

## How to Be Great?

*Jesus, when was asked, "How to become a great man?", answered, "Find a way to serve **the many**."*

-- Jim Rohn

*You want success in business and life? Find a target market (segment) AND SERVE IT WELL ...*

-- Marketing Wisdom

*Don't ask what [your country; the people; **the many**; the target market] can do for you ...*

*Ask what **you** can do for [your country; the people; **the many**; the target market].*

-- Paraphrase of John F. Kennedy's words

## Matthew 20:25-28

<sup>25</sup> Jesus called them [the Apostles] together and said,

"You know that the rulers of the Gentiles [non-Jews; "Greek"] lord it over them, and their high officials exercise authority over them.

<sup>26</sup> Not so with you. Instead, *whoever wants to become great among you must be your servant,*

<sup>27</sup> *and whoever wants to be first must be your slave --*

<sup>28</sup> just as the Son of Man did not come to be served,

but to serve, and

to give his life as a ransom for many."

[Italics added]