

Tips On Handling The Crisis

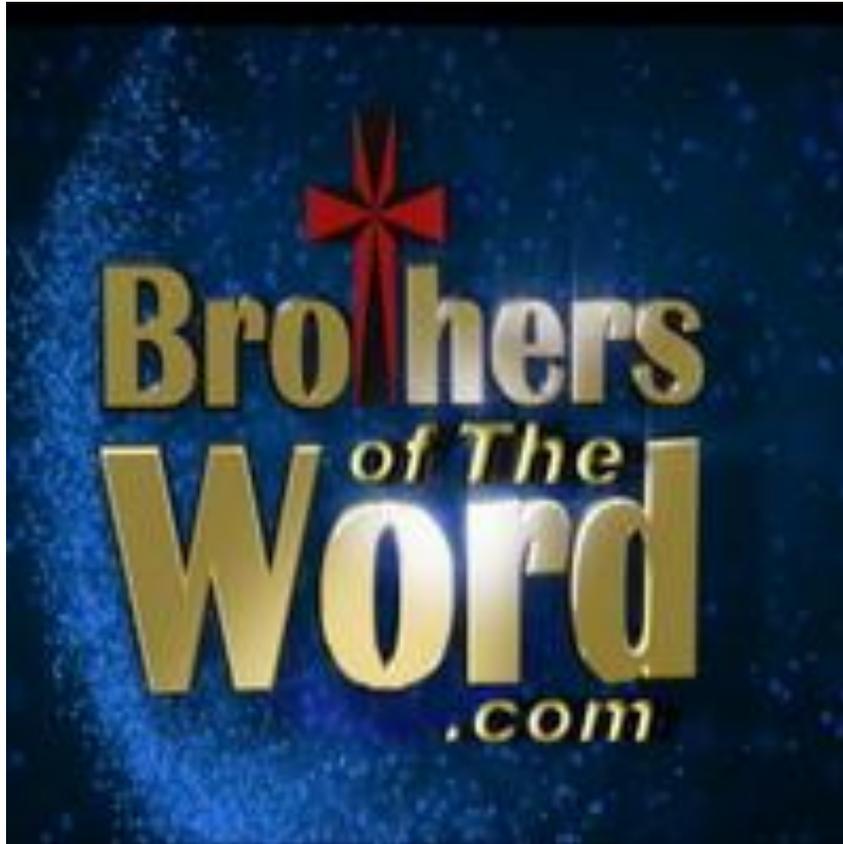
Sermon Title: **Tips On Handling The Crisis**

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Speaker: **James Bronner**

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James Bronner: Don't worry about what you don't what, focus and use what you do have.

Female: You are listening to brothersoftheword.com. This is the sermon titled, "Tips On Handling The Crisis" by James Bronner. This sermon is number 8252.

(Music Playing: 00:00:14 - 00:00:27)

And now for "Tips On Handling The Crisis."

James Bronner: Hi, I'm James Bronner, Show Director for the Bronner Brothers International Beauty Show and this is my lovely family. This is my wife, Stephanie of 23 years and these are my three boys and four girls. We're a family of nine all together. We had seven kids in our first 10 years of marriage. So we've been quite busy. But we wanted to make this video just to give you some encouragement. I'll let you know we love you, we've been praying for you, we're thinking about you and just let you know that we're all in this together.

So we've been quarantined here at home. We're almost at the presidential limit of those 10 people in one place, but there's nothing we can do about that since we're all one family. But we're just wanted to encourage you and let you know that this too shall pass. We've never seen anything like this, but together, we can make it.

And at times like this, you really can't test your faith, your character, your resilience in the good times, it's the tough times, it's the challenging times, the times of crisis that really what you have on the inside, it shows what you're really made of, but this too shall pass. No matter how bad it seems, this too shall pass. And we've been through even as a company, times like this before, not quite the same, but just as challenging with us personally. There was once a time where my father, when he was over the beauty show, he got a call and he had to go to the funeral of a sibling. He left that funeral and got a call that another sibling had died. He had to fly from one sit to another, from one funeral of a sibling, to another funeral of a sibling. We ended that second funeral, he then still had to produce the beauty show.

And it was times like that that really define what was inside of a kind of leader that he was, it was the tough times and it's the

same that will be for you, that it is really these times and you'll know how much faith you really have. You know how much toughness, you really have because everybody is not going to make, but we believe in you and together we can make it.

So we want to just encourage you with this video that it's only a temporary thing, just stay strong that we will pull through this. And as the virus subsides just like you see people going out to the store rushing and cleaning the shelves with toilet tissue, they're going to do the same thing with your shops. So they've been shut up in the house and haven't done their hair and their nails. And once it's time for them to go back to work, they're going to be calling and blowing your phone up to make appointments, to come in and get their hair done. They get cuts. They get nails. They get all of the services that you provide. So because of that, make sure you get your rest now because you're going to be working around the clock once this economy kicks back up.

And I want to just give you -- before I go, four things that will help you during this time that if you do these things that will help you get through and it will help you come out better on the other side of this. So number one, is to apply for all government aid, apply for all government aid. The government has granted over \$4 trillion. That's with a T, a trillion is a thousand billion. A billion is a thousand million. So that's a lot of money, and some people, they say, "I don't want government aid. I want to do things all by myself." These are unprecedented times. We haven't seen anything like this before and the government -- that came from us, the taxpayers. So that's our money and we want you as an industry to participate in this money. So we don't want other industries to go get this money and it's going, when it comes to us, so the banks and all these other industries are getting this money. So we want you to get your fair share.

We've been in business for 73 years and even with all of that history, we still had to apply for that money ourselves. So we have two of our companies, we have applied for government aid. So don't be ashamed, don't reword about how it looks. You need to get that money. That money is there for you and it's designed, it's approved by Congress and the president to help you in times like this. So what we found out though is that it can give a little complicated for people.

Just reading through all of the things and all of the rules that applies. So what we did, it says we went through all of the work to do ours. We went through and we simplified it and we put up a webpage to make it simple for you. So it's simply at bronnerbrothers.com or bronnerbrothers.com/virushelp. So that's bronnerbros.com/virushelp, and on that site, we'll tell you - now it's about four or five stimulus programs that will help you.

So some are \$10,000, some are other amounts. So we want you to be patted and secured with this government aid to help you through this season. So that's the first thing. So go there to tell you who qualified, whether you're a booth runner or whether you have a saloon suite, or whether you own the whole saloon or own a barbershop, you're an independent contractor. So whatever your case, we'll break it down there, tell you which ones you qualify for, tell you how much money you get and we even did video tutorial walk through of actually the online application. So it will walk you through, to tell you exactly how to fill it up and we also tell you when can you expect to get that check in the mail.

So we want you to get that that bag from the government, so make sure you go to bronnerbros.com/virushelp. There's no charge, it's just something we did since we had to figure everything out for ourselves, we didn't want you to have to figure it out for yourselves. So we put that page there to help you, so now also some other resources there.

So the four tips, so number two, is to be safe. We were very saddened to hear about one of our masters and great in the industry, Mr. Charles Gregory. So he was a great supporter of our beauty show and worked with my father for over 30 years he's worked with us, had an awesome saloon. He was on the set of Tyler Perry movies and shows and he's just worked with countless celebrities. He talked classes at our show. He's just been a legend.

At our show, we had something called "Evening with the masters." He did an awesome presentation and he's done this throughout the years. He's won awards. We presented him with one a couple of years ago, but he's won all types of accolades, but he's just great in our industry and we honor him and we remember him. So he passed from corona this past week and it's just a wakeup call for us and we also got news of another barber

that's in our industry. He was 46 years young, the same age I am of 46 and because he wasn't adhering to the guidelines and the warnings, he was still servicing clients and he caught the virus and he passed. So we want to make sure that you be safe. That's number two, be safe.

We know that this thing affects your money, so we know that it affects your lifestyles, some, but out of all of the things you have in your life, there's nothing more valuable than your actual life. So your other things maybe down, but your life is more valuable. You're more valuable to us than any other things. So be safe. We got to all make some sacrifices and just adhere to the regular safety precautions that stay home and locked in as much as possible. You can go outside and make sure for exercise, but still maintain the six-foot distance. Make sure that you wear some type of face covering. If you don't have a face mask, put a scarf or bandana around your face there to protect you. Keep your six-foot distance. Make sure that you either wear gloves and wash your hands frequently and use and carry hand sanitizers. So just take the basic safety precautions.

Don't take this thing lightly. I know when it first started, a lot of us thought, whether that's serious, but we all see that it is very serious and we want to take it serious and make sure we go by the guidelines because you don't know even who else you would pass it too, even if you're healthy and strong and young, we all have relatives in our lives that have some age on them, so we want to think about them and make sure that we stay safe. That's number two.

Number three tip, is to check on elders, friends and your clients. So call mom everyday, if your dad is still living, aunties and uncles, just check on those that may have some age on them. This virus is more dangerous for them. Because of their age, they might not have a strong of an immune system, so check on them. They're locked in and they don't recommend you go visit them the same, so make sure you FaceTime them, if they have iPhones and know how to do that, so they can see you and get that face-to-face, but make sure you check on them on a regular basis. And along with that, call your friends, also your clients. So even though you're not doing their hair right now, at least you're not supposed to be now, you take those precautions, call every single one of them. It takes time, but you call them and show concern.

Let them you know you're thinking about them, that you miss them, ask them how they're doing with their health and how their family members are doing. Just show love, show concern. We all need it at a time like this when we've been separated physically, it doesn't mean that emotionally, we have to stay separated. So call them and check on them and after this has passed, they will remember that and realize that you care. You called and checked on them and their loved ones. So make sure you stay in touch with you elders, your friends and your clients as well.

Number four tip I have for you is to take this time to improve yourself in six areas of life, that's body, mind, spirit, relationships, money and your future. So we get so busy sometimes just going through the day to day busyness of life and trying to make money and do this and do that, that we often don't take time to actually improve ourselves. So this slowdown allows all of us to re-evaluate things, to really contemplate on where we are in life and to really improve these key areas of life.

For some of you, this slowdown and this time that may seem like a curse or a downtime, will actually be a blessing that will set you up for a future that you would not have had if you would have kept running full speed. So use this time to improve yourself in those six areas.

So starting with body, the gyms are closed right now, but if you're going YouTube and on the internet, the only type of workout routines that you can do absolutely free. My wife does go every day, she has a free -- one that she goes through different workouts every day, as well as my other family members. So you have free resources on YouTube and on the internet, use them. Don't worry about what you don't have. Focus and use what you do have. The same thing, get rest for your body. We've been working so many hours when we didn't have a virus, then have time to rest.

So many Americans are sleep deprived, use this as a time to recharge, to catch up on your sleep, to recharge your mind and your body. The other thing says restaurants you can't go sit on them, this is a great time to learn some new cooking recipes and skills. My daughter was making something today that she's never made before, just looking it up on YouTube and finding recipes. So it allows you to eat fresher, to eat healthier, to improve the health of your body. Like cooking in her home is going out of style,

some of this needed this to make us get back to eating the old-fashioned way of cooking fresh, healthy foods at home.

And with the body, so you want to make sure you exercise, eat good or rest good and that will recharge you for when it's time to go back because you got to really be working more than you were before once this thing open back up.

Second thing is mind, so we all got to watch some Netflix, but just make sure that you do some things also to improve your mind, so read, listen to podcasts, TED Talks, learn new skills, so some things that you haven't had time to do before. This is the greatest asset that you can invest in.

A lot of times, people ask me, "What's a great investment?" Right here is your greatest investment. This is your money maker. So improve your mind, your skill set, learn something new that you've been planning and wishing to learn. This is the time to do it while you can't go out.

Number three is spirit there, you need to pray and to meditate more. Even science has validated that prayer and meditation calms the nerves. This thing has everybody nerves just on edge, but if you'll spend time with your creator, every day, you'll find that your stressful levels will go down, that you'll be able to deal with what's going on in a better format.

Last year in 2019, I consider it the best year of my life, just relationship-wise with my family, my kids did the best, my money did the best, my health did the best. And when I got to the end of the year, I said, "All of these amazing things have happened this. Let me just think back to see what I changed this year that may have caused this because I want all of my years to be as amazing as this year." And when I went back and looked at everything I was doing, there was one particular thing that I changed that I think caused it to be the best year of my life and that was -- I said, before I cut myself on every day, before I cut the television or do anything else, before I talk to people, I'm going to go into my prayer closet and pray, commune with God and meditate before Him, get His will for the day and be thankful to him and grateful of all of the things He's blessed me with.

And I began to wake up every morning, before I did anything else, go and talk to my creator and He just began to reveal plans to me, better ways of doing things and just favoring all of my life. And that was one thing that I've attributed to giving me the best year of my life and some of you all need to hear that and you need to do that because the statistics say that number one thing most Americans do, first thing when they wake up is look at their cell phones and once they get look at it, they get caught up and text. You're caught up in social media and all of these things that it's really not going to benefit their lives.

So the one that created you, a lot of times, people look for mentors and I could tell you there's nobody, you and me, that's wiser than the one that created you. So He's free of charge, always available and accessible, but yet, we don't make time for Him. We'll go, try to hook up with celebrities to get to mentor us, but won't use the very present resource that's the most wiser, the most caring for you to use right there every morning. So use this time to build your spiritual muscles. It's times like these where your faith, your spiritual endurance needs to really kick in and God is the only one that knows the future.

We got all these experts talking about the virus and they've already readjusted things, they don't know. They give a best guesstimate of the models, but God knows. So connect and commune with the one who truly knows.

Number three, that thing in area of improvement is in your relationships. When we visit people on their sick bed, about to die, the one thing that they regret, they never said, "I regret I didn't work more, I regret I didn't make more money." They say, "I wished I would have spent more time with the people that I love." So don't make that mistake. You have time now to slow down, to be with the people you love, to build those relationships. This will give you more happiness and more fulfillment than almost anything else in life.

So many times we focus on money, but we don't focus on the thing that gives us the most fulfillment. Learn the love language of your romantic partner if you have one and this will allow them to fill love more and it's a time to communicate with them, to spend more time -- actually my wife and I, we've been married for 23 years now. And a year or two ago, we created a site called themarriagechallenge.com. You can go there, there's a free

program there that it helps improve your relationship. It gives you tips. It's a challenge actually, but it gives you tips and techniques on how to communicate better. They're also saying that there's more of domestic violence now because people is shut up, they're having to communicate more and stress is higher, so it's causing more fights.

So if you go there, there are all type of resources that help you with budgeting with your money, they help you with your intimacy, your dating ideas, just all type of things, that's at themarriagechallenge.com.

You have to spend more time with your kids now because they can't go to school and you can't go to work most of the time. But use that time to be productive with them. So begin to help them to analyze, to see what the gifts and the talents and callings are in life. And then look for ways to help them to grow those abilities, to maximize and to really get into that purpose. Your teenagers or kids may have been dealing with issues during the school year, that might have been busy and then have time to really talk with them and deal with those issues, take this time to really have a heart to heart talk with your kids, to really -- to get to the root of the matter. Let them you're hear for them and you want to hear about it -- and really increase the bond that you have there with them. So this is a great time -- some of you will look back and say, "This was most the blessed thing that could've happened to me, being forced to stay at home with my family, to build a more solid union." And it's just going to be blessing when you look back. It's all about perspective. So use this time to grow those relationships that matter the most.

And even, another thing I would recommend is if you don't have one to develop, to develop a family mission statement. So just about all businesses have one, governments have one, churches have one, but the home, the unit that's the most important -- we have no mission statement. So it's no wonder so many homes are falling apart, they don't know what they stand for. So a mission statement, it talks about the purpose of the family, the values of the family, wisdom of the family, techniques of the family uses. So if you don't know how to create one because it's really not that taught anywhere, you can go to my personal website and just look at ours on there. You can download it and put into Word --

-- and just change it up to match your values, but it will give you a template as something that we try to go over once a month as a family to really ingrain it and children and even in ourselves to make sure we are staying on course. But you can go to jamesbronner.com and click on Family Mission Statement and just read it, download it and make it your own and blow it up, put it on your wall and begin to go over it with your family and just—that vision will carry your family through generations.

So, this is the time to do things like that then in all the business we haven't had or chance to do. So, don't forget to make sure you have a family mission statement.

The next area is money. So, take this time to form a budget. Do a spreadsheet with all of your income on it, all of your expenses listed out, go back through your credit card, bills, and your bank statements and all of your receipts so if we don't a lot of times take time to do a budget in the business.

Do a budget because money is going to become even more critical with our incomes being affected by this virus. So, this is the time to make sure to look at all of your expenses to make sure that you cut back where you can to make sure – thinking of ideas to get extra streams of income. So, this is the time to make those financial goals and to really have these talks with your loved ones on how you're going to make the changes you're going make to back to reading, to learn how to budget better, how to invest better, so to get those money management skills because if you got less money coming in, you need to learn how to manage it better.

And out of this experience, we all should have a targeted goal to have at least three to six months of savings. I think this experience shows the value of having those emergency savings because even without this virus, you'll never know what can happen in life. You could injure yourself in an accident. You could have to have an operation and they have you now for two or three months. So, you'll never know what can happen in life. So, the only way is to be prepared to have this emergency fund of three to six months. So, make that budget and make sure you're saving a certain amount every month so, you can build up that emergency fund for you and your family.

So, that's the six areas of improvement are that our future. This is the time to write out your goals, your plans, your dreams. Like they say, put that mission statement up there and to show where you're going and what you're staying up for what you believe in, how are you going to get there.

This is the time to really meditate on what you're doing and really come up with new innovative ideas. We get so busy trying to make money that we don't stop to innovate, to reinvent how we're doing things. So, this is the time in the slowness, to really become creative.

When things are tightest, that's when innovation flows the most. You got to think about some creative way when you don't have the money. When you got a lot of money, you can just pay people to do stuff. When you don't have a lot of money, you got to creative in how you go about doing it.

So, again, form those multiple streams of income. Just in case something happens with one of your income sources and begin to put these things in writing. Some of you may even want to use this time to write a book. You might have been thinking about it, and now you have the time or to do a blog, or whatever the case maybe.

Plan for the future. Use this time to improve your body, your mind, your spirit, your relationships, your money and your future. Don't forget to apply for the government aid. Be safe. Check on your elders, your friends, your clients. Prove yourself in these six areas.

And also, we know everybody is at home, you can't go to the movie theaters or the bowling alleys. So, another thing that we're going to do as the Bronner Brothers International Beauty Show, we're going to take some of our content from past shows and free of charge. It's not something you will have to register for, but you stay tuned on the Bronner Brothers Instagram and Facebook, all of our social media. We're going to be doing some Instagram live and we're going to take all hair battle footage. We want you to feel like your when at the show with all of your friends and colleagues. We'll be taking comedy show and fashion show and instructional things. So, stay tuned and we'll announce when we're going to do those lives coming up. And we may try to do something once a week just to give some entertainment, some

education and inspiration at home. So, stay tuned there. We'll be providing some further resources for you.

And on a final note, as I mentioned about strengthening your spirit, we also before we go, as a family we just want to pray for you. We believe in the power of prayer and this is the time when we need to be connected to our Creator most of all. We're right here at Easter season. It's the time when our Saviour gave His life, rose from the dead just for you.

So, I'm going to ask my wife, Ms. Stephanie Bronner, and we've been blessed to have a stylist here in the home. She is a licensed cosmetologist. So, that's why my hair still look decent and all of the kids' hair. So, we've been blessed to have that here in the house with us. So, she is licensed and she actually if you didn't know, she is the head of all of our competitions at the beauty shop.

So, all of those barbering competition and fantasy competitions, she's the one that puts all of it together, keep it running smoothly and to really manage that mainstage. So, we thank her and we're blessed to have her. So, I think I talked enough. But I just want to let you know before I go, "I love you. I appreciate you. I believe in you and together we can make it."

Call your colleagues, just encourage them, share this video with them and it's from the bottom of our heart and here at Bronner brothers and the Bronner family from all of the brothers, all of the family, all of the staff, we love you and we can make it through this. Don't give up the faith. Don't give up hope. Keep believing. We can make it through it. Help is on the way and this is a temporary thing. So, don't make permanent decisions in temporary situations. So, improve yourself. Come out of this better than you were before.

So, just bow your heads, I'm going to ask my wife, Stephanie she will say a special prayer over you.

Stephanie Bronner: Okay, everybody just touch somebody and you, I would like you to touch, if you dare touch the phone, because Mathew 18, 19 says, "If two or more are gathered in His name touching anything, He will answer the prayer."

So, we're just believing by faith that this prayer is going through the internet, back in the day they didn't have the internet. So,

we're just touching and agreeing with you for all the right and wonderful things God has restored

Father, right now in Your wonderful name, wonderful name of Jesus which is, give You glory and honor because You are the God of all. You see our Lord, and this plaque is not new to You. God this is not the first time this has happened in the Earth and You are in control of it all.

Father, so in Your Name, in Your wonderful matchless, majestic Name, we'll just call upon Your mercy and Your grace. So, we just thank You God if we ask you Lord those things that are in our hearts, just thankful. We are thankful to give them to us. So, touching and agreeing right now Lord, in the midst of my family, and my family in the beauty industry, we just touch and agreed by faith to believe God that this thing shall pass.

I thank you Lord that even in the Biblical days in Exodus Lord, when You helped the Israelites to go into their homes, and to slay the lamb without blemish. Lord, you have them to put the blood of that lamb over the door post. Right now, Jesus, we thank you that in this season You are the Lamb without blemish.

And we ask You that you would allow us to put Your Blood over our door posts that this death angel will pass us by. God, we thank you that we're inside communing with one another., that we're speaking Lord the Words of Your Gospel Lord with each other.

Father, I ask You in Jesus' Name, to increase your Word in every home. God, I ask you to increase Your presence in every home Lord. You know what the need is before we even ask. Because God, You are the God of the yesterday, that's the day and the forevermore. We thank you God that everything that's happening, You already know. You already solved it. We're just walking and working through the process.

So, God by this process Lord, we know You're going to make us stronger. We know You're going to make us to live longer. That You're going to believe that we're believing in our businesses and our families, our relationships, our finances that all of it is going to grow through this process God. Because we're going to lean and depend on You.

God, we ask You to speak loudly into our hearts. Lord, we ask You to speak loudly into the direction You would have us to go in. Father speak loudly into the financial situation that you're going to bring us through. Father, we just thank you because we know You're able to do exceeding, abundantly above all that we can ask for and think according to the power that worketh within us.

So, God in Your Name and in Your precious Blood of Jesus, we just give You the glory. And we thank the Holy Spirit for being our helper, for being our keeper, for giving us comfort, for bringing us through, while we just pray for every family that is bereaved right now, we ask You to bring comfort Lord. Because You are the Comforter, the Greatest Comforter.

Father, we just ask You to be with every home right now Father, that's afraid. We ask You to give them faith beyond measure in the Name of Jesus. I thank You for allowing us to stand in Your presence and believe God that You are in control and that we don't have to fear, the devil has to flee and that we can stand firmly walking by faith and not by sight.

Father, before our sight right now is crazy. But we know by faith Lord, that You're going to bring us through it better than we started. So, right now God, every beauty industry holder Father, right now, we just ask You to touch them in their minds, declutter their homes, declutter their thoughts.

00:30:00

Well we ask you to bless their bodies, anyone who is fearful that they might have the virus, God bless you to give you confirmation Lord, we ask you to give them the strength to go and be tested, Father. Thank you for every testing location, Father. I thank you right now for the healing of the blood of Jesus, Lord, that no weapon formed against us shall ever prosper. It may form, but it's not going to prosper. So in your name and in your will, Lord, we just allow the blood of Jesus to be over us. We just rest in peace knowing that you have it under control and we thank you Lord.

We thank you as we shelter-in-place, that you are sheltering over us, that we're dwelling in your secret place and I thank you for everything that we don't have to be. We don't have to be afraid that the terror by day or the arrow by night or the pestilence that walk up in darkness, nor the destruction that lays waste at

noonday, a thousand is going to follow our side and 10,000 at our right hand, but it's not going to come right us, only with our eyes will we behold to see the reward of the wicked. Father, we just call on your promises and we thank you for the word of God, that is our promise that we could call upon and have peace in you.

So by your precious blood, we thank you. And we ask you during this resurrection season that we give you the glory, you the honor, you the praise, you deserve it God, you above all, you see all, you sit high you know all God. You're omniscient, omnipresent, omnipotent and we praise you God, we praise you in the midst of sadness. We praise you in the midst of joy. We praise you in the midst of this plague. We praise you when it's gone. God, we thank you because you are our everything and we'll be careful to honor you. In Jesus name, Amen.

James Bronner: Amen. Amen. We will continue to church and agree, pray daily on your behalf. God is with you. We can all make it together. So we believe in you, we love you and we thank you for your support and we will get through this. This too shall pass. Be blessed, continue to keep the faith. This is only a temporary thing.

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