

DECEMBER 2011

EFL

M A G A Z I N E

Empowerment for Life

Merry Christmas!



A publication of Open Word Christian Ministries



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EFL Magazine, a quarterly publication of Open Word Christian Ministries, provides relative commentary on today's challenging issues from a traditional family values point-of-view.

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FEEDBACK

EFL Magazine is produced by the Open Word Christian Ministries' Marketing Department. We would love to get your feedback on the articles and stories featured in every issue. Let us know what you think. Your comments could be included in the next issue. You may send your comments to connect@owcm.org.

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To submit an article or fiction piece for consideration, please e-mail your typed submission to communications@owcm.org. We reserve the right to edit for content and space.

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From the Editor



WOW, it is hard to believe that we are just days away from a brand new year! This year has gone by so fast. As we are entering into the holiday season, many people get so busy with the hustle and bustle of Christmas; and forget about the real meaning of Christmas- the celebration of the birth of our Lord and Savior, Jesus Christ. I encourage you to make it a priority to share the same love, peace and joy that Jesus Christ came to give each of us. Make a special effort to reach out to someone less fortunate than you. It truly is more blessed to give than to receive. Giving is not always financial. You can give love, concern, kind words, clothing, or just yourself. There are many people that just need some tender loving care. "Tis the season to be jolly..", so spread some Christmas cheer to all those around you, and you will find that it will bring joy to you as well.

I pray that the rest of your year and the year of 2012 will be filled with nothing less than God's best for your life-joy, peace, prosperous and wholesome relationships, good health (emotionally and physically), and financial security. Start preparing now for something **GREAT** and **MAGNIFICENT** to happen in your life. I see you in the future, and things are looking a **WHOLE** lot better!!!!

May peace, love and goodwill be with you and your family.

Minister Denise Crumpler
Executive Editor
Empowerment for Life

From the Heart of God

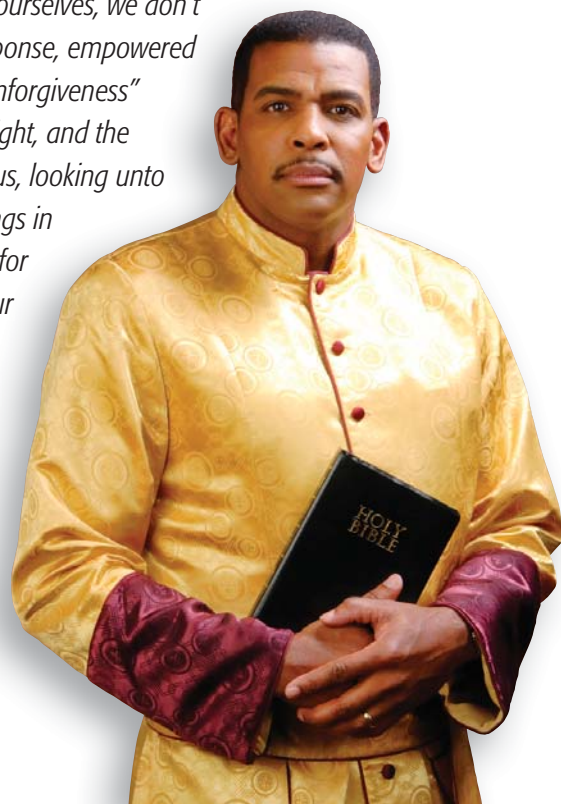
Greetings everyone.

I know that many of you are preparing for the holidays—a time of parties, celebrating, fun, fellowship with family and friends, and lots of eating. As we approach the holidays, for many, it is not so pleasant. There are hurts and wounds that, if not dealt with, will again be carried over into another year. Recently, I did an awesome series on “Forgiveness.” This is a topic that many would rather just not talk about. For as we bring up this word, it also brings up many painful hurts and memories for some. I encourage you not to go into another year with the weight and burden of unforgiveness. Yes, weights and burdens, that’s exactly what it is. Unforgiveness is a state of resentment, bitterness, hatred, hostility, and anger toward someone who has transgressed against you. Forgiveness on the other hand is dismissing, cancelling, or setting someone free from the consequence of falling short of God’s standard. It is letting go of the desire to hurt the other person. You may say to yourself, “How can I forgive someone who has not apologized or shown any kind of repentance?” Forgiveness has nothing to do with repentance. Forgiveness is not based on what the offender does or deserves, but, rather on giving the gift of grace to your offender—a gift that is not deserved. When Jesus was being crucified on the cross, His enemies had neither apologized nor repented, yet He extended His heart of forgiveness by praying, “Father, forgive them, for they do not know what they are doing.” (Luke 23:34). To forgive is to reflect the character of Christ. Just as God is willing to forgive us, we are called to forgive others.

To forgive someone does not in any way mean that you do not want justice; it simply means that you are leaving the offense entirely in God’s hands. It doesn’t mean you are excusing the unjust behavior; rather it is acknowledging that unjust behavior is without excuse, while still forgiving. You are refusing to harbor hateful feelings toward your offender. Remember, forgiveness is an ongoing process which requires you to choose to forgive every time the offense comes to mind... and that you choose to pray for the offender every time the offense crosses your mind.

Lastly, we must recognize that human power alone is not sufficient to forgive. In and of ourselves, we don’t have the ability to forgive. Forgiveness is not a natural response; it is a supernatural response, empowered by God. I encourage you to make a decision today and refuse to carry that same old “unforgiveness” baggage into 2012. The word of God says in Hebrews 12:1-2, “let us lay aside every weight, and the sin which doth so easily beset us, and let us run with patience the race that is set before us, looking unto Jesus the author and finisher of our faith...” God has so many great and wonderful things in store for your life. However, the weight of “unforgiveness” is keeping you from reaching for the “prize.” Take the first step by going before God and asking for his forgiveness for your shortcomings, then forgive the person or persons that you haven’t forgiven. Remember, this can be a difficult and uncomfortable process. But with Christ, all things are possible. I encourage you to purchase the CD series I did on Forgiveness and also purchase Dr. Betty Mitchell’s book, “Inner Healing for Holes in the Soul” to help you deal with those deep down hurts.

Maya and I wish you a very, Merry Christmas and a prosperous New Year.



You Have Enough

By Valerie Morrow

Don't let lack of resources bankrupt your faith. My daughter, Charli, is four-years old. Like most children, she has great faith. Not because she is a great Bible scholar with years of experience. No, her faith is great because she trusts.

The other day we saw a commercial for a theme park opening in our area--LEGOLAND. She sat, eyes focused, mouth gaping, enthralled at the screen. Toys, rides, toys, treats, toys and more rides, everything a child dreams of. My daughter looked at me with hopeful eyes."Mommy, can we go?"

I responded, "That costs a lot of money."

Without a word, she rushed into our kitchen. I heard drawers bang open and shut. She ran back clutching a hand full of pennies. "Okay, we have a lot of money. Now, can we go?"

She's cute. Her faith--contagious!

Now, Mommy is making plans. We are going to LEGOLAND. I smiled. "Let's ask Daddy when he comes home." She handed over the pennies. Of course, she doesn't have enough.

Come to think of it, most of us don't have enough to achieve our dreams. Our finances, knowledge and ability are just pennies in comparison to the exorbitant cost required. But, that's okay. We have a Father who likes to make dreams come true. All he asks is for us to trust him.

Lack can happen to anyone. Even Jesus' disciples had to confront a big vision with little resources to fulfill it. So how did they handle the challenge?

"When Jesus got out of the boat, he saw a large crowd.



He felt sorry for them and cured their sick people. In the evening the disciples came to him. They said, "No one lives around here, and it's already late. Send the crowds to the villages to buy food for themselves." Jesus said to them, "They don't need to go away. You give them something to eat." They told him, "All we have here are five loaves of bread and two fish." Jesus said, "Bring them to me." Then he ordered the people to sit down on the grass. After he took the five loaves and the two fish, he looked up to heaven and blessed the food. He broke the loaves apart, gave them to the disciples, and they gave them to the people. All of them ate as much as they wanted. When they picked up the leftover pieces, they filled twelve baskets. About five thousand men had eaten. (This number does not include the women and children who had eaten.)" Matthew 14:14-20 GOD'S WORD Translation

Jesus prayed over what the disciples did have. Five loaves of bread and two fish are enough to feed over five thousand people when it's in God's hands. In your hands, you'll only get what you see. But when you place what you have in God's hands, nothing is impossible.

Are you trying to go somewhere in life? Bring your insufficiency to Christ.

Fighting Discrimination: *Protecting Your Right to Fair Housing*

By Garian D. Clark

The Fair Housing Act also known as Title VIII of the Civil Rights Act of 1968, protects people against housing discrimination based on race, color, religion, national origin, sex, disability, and familial status. President Lyndon Johnson signed the Fair Housing Act into law on April 11, 1968, exactly one week after the assassination of the Rev. Dr. Martin Luther King, Jr.

The U.S. Department of Housing and Urban Development (HUD), Office of Fair Housing and Equal Opportunity enforces the Fair Housing Act and other civil rights laws designed to ensure that all Americans have equal access to housing.

The Fair Housing Act prohibits discrimination in housing because of:

- Race or color
- National Origin
- Religion
- Sex
- Familial status (including children under the age of 18 living with parents or legal custodians; pregnant women and people securing custody of children under 18)
- Handicap

What Is Prohibited?

In the Sale and Rental of Housing:

No one may take any of the following actions based on race, color, national origin, religion, sex, familial status or handicap:

- Refuse to rent or sell housing
- Refuse to negotiate for housing
- Make housing unavailable
- Deny a dwelling
- Set different terms, conditions or privileges for sale or rental of a dwelling
- Provide different housing services or facilities
- Falsely deny that housing is available for inspection, sale or rental
- For profit, persuade owners to sell or rent (blockbusting) or
- Deny anyone access to or membership in a facility or service (such as a multiple listing service) related to

the sale or rental of housing.

In Mortgage Lending:

No one may take any of the following actions based on race, color, national origin, religion, sex, familial status or handicap:

- Refuse to make a mortgage loan
- Refuse to provide information regarding loans
- Impose different terms or conditions on a loan
 - Discriminate in appraising property
 - Refuse to purchase a loan or
 - Set different terms or conditions for purchasing a loan

In Addition:

It is illegal for anyone to:

- Threaten, coerce, intimidate or interfere with anyone exercising a fair housing right or assisting others who exercise that right
- Advertise or make any statement that indicates a limitation or preference based on race, color, national origin, religion, sex, familial status or handicap.

The prohibition against discriminatory advertising applies to single-family and owner-occupied housing that is otherwise exempt from the Fair Housing Act.

Additional Protection:

If You Have A Disability ..If you or someone associated with you:

- Have a physical or mental disability (including hearing, mobility and visual impairments, chronic alcoholism, chronic mental illness, AIDS, AIDS Related Complex and mental retardation) that substantially limits one or more major life activities
- Have a record of such a disability or Are regarded as having such a disability your landlord may not:
- Refuse to let you make reasonable modifications to your dwelling or common use areas, at your expense, if necessary for the handicapped person to use the housing. (Where reasonable, the landlord may permit changes only if you agree to restore the property to its original

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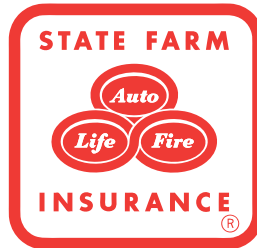


2012-Save These Important Dates!

CALENDAR

| | |
|--------------------|------------------------------------|
| February 24th-25th | WOD Conference |
| March 10th | Career Development Job Fair |
| April 8th | Easter & Family and Friends Day |
| April 21st | Health Fair |
| April 29th | Pastors' Appreciation |
| June 16th | Father/Daughter Dance |
| August 10th-11th | NuGen Lock-In |
| August 26th | International Day |
| September 9th | Children's Ministry Super Sunday |
| September 30th | Family and Friends Day |
| October 6th | Domestic Violence Awareness Walk |
| October 7th | Domestic Violence Awareness Sunday |
| October 19th-20th | WOD Fall Get-A-Way |
| November 11th | 21st Church Anniversary |
| December 31st | New Year's Eve Service |

LIKE A GOOD NEIGHBOR



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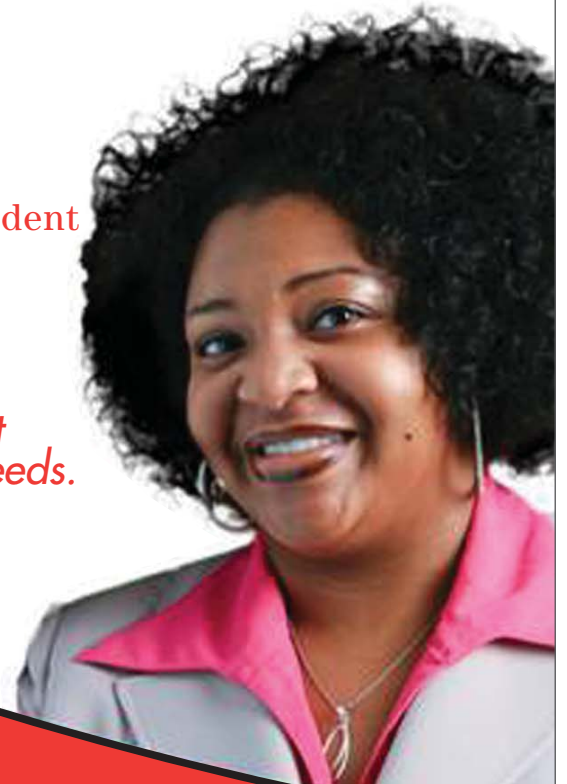
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Taking Our Families From Good To Great

Dr. J. Booker

As we prepare for God to take our families from good to great, parents may begin to ponder ideas for preparing their children for a great future. Don't fret; there are a multitude of things we as parents can do to prepare our children for success!

There are obvious things to place on our "To-Do List" such as making sure our child is consuming the right nutrients, staying hydrated, and getting the quantity of sleep and exercise a growing body needs.

We all know that God's Word provides the best way to prepare our children for greatness. Proverbs 22:6 reminds us to *train up a child in the way he should go...* One author refers to Bible principles as the "keys" that open the door to success for raising families. *The Gospel Way* has identified Seven Keys to Raising Godly Children. They are:

- Key 1: Purpose
- Key 2: Planning
- Key 3: Love
- Key 4: Instruction
- Key 5: Authority
- Key 6: Motivation
- Key 7: Consistency

In this article we will ponder on the first key:

Purpose

No one can succeed in any task without keeping his goal clearly in mind. Parents must keep their responsibility of raising Godly children clearly in mind. What do you consider to be your goal as a parent? What would it take to make you feel that you have been a success or a failure as a parent?

How great would it be if your child grew up and knew God's will for his/her life, had close family ties and served God faithfully? It is God's desire that we train children to serve Him. There are many ways that we can ensure that our purpose for our children is maintained through-



out their daily life. We all spend long hours working to provide for our children and rarely consider the influences that these decisions will have on our kids. Have you considered providing a private education for your child where Christian foundations and principles will be poured into them? Consider for just a moment the goals of our own, Foundation Christian Academy (FCA): *Foundation Christian Academy will restore, build, and settle through the vehicle of Christ-centered academic education. We build a strong foundation in which our future generations may build their lives upon. This will cause every student to achieve his or her greatest God-given potential, making a maximum impact upon this world.*

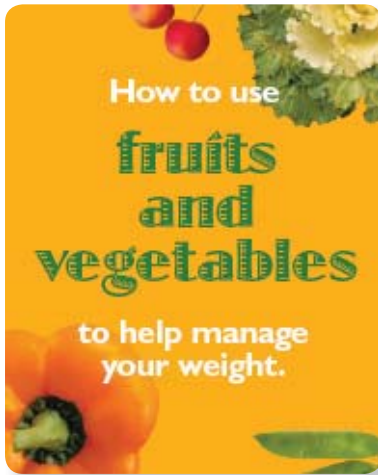
Our main goal as parents is to train up children who will serve God. Our children will not always have us around to guide their decisions. We must instill in them the understanding and habit of doing right, so that they will serve God when they make their own decisions. While determining the goals for your child meditate on the following scriptures:

- | | |
|---------------|--------------|
| Proverbs 22:6 | Joshua 24:15 |
| Ephesians 6:4 | Malachi 2:15 |
| Genesis 18:19 | Psalms 34:11 |

The scriptures remind us that our children are gifts from our loving Father. He did not give them to us to do as we please. They do not belong to us. Our children belong to God. They were given into our care, so we can raise them to be what He wants them to be. Throughout 2012, we will continue to study God's Words and will for our children. It is exciting to contemplate the awesome plan that God has to take our children from good to GREAT!

This info was taken from the series, Raising Godly Children.

OWCM Health Happenings



How to Use Fruits and Vegetables to Help Manage Your Weight

Fruits and vegetables are part of a well-balanced and healthy eating plan. There are many different ways to lose or maintain a

healthy weight. Using more fruits and vegetables along with whole grains and lean meats, nuts, and beans is a safe and healthy one. Helping control your weight is not the only benefit of eating more fruits and vegetables. Diets rich in fruits and vegetables may reduce the risk of some types of cancer and other chronic diseases. Fruits and vegetables also provide essential vitamins and minerals, fiber, and other substances that are important for good health.

Here are some simple ways to cut calories and eat fruits and vegetables throughout your day:

Breakfast: Start the Day Right

Substitute some spinach, onions, or mushrooms for one of the eggs or half of the cheese in your morning omelet. The vegetables will add volume and flavor to the dish with fewer calories than the egg or cheese.

Cut back on the amount of cereal in your bowl to make room for some cut-up bananas, peaches, or strawberries. You can still eat a full bowl, but with fewer calories.

Lighten Up Your Lunch

Substitute vegetables such as lettuce, tomatoes, cucumbers, or onions for 2 ounces of the cheese and 2 ounces of the meat in

your sandwich, wrap, or burrito. The new version will fill you up with fewer calories than the original.

Add a cup of chopped vegetables, such as broccoli, carrots, beans, or red peppers, in place of 2 ounces of the meat or 1 cup of noodles in your favorite broth-based soup. The vegetables will help fill you up, so you won't miss those extra calories.

Dinner

Take a good look at your dinner plate. Vegetables, fruit, and whole grains should take up the largest portion of your plate. If they do not, replace some of the meat, cheese, white pasta, or rice with legumes, steamed broccoli, asparagus, greens, or another favorite vegetable. This will reduce the total calories in your meal without reducing the amount of food you eat. BUT remember to use a normal- or small-size plate – not a platter. The total number of calories that you eat counts, even if a good proportion of them come from fruits and vegetables.

Smart Snacks

Most healthy eating plans allow for one or two small snacks a day.

Instead of a high-calorie snack from a vending machine, bring some cut-up vegetables or fruit from home. One snack-sized bag of corn chips (1 ounce) has the same number of calories as a small apple, 1 cup of whole strawberries, AND 1 cup of carrots with 1/4 cup of low-calorie dip. Substitute one or two of these options for the chips, and you will have a satisfying snack with fewer calories.

Article from CDC.gov





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Where Personal Training Sessions, Group Fitness Workouts, Fitness Camps, 30 Day Get Fit Challenges, Customized Workouts, and Meal Plans are offered. Stephanie is also available to speak at Health Awareness Events and Seminars...

For more information about any of the programs offered at Boom Shock Fitness, please contact Stephanie Jones (404) 259-6836

boomshockfitness@gmail.com

www.boomshockfitness.com

Your Health is your Wealth.....you must Invest in it or you will be broke Physically!!

Dreaming of an Old Fashioned Christmas

By Kathy Mitchell

Whenever I used to listen to the words of White Christmas by Bing Crosby, I found myself dreaming of a white Christmas, too. Not one I used to know, but one I've always wanted to know. Growing up in Florida, I probably dreamed of sleigh bells on snow during Christmas time more than most people. What else could I do? It was never going to happen. The chances didn't improve much for me even after moving to Georgia. As a matter of fact, I've been here 32 years and haven't had a white Christmas yet -- maybe a snowflake here or there. I've all but given up on that dream. But, it wasn't the snow I really dreamed about anyway. What I dreamed about was what it all implied. Christmas had a whole different meaning then. It was as pure as fresh, fallen snow. It was a time untainted by the widespread greed of commercialism. A time when families got together and the biggest gift they exchanged was love. Whatever happened to the Christmas I didn't even hear about until after Thanksgiving? Whatever happened to that old fashioned Christmas?

Years ago, Christmas was a time when material gifts meant winter coats, scarves, socks – essentials. I remember being happy just to find fruits and nuts in an old sock I hung on the wall. Don't get me wrong, we got toys. But, usually it was only one per child and because we had to wait all year to get that one toy, it was appreciated more than we could ever imagine.

If you are reading this and are old enough to remember, wasn't it a treat to sit in front of the television and watch all the holiday entertainment? It was like a special trip to the movies right there in front of the silver screen and we never even had to leave our living room floor. Nothing could get us to move – not even the commercials. We realized that it would be another year before we'd get to see those particular shows again. This gave Christmas time a wonderful meaning --something to really look forward to. Nothing like it is today when we can just pop a DVD into a machine and see Rudolph or Charlie Brown Christmas all day long or all year long if we want to.

Christmas seems to be showing up earlier and earlier each year, too. Some radio station played Sleigh Ride and other holiday favorites right in the middle of July. I love the sounds of Christmas as much as anyone else does. Even though a sleigh ride would give me a break on gas prices; give me another break! It was July, for goodness sakes!

If you were in the stores early on, you saw who was already there. Bopping and bumping to the Jingle Bell Rock was ole Santa himself. He was there with the witches, turkeys and the silver bells -- all of them, flashing their little



“buy me now” SALE signs. If this continues, pretty soon we'll have a three holiday collision catastrophe. There will be pumpkins, turkeys and Christmas trees flying everywhere. Will anyone stop this madness?

I doubt anyone will or can. Most of us have grown accustomed to being shopper fishies -- biting at the baited hooks of the retailers as they lure us into the shopping malls earlier and earlier each year. What is their bait? Shop Early, Save Money. Let's face it guys. This is another way they get us to spend more money. I agree, shopping early is a great concept; but, who does it really benefit? Most of us are still shopping right up until the last minute. We've already bought a gift for dear old Aunt Winnie; but, we see something else later on that she would like even more. What happens? We buy that, too. The same thing happens for our brother Bob, Uncle Ned and Cousin Sally. When it's all over we realize we've saved nothing because we've spent a whole lot more than we intended to.

It was nothing like this, years ago. But, such is life. I've just learned to accept it much the same way I've learned not to cry over spilled milk. Gone are the good old days, that old time religion and yes, the old fashioned Christmas -- never to surface again. So when Christmas has drawn near and I'm worn out by all the shopping and have gotten over Sleigh Ride in July; I'll think of White Christmas. As I meditate on the voice of Bing Crosby crooning those familiar words, “I'm dreaming of a White Christmas...” I'll dream of that old fashioned Christmas as well, the one I used to know.

Promoting Your Business Through Effective Marketing

By Marita Dooms

One of the major keys to the growth and success of any business is effective marketing. Marketing provides a channel by which a business can disseminate information to prospective customers or clients about who they are and what they do. Many entrepreneurs make the common motion of pooling all of their time and resources into running their businesses and servicing their current clients—which is highly important. However, little to no time is invested in marketing or making their presence known on a broader scale.

It is essential to note that marketing a business, of any size, is a necessity, not an option. This process does not have to be extremely costly; but, it should be effective in making your business visible, unique and distinct to the public.

It is also important to identify your target market and stay within its confines. A target market is simply a specific focus group that you aim to service through your business. Knowing your boundaries helps to avoid spreading yourself too thin or wasting valuable resources in an area where your services are not in demand. For example, if you were a childcare provider, it would not be beneficial to distribute your marketing materials in a senior living community.

So the question is, “where do I begin?” Here are a few tips to help you get started towards successfully growing your business through effective marketing.

On is the “New” In!

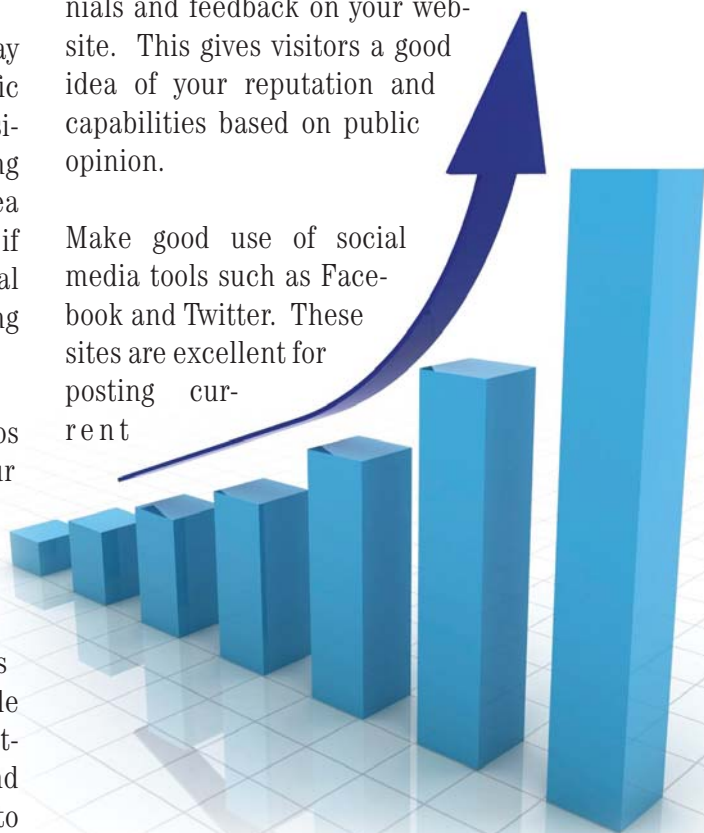
Invest in a quality, professional website. We live in a technologically-driven era where **online** presence is a must. If you really want to be competitive and visible to the masses, websites are costly; but, worth the investment. Make sure your website is easy to navigate and concise in its messaging. You only have a few seconds to capture the interest and attention of your web audience.

Dark colors, large fonts, complex verbiage and scattered graphics can be an instant turn off. With a little research, you can locate a capable web designer to create a nice website within your budget.

Remember that image is everything. If you offer services such as catering, hair styling, graphic design or painting, be sure to provide a gallery of clear, high resolution images of your work on your website. Prospective customers want to see samples of what you have done before they consider you to perform a service for them. Camera phone photos are a definite **NO!**

If you own a business such as a restaurant, accounting firm, consulting firm, or medical practice it's always a good idea to provide client testimonials and feedback on your website. This gives visitors a good idea of your reputation and capabilities based on public opinion.

Make good use of social media tools such as Facebook and Twitter. These sites are excellent for posting current



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Continued from page 5 — Fighting Discrimination

condition when you move.)

- Refuse to make reasonable accommodations in rules, policies, practices or services if necessary for the handicapped person to use the housing

Example: A building with a no pets policy must allow a visually impaired tenant to keep a guide dog.

Example: An apartment complex that offers tenants ample, unassigned parking must honor a request from a mobility-impaired tenant for a reserved space near her apartment if necessary to assure that she can have access to her apartment.

However, housing need not be made available to a person who is a direct threat to the health or safety of others or who currently uses illegal drugs.

Requirements for New Buildings:

In buildings that are ready for first occupancy **after March 13, 1991**, and have an elevator or four or more units:

- Public and common areas must be accessible to persons with disabilities
- Doors and hallways must be wide enough for wheelchairs

All units must have:

- An accessible route into and through the unit
- Accessible light switches, electrical outlets, thermostats and other environmental controls
- Reinforced bathroom walls to allow later installation of grab bars and
- Kitchen and bathrooms that can be used by people in wheelchairs

If a building with four or more units has no elevator and will be ready for first occupancy **after March 13, 1991**, these standards apply to ground floor units.

These requirements for new buildings do not replace any more stringent standards in State or local law.

Housing Opportunities For Families

Unless a building or community qualifies as housing for older persons, it may not discriminate based on familial status. That is, it may not discriminate against families in which one or more children under 18 live with:

- A parent
- A person who has legal custody of the child or children or
- The designee of the parent or legal custodian, with the parent or custodian's written permission.

- Familial status protection also applies to pregnant women and anyone securing legal custody of a child under 18.

Exemption: Housing for older persons is exempt from the prohibition against familial status discrimination if:

- The HUD Secretary has determined that it is specifically designed for and occupied by elderly persons under a Federal, State or local government program or
 - It is occupied solely by persons who are 62 or older or
 - It houses at least one person who is 55 or older in at least 80 percent of the occupied units;
 - and adheres to a published policy statement that demonstrates an intent to house persons who are 55 or older.
- A transition period permits residents on or before September 13, 1988 to continue living in the housing, regardless of their age, without interfering with the exemption.

If You Think Your Rights Have Been Violated

HUD is ready to help with any problem of housing discrimination. The U.S. Department of Housing and Urban Development (HUD) is the agency which investigates and enforces the federal housing laws.

If you think your rights have been violated, write HUD a letter or telephone the HUD Hot Line. You have one year after an alleged violation to file a complaint with HUD; but, you should file it as soon as possible.

What to Tell HUD:

- Your name and address
- The name and address of the person your complaint is against (the respondent)
- The address or other identification of the housing involved
- A short description of the alleged violation (the event that caused you to believe your rights were violated)
- The date(s) of the alleged violation

How To Contact HUD:

Atlanta Regional Office of FHEO
U.S. Department of Housing and Urban Development
Five Points Plaza
40 Marietta Street, 16th Floor
Atlanta, Georgia 30303-2806
(404) 331-5140
1-800-440-8091
TTY (404) 730-2654

For additional information and technical assistance, you can also contact Garian D. Clark, Enforcement Branch Chief at HUD FHEO at 678-732-2260.

Think Again

Everything begins with a thought.

What we do reflects how we think.

So if thinking positive is all we need to do in order to succeed,
why don't we?

Why is it that we like to think negative of ourselves by saying
"I can't" or let negative thoughts of others
influence our way of thinking?

Is it because it requires less work to fail than to succeed or does
something as powerful as the mind, too has its weakness?

Who are we to challenge ourselves or others in that way?

It's funny how it's easy for us to think little of others
when we struggle to think big of ourselves.

I guess the saying is true "misery does enjoy company"
If we are all creations of God who never makes
anything less than great, then shouldn't we expect nothing
but great things from ourselves?

So why do we have trouble thinking that way?

Krystian N. Mitchell

Continued from page 11 — Promoting Your Business...

trends, updates or special event details in "real time". It is best to create Facebook/Twitter accounts specifically for your business and keep personal pages separate. Please keep in mind that these services do not replace or compensate for having your own company website. Since viewing these sites is limited to those who have accounts, you do not want this to be your only online vehicle.

Never Leave Home Without Them!

Keep business cards on you at all times. You never know who you will meet throughout the course of a day. You want to present the most professional image possible when distributing your cards. It is best to avoid tear off cards, which are poor in quality and present a "generic" impression of your business. Take advantage of the various companies that offer professional and affordable business card printing.

Incentives Motivate Action!

Depending on the type of business you own, offering incentives such as special discounts, referral bonuses, coupons or free services can be helpful in stimulating interest and traffic for your business.

Keep in touch!

Keep a current email database of all your clients and prospects. Send out email updates and notices on occasion to maintain contact. Avoid email overkill; keep in mind that the recipient can always block an email address of a pesky sender.

Your Word is your Bond!

Always conduct your business with Godly integrity because we ultimately work for Him only. If you make a deal or agreement, be sure to honor it. Likewise, you never want to be guilty of over promising and under delivering. Remember, "word of mouth" marketing will always carry a heavy weight and satisfied customers can be one of the strongest marketing resources you'll ever need.

"The Lord shall open unto thee his good treasure, the heaven to give the rain unto thy land in his season, and to bless all the work of thine hand: and thou shalt lend unto many nations and not borrow."—Deuteronomy 28:12.

I'll Just Ride

As I rose with the morning, the sun gracing my day
It was easy to feel life was going my way
Everything was just perfect no problems, yet still
I knew to seek Jesus, give him control of life's wheel

With prayer to the heavens on praises as wings
I acknowledge my savior all the joy that he brings
And gave him control of my life from my knees
To lead me, to guide me, to drive where he pleased

He drove down life's highway through sunny terrain
And I sat there just smiling, without sorrow or pain
I looked up above me, there were no clouds anywhere
My life felt so peaceful; so glad Jesus was there

All the trees on our journey gently swayed as we passed
Waved green leafy praises along with flowers and grass
Every living thing knew him from great to the small
What was truly amazing, He acknowledged them all

At first, I didn't encounter a scary ordeal
It seemed they escaped me with God at the wheel
But then as we traveled another hour or so
The skies became gray and the winds started to blow

The lightening started flashing, started splitting the sky
I couldn't find sunshine, my day seemed awry
I drew closer to Jesus needed protection from harm
He allowed me to lean as we rode through the storm

I couldn't see anything, as I looked all around me
I was looking for peace but fear is what found me
As I noticed that Jesus was calm at the wheel
I knew to just trust him and sat quiet and still

The rain raised the waters, their waves towered high
Moved emotions inside me and I started to cry
And Jesus just held me as he drove through it all
Gave me blessed assurance; He would not let me fall

And soon it was over; the sun was brighter than ever
It was hard to believe we'd encountered bad weather
I'll not journey through life without God as my guide
Forever He'll be my driver, and me, I'll just ride.

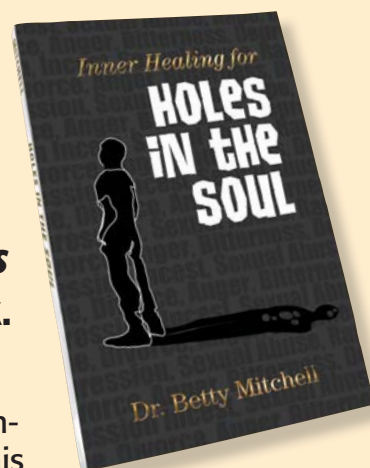
Kathy Mitchell
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Shepherd's Call

BOOKSTORE

DECEMBER *Book of the Month*

Help change the life of a prison inmate by donating the "*Inner Healing for Holes in the Soul*" book.

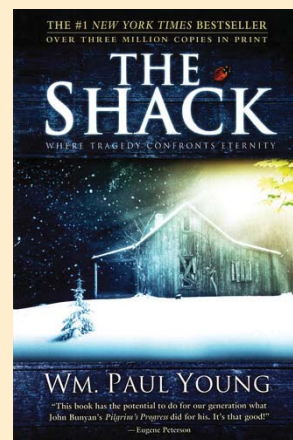


Dr. Betty Mitchell and the OWCM Prison Ministry's goal is to get this book into the hand of every prisoner in Georgia.

Donate today by purchasing the book for \$20.

JANUARY 2012 *Book of the Month*

The Shack, by William P. Young, is the book of the month for January.



The Shack – is a riveting novel that reconfirms your "Faith in God". A life changing experience that captures your heart, spirit and soul. It is a one-of-a-kind invitation to journey to the very heart of God. This is a must read; and make sure you tell a friend.

You can purchase both of these books in the *Shepherd's Call* bookstore today!

Open Word Christian Ministries Celebrates

New Year's Eve Service

Saturday, 12/31/11

Open Word Christian Ministries Sanctuary

10:00pm-12:30am

(Doors open at 9:30pm)

*Join us as we begin the process of
going from "Good to Great"!*

Open Word Christian Ministries • Pastors Gary & Maya Taylor
6230 Highway 92 • Fairburn, GA 30213 • www.owcm.org