

The image features a group of approximately 15 business professionals in a modern office setting. They are silhouetted against a large window that looks out onto a city skyline at sunset or sunrise. The light from the window creates a warm, golden glow and casts long, dark reflections of the people onto the floor. The overall atmosphere is professional and collaborative.

Branding

Take control of your brand.

- Did Jesus “brand” Himself?
 - “*bread of life*” (John 6:48)
 - “*the way, the truth, and the life*” (John 14:6)
 - “*the good shepherd*” (John 10:11)
 - “*the true vine*” (John 15:1)
- Clarify what industry you’re in.

Take control of your brand.

- Keep your core message simple.

“The Spirit of the Lord is upon Me, because He anointed Me to preach the gospel to the poor. He has sent Me to proclaim release to the captives, and recovery of sight to the blind, to set free those who are oppressed, to proclaim the favorable year of the Lord.” (Luke 4:18-19)

- You already have a brand.
- Be consistent.