

The Who, What, Where, When and Why of Lifting Jesus Up in Our Writing

Words are powerful, they can build us up or tear us down. Just like a single word can scare us or calm us, our words can bring others closer to Jesus or push them away. When we talk about Jesus' amazing love and sacrifice, it reminds us how much He cares for us. It's like Jesus said, by sharing His story, we can help others feel His love too. Because of what Jesus did for us, everyone has the chance to be friends with God, our loving Father.

Jesus, Himself, said in *John 12:32 (NIV)* - "And I, when I am lifted up from the earth, will draw all people to myself." *John 12:33 (NIV)* says "He said this to show the kind of death he was going to die." Since His death, burial, and resurrection, life for us has never been the same. He reconciles all who will come to the Father.

- **Who:** Believers and ministries dedicated to spreading the Gospel and uplifting the name of Jesus in their communications.
- **What:** Engaging in copywriting, copyediting, and proofreading services that reflect the love and teachings of Christ in every word.
- **Where:** Serving clients globally, wherever there is a need for content that glorifies God and edifies the reader.
- **When:** At all times, ensuring that the message of salvation remains timely, relevant, and accessible.
- **Why:** To honor the Great Commission, making disciples of all nations through compelling and truthful written content.

Scripture Reference:

- **Matthew 28:19-20 (NIV)** - "Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely, I am with you always, to the very end of the age."

This approach to content creation is not just about excellence in communication; it's about being a vessel for His word, ensuring that every piece of content not only informs and persuades but also testifies to the transformative power of God's love. Whether it's a blog post, a book manuscript, or marketing material, the goal is to lift Jesus up, drawing all people to Him through the written word.