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Fight the Good Fight

By Daniel N. Brown

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The Bible says the just shall live by faith, and without faith, we cannot please God. (Romans 1:17; Hebrews 11:6)

Operating in faith is taking God at His Word by believing what He says is true. We can know that we believe what He says is true if we are acting like it is, for faith without works is dead. (James 2:20)

Sometimes we can become so weary in waiting for our dreams to come to pass that it becomes discouraging. Just like I said last week, the devil will not just stand by and watch while God prospers us. 1 Timothy 6:12 says, "Fight the good fight of faith."

We must not allow discouragement to dim our hope! There will always be many reasons to feel discouraged, but better reasons to reject discouragement. It is promised in Galatians 6:9 that we are to not grow weary in well doing, for in due season we shall reap if we do not lose heart.

If we become gloomy and hopeless, it shows a lack of confidence in God's presence, power, and promises. Try to keep in mind that God's glory is real even when we don't see it. On gray, gloomy,

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rainy days, high above the overcast sky, the sun continues to shine. We can't feel its warmth or see its beauty, but it still exists.

God's promises are forever established. So even if our circumstances are difficult we must think "above the clouds" and know that God is still there.

Just as gray, gloomy, overcast skies are temporary, so are our difficulties. If you are facing a discouraging situation in your life right now, remember that God is still there and rejoice in the fact that this too shall pass.

2 Timothy 2:3 says, "You therefore must endure hardship as a soldier of Jesus Christ." No one said the Christian life would be easy. Just look what they did to Jesus. If you are a follower of Christ the devil will fight you every step of the way, so fight the good fight of faith so that God may fulfill His plan for your

life.

Daniel N. Brown is the publisher of the "Living the Abundant and Prosperous Christian Life" Newsletter. A free weekly publication that teaches how to live the abundant and prosperous Christian life. Receive a free copy of Dan's 14 page report entitled, "5 Biblical Keys to Outrageous Prosperity," when you sign up. www.secretplaceonline.com/newsletter

What's My Name?

By John Colanzi

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What's in a name?

The new catch phrase on the internet is branding. In the 80's it was called positioning.

What does it all mean?

When someone see's your name they associate it with your products or services. Hear the name Bill Gates and you think software.

Is your name really that important? You better believe it

is.

I think I first started realizing the importance of our names when I watched Ali, after he'd changed his name from Clay.

He always had a habit of mentally dominating his opponents before they ever reached the ring. He'd get them so worked up, that by the time the fight came around they forgot all about their game plan. They were so upset they couldn't even see straight.

Well Ernie Terrell got the bright idea that the best way to get Ali upset and throw off his fight, was to use every opportunity to call him Clay in the pre – fight interviews.

Did Ali consider his name important?

Did he position the name Ali with the term the "Greatest" for a reason.

Yes on both counts. He was a master marketer. His product was himself.

So what was the result of Ernie Terrell, calling him by his former name?

Ali decided to spend the whole fight torturing him. Every time he was ready to be knocked out, Ali would let up just

enough to cut his face unmercifully.

The whole time he was torturing him, he would taunt.

"What's my name?"

"What's my name?"

He knew the importance of branding his name. So if you're serious about your business, remember Ali and you'll never have to ask, "What's My Name?"

How can you brand your name fast? I'll save that for my next article.

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