

You may not realise it, but everyday there is a battle for your mind – the one who controls your mind controls you.

In this age of information overload you are being bombarded with subtle messages that control and direct you daily. There is a term that is used by big advertisement houses that is called "positioning"

A concept that has changed the nature of advertising "positioning" starts with a product- A piece of merchandise, a service, an institution, a company or a person – "Positioning" is what you do to the mind of the prospect; it does not involve change as changes in name, price and package are basically cosmetic changes (not changes in the product itself).

Positioning has changed the way the advertising game is being played -anyone can get ahead using the "positioning strategy"."Positioning" is not what you do to a product. "Positioning" is what you do to the mind of the prospect.

Sell them Protection (the Xpanda gate advert), **Glamour** (the flowing hair after using VO5 hair products) - **Confidence**(the Businessman in a suite drinking Jameson Irish Whiskey, **Sexual attraction** – the lady who drops her scarf in the Richelieu Brandy advert for the man to follow her - (the perception that consuming different alcohol brands – gets you the lifestyle - yachts, fast cars, expensive locations, fancy parties) - **Quality** – buying from specific chain stores – you must be silly to buy elsewhere.

What Positioning is all about is not to create something new and different; but to manipulate what's already up there in the prospect's mind (retying the connections that already exists) Today we live in an Over communicated Society, many hours are spent in making the adverts, pictures or wording so good that in a few seconds you are hooked -less is more; leave it open ended to your imagination, they simplify the message and select the material that has the best chance of getting through in order to make a long-lasting impression - they Own a word in the prospect's mind- Volvo owns "safety", FedEx owns "overnight" The enemy that is keeping the messages from hitting huge monetary payback - is the volume of communication – we are bombarded by too much. Keep hitting them 24 hours a day – some of them will crack and give in. When communicating product advantages, they turn things inside out- they look for the solution inside the prospect's mind (concentrate on perceptions of prospect and not realities of the product) "Consumer is always right" lead him to believe that – he has no clue we had a team of 500 people working on this campaign for 6 months to fool him.

With only 6% of the world's population, America consumes 57% of the world's advertising • 30,000 books published each year in America • 10 million tons of newsprint each year • Average American family is exposed to 795,000 television pictures a day.

We live in a time of ADVERTISING Explosion- Doctors, lawyers, even churches advertise – apps, you tube, internet sites all have some advertising – you can even get a Russian bride on news sites today.

The Assault on the Mind - continuous - Be FIRST-Fix your message in a mind not burnished by someone else's brand.

What I just mentioned about advertising bears an uncanny resemblance to how satan works to control our minds – pollute them with negative thoughts that take you further from the truth of the gospel.

What about books and theories that are so easily written that cast doubt in your mind? Today it is so easy via all the hand held devices to instantly steal your joy with messages and posts that really upset you. You start your day all positive and then negative messages just allow your day to spiral out of your control.

In 1965 Hugh Schonfield published a 287-page volume titled The Passover Plot. In this runaway bestseller, Schonfield contends that Jesus "deliberately plotted" His crucifixion and subsequent resurrection. According to - The Passover Plot:

Jesus arranged to be arrested the night before the Passover, fully aware that he would be nailed to the cross the following day, but taken down before the start of the Sabbath in accordance with Jewish law. He would survive the agony of three hours on the cross.

To ensure his safe removal, he arranged to be given, while on the cross, not the traditional vinegar but a drug that would render him unconscious and make him appear dead. He would then be cut down from the cross in a deathlike trance, removed by accomplices to the tomb where he would be nursed back to health and then "resurrected".

This new interpretation of the life and death of Jesus captured the imagination of the world. Magazines and ministers immediately lauded it as perhaps the most important book published in a decade. Time magazine contended, "Schonfield does not discredit Christ. Instead, he argues that Christ was indeed the Messiah – the Son of Man, as he thought of himself, but not the Son of God – who had been foretold by Jewish prophets of old, and that this is glory enough

This published theory is an urban legend that is continually being resuscitated. The theorists dismiss the Resurrection by contending that Jesus never really died on the cross. Instead, He merely fainted and was later revived.

Another theory found in Islam. From a Muslim perspective, Jesus was never crucified and, thus, never resurrected. - Orthodox Muslims have traditionally held that "God made someone else look like Jesus and this person was mistakenly crucified as Christ."

Another theory by Jehovah's Witnesses –they not only deny the deity of Jesus Christ but His bodily resurrection as well. They contend that God created Jesus as the archangel Michael; that He became merely human during His earthly journey; and that He was recreated as a spirit creature after His crucifixion.

If all these theories are correct then the biblical account of the Resurrection is either fiction, fantasy, or a giant fraud.

On the other hand, if Christianity is factually reliable, the Resurrection is the greatest feat in human history. Josh McDowell puts it, "After more than 700 hours of studying this subject, and thoroughly investigating its foundation, I have come to the conclusion that the resurrection of Jesus Christ is one of the 'most wicked, vicious, heartless hoaxes ever foisted upon the minds of men, or it is the most fantastic fact of history.'"

The apostle Paul made it crystal clear that no middle ground exists. The Resurrection is history or hoax, miracle or myth, fact or fantasy:

1 Corinthians 15:14-19 King James Version (KJV)

¹⁴And if Christ be not risen, then is our preaching vain, and your faith is also vain.

¹⁵Yea, and we are found false witnesses of God; because we have testified of God that he raised up Christ: whom he raised not up, if so be that the dead rise not.

¹⁶For if the dead rise not, then is not Christ raised:

¹⁷And if Christ be not raised, your faith is vain; ye are yet in your sins.

¹⁸Then they also which are fallen asleep in Christ are perished.

¹⁹If in this life only we have hope in Christ, we are of all men most miserable.

During an age in which the Resurrection is under siege, knowing how to defend its reliability serves to strengthen our faith.

The Resurrection is not merely important to the historic Christian faith — without it there would be no Christianity. It elevates Christianity above all other world religions. Through the Resurrection Christ demonstrated that He does not stand in a line of peers with Abraham, Buddha, Confucius, or Muhammad. Jesus Christ is utterly unique. He had the power not only to lay down His life, but also to take it up again.

Why did I tell you this story – in the age we are living in and in the future – there will be Books that are published and documentaries like on History or National Geographic Channel - that does not do Jesus or the Gospel any favours but seek to cast doubt in the minds of people, this hardens their heart and leads them to believe that this way of life that we follow is a myth kept alive by you and I – they seek to belittle Jesus as the son of man who they can accept but not the Son of the living God.

Whether you believe it or not there is a battle going on for your mind – every day changing your thoughts and perceptions leading you to believe in a more open and liberal Christianity that embraces all men – more and more today we hear the saying that – like all rivers lead to the sea – all religions lead to God .

Philippians 2:5 King James Version (KJV)

⁵Let this mind be in you, which was also in Christ Jesus:

I think I have proved that Advertisers know the way to your pocketbook is through your mind. They spend millions on advertising to get you interested in their product or their way of thinking.

Likewise Satan wages advertising campaigns to capture our minds and wants to interest you in subtle sin, but not telling you the end result of it. On the other hand the Holy Spirit is given to us to deliver us from the power of sin. He often reminds us of scripture and lessons taught in the scripture, to help us, but we must listen and be aware.

The battle for your mind is a reality that you cannot afford to ignore. Believe it or not, you are the focus of relentless efforts to alter your beliefs, and some of the subtle skills meant to shape the way you think are astonishingly powerful and effective." Like it or not, you are the target in a never-ending struggle for control over the way you think—and behave.

The battle is 4 Way - Gods Way, My Way, Mans Way and Satan's way. Every day we meet people – some of them have positive influences on our life – leaving us energised and blessed and then we have the people who suck out our joy whenever we meet them – Why? Some are good agents and then you get double agents – playing both sides Gods and the enemy.

Many people today suffer from anxious and depressive thoughts, thoughts that keep them down, defeated, and unable to move beyond past hurts and disappointments. Many, unknown to their friends and family, are right now dealing with defeatist thoughts that make them feel ugly and worthless. When allowed to grow and take root, these thoughts can lead them down a path of perpetual insecurity, social problems, serious addictions, sicknesses, and even death.

Negative thoughts bombard us all. Sparing none, they come uninvited, sometimes triggered by the smallest things. For some, a word, a look - can start off a chain of dark thoughts that can escalate out of control and bring them to a fearful, lonely place.

You may be a husband who is given to thinking, *my wife and children don't respect me. As head of my family, I'm a failure.* Or perhaps the thought of going to school or to work in the morning fills you with dread because you think, *People just don't like me. Everything I do seems to be wrong.* There are folks who stay away from church because of thoughts like, *God is against me. He doesn't love me. I keep messing up.*

If you are struggling with negative thoughts today to whatever degree, don't give up. The Lord knows the mental and emotional struggles you're going through and He really wants to set you free from discouragement, depression, and defeat. He wore the crown of thorns on His head so that you can have a mind that's free from oppression.

Isaiah 53:5 King James Version (KJV)

⁵But he was wounded for our transgressions, he was bruised for our iniquities: the chastisement of our peace was upon him; and with his stripes we are healed.

The first thing you have to realize is that *the battle takes place in your mind*. You see, the devil doesn't have any real power :

Colossians 2:15 New King James Version (NKJV)

¹⁵Having disarmed principalities and powers, He made a public spectacle of them, triumphing over them in it.

So he can only resort to lies and deception. He puts lies and half-truths in your mind to deceive you and make you believe what *he* wants you to believe. And he does it subtly and cunningly by using the personal pronoun “I”—*I'm ugly. I'm a loser. I'm an addict*—so that you'll take the thoughts as your own and believe that - that's who you really are. He plants such lies in your head *to confuse you about your identity* or give you an identity crisis!

So the battle is not so much *out there* with your spouse, boss, colleagues, or even the failing economy, as it is *in your mind*. Your mind is the enemy's preferred battleground. And thoughts are his weapon of choice.

Margaret Thatcher, the well-known former Prime Minister of the United Kingdom, said this, “Watch your thoughts for they become words. Watch your words for they become

actions. Watch your actions for they become habits. Watch your habits for they become your character. And watch your character for it becomes your destiny! What we think, we become.”

The Bible says that as a man thinks in his heart, so is he (Prov. 23:7). *Right believing produces right living*. The opposite is also true: Wrong believing produces wrong living. The apostle Paul tells us

Romans 12:2 New King James Version (NKJV)

²And do not be conformed to this world, but be transformed by the renewing of your mind, that you may prove what *is* that good and acceptable and perfect will of God.

We are to *renew* our minds with God’s truths, and not continue to think the way the world thinks or the way the devil wants us to think.

It’s so important to guard what we think in our hearts or minds because the Bible says that you “prosper in all things and be in health, *just as your soul prospers*” (3 John 1:2). In other words, how well you flourish outwardly is tied to how well you flourish inwardly in your soul.

The soul comprises the mind, will, and emotions. If you want your health, family life, career, ministry—all things—to flourish, then you need to prosper in your soul first. Jesus said that if you have good treasure in your heart, you will bring forth good things, and if you have evil in your heart, you will bring forth evil things (Matt. 12:35). So it’s important to fill our hearts and minds with the good treasure of God’s new covenant promises instead of the junk of the world, then we can bring forth good things in our lives. If we allow lies and other bad stuff to come in, then the results are depression, anxiety, fear, cynicism, paranoia, apathy, and other forms of death.

The lies and negative things that we believe and dwell on will become strongholds, and strongholds will form habits that eventually shape our lifestyles.

If you as parents or teachers tell children that they are stupid or useless and they believe them, then they will see themselves as failures with no future. They won’t see any point in applying themselves to any assignments. They won’t realize nor discover the giftings that God has put in their life, nor will they see any point in cultivating a good work ethic.

The apostle Paul talks about these strongholds that exalt themselves against the truths of God. And he shows us how to break free of them—by bringing every thought into captivity to the obedience of Christ:

2 Cor 10:4,5 (For the weapons of our warfare are not carnal, but mighty through God to the pulling down of strong holds ;) Casting down imaginations, and every high thing that exalteth itself against the knowledge of God, and bringing into captivity every thought to the obedience of Christ;

A key word in this verse is "imaginations" our minds are capable of all kinds of imaginations or mind sets.

Let's look at some:

1) Doubtful Mind - [Luke 12:29](#) And seek not ye what ye shall eat, or what ye shall drink, neither be ye of doubtful mind.

When Satan questioned Eve in the garden, he caused her to doubt. In Gen 3:3 God hath said, Ye shall not eat of it, neither shall ye touch it, lest ye die. In Gen 3:4 And the serpent said unto the woman, Ye shall not surely die:

Satan is the master liar and he will wreck your mind if you let him. He will distort your thought patterns and destroy your confidence in God. The Lie: God is against me. All your trouble is coming from God. He has let you down. You "imagine" that God is blessing others but not you. You become unhappy with your lot in life and blame God. Basically, you have listened to Satan's lie and begin to doubt God's love for you. We must Guard against a doubtful mind! In Matt the 14th chapter Peter was walking on the water to come to Jesus when he took his eyes off Jesus and began to sink. Jesus said to him "O thou of little faith, wherefore didst thou doubt?" Keeping our eyes on Jesus and being thankful for His blessings will help us to "keep the faith"

2) Blinded Mind - 2 Cor 4:3,4 But if our gospel be hid, it is hid to them that are lost: In whom the god of this world hath blinded the minds of them which believe not, lest the light of the glorious gospel of Christ, who is the image of God, should shine unto them.

Minds are blinded by all kinds of Satan's lies, Evolution, politics, cults, world religions, new age theories etc. Young people in college are most susceptible, having not been through enough testing in life or not grounded in the Bible they become easy prey for the intellectualism offered by many unbelieving teachers. Sin can also blind your mind to the truth of God's word. Each sin is like a brick on a wall between you and God's truth. The eyes of your mind become blinded or blocked off from the truth. The key to victory, is to be willing to come to the light. Let yourself be exposed to the light of the word of God. Then the image of God will shine unto you and faith will be given to you.

3) Closed Mind - 2 Tim 3:7 Ever learning and never able to come to the knowledge of the truth.

Some will spend years in school, learning many unimportant things, none of which will

bring lasting happiness. Their minds are closed to the truth because of sin. [John 3:20](#) For every one that doeth evil hateth the light, neither cometh to the light, lest his deeds should be reprove. Sadly the picture we see is of Christ standing outside trying to come in to the closed mind through the closed door. Rev 3:20 Behold, I stand at the door, and knock: if any man hear my voice, and open the door, I will come in to him, and will sup with him, and he with me. In order to understand the truth of Spiritual things one must first come to the Savior, confessing their sin and wanting Jesus to come into their heart. Then the Spirit of God will become the teacher.

4) Renewed Mind - Eph 4:23 And be renewed in the spirit of your mind;

We need to have our mind's renewed after we are saved, because of our sin nature and our sin choices we made before we became Christians. We need to surrender our minds to Christ. All of us brought a lot of baggage to our Christian life and walk with the Lord. The bible says Rom 12:2 And be not conformed to this world: but be ye transformed by the renewing of your mind, that ye may prove what is that good, and acceptable, and perfect, will of God. We need a transformation, something only God can do. How does He do it?

Rom 10:17 So then faith cometh by hearing, and hearing by the word of God.

5) Reprobate Mind (in reference to those whom God has rejected as godless and wicked) - Rom 1:28 And even as they did not like to retain God in their knowledge, God gave them over to a reprobate mind, to do those things which are not convenient;

What is a reprobate mind like?

1. A reprobate mind has a vanishing conscience
2. A reprobate mind has no regrets over committed sins.
3. A reprobate mind has resentment towards Christ and His Church
4. A reprobate mind lacks sensitivity to the conviction of the Holy Spirit.

In other words a reprobate mind wilfully rejects the claims of Christ, the good news of the Gospel. It is apathetic and indifferent to the witness of the Church. A mind that is going in this direction is in much danger. Such people imagine new theories that explain away the God they do not want to acknowledge, they not only are headed for hell, but will bring others with them if they do not repent.

6) Spiritual Mind - 1 Cor 2:14-16 But the natural man receiveth not the things of the Spirit of God: for they are foolishness unto him: neither can he know them, because they are spiritually discerned. But he that is spiritual judgeth all things, yet he himself is judged of no man. For who hath known the mind of the Lord, that he may instruct him? But we have the mind of Christ.

What is the mind of Christ like?

- a. It is a mind that loves lost souls. [Luke 19:10](#) For the Son of man is come to seek and to save that which was lost.
- b. It is a mind that directs Him to do things that please the Father [John 8:29](#) "I do always those things that please him."
- c. It is a mind that wants to do the Father's will - [John 5:30](#) "I seek not mine own will, but the will of the Father which hath sent Me."
- d. It is a humble mind - Foot washing of his disciples.
- e. It is a loving mind - [1 John 3:16](#) Hereby perceive we the love of God, because he laid down his life for us: and we ought to lay down our lives for the brethren. Show me someone who is Spiritual and it will be someone who loves.

7) Healthy Mind - 2 Tim 1:7 For God hath not given us the spirit of fear; but of power, and of love, and of a sound mind. Isa 26:3 Thou wilt keep him in perfect peace, whose mind is stayed on thee: because he trusteth in thee.

If we look at these verse's carefully, we see that a sound mind or a healthy mind is one that has inward peace.

Inner peace comes from having a right relationship with God. To have a right relationship with God we must guard against impure thoughts. Remember God is Holy, and we offend His Spirit with impure thoughts. Remember in the Sermon on the Mount Jesus said Mat 5:8 Blessed are the pure in heart: for they shall see God.

As a believer, you are eternally forgiven of every sin, including every negative thought (past, present, and future), not because of your obedience or good works, but because of *Jesus' perfect obedience*. And you are righteous forever not because of your obedience or good works, but because of *Jesus' perfect obedience*.

It's all about looking to the cross where the Son of God laid down His life for you. He didn't have to suffer and die, but He chose to so that you can be made righteous and blessed with every blessing including everlasting life. That's how precious you are to Him and that's how much He loves you!

Now, *how* do you focus on Jesus' obedience to win the battle in your mind? Well, say you've been entertaining thoughts of shame, condemnation, and worthlessness over a past mistake or a particular area of weakness. I encourage you now to see how the price for your forgiveness and acceptance has been fully paid by the Lord.

Ephesians 1:7 New King James Version (NKJV)

⁷In Him we have redemption through His blood, the forgiveness of sins, according to the riches of His grace

Similarly, when the devil tries to entangle you with thoughts of lust, envy, greed, or hatred, meditate on how in Christ, you have *His* mind (1 Cor. 2:16) and *His* thoughts that are pure, holy, and noble. Meditate on what His obedience has accomplished for you and speak these truths over yourself. This is how you bring your thoughts to the obedience of Christ and counter the negative thoughts the devil plants in your head. This is how you break the cycle of sin and defeat in your life.

Perhaps you have a mental stronghold that says, *I'm always weak and sickly*. Instead of focusing on this thought, focus on how Jesus in His obedience to the Father and love for you has borne all your sicknesses and diseases on the cross so that you can have divine health. Meditate on verses like Isaiah 53:4–5 and say, “Surely Jesus has borne my diseases and carried my pains. The chastisement for my total well-being fell upon Him and by His stripes I am healed!”

As you bring your thoughts captive to the obedience of Christ this way, the Lord’s life blood will flow into you. You will find the dead leaves of depression, low self-esteem, anxiety, hopelessness, and bitterness simply falling off supernaturally. You will produce new fruits of self-control, emotional stability, peace, and joy effortlessly. You will begin to live life with an expectation of good and say, “I am the righteousness of God in Christ! I am deeply loved and highly favoured by the Lord! I am more than a conqueror through Christ who loves me!”

...whatever things are true, whatever things are noble, whatever things are just, whatever things are pure, whatever things are lovely, whatever things are of good report, if there is any virtue and if there is anything praiseworthy—meditate on these things.

—Philippians 4:8

Just keep listening to the voice of grace instead of the voice of the accuser. Keep beholding the beauty of Jesus and all that He’s done for you in obedience to the Father, and let the Holy Spirit do a deep work in you. Remember, it’s not about your obedience—what you have to do, but it’s all about Christ’s obedience—what He has already done for you. Whatever negative thoughts you are struggling with today, whatever the stronghold or bad habit, I’ve no doubt that the Lord has already begun a good work in you. He loves you unconditionally and is for you a hundred percent. He wants your mind and body free and whole. His will is for you to prosper in every area of your life even as your soul prospers.