

Takeaway - Summer 2021

Is Your Brand **ON FIRE** or **UNDER FIRE**?

by Larry Nobles

How is your reputation these days? Go ahead. Be honest with yourself. Is it justified or “fake news?” Either way, I’m narrating several books this month, but one of the most exciting books I’ve had the honor to narrate is entitled **BRAND UNDER FIRE** by Jeff Hunt. He’s an international force of nature in the business world having helped major corporations in dire straits around the globe become better companies. Jeff helps them develop effective digital communication structures and social media strategies to overcome the bad press, resurrect their “brand” and reclaim their good name.

What was my takeaway? Well, more often than not I seek out Christian books and projects to narrate. But this secular business book fell in my lap and it has been a blessing. SO MUCH of the advice actually directly applies to Christians who may have sullied their own testimony. Their Christian brand IS under fire (*in a bad way*). How about you? Is your reputation under fire from something you said or didn’t say, did or didn’t do, or perhaps you’re being falsely accused of something that has just decimated your Christian testimony and you don’t know what to do?

Listen, Christians are called to be set apart in this world, but sometimes we get sucked into it the muck and mire of the world and the name of Christ is besmirched. But, according to Jeff Hunt, there is a path to rebound and restore what was lost.

He provides Takeaways (literally) in his book that can help in your Christian walk.

- **Authenticity** – When you speak authentically, people will give you the benefit of the doubt, IF they know you are being authentic.
- **Transparency** – People will trust a transparent person. Don’t fake it. Be open and honest about everything. Don’t be one thing on Sunday, and someone else during the week.
- **Speed** – Be quick to forgive others and even faster to genuinely apologize. You do that, and you’ll have more loyal friends than you can count.
- **Agility** – Be able to adjust your methods of relating to people by meeting them where they are, spiritually. Be flexible with approaches to win hearts.
- **Creativity** – You are unique. So is everyone else. Use your creativity to create deeper genuine relationships with people so they’ll hear your words of faith and see Jesus in you. Remember. “Words don’t ‘mean,’ people ‘mean!’” If people trust your non-judgmental heart, they’ll be receptive to your words.

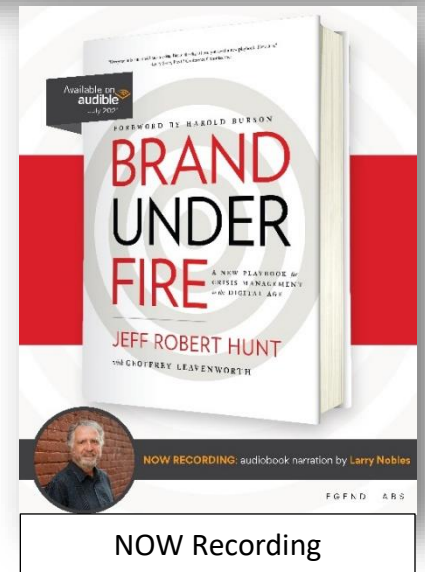
Hey, if your company or personal Christian brand is not ON fire, but UNDER fire, I highly recommend **BRAND UNDER FIRE** by Jeff Hunt. Available on AUDIBLE in JULY.



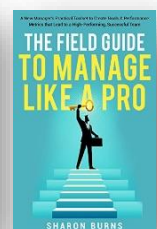
SMALL THINGS - BIG THINGS: Inspiring Stories of Everyday Grace

Larry, my wife and I listened with rapt attention to your reading. In my estimation, it was masterful. It is all the more so because of your pastoral heart. There can be no doubt that you are at the top of your profession! I’m ready to get going. I believe the Lord has provided the right man for my book.

Dr. Michael Milton - Author



Had a wonderful training session with **SCOTT BRICK**, perhaps the most renown fiction audiobook narrator. Great Guy, too.



Just completed two wonderful audiobooks by new writers: Chaz Douglas and Sharon Burns. **BOTH AVAILABLE NOW ON AUDIBLE.**