dib](#) · **Listen:** [The Rabbi Daniel Lapin Podcast](#)

Expanded Resource Pack (Course 3)

Reputable, mainstream marketing resources that reinforce honest promotion. Each links to where to find it. Run every secular framework through a biblical filter.

Secular Business Books

- [This Is Marketing by Seth Godin](#) (marketing as service, not manipulation)
- [Building a StoryBrand by Donald Miller](#) (clarify your message with story)
- [Made to Stick by Chip and Dan Heath](#) (why some ideas spread and others die)
- [Obviously Awesome by April Dunford](#) (positioning)
- [Influence by Robert Cialdini](#) (the psychology of honest persuasion)
- [The 1 Page Marketing Plan by Allan Dib](#) (a simple plan that fits on a page)

Blogs and Publications (free, reputable)

- [Harvard Business Review](#) (marketing and brand strategy)
- [Seth Godin's Blog](#) (short, daily wisdom on marketing and trust)
- [First Round Review](#) (go to market and positioning)
- [Lenny's Newsletter](#) (growth and marketing, widely respected)
- [Copyblogger](#) (writing that sells honestly)

Free Online Courses (free)

- [HubSpot Academy](#) (free, well respected marketing certifications)
- [Google Skillshop and Digital Garage](#) (free digital marketing training)
- [Coursera: Introduction to Marketing, Wharton](#) (free to audit)
- [HarvardX on edX](#) (choose Audit for free)

Watch (reputable YouTube)

- [Seth Godin on marketing](#)
 - [Donald Miller, StoryBrand](#)
 - [Harvard Business Review channel](#)
 - [TED talks on marketing and ideas worth spreading](#)
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Devotional: Truth, Story, and a Good Name (a 6 Day Reading Plan)

Each day, read the verse, sit with the insight, answer the question in writing, then pray.

Day 1: Speak So They Can Hear ([Acts 17:22 to 23](#))

Paul stood in the most intimidating room of his life and did not lead with a rebuke, he led with something his audience already cared about, their own altar. He respected them enough to start in their world. Marketing and witness both begin the same way, not by shouting your message louder, but by understanding the person in front of you well enough to speak words they can actually receive.

Reflect: Whose world have you failed to enter because you were busy talking from your own?

Prayer: Lord, give me ears for people before I ask for theirs, and help me speak so they can hear.

Day 2: A Story Slips Past the Gate ([2 Samuel 12:1 to 7](#))

Nathan could not get through David's defenses with an accusation, so he told a story, and the story did what no argument could. There is a holy power in story, it lowers the drawbridge of a guarded heart. When you tell the true story of a changed life instead of listing your features, you are following the pattern of the prophets and of Jesus Himself.

Reflect: What true story could you tell that would carry your message further than any argument?

Prayer: Father, teach me to tell the truth in stories that open hearts rather than close them.

Day 3: Make It Plain ([Habakkuk 2:2](#))

God told the prophet to write the vision so plainly that a runner could grab it at a glance and carry it. Not impressive, not clever, plain. We often hide behind complicated language because plain words feel too simple to be smart. But clarity is a gift you give people, and confusion is a quiet form of pride.

Reflect: Where are you being clever when God is asking you to be clear?

Prayer: Lord, strip away my cleverness and give me plain words that people can run with.

Day 4: Do Not Bear False Witness ([Proverbs 12:22](#))

The Lord detests lying lips but delights in those who tell the truth. The marketplace is full of small, accepted lies: the fake countdown, the inflated claim, the testimonial that never happened. God sees them as what they

are. The freeing news is that the truth, told well, is stronger than any hype, because trust is the one thing your competitors cannot fake or buy.

Reflect: Is there any claim, badge, or deadline in your marketing you would be ashamed to defend to God's face?

Prayer: Father, let everything I say about my work be something You would call true.

Day 5: Keep Sowing ([Galatians 6:9](#))

Do not grow weary in doing good, for at the proper time you will reap a harvest if you do not give up. Most people quit their marketing, and their good work, right before the harvest. The sower does not panic over every seed, he scatters faithfully and trusts the season. Faithfulness over time beats intensity in bursts, in farming, in marketing, and in the soul.

Reflect: Where have you grown weary and stopped sowing, just before a harvest you could not yet see?

Prayer: Lord, keep my hands sowing and my heart trusting You for the harvest in Your time.

Day 6: A Good Name ([Proverbs 22:1](#))

A good name is more desirable than great riches. The centurion did not market himself, others vouched for him because of years of quiet, generous integrity. That is the marketing you cannot buy and cannot fake. Guard your name, build it with honesty and over delivery, and one day other people will say what you could never say about yourself.

Reflect: What is your name known for today, and what one habit would start building the name you want?

Prayer: Father, make my name worth repeating, and let my reputation point back to You.

Instructor Notes (for Fred)

70 minute run of show: Welcome and recap (5), Teaching (15), Case study read through (15), Application built live (15), Discussion (15), Assign plus book and podcast plus prayer (5).

Tips: - This is a build as you go course. By Session 6 each student should hold a one page marketing message. Keep them building, not just listening. - When you teach honest promotion, show a real example of

hype and rewrite it truthfully together. Teaching them to spot it is half the lesson. - Collect the one page messages. They become testimonials and the raw material for Course 4 on selling.

Where this leads: Course 4, Selling with Integrity, where the honest message you built here meets a real conversation and a clear, ethical invitation to say yes.

Crown Revenue Academy · A ministry of Crown Revenue · "Whatever is true, whatever is honorable, think about these things." Philippians 4:8