

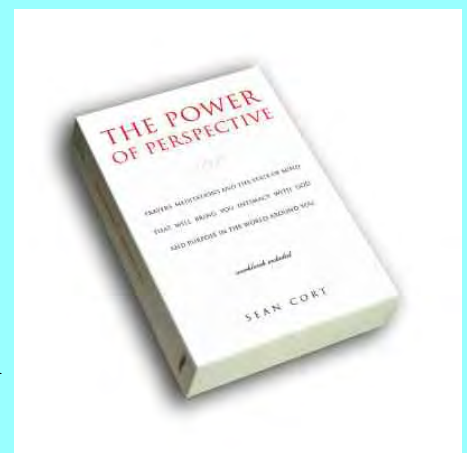
# *SNACK FOOD FOR THE SOUL*

LIFE ENHANCING DEVOTIONALS  
INSPIRED BY THE BOOK, *THE  
POWER OF PERSPECTIVE*. WRITTEN BY  
SEAN CORT  
WEEK OF 6/28/2010

Feast on this...

## WHAT IS YOUR BRAND?

It's amazing how many thoughts come to mind when we hear that question. Some may respond by saying, "Brand of what?" Others may respond in thought by thinking what product do they most identify with such as retail super store, clothing or mode of transportation. A question such as this can instantly become highly subjective depending on your lifestyle. In marketing terms a brand is



something that is recognizable and trustworthy. A brand is the memorable personality of a product or service and as a result stands head and shoulders above the rest.

To the hard core Harley Davidson bike owner, there is only one answer to this question. For the couture enthusiast or what pop culture calls the Fashionista, the answer depends on what aspect of fashion you're speaking of from shoes to head wear. If you are also a connoisseur of style, now one must also evoke the brand names of makeup, hair and all the accessories that accompany the total package. Let's not forget the sporting enthusiasts such as hunters, fisherman, golfers, triathletes, bikers and the weekend athletes of every persuasion. There are also the thousands of Life Coaches who try to raise our consciousness level of life's ingredients.

I purposely went into such detail to hopefully expand your scope of appreciation for what the word BRAND could possibly mean to the people you pass by everyday. So here's my point. On a personal and spiritual level what are you known for by the people in your life? Seriously, what do you think people relate you and your life to? This is not to say that you are insecure or paranoid, but what do you think people say about you when your name comes up in a conversation with the people they trust?

Because we are social and dependent creatures, we need company and to feel that we are accepted, loved and that we belong to something or someone. If we were to suddenly disappear we would like to know that someone would miss us and want to know where we are. So what do you think people say about you? What do they say you are passionate about? What do they most like about you? Do they feel that you contribute value to their life? Do others feel that you have a genuine love for people and their welfare? Are you viewed as someone who loves, laughs and forgives? How about transparency? Do your loved ones see you as the genuine real deal? Or has life got you so caught up in flexing your muscles that people forget that you too are human?

Social scientists have known for sometime that people instantly see a picture and adapt a feeling to the mere mention of your name. Even though you may not be a professional retailer, you are selling something whether you know it or

not. You are selling the acceptance of your brand of the spirit of Christ who dwells within. Because Jesus was so multi-faceted some of us represent different attributes of his character. There are those among us who represent laughter and joy by making others laugh through the simplicity of life.

Others sell the unconditional love of God's people. You may sell the deepness of the mind of God by making people see the meaning below surface appearances. From time to time you may even represent the critical care that God shows through making us see people through His eyes rather than our own.

As Jesus grew He became more transparent. He had an amazing way of illustrating His strength without manipulation and games. People could look into His eyes and see His love for them while being convicted of their sin at the same time. This meant that His love overcame our sin nature. When people are in your presence do they see your love through any pretence or do they see pretence through and through?

In John 10:27-30 "Jesus answered them, I have told you so, yet you do not believe Me [you do not trust Me and rely on Me]. The very works that I do by the power of My Father and in My Father's name bear witness concerning Me [they are My credentials and evidence in support of Me. But you do not believe and trust and rely on Me because you do not belong to My fold [you are no sheep of Mine]. The sheep that are My own hear and are listening to My voice; and I know them, and they follow Me."

The world can fool us into thinking that they buy what we are selling; but privately they may say a different story. We must remain mindful as Christians that we are to be transparent enough for the world to see the source of our resources. Conversely Jesus must be able to recognize us as His own sheep in spite of the mess we get into. We should always bear the distinguishable brand of being the peculiar people who are not conformed to this world but transformed from this world through the renewing of our mind.

**PLEASE CONTINUE TO VOTE TO**

# SEE SEAN CORT ON OPRAH LAST TWO WEEKS TO VOTE!!!

Oprah Winfrey has offered her viewership an opportunity to submit video auditions for a potential appearance on a her TV show and a chance to get their own show on her new network.

Sean Cort, the co-creator(w/Jesus Christ) of Snack Food for the Soul and author of 'The Power of Perspective' is asking your support and vote for his video submission. Please log onto [Sean's Audition](#) , view his video proposal for HOPE's PERSPECTIVE, a new show that will teach us all our value to God and our relevance to the Human Chain of Connectivity by spotlighting unique stories of people all over the world.

If you like what you see, please click the vote button for him and encourage your network of friends and loved ones to do the same. Let's see what the Lord has in store for this type of message.

If you have trouble viewing this link, please log onto [www.oprah.com](http://www.oprah.com) and type in Sean Cort after clicking on the A-Z name search. THANK YOU

**Have an indescribably blessed week!**

*Sean*