



**Kingdom Connection**

**Networking Event**

December 2005

Presents

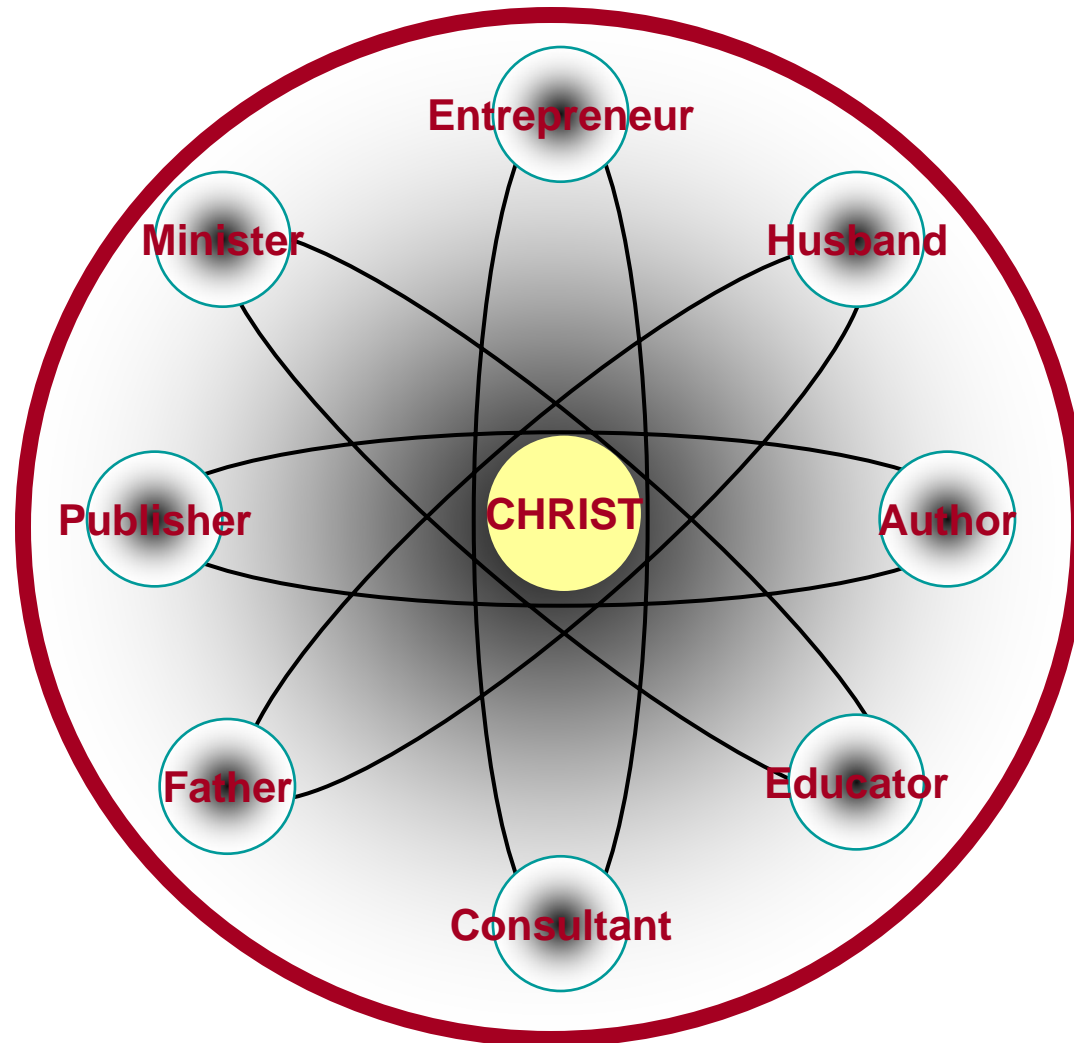
**“FAITH-BASED MARKETING”**

**Rodney S. Sampson**  
**Founder, World Christian Times**  
**CEO, The Intellect Group**



# THE PERSON

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# THE EXPERIENCE

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**“Experience To One Man Is Wisdom To Another”  
-Anonymous**

# THE NEW BEGINNING

Bronner Business Institute – [www.NHBBI.org](http://www.NHBBI.org)

“The long-term success of your brand and its products rests within the emerging markets. Those markets include faith, popular culture, and people of color.”

**-rodney sampson  
futurist and marketplace economist**



Eddie Long

# THE INSIGHT

Bronner Business Institute – [www.NHBBI.org](http://www.NHBBI.org)

if  
someone  
spent \$645 billion  
in a year  
wouldn't you  
want them  
to be your customer?  
exactly.

# THE PLATFORM

Bronner Business Institute – [www.NHBBI.org](http://www.NHBBI.org)

Countries

rodney sampson  
The Brand

Corporations

  
The  
Intellect Group  
[www.theintellectgroup.biz](http://www.theintellectgroup.biz)

Consumers

WORLD CHRISTIAN TIMES  
the faith voice of the planet



Andrew Young

# THE BRAND: rodney sampson

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“ The Trans-Atlantic Bridge Between Africa & America is BACK Through **Commerce** “.

**-rodney sampson  
InJoy African Leader  
Nation of Namibia**



John Maxwell

# NATION OF NAMIBIA

Bronner Business Institute – [www.NHBBI.org](http://www.NHBBI.org)



# THE PRESS

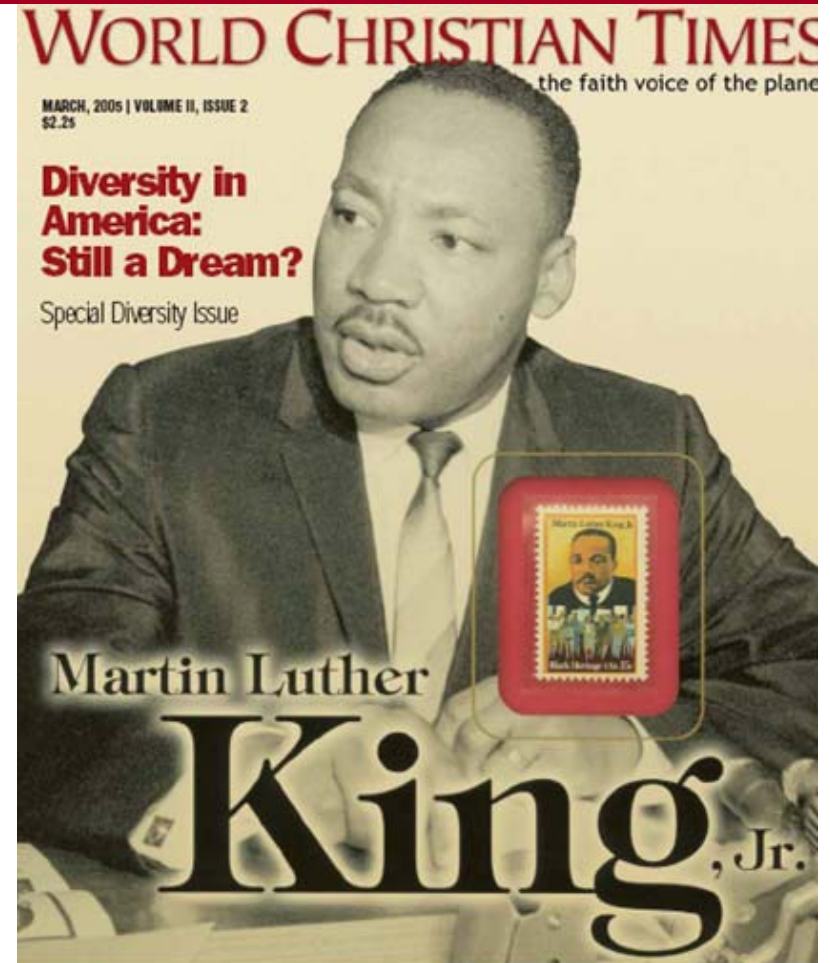
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**Mission:** Be the faith voice of the planet

**Objective:** Present relevant, encouraging, and life-changing information that engages and enhances the life of the "Christ-follower" – at home, church or marketplace.

It counts in knowing "what to do" and, equally important, "what not to do".

**-Rena Olsen  
Publisher  
World Christian Times**



Creflo A. Dollar on finding our pathway to wealth: **ARTS**, page 14-A



Diversity within the "Orange Box." Home Depot's Coins explains: **BUSINESS**, page 1-B



toByMac's Diverse City: **SPORTS & ENTERTAINMENT**, page 5-B



Father provides insight in deal with a crisis: **LIVING, HEALTH TRAVEL**, page 9-B

# THE PRESS

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## African Edition!

**Insight:** Leverage success in one area into the next.

**WORLD CHRISTIAN TIMES™**  
BONGO/KATRINA FOLLOW UP EDITION the faith voice of the planet



**His Excellency  
OMAR BONGO  
ONDIMBA**



# THE FIRM

Bronner Business Institute – [www.NHBBI.org](http://www.NHBBI.org)

The Intellect Group is a boutique, **emerging market strategy** firm...

**Niche:** Faith-Based, African and Latino-American, and Hip-Hop (Pop Culture).



# SUCCESS KEY #1 (CONSULTING): LIVING LEADERSHIP

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A man's gift makes room for him, and  
brings him before great men.

-Proverbs 18:16



2004  
**LIVING LEADERSHIP**  
Delivering Results the *Right Way.*

**The Largest Leadership Event of 2004**  
Hosted by America's Leading Colleges & Universities.

to **95** Select Cities

DONALD **TRUMP**  
MIKHAIL **GORBACHEV**  
JIM **COLLINS**  
PETER F. **DRUCKER**  
RUSSELL **SIMMONS**  
KEN **BLANCHARD**  
ROSABETH **MOSS KANTER**  
LARRY **BOSSIDY**

*Executive Panel*  
presented by  
**BusinessWeek**

*A candid forum of executives and leaders of the most renowned enterprises and innovative brands in our global marketplace.*

DONALD TRUMP MIKHAIL GORBACHEV JIM COLLINS PETER F. DRUCKER RUSSELL SIMMONS KEN BLANCHARD ROSABETH MOSS KANTER LARRY BOSSIDY

# SUCCESS KEY #2 (MARKETING): THE PASSION OF THE CHRIST

Bronner Business Institute – [www.NHBBI.org](http://www.NHBBI.org)

WWW.CHRISTIANTIMES.TODAY.COM



**CHRISTIAN TIMES TODAY**  
THE NATION'S FAITH NEWSPAPER

One News Source,  
One Christian Voice,  
Reaching Our  
World Culture

A Monthly Periodical APRIL 2004

## Atlanta Company touches African American and Latino communities with 'Passion'



*"The Intellect Group delivers results, not theory."*

- Paul Lauer

Marketing Producer

The Passion of The Christ

THE PASSION OF THE CHRIST  
Help make this the largest opening film in history!  
Passion of The Christ opens in theaters nationwide on Wednesday, February 25th, 2004.  
**CLICK HERE NOW**  
or Call  
**1-800-870-9863**  
TICKETS  
ADVANCE TICKETS AVAILABLE NOW!

IN THEATERS FEBRUARY

# THE PASSION OF THE CHRIST

A MEL GIBSON FILM

"This film is one of the most significant works that Hollywood has ever produced. It is certain to make a mark on the lives of millions of people. Everyone should see it!"  
Dr. Creflo Dollar  
Founder & Senior Pastor,  
World Changers Church International

"Awesome. A must see for every Christian."  
Dr. Frederick K. C. Price  
Pastor, Crenshaw Christian Center

"Every time I preach or speak about the Cross, the things I saw on the screen will be on my heart and mind."  
Billy Graham  
Billy Graham Evangelistic Association

"I have no doubt that the movie will be one of the greatest evangelistic tools in modern-day history. I think people will go to it and then flood into the churches seeking to know the deeper implications of the movie!"  
Ed Young, Jr.  
Pastor, Dallas-Area Fellowship Church

"Strength, love, passion.... this movie is the most powerful portrayal I've seen that truly states 'Christ is in a class all by Himself.' Whew!"  
Gerard Henry  
Host, BET's "Lift Every Voice"

CALL 1-800-870-9863 TO PURCHASE YOUR TICKETS TODAY.  
**WWW.PASSION2004.US**

# SUCCESS KEY #3 (ACTIVATION): MEGA FEST 2004

Bronner Business Institute – [www.NHBBI.org](http://www.NHBBI.org)

**Objective:** Create an activation tool for Mega Fest 2004 corporate sponsors and advertisers.

**Challenge:** Outside of signage, stage mentions, and other “non-touchable” activation opportunities for major event sponsors, there were no other relevant activation points.

**Strategy:** Provide direct activation points for corporate sponsors and event advertisers;

**Results:** Eradicated the homogenized potential of a large event and connected sponsors directly with the people..



# Rodney Sampson

Bronner Business Institute – [www.NHBBI.org](http://www.NHBBI.org)



# KEYS TO SUCCESS

Bronner Business Institute – [www.NHBBI.org](http://www.NHBBI.org)

## SUCCESS KEYS of Faith-Based Marketing

### 1. Possessing a Consultant's Mentality

- a. Assess the Environment
- b. Understand the Objectives
- c. Create New Ideas

### 2. Marketing Is Aligned (7 Ps)

- a. Product
- b. Place
- c. Promotion\*
- d. Price\*
- e. Positioning
- f. Peers\*
- g. People\*

### 3. Accelerating Adoption Via Activation

- a. Grass Roots
- b. Internet & Direct Mail
- c. Conference / Sponsorship

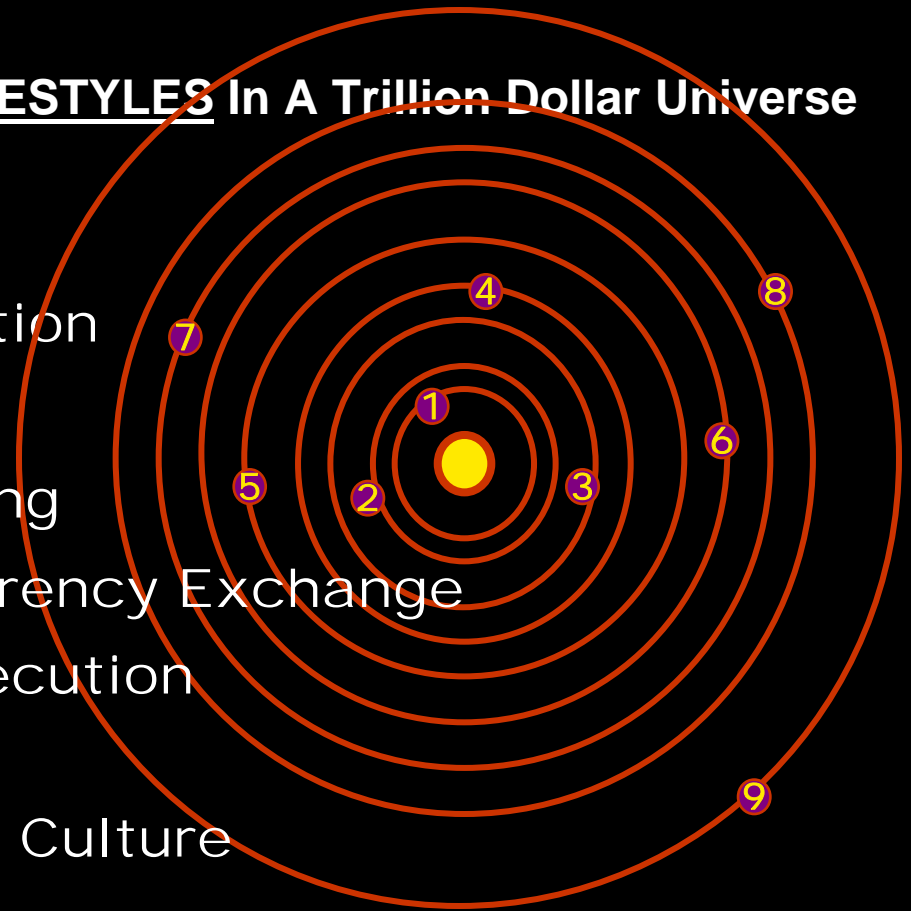


# RULES OF ENGAGEMENT (new!)

Bronner Business Institute – [www.NHBBI.org](http://www.NHBBI.org)

## 7 Secrets of Faith-Based Marketing: LIFESTYLES In A Trillion Dollar Universe

- 1: Mercurian: First Consideration
- 2: Venetian: Excellence
- 3: Earthen: Corporate Tithing
- 4: Martian: Intellectual Currency Exchange
- 5: Juptorian: Influence & Execution
- 6: Saturnian: Ownership
- 7: Uranian: Entrepreneurial Culture
- 8: Neptunian: Corporate Connections
- 9: Plutonian: Legacy



# QUESTIONS?

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**Thank You.**