

Recession-Proof Living By Bill Wiese

Jonathan Cahn on the 'Sid Roth' Show

Occupy Wall Street: Will The Strategy Work?

Whatever you think about the Occupy Wall Street Movement (OWS), it's instructive to take a look at the strategy. Today, anyone who needs to engage the larger culture to share an important message needs to think seriously about issues like perception, platforms, competition, timing, passion and more. That's why churches, ministries and nonprofit organizations could learn from what's working and not working with Occupy Wall Street.

At our company, Cooke Pictures, our first job is to help our clients get noticed in a crowded, cluttered marketplace of ideas. Then, it's to get that target audience to embrace or act on those ideas. From that perspective, here's a few strategy related thoughts about Occupy Wall Street:

1. Having no clear leader undercuts their message. Grass-roots movements can be powerful, but in a media-driven culture someone needs to speak for the tribe. Preferably someone articulate and admirable, who can express the goals and mission of the movement. (Think Nelson Mandela.) That leader also needs to take responsibility and absorb the hits if things go wrong. People want to know where the buck stops.

2. Protest is not enough. A few years ago the Tea Party marched on Washington, D.C., with a clear list of demands: Stop raising taxes, reduce the size of government, cut spending. Across the movement people voiced the same vision. But OWS? Everyone you ask has a different demand, and as a result, the crazies get as much press coverage as those with serious concerns. Protest is a good start, but that alone simply annoys the general public.

3. Solutions matter. If all you do is complain, you'll get tagged as "the people who are against everything." Many Christians are guilty of that in their over-eager boycotts of Hollywood, the gay community or companies who say "Happy Holidays" instead of "Merry Christmas." Complain long enough without providing an alternative solution and people begin to tune you out.

4. Be Careful What You Leave Behind. After the Tea Party marched on Washington, network news organizations showed aerial photographs after the march. The main mall was as clean as a dining room table. But when OWS at Zuccotti Park was finally cleared recently, there was human excrement left in piles, garbage everywhere and hypodermic needles that had to be cleaned up. Plus, the scattered robberies, assaults and rapes that happened in some of the camps didn't help the public's perception.

5. The worst calamity is when the other side co-opts your cause. While OWS has a legitimate critique of the growing income gap in America, its lack of an articulate solution

gives free-enterprise advocates the chance to make a more persuasive argument on behalf of their cause.

For instance, they've shown real statistics that while the top 1 percent earns about 20 percent of the income today, they also pay 37 percent of federal income tax. Now, *The Wall Street Journal* reports that wealth inequality is roughly unchanged from as long as 20, 40, even 80 years ago. Those facts are adding up in the mind of the public. Your inability to state a convincing argument leaves the other side open to make it their own.

Keep in mind that it's not just a matter of whether the initial public agrees or disagrees with a protest movement. Many Americans initially fought against the Civil Rights Movement in the '60s, but Martin Luther King Jr.'s clear vision and articulate strategy of nonviolence made the public realize the rightness and inevitability of the cause.

Last week, *USA Today* reported its Gallup poll that revealed six out of 10 Americans have become indifferent to Occupy Wall Street. It also pointed out that the number of Americans who outright disagree with the movement is rising as well. Occupy Wall Street is losing ground, and losing it quickly.

Whatever your cause, a movement will fail if it can't clearly articulate its ideals. Particularly in today's media-driven culture, strategy matters.

Phil Cooke, Ph.D. is a filmmaker, media consultant and author of *Jolt! Get the Jump on a World That's Constantly Changing*. You can visit his website at philcooke.com.

John Hagee Focuses on Prophetic Blessings in New Book

John Hagee is getting ready to release more prophetic revelation to the body of Christ.

Worthy Publishing has signed the *New York Times* best-selling author to pen a book called *The Power of the Prophetic Blessing: An Astonishing Revelation for the Next Generation*. The book will hit store shelves in August 2012.

The new book “will offer a much needed prophetic word of encouragement and blessing for today’s readers and the generations to come,” says Byron Williamson, president of Worthy Publishing.

Hagee’s previous book *Jerusalem Countdown* (FrontLine/Charisma House) sold more than 1 million copies, and *Can America Survive?* (Howard Books/Simon & Schuster) was a *New York Times* best-seller.

A broadcaster and author of more than 20 books, Hagee is senior pastor of Cornerstone Church in San Antonio, a church of more than 19,000 members.

In conjunction with the book, Hagee will launch a 12-week television message expected to reach 10 million viewers; a national radio campaign; consumer advertising in major magazines; and a multi-city tour.

Believe God

For the time will come when they will not endure sound doctrine; but after their own lusts shall they reap to themselves teachers, having itching ears. **-2 Timothy 4:3**

Not Perfect, but Still Improving

We all stumble in many ways. If anyone is never at fault in what he says, he is a perfect man, able to keep his whole body in check. **-James 3:2**

The Remnant Church

I will pour out my spirit upon all flesh; and your sons and your daughters shall prophesy, your old men shall dream dreams, your young men shall see visions. **-Joel 2:28**

Forgiving Ourselves

If we confess our sins, he is faithful and just and will forgive us our sins and purify us from all unrighteousness. **-1**

How to Handle Guilt

And from Jesus Christ, who is the faithful witness. ... To him who loves us and has freed us from our sins by his blood ...
-Revelation 1:5

Why Do You Doubt?

And immediately Jesus stretched forth his hand, and caught him, and said unto him, O thou of little faith, wherefore didst thou doubt. -Matthew 14:31