



Ray Edwards Show, Episode 500 The Master Skill to 10X Any Business

Announcer ([00:04](#)):

The Ray Edwards Show. This is the podcast for prosperity, with purpose.

Ray Edwards ([00:12](#)):

How to 10X any business. Can you take your business as it is, whatever happened for you in the previous year, and multiply your results times 10. Now, this is assuming that you had positive results. If you had bankruptcy, I don't want you to bankrupt times ten. That's not what we're going for. But let's say you were, you made \$50,000 in profit last year. Would you like to make 500 this year?

Kris Edwards ([00:38](#)):

I'm going to vote yes on that.

Ray Edwards ([00:40](#)):

I think most people would vote yes on that. So, that's what we're going to talk about. And what made me think about this is- I was looking back, I did happen to notice this is our 500th episode, and I went back to when I did episode number one, and that was the year that my business made over a hundred thousand dollars in revenue. And so here we are a little over nine years later and we are somewhere for the last three years we're somewhere between 1.1 and \$1.5 million in gross revenue. So that's just over 10 times. And the good news for you is, I don't think you have to wait nine years to do this. I think you can do this in a year. I really do believe that's true. And there's a couple of reasons why this year is especially conducive to you being able to do this with your business, whatever your business is. If you sell knitted baby Yoda hats, violating Lucas Film intellectual property rights on Etsy, I'm not gonna tell anybody, but, but don't do that, but whether you knit things and you sell them on Etsy, whether you are a sales organization, whether you offer skincare products, whether you sell weird aftermarket car parts, or you sell coaching or your, whatever your business, I believe you can 10X it this year. And I think this there's never been a better year for doing that. And the reason is all the stuff that's been happening. Now, standard disclaimer, I'm sorry bad things happened. Bad things happened to me too. But the question is, are you going to take that or are you going to take it and turn it around and make it work for you right now? There's more people online than ever before. Like by a factor of millions of new people online that never shopped online before. Now, they've had a taste of their groceries being delivered to their doorstep and they're like, dang, this is nice. I mean, I, yesterday I ordered two things I

could have gotten from target, which is one mile from my house. And I thought ah, that's too much of a hassle. I'll just order it right here online. They'll come to my door tomorrow. So that's happening. Then there's all these people who are online who want to make extra income. So if you're in the business of helping people succeed in business, like you're a social media consultant or you're a copywriter, or you, you teach business classes for people selling their stuff online, or you help people create courses. All that stuff- never been a better time for selling that. Especially when there are baby boomers and gen X-ers, who never thought about having an online business before, but now they've been downsized or rightsized or outsized, or they just don't want to go around people anymore, whatever their thing is. And they are looking at the opportunity. You mean I can take what I know and I can sell it online. Yes. So all of these reasons stack up to this is a year of huge opportunity for us. If we have the right attitude and the right approach. So this may all sound super complicated, but it's not. This is the reason we are doing this episode for episode 500, because going forward in the year, we're going to be super laser focused on helping you build and grow your business, using the power of marketing online. And even if you've got a bricks and mortar business, like I dunno, maybe a coffee shop like good old Revel 77 in Spokane, Washington on East 57th Avenue.

Kris Edwards (04:00):

What a subtle plug.

Ray Edwards (04:03):

Come on in and have some coffee, Y'all. It's good. We've got a bricks and mortar business, so we've been through that too. Our governor also shut down all the restaurants and coffee shops and told us we couldn't put people inside in seats. They had to come pick up their coffee to go. We're still in business. We had actually had the best year we've ever had because we were forced to look at our business with total clarity. And then our online business is doing well. So my point is not to brag to you about, Oh, look, we're doing good while everybody else is having trouble. There are lots of people who are doing well and you can too. And it's really, uh, I, as I was thinking through this, I, and you know, Kris, I had this originally very complex episode I put together and then I realized it's not, it's not that complicated. There's one master skill you need to get and believe in. And then there's really only three ways to use it. If you can get, if you can figure out that one master skill, and you can remember the three ways to use it, you can multiply your business results in this new year and every year thereafter. So let's get to it. This episode's going to be a little different. We're not going to have all the segments. We're just going to go for this topic. And so what's the master skill? Those of you who know me well enough, probably know what I'm going to say. It's copywriting. What is copywriting? Just for those of you who have not been following along with the home version for very long- copywriting is writing the words that sell your products, services and ideas. Sales copy- persuasive writing to sell stuff. Yes. I'm the guy who writes those long scrolling sales pages that you you're scrolling through it, reading every word. While you say, who reads this stuff before you eventually get to the bottom and click the buy button. I'm that guy. And that is a very profitable business to be in right now because that's how stuff gets sold online. people tell me, well, real companies don't use sales letters. Oh, really? Go to apple.com, they're a real company, and click on their MacBook Pro page and start scrolling down the page. What you see before you, my friend, is a very fashionable, very chic long form sales letter. So yes, real companies do use it. Writing the words that sell is more than just writing sales pages. You, if you integrate it into every level of your business, like your homepage, your about page, the emails that people get when they sign up for your email list, your social media posts. If you integrate the principles of writing persuasive copy, cause you know the goal toward which you're driving people, you can use it in every level of your business and it can literally multiply your income. Would you like to know how?

Kris Edwards (06:47):

I would love to know how.

Ray Edwards (06:48):

Okay, so let's get one thing out of the way. A lot of people are probably saying, yeah, but I'm not a copywriter. I don't know how to write copy and I don't want to learn. Okay. So first of all, you need to get over this I don't want to learn business. You got to learn some stuff, but you don't have to become a master copywriter. In fact, you can get my book, *How to Write Copy That Sells*. There are other good books. Mine is not the only one, but it's pretty darn good. And you can get it for free if you just pay for the shipping. Rayedwards.com/freebook. Is it free or free book?

Kris Edwards (07:26):

It's free book.

Ray Edwards (07:26):

Free book. Okay. Now I want to start hearing Leonard Skinner to the background, but that would be a copyright violation. So I won't do that.

Kris Edwards (07:33):

Oh, big time. Yeah. Okay. So how to negative 10 X your business by using Leonard Skinner.

Ray Edwards (07:41):

I think maybe we'll not do that. Um, okay. So that's, that'll get you started in writing good copy. So once you've started down that road and you've decided, okay, I need to write more persuasively. I need to like, it's as simple as this. When people come to your website, you want to have a pathway for them to follow so they can give you some money. So you don't bury your offer somewhere at the bottom of the page, so they got to go looking for it. Basic stuff like that. So what are the three ways to use copy that can multiply any business? How can I make a claim like that? Because this is a principle, not a tactic. Tactics are all the stuff people sell courses about, like how to do tricky things with your Facebook pixel and your Facebook ads and how to have complicated funnel systems. And those are all good things, but you don't need to know all that to multiply your business. You just need to know three things. And this is according to Jay Abraham, who is perhaps one of the very few legitimate marketing geniuses that I know. He's the marketing genius everybody else who calls himself a marketing genius copied. So check him out at abraham.com. I highly recommend it. So Jay says there's only three ways to grow your business. Those three ways are: number one- get more customers. And at this point, your response is?

Kris Edwards (09:03):

Well, duh. Nice one. Mr. \$300 book guy. Glad I paid all that money to learn that. Doesn't he sell a book for 300 bucks.

Ray Edwards (09:12):

I think it's \$395. It's *The Money-Making Secrets of Marketing Wizard Jay Abraham*. I can't remember. It's a super long complicated title. It's a great book. I love that book. Um, here's the thing, uh, that's the one thing everybody knows or thinks they know, and they want to invest all their time in that. Like we've got to get some new customers. That's the most expensive way to do this. I'm not saying you don't do it. We'll come back to how do you get new customers? I mean the obvious, okay. There's, there's three ways to get new customers. You can buy them. So you buy Facebook ads and get new customers or Google ads or LinkedIn

ads or whatever, and you get new customers. Newspaper ads, radio ads, you get that. You spend money. Hopefully it works. And some new people come in. You can borrow them. So that's where affiliate marketing comes in. Like I say to one of my buddies, "Hey, I've got this copywriting course, I think would help your students do the kind of work that you tell them to do. You teach them how to be consultants. How about you send an email to your consulting guys and gals and tell them me to buy my copywriting course." And then I pay that person, an affiliate commission for every sale we make to their list. That's borrowing somebody's customers, affiliate marketing or joint venture marketing. Pretty simple, right? Yes. You've got to do some tracking. You've got to have some software. That's all solvable. Everything is Googleable. I'm just going to leave out today. You can Google this. How to set up an affiliate program would be a good place to start. Um, so there's buy them, there's borrow them, and then there's build them. How do you build customers? This is the way everybody wants to do it. You do it for "free", quote end quote, by creating content. You build organic traffic to your website because you put out blog posts and social media posts and podcasts and YouTube videos. And over time that begins to bring a trickle and then a stream, and then a river of traffic back to your website. Now, if you were putting yourself in the average person's shoes, Kris, what do you think their problem with that approach would be?

Kris Edwards (11:32):

I'm going to go with ain't nobody got time for that.

Ray Edwards (11:35):

Uh, takes too long. I'm broke by the time I start getting customers that way. Agreed, that's a long-term play. So let's set aside the getting new customers for just a moment. And come back to that. Let's assume you have some customers already, because I talked about multiplying existing business. Don't worry, new business owners, I'm going to come back to you in a moment. If you have customers already, the second way to grow your business is to get those customers to spend more money. When they come to your cash register. Increase the average ticket size. McDonald's pioneered this in the fast food industry with one simple phrase. "Great. And would you like some fries with that?" Yes, exactly. Then it's do you want a biggie size that or what did.

Kris Edwards (12:24):

Supersize.

Ray Edwards (12:25):

super that's right. I was going to say, there's a movie about that, Supersize Me. That guy kind of messed up the supersize thing for McDonald's, but that phrase increased the average ticket size for McDonald's dramatically. It went from people spending like \$2 to people spending \$5 every time they came to the window. So that's way number two. Number one, get more customers. Number two, get your customers to spend more every time they buy something from you. And number three, the third way to grow your business is to multiply the number of times they come see you. Increase the transaction frequency. So they come back more often. I can't help, but notice that during the pandemic, the fast food joints with drive-through windows seem to have increased the frequency of purchase at their drive-throughs. Cause the lines is long. Now you may be, right now, experiencing a moment of a blinding flash of the obvious. What I like to call a BFO you may be saying, Oh, okay. That's just common sense. Well, common sense is not always common practice. So ask yourself, do you have a conscious, intentional, active system for moving the needle on all three of those metrics? For getting new customers for increasing the average transaction size and for increasing the average frequency of transactions and the answer I'll go ahead and tell you is no for 99% of people listening to this podcast. But that's okay because that represents a big opportunity for you. All

you got to do is those three things. And if you do each of them just a little bit, like just do the math in your own business- take the number of customers you generated last year and increase it by 10%. And then take the average ticket size, the average sale that you made to a customer last year and increase that by 10%. And then take the average number of transactions you had last year and increase that by 10%. And if you do that, you'll notice that you more than three times your outcome it's each step is multiplicative. So just do your own math and your own business and you will see surprising, what I call technically big results. That is you do it. Now, you might say, well, it can't be that simple, but it is. You know, who wants to make it more complex than that? The business consultant who wants to charge you \$15,000 to tell you what I just told you. So let's back up to step one. How do you get more customers? Well, it depends. Do you have more time on your hands or more money on your hands?

Kris Edwards (15:09):

I would say most of us time.

Ray Edwards (15:12):

Then here's a word you need to become familiar with. It's called hustle. Uh, get on the phone. How about call some people? How about call some people ask them for business. How about call some people and ask them for referrals. How about call previous customers and ask them for referrals for business? How about put a new sign up front? How about buy some advertising? How about go work out a deal with businesses nearby who might be able to reciprocate with you and help bring new customers to your door? For instance, if you own a coffee shop and you know the guy who owns the one-on-one workout place down the street and you know the people who own the dry cleaning place next door, and you know the people who own the pizza joint on the corner, perhaps you could work a deal with each of those places and say, look, you put some of my, I'll give you a free coffee to come to my coffee shop for the first time, put a few of those coupons in your, on your counter. I'll put some of your coupons on my counter. I'll send you some of my customers that can be your customers. Cause guess what? Workout customers are not competition for me who owns a coffee shop. In fact, it's perfect. They need some caffeine after they've worn their tail out on the workout circuit. Or some sugar. I feel like they earned it. I worked out, I could have me a scone and a caramel macchiato, and then they spill that on their shirt They have to go get some dry cleaning. Now they're feeling bad emotionally, so they buy a pizza for dinner. Winnner, winner, pizza dinner. My point is there are creative ways for you to get more customers without spending any money if you've got some time on your hands. Now, if you got a little money on your hands, you can buy some ads and get some customers. And you might tell me, well, you know, I can't do it online because I have a bricks and mortar business and I can't do radio and TV cause it's too expensive. First of all, I'd tell you don't do radio and TV cause it doesn't work because who listens to the radio? Very few people these days, many fewer than used to. Radio's not the buy it used to be. That's what I'm saying. You can definitely use Facebook and Instagram for bricks and mortar businesses. In fact, you should be it's the best deal going. I don't know if you knew this, you can actually target your Facebook ads to a zip code, to a few blocks around your coffee shop. Imagine if you could put up a Facebook ad that said "tired of that big pothole in front of Starbucks? Just take the right lane and cruise on down to our coffee shop where our streets are not in need of repair and will not mess up your alignment." Maybe you don't want to be that confrontational in your advertising. But my point I'm trying to make is you can be very specific in your Facebook and Instagram ads. Geographically specific. You can send it to only people who are likely to come to your coffee, shop your restaurant, your dry cleaner, your nail salon. You can target this stuff down to the micro level. You can for cheap, you can put together ads that if let's say your coffee shop is visited mainly by college students who come in to study. You can show an Instagram or Facebook ad with a picture of college-aged kids look like your customers in your shop. So when they see that ad, because you targeted

that ad to them for cheap for pennies, they look and they say, Oh, that's a place where people like us hanging out. That's good advertising. So you can definitely advertise very inexpensively online, even for bricks and mortar business. If you have an online business where you, you have a service, you perform like copywriting or graphic design or you teach digital courses or that kind of stuff. So easy and so inexpensive, because guess what everybody did as the pandemic went down? Cut their advertising budgets. Not the time to cut your ad budget. And I'm hearing some people say, "Ya, but, Ray, the ads are going back up, now. The prices are going back up." They're still super cheap compared to other advertising media, how quickly we forget so advertise or do joint ventures with affiliate partners who can send their customers to you and you both make money.

Kris Edwards (19:07):

When you say really cheap, if I've got a \$500 budget, can I do a lot with that?

Ray Edwards (19:12):

Dude! You can go to town with \$500. Yes, I would- I would recommend starting at like \$15 a week. You run like 10 ads. I mean, this gets down into detail. I'll tell you where you can get a great free course and running Facebook and Instagram ads in just a minute. But you, you run like 10 ads with different variations to, to the same area, physical area, geographic area, but to different kinds of people in that area to see which one works the best. Which one brings you the most new customers, if you're, if you've got a bricks and mortar. If you're online and you're going to run probably 10 different ads to different for interest designations. So that, that may be- just depends on your audience, who you're selling to. So we don't need to get into all the nuts and bolts of that. I'd recommend running like 15 to 20 bucks a week worth of ads for a while just to see which ad works the best. Then you kill all the ones that aren't working for you, cause one or two of those will be working like gangbusters, and you just pour more money into those. You go a long way down that path and get a lot more new customers before you spend your 500 bucks. So here's where you get your free course on how to run Facebook ads and Instagram ads. This don't share this around, cause I don't think many people know this. You go to facebook.com and you go to business and their advertising platform where you run ads and they have tutorials and instructions for free. Imagine that on how to run ads on their advertising platform. And they want you to succeed because help me out, Kris, why do they want me to succeed?

Kris Edwards (20:44):

I think their evil plan is that you'll be successful and end up spending more money with them.

Ray Edwards (20:50):

You have figured out the conspiracy,

Kris Edwards (20:52):

Oh, that's how that Zuckerberg got all that cash.

Ray Edwards (20:55):

The conspiracy is to make you more successful so you can pay them more money so you can become more successful. It's um, it's pretty crafty.

Kris Edwards (21:05):

It's a success pyramid scheme is what it is

Ray Edwards (21:08):

It is, and it puts you at the top. I think it's going to work. They will wven as you begin to advertise and experience success, cause you follow their directions, they will even assign someone to you to help you make your ads better. You'll start getting emails that say, uh, Patricia would like to help you with your Instagram ads. She's an Instagram specialist and guess what it costs to have her help you? Zero. It's amazing. it's an amazing world we live in. So YouTube and LinkedIn are a bit more expensive, but, and they're a little more tricky, but they also work the same way. They have free instructions and they have people who will help you spend money with them on your advertising. So you don't have to have a big budget. It's a much smaller amount than most people think. And I, I truly recommend it. It's amazing to me that people will spend thousands of dollars on internet marketing courses, but they won't spend \$300 on some ads because the ads will bring you business. And here's just a news flash. The first few ads you make and run will not work. That's the way it works. You just keep making new ads. That's why I said make 10 ads. Probably one of those will work. So you'll notice that copywriting is going to come into play as you write those ads, it's going to be important. If you've already got customers, you might wonder, well, how can I use copy to increase the average ticket, the average amount of money they spend each time they come to do business with me? Well, you could sell them on buying extra stuff. You could give them a digital equivalent of, do you want fries with that? Like if you sold training on how to run Instagram ads, there are good courses that you can pay for that do have some, I won't call them shortcuts. I'm not super in favor of shortcuts, but they help accelerate your learning curve. So if you sell a course like that, you might also sell some templated copy that people could fill in the blanks or some ideas on different angles or kinds of ads that people could run. And that could help speed them along that, along that road. So that would increase the average ticket price because you add something onto the order. You just find some other piece of merchandise or service or digital training that you can offer people that makes sense when paired with what they just bought, and you increase the ticket price, by writing a little copy saying, "Hey, it's really help you if you had this extra thing. This extra thing will help this work better for you. Do you want to get that? Click here- extra dollars per order. And then how do you increase the frequency of ordering while you send them emails saying, Hey, you bought this product A from us last week, you might want to take a look at product B, which a lot of people in your business have found very helpful. Click here to learn more about it. You write some copy in the form of an email and you get them to a new landing page, which has some sales copy on it, which sells them a new thing. Or how about this? Maybe you have something that could be a monthly recurring service that you provide them. It could be a membership area that where you give them new resources and materials each month, it could be something where you're teaching them on a long-term basis. We have a couple of programs like that ourselves, but this could increase the frequency of buying- all using copy. So copywriting, obviously, is really important to multiplying your business- to 10 Xing your business. And I am not going to be bashful. I'm going to tell you that the reason I, I got so excited about doing this episode is I realized this, everything I just told you is 100% true. And we've got an opportunity for you to come learn how to do this stuff. Not only learn how to do it, but actually get it done in our virtual live workshop, The Copywriting Academy Live. Now you can do all the things I've mentioned in this episode without spending any money with us at all. How do you do that? You go to my website, Rayedwards.com. You download our six step persuasion checklist, which gives you the basics of writing Copy that sells for no charge. It's right there on the front page, download it for free. Or you could step up and spend seven bucks and pay for shipping on the book that I wrote that costs like \$12 on Amazon. You can get, get it just by paying the shipping seven bucks. We'll send it to you for free. So you can invest as little as zero or \$7 to get started. If you want to take it further and you want to go faster, I recommend you think about coming to the virtual live workshop, The Copywriting Academy Live. Now we usually have these in Franklin, Tennessee, and we have hundreds of people there you've been there during one of these events.

Kris Edwards (25:55):

I have been there.

Ray Edwards (25:56):

It's a fun time. Isn't it?

Kris Edwards (25:57):

It was a great time.

Ray Edwards (25:59):

I'll tell you right now. A lot of folks have told me "I want, I want back the old times when we got together, live in person." I do too. We all do. But for now, that's not what we're doing. We're doing this virtually. So it's going to be on streaming video, but it is live and it is a workshop. This is, I'll tell you what, this is not. This is not one of those like 12 hours where we try to duplicate a live seminar, including the boring parts, which I know you've seen a lot of this probably already. If you're in the online business education space at all, you've seen these things where it's like, they've done everything they can to set it up. Like they have the registration desk and where you go get your badge and you get a box of stuff they sent you in the mail and you have the little signs you put up on the screen during the thing and they take breaks, but they, they force you to leave your camera on so they can see you and they make you dance around, and we don't have time for all that. We're going to be live. We're going to be virtual. We're going to be interactive. We're going to be writing your copy. You're going to get your sales copy written. When I'm talking about your sales copy. I'm talking about the big sales page that sells your main offer. So we're going to help you figure out what your main offer is. You don't know what that is during this two day workshop. We'll figure out what the main offer is. We've got templates for you to follow, and then I'm going to be walking you through the process over the entire two days. And I've got my certified copywriters who are certified through our certification program and they work with us in our agency. And they're going to be working with you and me to get your copy written and reviewed during this virtual workshop. So this is not, I want to make it clear. This is not you coming to learn how to write copy. This is you come plant your butt in the seat and get on the keyboard and bang out your copy. We're going to look at it, review it. I'll be reviewing some of the copy live during the workshop for everybody else who's not getting reviewed personally by me. My certified copywriters are going to be reviewing it. We're going to go into breakout rooms. You're going to get your copy done if you do the work. You got to show up and do the work. We have no extraneous sessions that are about anything other than getting your copy written. It's all about writing the copy. So at the end of two days, you can expect to have your copy done. Then I'll be telling you how to take that copy and turn that into emails and ads and social media posts and podcasts. How to use that sales copy as the source for most of your content. This is like the Rosetta stone of your communications tactics. You're going to use this to source everything else, because that way you're talking about the same thing all the time in different ways. I'm going to show you how to do that. But you got to have this document done before you can do all that. This is something that in the past has only been available to people who spent \$1,997. They bought The Copywriting Academy course. That's how you got in. Then you had to pay extra, but this year, because of everything that's been going on for the last nine or 10 months, I don't know if you noticed some weird things have happened. Maybe it affected your income. We are offering this to anybody who wants to come between now and the 31st of January, you can get a ticket for \$197, not \$2,000. We shrunk the ticket price by 10 X,197 bucks. On the 31st of January, that price goes up. So hear me, oh, you future listener. If it's after January 31, 2021, the price is no longer \$197. I'm very sorry. If you have a DeLorean with a flux capacitor, you're free to go back to the past and get the cheaper ticket and then come back to the future. Otherwise buy your ticket before January 31. And

you might ask, well, where do I go to buy this incredible ticket that I can't believe you're so generous to give me, Ray, at such a low price? You go to rayedwards.com/TCALive. As in The Copywriting Academy Live, but it's not all spelled out like that, cause that would be a lot of type-age. It's rayedwards.com/tcalive. And you can find the link to that in the show notes to this episode at rayedwards.com/500. So key takeaways, number one, the master skill that will allow you- I know there are other people teaching, lots of different things about building your business and it's all good. I've probably bought all that stuff. Most people believe that I get all these products like Product Launch Formula and Tribe and Digital Course Academy that I talk about from all my friends. They believe I get them for free. I do not. I pay for them. I insist on paying for them. I've had refund wars, with a couple of my friends. They keep refunding my money. I keep sneaking and paying them under a different card number. I tell them, I want to pay you. Why? Because I believe it's worth investing in your education. So I'm saying all those other things have a place, but I can tell you the one sticking point people always get to is that pesky sales letter. Get right down to it. You got to have a dang gold sales letter. We're going to write that together. Or you can go pay somebody a metric butt-ton of money to do it for you. If you want us to do that, we'll do it. I recommend coming to the Copywriting Academy Live for 197 bucks. You get the live Academy experience- two day virtual workshop. If you want to upgrade by the way, we have a VIP day. And that stands for very intentional people because you're all very important. Not everybody's very intentional. We'll get into advanced tactics on that day. You want to add 200 bucks to the price of your ticket. Then you can come to VIP day. Limited number of those available. Why? Because that makes people want them more. I'm just being honest. So go check it out. [Rayedwards.com/TCALive](https://rayedwards.com/TCALive). That's my simple approach. That's how to 10 X your business. Get better at copywriting. Master the skill of copywriting, and then use Jay Abraham's three ways to grow your business. Write your copy toward those goals. And you will experience a spectacular 2021. That is my belief. Go get you some tickets. [Rayedwards.com/TCALive](https://rayedwards.com/TCALive). Until next time, you know what my prayer for you is. It's that you have long life, great health, massive prosperity, and peace to you and to your house.

Announcer (33:14):

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