

Hello youtube Myron Golden here and today i'm going to talk to you about branding secrets from the bible have you ever wondered what's the difference between one brand and another brand what makes one brand super successful in one brand struggle why are some brands thought of as premium brands and other brands are thought of as discount brands have you ever thought about this what is a brand i've got some folks in here today in our studio and have you ever thought about that like what is a brand and so i was thinking about this and i was wondering does the bible say anything about branding and you know what it does but before i tell you what the bible says about branding let me tell you what i believe a brand is let me do it by asking you a question.

If you buy a brand new rolls-royce wraith which they don't even make anymore but if they did okay they stopped making them i think in 2022. So if you brought a brand new rolls-royce wraith and let's say it's four hundred thousand dollars or you buy a brand new honda accord and it's forty thousand dollars that's ten times the difference how can one car demand 10 times more than another car have you ever thought of that have you ever thought of that like are the tires 10 times more round well no that's not it is the windshield 10 times more clear no maybe the air air conditioner is 10 times colder no he's 10 times warmer no the radio is 10 times more clear in a rose it's not so how can one car it's a car it's a car how can they demand 10 times more money than another car did you ever ask that question like what makes some brands worth one tenth as much and other brands worth 10 times 10 times as much.

Brand is a name well i believe the difference between a brand the difference between a timex and a rolex right is more than just the first couple of letters of the word what's the difference between uh by the way anybody will tell you that timex keeps better time than a rolex so it ain't the rolex is not a better watch how can they charge sixty thousand dollars for a watch or thirty thousand dollars for a work for a rolex watch when it doesn't even keep as good time as a timex well i'll tell you what if we can get to the bottom of that we will have gotten to the bottom of something really significant for our business and i believe that a brand is a name.

When you buy a rolls royce what do you buy you're buying the name you buy a timex what do you buying you're buying the name i we were doing some holiday shopping last december and we went to the mall and the only store in the mall at the international plaza in tampa the only store at the mall that had people out the door and around the corner was louis vuitton people are lined up out the door out the door long line 20 30 people in line outside the store why a name.

Now how is the name of brand well let me let me let me read to you what the bible says it says a good name is rather to be chosen than great riches hmm and loving favor than silver and gold a good name is rather to be chosen than great riches what does what is the hebrew word for name the hebrew word for name is shem here's what it means it means honor authority and character hmm your name is your honor your authority and your character so when i say that a brand a brand is a name i mean i literally mean a brand is a name but what is a name a name is not just the name but a name it's a name that reminds you of a story

what's the story well what's the story of a of a rolls-royce oh it's the ultimate in driving luxury that may not be their slogan but that's the story right and here's what's really interesting about about premium brands one of the things that makes them premium brands is the price because we assume that if it costs more it must be better by the way that's not necessarily true but we conclude that so hey here's what i'm here's what i know if you have to if you find out you've got you've got like something wrong with your heart you have to have heart surgery i promise you you're not gonna google cheapest heart surgeon in tampa that is the search that has never been googled what are you gonna search for best heart surgeon in tampa if when you find the best heart surgeon in tampa if they say we got heart surgeries on sale today for fifty dollars you're going to conclude some of the milk ain't clean that is not my dude right and so what we understand is like all of that the price becomes a part of the story that causes us to believe that the premium brand is a premium brand because of the premium brand was a premium brand it didn't have a premium price we would doubt the quality am i telling you all the truth wave at me my peeps we adopt the quality.

I tell my clients all the time if you are the best nobody expects you to be the cheapest and if you are the cheapest no one will believe you are the best so the brand is the name and the story behind the name and then what do we do then we create a symbol if i knew how to spell symbol i'd be dangerous okay symbol i think it's o l isn't it symbol okay see i like numbers because in numbers it's just one two three four five two plus two is four five plus five is ten there's no i before e except after c except in the case of laying way spelling doesn't make sense to me but that's a different conversation for a different day.

So the name is a story when i say the name you think of the story and then you see the symbol it reminds you of the story which reminds you of the name which reminds you of the brand are y'all tracking like when you see those little gears inside that little box you think click funnels when you see the little m on top of the little g you think myron gold right it's a symbol sometimes it's a story it's a symbol sometimes it's a slogan that goes with that right if i say the real thing you say coke some of us are old enough to remember that some of y'all say i don't know what are you talking about y'all are gonna be like i never heard that before in my life okay please don't squeeze the charmin slogans that remind us of stories that reminds us of a name right so how do you create a name free shop and we'll get into that in a minute slogans but then sometimes what do they do they create a song in the form of a jingle don't they and so all of these things all of these things the slogan points back to the name the song points back to the name the story points back to the name the symbol points back to the name and the brand is the name the question is how do you turn the name of your business into a brand.

How do you make your brand worth it well there's a verse in the bible and it says in john chapter 1 . I'm not going to turn to it'll take me the word becomes flesh to i'm just going to record it john chapter one verses one through three it says in the beginning was the word and the word was god and the word was with god and the same was in the beginning with god and all things were made by him without him was not anything made that was made in

him was the life and the life was the light of men and the light showed the light shined in darkness and darkness comprehended it not what does it say down in verse 14. It says and the word became flesh and dwelt among us and we beheld his glory as the glory of the only begotten of the father full of grace and truth watch the word became flesh and dwelt among us.

What do we learn from that well the interpretation that is obviously Jesus the word became flesh and dwelt among us what's an application of that when my word becomes my flesh when I do what I say I'm going to do without excuse without a story when I do what I say I'm going to do I show up when I say I'm going to show up I have what I say I'm going to have when I get there I pay you back when I tell you I'm going to pay you back when I do those things when my word becomes my flesh I can dwell among the people I gave my word to but when my word doesn't become my flesh I have to hide from those very same people the word became flesh and dwelt among us.

What does it say next and we beheld as glory huh when your word I'm talking about a brand now I'm talking about remember we said it's the character your name is your character it's your authority it's your honor so when your word becomes your flesh it says the word became flesh you want among us and we beheld his glory when your word becomes your flesh people will behold your glory then and only then can they begin to believe your story.

See what happens is people don't care about their word most people don't care about the word anymore people say oh yeah oh I forgot and people want their excuse to mean as much to you as it does to them but I got news for you nobody cares well the reason I didn't do what I said I was going to do is because I am here to tell you whatever comes after because really doesn't matter to you it's a reason everybody else is an excuse do you remember in the Bible Jesus Jesus to me it was one of the most it seemingly it was one of the most seemingly insensitive moments that Christ had in the Bible comes up to a man who's been lame 38 years and he asked him a question that seems ridiculous it's obviously not ridiculous because the man didn't answer the question here's what he said would you like to be healed 38 years what do you think what would you think the man would say after 38 years laying there can't get up yes sure I'd like to be healed please yeah absolutely that ain't what he said you know he did he began to make excuses he said it's everybody else's fault I'm doing the best I can and other people are better than me that sounds like our excuses sometimes doesn't it.

He said he said I'm doing the best he said there's other people somebody it's everybody else's fault he said I have no man when the water is trouble to put me into the pool everybody else's fault my brothers don't help me my cousins don't help me my friends don't help me my mama don't help me but they don't help me my next door neighbor don't help me I have no man when the water is trouble to put me into the pool the reason I'm here for 38 years somebody else's fault hmm isn't that fascinating and then he said I'm doing the best I can while I'm coming and I was I was trying to get to the water but while I was on my way somebody else jumped in before me I'm doing the best I can but other people are better than me he said another step with him before me and see we go through life making those

same kind of excuses don't we we go through life saying well if the government would have done xyz if these people wouldn't have done that if that person wouldn't have done that then i'd be better off we've got we forgot to look in the mirror and then when it comes to us we undervalue our gifts i'm doing the best i can we have all these excuses.

When this man gave jesus these excuses jesus act like he didn't hear not a near one of them here's what he said take up your bed and walk he didn't say all poor thing oh you poor fella i understand how you feel no no no no no no i want it's time for you to start carrying what's been carrying you mm-hmm that's what he said your excuse doesn't matter get up rise when we as entrepreneurs and business owners rise up to the level where our word becomes our bond and our word becomes a covenant where we'd rather die and honor than live in dishonor keeping our word then and only then will we be able to develop a brand.

I I was in I was in orlando um recently and i called the rolls-royce dealership because my car hadn't uh nail in in the tire i'm like um um yeah i'm going to be at xyz i'm going to beat this place and can you come just pick up my car for me and so i called the rolls royce dealership the service manager he says um yeah i'll just come get your car from you mr golden so he came picked up my car took it to the dealership put the tire on it and i just came and picked it up later that's why they have a brand they have a brand i didn't know this until i got one they have rolls royce has a concierge in the car you can call the concierge and tell them ask them to call and make dinner reservations for you somewhere like ask yourself what extra things can i do in serving my clients but give them a premium experience that's your brand.

Now before i wind this up i just want one more story just one more story really quickly so um in genesis chapter genesis chapter 12. This is one of my favorite stories and y'all heard me talk about it i'm sure more times than you care to think about it says now the lord had said unto abram by the way abram is abraham before he make your name great became abraham the name abram means high father but the problem with abraham was he couldn't have any children so the lord said unto abram get thee out of thy country and from thy kingdom from my father's house to a land that i will show thee and i will make thee a great nation and i will bless thee and i will and make thy name great and thou shalt be a blessing and i will bless them that bless thee and curse him the cursed thee and unleash all the families there be blessed now he said i'll make your name great that's the same word shem.

It's really interesting that um that god said i'm going to make your name great why do you say that because abram's name was abram high father but abram couldn't have any children so every time somebody called his name it reminded him of who he was not every time somebody said his name it reminded him that he was the high father with no children because in old testament times a name wasn't just what you called somebody a name was a description and even if it wasn't this didn't really happen abraham abram being a human being it probably happened in his mind he probably thought he heard people saying there goes the high father with no children god said i'm going to take the source of your shame and i'm going to make it the source of your fame and if you think about it what do we really want anyway as a business owner we really want our name to be made great our brand.

Now over in first kings chapter 3 where it says first kings chapter first kings chapter one after god made solomon the king you'll read first kings chapter 1 verse 31 it says and the fame of solomon spread throughout all the nations roundabout guess what that word fame is the same word as the word name what you want to do is you want to become the person when somebody says your name when one of your clients say your name says your name they've got a story to tell and that story that they tell magnifies amplifies and multiplies your fame that's a brand the results that you get for your clients it's not it's not the amount of money you make is not your brand the results you get for your clients that's your brand the bending over backwards to keep your word to your clients that's your brand the inconveniencing yourself to make sure our client's not inconvenience that's your brand and when you do that i'm going to tell you something as the scripture says no weapon formed against you'll prosper because what will happen is when your word becomes your flesh you'll be able to dwell among the people you gave your word to they'll behold your glory they'll believe your story and your brand will grow foreign so fascinating i can remember so many times in my life when we were my brothers and i when we moved to newtown we were the kids that other kids made fun of because we were the poor kids right god can turn your business into a brand if you don't misrepresent him he will not allow you to be misrepresented become a person of honor be a person who keeps your word scripture says in in psalms 15 psalms chapter 15 it says lord who shall abide my tabernacle who shall dwell in the whole thy holy hill he that walketh up rightly and speak of the truth in his heart here's what it says he sweareth to his own hurt and changeth not that means when you give somebody your word even if it ends up costing you money even if it ends up inconveniencing you even if it ends up costing you pain even if it ends up costing you inconvenience time whatever if you gave somebody your word you do the thing you said you were going to do because you said you're going to do it one of the things that we can do to be more like god is just to keep our word because god refers to himself as the god who cannot lie when you become the entrepreneur who cannot lie the business owner who cannot lie a husband the wife the father the mother the brother the friend who cannot lie because you don't want to ruin your name your brand that's when you start to develop a brand those are some biblical that those are bible branding success secrets i hope they bless you i hope they bless your business i hope you like this if it made sense to you share it like it comment on it subscribe and ring the bell ring the ring the bell hit the bell notify the bell whatever you know you know how to do it do that youtubey stuff that you do all right in the meantime in between time peace out cub scouts we'll see you next time