

The Founding of Coach Bronner

Sermon Title: **The Founding of Coach Bronner**

Sermon Number: **5789**

Speaker: **Nathaniel Bronner**

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Nathaniel Bronner: Sometimes when God is under construction, he doesn't tell you what he's doing.

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(Music Playing: 00:00:20 - 00:00:47)

Female: And now for 5786, "The Founding of Coach Bronner."

Nathaniel Bronner: Welcome to Brothers of the Word because brother, you need the word.

Now, for the last few weeks, I have been in the middle of a series. But three months ago, I was in the Bahamas, and I was in the Bahamas actually following what God told me to do. You say, "Well, did God tell you to go to the Bahamas?" No. But I was following what God told me to do because he told me to run a half marathon every other month.

So, every odd month I run a 13.1 mile half marathon. Well, January was cold here and when the temperature drops below a certain point, pastor have a difficult running that thing, I mean it was like 30 something degrees here. I just can't run 13 miles in 30 something degrees. So, I figured out a way how I'm going to do what God told me to do. You see, there's always a way to do what God told you -- and most of the time the truth is, we just don't want to do it. It's not the fact that we can't we do it, it may be difficult but usually the bottom line is we just don't want to do it.

So, I found a half marathon in the Bahamas. I went to the Bahamas to run the half marathon. Put up the pictures, these are just some of the pictures because I was there, just to show you where I was in the Bahamas at the time and actually my message today, I'm there on the beach with a group of singers. And the next video is actually a video I recorded while I was there that is somewhat significant.

(Video Playing: 00:02:28 - 00:02:54)

Now, you couldn't understand it to where -- you can hear it once the sound is enhance in this EQ. But basically, when I finished with the gentleman, I asked him, "How much do you want for this?" Because generally when people in the islands like that, they really want a tip. So, I asked him, I said, "How much do you want?" He said, "\$20." Now, \$20 is actually kind of high, but without hesitation because I'd heard God speak, "Give this man what he asked for." Without hesitation, I reached into my wallet, I gave him \$20.

And as I was walking away, I heard him say this, "I wish I had asked him for \$100." And I heard him say that and I turned around and I said, "If you had asked, I would have given it to you." And I kept walking. But while I was there in the Bahamas, I heard God speak this, he said, "Three months from now, I want you to preach on the founding of Coach Bronner." And today is three months to the day from when God spoke that in the Bahamas. And as I look around, it's no accident because the stage is all torn up.

You all saw for the last few weeks, there was a huge crate here on the back of the pulpit and there was no explanation because when we brought the crate in and that crate weighed 835 pounds, when I got here the tractor -- trailer truck was outside with it and there were two of us here, and there was no way to lift that crate. The crate was about 25 feet long. So, it was long, it was 800 and something pounds, I had to go find some fellows down to the park, it took eight of us to bring that crate in. And we got it in the end, put it there and there God spoke, "Don't explain a thing about that crate."

So, I sat there in the pulpit for weeks, you didn't hear me say one thing about. I know many of you were looking at it and say, "What in the world is that big old thing doing in the pulpit and why has pastor not said a word." Sometimes, when God is under construction, he doesn't tell you what he is doing. And there are some of you right now in your lives, things are under construction.

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Things of being rearranged and often times, things will be torn up and pulled out and eliminated it from you world and he won't tell you what he's doing. And you only see it in the end after you have gone through the challenge of reconstruction and then you will

begin to see and you will begin to understand what God has been doing in your world.

So, this thing sat here and he wouldn't let me tell you one mumbling word about it. All you could do is look at it and wonder. So, today I'm going to explain -- put up the picture of the crate. You see, this is the crate, that's what it was like and it sat there for weeks and you all saw it and didn't know what it was and why it was there and I couldn't tell you. Some of you are got some stuff like that in your world, right, you said, "Lord, what in the world is going on? Why am I going through this? Why is this in my world or why is this been snatched away from me? What in the world is going on?"

Now, sometimes you know because sometimes it's you. And when it's you, you know but sometimes it's God and you don't understand why things are being rearranged. So, I'm going to go through today, the divine stuff that's behind Coach Bronner. So, as you begin to see, you would at least have an understanding or an explanation of how and why things came to be.

Now, we have a meeting twice a month with the Ark Board. And as we were discussing some of the prophetic of how the expansion and all God has spoken and the pastor who attends, he pastors a big church, he asked me the question, he said, "What do you want to do?" Because I had expressed this -- to be honest, but I'm just not overly thrilled by having just a huge mega church and all those folks and all of that responsibility and all that pressure. I said, "To be honest, I am in no hurry, I'm not looking forward to that," and that's really not a desire of my heart, it's just not there. I'll do it, but it's not something I want to do.

So, he asked me a simple question, "What do you want to do?" See, a lot of times you need to know two things. Number one, what you don't want to do but also you need to know what do you want to do. And you'd be surprised how many people don't know that, especially those in school, they don't know what they want to do. But there's a lot of adults who are like that, they don't know what they want to do. So, he asked me the question, "What do you want to do?" I said, "What I really want to do, I want to be able to change the lives of a whole lot of folk without ever having to interact with them." I said, "Just like what I did with Mountain Wings," because I'm an introvert, to be honest about it. Most pastors in truth are introverts, it's not that I don't like folk, I like

folk but I'm a quiet person who prefer to be sitting on a mountain somewhere by stream, that's me. I'm not a party person. So, I'm an introvert, I really am, so I said, "What I really would like to do is to be able to positively change the lives of our whole lot of folk without me having to interact with them." And that was the answer to the question of, "What do I want to do?"

Now, Pastor James was scheduled to speak at his church shortly after that. A few weeks before that, Evangelist EJ Hicks, he spoken here at the Ark before. He's come here, you've seen of him, he wears a big cowboy hat and he actually owns a hair care products company, they make Edges gel, one of the fastest selling products on the market. He called me up one day and he said, "Pastor Bronner, I've got something I want to drop by your office and bring it to you." So, he came by my office, he had this big along box and in the box -- put the next set of pictures, we got a lot of pictures today. Put the next set of pictures on the screen. And when he brought it, it was a sword. And this is a presidential sword, it has the White House on it, the Seal of the Presidency, so it's the highest office literally in the world and he told me when he brought it, he said, "God spoke to me and told me to buy this sword for you and to bring it to you."

When he left the sword with me, God then spoke to me and he said, "The sword is not for you, it's for James." So, I've got two desks in my office, I got one that I work in 99% of the time, the other that I basically hold meetings in. So, I took the sword, I put it in my other office, I contacted James, I told James I had the sword and come get the sword. Well, James didn't come get the sword and he was due to speak at the other church and God spoke to me, he said, "Tell James to come get this sword before he speaks." So, James came then he got the sword the night before he was supposed to speak and took it with him. And I wanted to tell you the story of the sword so that you kind of understand that. Well, we had our Ark meeting and on the way out of the Ark meeting, I had to go somewhere and I got into my car and James called.

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And when he called he began to talk and I have the video on that because I have a dash cam in my car. Now, I want you to understand this, the dash cam records everything that's in front of me the minute I've turn the car on. That dash cam had been working perfectly, but the minute I cranked up the car and when he called the dash cam broke. And it broke because something

happened to the optical sensor in the dash cam and I want you to notice the minute that I answer, the call a rainbow appeared. Now, I went back to look at some other video. I looked at the video on my way to the office just as clear, nothing wrong it at all. The minute I answered the call something happened.

This is not the whole conversation. This is a three minute edited version of it, so go ahead and play the rainbow dash cam video. I'm leaving my office.

(Video Playing: 00:10:57 - 00:15:27)

Nathaniel Bronner: Now, that was the beginning of Coach Bronner. But God put a sign on a thing. And I'm pretty technical, I'm pretty much an engineer and a scientist. I had to send the dash cam back because everything after that was the same way. But it did not happen until that exact moment. Everything prior to that was crystal clear. So, I saw that God put his sign on it and that was the beginning of it.

And then, we had the second thing that happened. Now, God put a rainbow on the screen. What's at the end of the rainbow? So, we still didn't know what to call it. So, our next discussion went into, "what do we call it?" And we were thinking just Nathaniel Bronner. And then God spoke again, I was in my prayer and he said, "The name of which you are to call it, it will be in the list of domain names from the auction site that you will get on tomorrow". Now, to explain that I own a whole lot of domains, I kind of have as a side investment. I buy domain names. And there's an auction site that all of the expired domain you can go and you can buy them. There auctioned off.

And I get a list every morning of about 25 to 50 domain names. And sometimes, I look at some and wanted to and may go on, be on them. Some I get, some I don't. So, he said, "It's going to be on the list in the morning" and that list comes out early in the morning. So, I got the list early that morning. I looked over it and I forwarded a copy of the list to James. And as we were sitting in the meeting and we were talking about the name, I said, "James, have you looked at the list yet?" He said, "No, let me look at them", so he pull out his phone and looked at them. And I had clicked possibly one major name he saw the same name, the name was "CVCoach.com".

It really was CVCoach and “CV” which basically means Curriculum Vitae, it means a person’s resume, a resume coach. But he saw that and he said, “This coach” he said “Bronner Coach maybe the name” that vibes well. And Rob was sitting and Rob was the fellow who was mentioned in the video. Rob raise your hand where you at? Come down here right quick, I want them to see you. But this is the one who James, he does all of the video editing for the Arch. So, Rob was sitting and James says, “Bronner Coach” and Rob says “Coach Bronner”. And when he said, “Coach Bronner” it clicked and I knew that was the name.

So, this is Rob Cage, he does all of the video editing for all of the sermons that go on television. He does all of the editing for the Coach Bronner episodes and even in the message that James had on the phone, he mentioned Rob twice because Rob has a great ministry or calling himself. He wants to help change the world. So, he’s working with that so, every Coach Bronner episode that you see in every television episode that you see, it’s Rob Cage who’s done the editing on that. So, thank you Rob.

So, that was how Coach Bronner came about even with the name. We didn’t even come up with a name. It’s that he didn’t give you everything. He’ll give you a piece and you got to take that piece and work with it. So, many of us we just want God just give us everything and you’re just put your stuff right in our hand. No, he gives you a seed and you have to take that seed, develop that seed, nourish that seed, water that seed, pull the weeds out from around that seed. You have to work with what God gives you. Too many of us, we just want God to give the all prepared cook meal for us to eat.

He goes “I’m going to give you some dirt and seed. And you’re going to make your meal from that. I will provide the sun, the wind, the rain and all it. You got to make your meal out of this seed”. So, he only gives us seeds and we have to make the meal from the seed. So, as we were sitting in the meeting March, and I had decided when we had the Christmas service here, early that morning, James and I were business partners. C. Elijah does a lot, he does a lot of stuff, he’s got another major project and he’s going to talk with you about later once he gets that developed, that actually has the potential to be bigger than Coach Bronner. But as we were here on Christmas day and James prayed and he said, “Everybody just needs to ask God what they -- does he want

you to focus on for the coming year”. When I bow my head and ask God, this I want you to focus on Coach Bronner.

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So, I knew that even during the sermons that I preached. Some of those could be used as Coach Bronner episodes, but since Coach Bronner is video we could not use the background because it's non religious. That was one of the part when James talked about the yellow people, they shy away from something, either it's over religious and it goes, they got for whatever reason and they got some good reasons for it. They don't want to follow orthodox religion. So, you have to get fishes and loaves to bring them in and then you expose them to the after you brought them in.

So, I knew in order to be able to use Coach Bronner episodes that we will going to need a green screen behind so that you can knock it out and then make episode. And we got the designer, everything we've gotten the estimate and I was there telling, “We're going to put the green screen behind things”. And then, C. Elijah brought in, the finances for the church. So, we had all of the financial printout for this was in March, last month. We had the finances for January and February. So, I'm looking over the finances and I look over the church income and I said, “Wait a minute, what in the world is going on with the income?” I'm looking at January and February for 2018. I look at January and February for 2017. I look at January and February for 2016. And January and February for 2018 is 25% more than 2017 and 2016.

So, I ask, “Why is the church income up so much, did somebody just give us a huge amount of money?” So, Suzanne who does all of the entering of all of the giving requests and then she said, “Well, we have one member and they gave a good chunk, but that's only about a third of that”. I said, “Where did the other two-thirds come from and why is it up the same amount almost for both months?” And both Suzanne and C. Elijah, “Oh no, oh no.” So, I'm sitting and looking at it and never before in the history of the church has this happen without any kind of explanation. And I have been preaching all the time then in normally, if you get a big influence maybe this is the end of the year in December, but not January and February and it was both months.

So, after the meeting it was a few hours late, I was somewhere else and the revelation just hit me because I added up how much it was, but it was a 25% increase. The revelation just hit me. I said the amount of the increase of the giving for January and February was identical to the quote of what that thing cost. It was to the penny. It was identical. I said, "Oh my goodness" not only has God got it, but God has provided. And see some of you - - for that had be that kind of increase and I hadn't talk about anybody. We got no building program, no special appearing and none of that. All we have said is, "Bow your heads for 10 seconds and ask God what shall you give" then one or two things has happened. I could see it and we have 25% more fruit, but we didn't.

So, the only thing that could happen and one or two things happen. Either you all got more money, then notice two things could've happened. Either you all came into more money or somebody start listening and God says "Give". So, sometimes like the construction, God may have laid it on your hearts for somebody to put in more and you did know why? If God speaks it, don't you worry about what is being use for, you can do it. Your responsibility is to do it, but it was the most amazing thing, it was the exact amount of the written quote of what are all of these stuff cost? And I said "Oh" when I saw that it was just another episode of God in my world.

And I see God moving like this so much, God just moves and he never seizes to amaze me. Go ahead and play the first episode, this was from last Sunday. So, this was an episode actually done from the sermon for last Sunday.

(Video Playing)

Now if you notice the video in the back is where the green screen is, but it looks like I'm standing right in front of the green screen.

(Video Playing: 00:24:21 - 00:25:04)

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So, that was the episode, but last Sunday, when I looked at things and I looked at the stage and said, "It's not just for Coach Bronner, it's also for our television broadcast" and I said, "Even though the green screen works, the problem is the rest of it is blue" because

all of the other carpet is blue I said, “You can't chroma key that, you can't knock that out”. So, it's all go the way so, I said “That's just not going to work” in order particularly for the television broadcast. In order for it to really be effective, you got to be at a show from feet to the top of your head. Where it just look like, if you wanted to talking about walking across the water, you can literally put you totally walking across the water. You can't do that, when this carpet is blue.

So, in the meeting, and I come earlier. In the weekend, I talked to the construction people who we here and designer said, “Look, we got to make all of this green”. I said, “That's a lot of green, but in order for it to work, in order for it to be excellent and top notch, we have to make all of this green”. So, I was sitting in the meeting with them and I was telling, I said “Most of the time I ask you all opinion, I've been telling I've already done it. I already told them in order to start, we're changing that carpet to green. So, I'm not asking or getting consent, it's done. It's in process. It's done. We have to change that in order for us to get the maximum effect. I know it may look strange, but we must do this and I'm thinking right now for the masses and all of the people who will see this, it will be a broadcast like none other any other ministry on the face of the planet. We are in the process of doing this”.

So, as I was telling them that, the thing about it that happened, James text me. He was sitting at one end of a conference table, I was at the other, so he didn't speak it out loud. He text me and then text basically James said, he ask a question, “Do you remember what Barry said?” And when he said it I said, “Oh my goodness”. Let me tell you who Barry is. Barry is reverent Barry. He's a prophet, but years ago even when I was in college he came to my father. And our top selling product right now for BronnerBrothers is BB double strand super grow. It has been and it is still our most profitable product. Barry brought my father that product.

I have had four products and it lost money in Sentry, he came to my office one day. He said, “I had a vision about this product” he told it to me. I made the product. From the time I made that product, Sentry went into the profit mode. So, he was a different type of prophet, he is the most accurate prophet that I ever seen in my life. And he was the one who would had affected my life more than anyone else. He was the one who came to me about 12 or 15 years ago and said, “I'll see you at 59 and you could have a

health crisis if you're not real careful". At 59 years 8 months, that's when I had to crash over in Greece. It's the only time in life I've ever been in the hospital, only time I've ever been on the ambulance, only time I've ever been strapped down on the stretcher, I had a health crisis.

It wasn't like I thought because I thought it couldn't been heart attack or stroke, but I was in super condition. I said, "Look, I'm going to be in good shape at 59, it ain't going to be my fault if something happen". But sometimes, when stuff is or day and isn't then you do about, it's coming. So, he told me, he said, "I see you, you'd have a health crisis at 59 if you're not real careful, but I had to remember what the other part he said, "If you make it past 59, you'll be all right for the rest of your days" so I made it past 59, I'm 62 now.

But the thing is Barry has been the most accurate prophet that I have ever encountered and what he has spoken has made some tremendous differences. So, when James texted me, did I remember what Barry said? Barry came to me and this has been 10 plus years ago and he said this he said, "I see in the spirit, a whole lot of money coming to you". He said, "Just a whole lot, just almost beyond imagine -- I just see a whole lot". And then he said this, he said, "You will know the money is on the way when you see yourself surrounded by green".

And I had totally forgotten it because I thought I had been surrounded by green or few other time, but then big money never showed up. I remember C. Elijah and I, we were taking the class down in Warner Robinson. When we got to the class, it was a ministerial class. When we got in the class they had green walls. I said, "C. Elijah, this is it". This is it, C. Elijah. I said, "C. Elijah, this is it. We hit the mill and this room with this green wall, this is it. I'm surrounded by green, this is what Barry saw. This is it". That wasn't it. Few months later, I was sitting in Walgreens' Office with a buyer with our product and I said, "If Walgreens is getting this product-- you have to be" I said, "This is it" it's not so much, but I mean Walgreens.

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I thought that was it. That wasn't it. And it was interesting that we have not been able to get that product and Walgreens since then and that's been, I don't know how many years ago. We're in talks with Walgreens now. We made a green room at my office.

We made a green room here at the church. I thought that might have be, but then I had to go back when James texted me that I said, "Oh my goodness" because his exact words when I went back to really try to remember his exact words was he says, "When you see yourself surrounded by green you will know the money is on the way" I can see myself on two monitors, right? No, I ain't surrounded by green yet because there's blue, but it's coming. You all see it's coming.

See, there some things in your life that had been prophesized, that's destined. You don't have it yet, but it's coming. But you have to remain obedient because so many people they never get their promise land, because they go off track before they get to the promise land. And that's why most of the children of Israel died in the promise land. They never got their promise land because they never stayed on track of what God told them to do. So, you stay on track. So, when I realize that and it would just blinded from my mind about that green. This will be the most surrounded by green I had ever and I'll be able to see to myself and none of the other stuff could I see myself surrounded, but I got two monitors and I will be able to see myself surrounded by green.

And the reason why I wanted to delay the offering, because you all responded to a divine call that you knew nothing about. You all responded, somebody listened or somebody's money was increased to respond to a divine need because I can tell you right now, if God cannot trust you with what you have. He's not going to trust what he can give you. I've seen that track record determines future performance more than any other thing I've ever seen. If he cannot trust you with what you have, see, so many of us were thinking, "Lord, if you just give me a whole lot, give me a million dollars, I'm tired". No, you won't. No, you won't. If he cannot trust you with what you have he will not be able to trust you with what he can give you.

So, for those of you who responded to that call in January and February, I wanted to delay the offering today because I do believe we're getting ready to move into a new season and I don't want you to be left out. If it is coming for me, I believe it's coming for everybody who is in obedience who is attached. Their blessing and the other thing God spoke to me years ago he said, "Why do you fools always think blessings involve money?" The way God see it and the way we see it totally -- when you hear divine blessing all you think about in money. That's a piece of divine

blessing, but that's not even the bigger portion of it. So, is it, "Why do you fools always think divine blessing involves money?"

So, God blesses in so many, many, many, many ways and this week is significant, not just because our stage is all torn up. He knew it was going to be torn up. It is very time, this is the most torn up it's ever been. He knew it would be torn up at the very time, he told me three months ago to speak on the founding of Coach Bronner. The other thing about it is this, on our social media platforms, my assistant will send me the stats every Thursday. So, for the prior Thursday we had 90,000 followers on social media. This past Thursday we went from 90,000 to 115,000. It was the largest jump and oddly enough both of the weeks where we have had the largest jumps had been the time I've talked about here in the church. The last time I talked, we hit a 10,000 jump that week. This time, we had 25,000 follower jump.

Now, when you look at that, the Arch seats 365 people, enough for one day of the year. It seats 365 people so roughly, every thousand people will fill up the Arch roughly threefold. The number of people who we had joined or start following on social media just this week fills up the Arch 75 times. So, it shows you the power of the impact that we can influence the world and more importantly, for who are not coming to a church. So, I can see why God told me to focus on Coach Bronner. So this very week, we went beyond the 100,000 which is what James -- well, he said "If you do this thing within a year, you can have a 100,000 people on the platform". As of today, we have 115,000 on the platform and it's not even a year yet. We still got another quarter before we hit a year. So, it's moving and I want to change the signs that we have. That's why I played that video with that man who ask for that \$20.

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And we have a sign that says, 100,000 viewers up there. I'm changing that from a 100,000 to 10 million. So, you got to change what you ask for because sometimes, you get what ask for and what you can envision and what you can see. So, that is the history of the founding of Coach Bronner. And God has placed sign after sign after sign because it's unusual and even the designer who does stuff for so many other churches, he said, "Look, you are on the cutting edge, nobody else is doing this" he

said, "But it's not going to be long before people they don't stop following you". So, we're doing something different in anybody else, but it's not the differences that's make it, it's what God wants us to do. That's the real key and that's the point

So, actually what I'm going to do I'm going to go ahead and dismiss. So, we'll dismiss on time and after dismissal, we'll take off, the church will be over. You know a lot of the big churches are putting a way to put money and while they're in church anyway. They're putting it in online. So, we're going to close out and once we close out, you can come down and give your money as simple as that. If you don't want to give, you don't have to give use that pass and "I'm ready to go" and you just go. But I wanted to show you how God has blessed, he moved on the hearts of some of you to put money in to pay for the project virtually to the penny. And I thank you for listening to the word God. So, bow heads for 10 seconds and ask God, "Lord, what shall I give?"

Dear Heavenly Father, we just thank you for your presence. We thank you for your signs and wonders dear Father. Father, we thank you for just knowing what you are about to do, but we are so grateful for what you have already done. Father, we pray the blessings of those who have been obedient and who show continue to be obedient. Bless them beyond measure in thy son, Jesus' name we pray. Amen.

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