

**Become A
Blogger**

Presents:

How to Create a
Free Gift
to
**Grow Your Email List
Faster**



By: Leslie Samuel



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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

Hello, hello, hello and welcome to another episode of [Learning with Leslie](#), the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from becomeablogger.com where we're changing the world one blog at a time. And, as usual, I have another exciting episode for you today. In today's episode, episode 159, I'm going to be talking about *How to Create a Free Gift to Build Your Email List Faster*.

It's no secret. Your email is your most valuable asset when it comes to building your online business. The bigger your list, the bigger your influence and the bigger your influence, the easier it is to change the world, not to mention the easier it is to build your business and make money.

But, so many people struggle with building their list. Well, first things first. If you want to build your list, you want to give people a good reason to subscribe to that list. If the reason is strong enough, they will subscribe. We're going to be talking about how to create that free gift. That's what we're going to be talking about today.

All right, so much to get into when it comes to creating that free gift, the ideal gift that your potential subscribers are going to see and they are going to be like, "Man, I got to get on this guy, this gal's list because I want that resource." So, that's what we're going to talk about.

Some Announcements

But, before I get into that, just really quick. I haven't made announcements in a while so, I'm going to make some quick announcements right now. First thing, I realize that I have not been saying my episode numbers at the beginning, or actually anywhere in my podcast episodes, hardly ever been doing that and I need to get better at that.

So, for example, this is episode 159 which means if you want to get to this episode, you will go to becomeablogger.com/episode159 and if I don't say that, well, you don't easily know how to get to this episode, especially if you're listening to this later on when it is not going to be the most recent episode on the blog. So, I need to be better at doing that.

This is Episode 159 so, you can go to becomeablogger.com/episode159 to get to this episode or... 100 to get to episode 100. So, that's how that works. So, if you're new to this podcast, that is how you get to these episodes.

Number two, I want to let you know that I am going to be speaking at [Digital CoLab](#) in San Diego, California. That's going to be, it starts Thursday, June 19th and it ends Saturday, June 21st.

I'm very excited about this because I get to go to San Diego once again, and I get to attend the conference that I know is going to be awesome. The people that are putting this together are the same people that put together the [Savvy Blogging Conference](#) and that was one of the best conferences I've been to, the Savvy Blogging Summit. That is no more but, now some of them have moved on to doing Digital CoLab. That's going to be in San Diego, California where they're basically talking about not just blogging but, how do you build your online business?



And, there's going to be a bunch of great speakers there. I know Pat Flyn is going to be there. Chris Ducker is going to be there. Some of the past guests from this podcast have been there, are going to be there like [Toni Anderson](#). She is one of the organizers of the conference. She is from the [HappyHousewife.com](#). [Lauren Greutman](#) from [iamThatLady.com](#). I've had them on the podcast before and they delivered a ton of value. They are going to be there. They are going to be speaking.

A bunch of other speakers are going to be there. If you're in the San Diego area and you're interested in checking it out, you can go to becomeablogger.com/digitalcolab. And, if you're not

in the San Diego area but, you're interested in coming, hanging out with me a little bit and attending a conference that is going to be a high value conference, you can head on over to becomeablogger.com/digitalcolab. I would love to see you there. I'm even thinking of doing a meetup if I get enough people that are interested in doing that, I will definitely do that. You're just going to love it. It's just going to be fun and it's going to be so much value. So, yes. That's that.

The Importance of Building a List

Let's get into the content for today's episode. I'm talking about how to create a free gift to build your email list faster. Now, first let's talk about why it's important to build your list.

Obviously, a list is important but, you know, it's something that a lot of people don't think about when they are starting a blog. Your email list is important because someone is saying, "I am giving you permission to contact me and let me know what's going on with your business, with your blog, with your website, with what you're doing online. I want you to contact me and let me know what's up."



It's important. It helps you nurture relationship with those subscribers. It helps you to, you know, you're sending automated messages to them over pre-determined time intervals but, this automated messages that we call an autoresponder sequence are very important, very significant because you can do it in a way that is natural. You can do it in a way that is authentic. You can do it in a way that adds value to your subscribers and makes them want even more of what you have to offer.

So, for nurturing that relationship, it is extremely important, for keeping them coming back to your website, you can automatically have them get messages to come back to your website to check out valuable parts of your website or, if you just posted something that is awesome and

you want them to know about it, you can send them an email and then, they come back to the website and you have traffic, and engaged traffic coming back to your blog. That is always a good thing.

You can turn these subscribers into raving fans and if your subscribers are raving fans, that can do so much for your brand. It can do so much for your business but, it can do a lot in helping them spread your message. There's so much of an impact that you can have by doing an email list and doing it well.

If you're building a business which most people that listen to Learning with Leslie are doing this because they are trying to build a business of they've already built businesses and successful with it, but it allows you to turn those subscribers into customers and of course, having customers is a good thing.

The thing you want to minimize, not even minimize but, you don't want people to just come to your website because they found this great post on Facebook or on twitter and they came to that and then, they leave and they never come back again, yes, that's going to happen. But, if you can convert that person, first into a subscriber then, to a raving fan, and to a customer, there's so much more value in that.

All right so, obviously, building a list is extremely important but, if you want to build your list and you want to build your list fast, relatively fast, you need to give people your website visitors, you need to give them a reason to subscribe, and by having a free opt in bribe, something that you're saying, "Hey, sign up and you will get this," that is a great way to get them to give you their email address and say, "I want you to contact me." So, I hope I've sold you on that idea. You want to have a reason, you want to give them a reason for them to want to subscribe.

Identify Your Target Audience Before Creating the Free Gift

Well, let's talk about how you can do that.

Before we talk about the specifics in terms of this is what you do: Step one, you do this. Step two, you do this, before we get into how to create the gift, first thing's first, I want you to be **clear on who your ideal target person is**. If you don't know who that person is, you will, number one, not know how to reach him and number two, not know what to create to give to them.

So, you want to be extremely clear on who your target person is and as specific as possible. Now, I do this in excruciating detail. I probably go a little too far, not too far but I put much more detail in my write-up of who my ideal target person is but, by doing that, it allows me to target them and to cater to their needs.

I want to give you an example.

You're listening to Learning with Leslie and this is for my blog at BecomeaBlogger.com. And, I want to read to you what I wrote as my ideal target person and I have done this before but, I want to do it again because I want you to understand how important it is to be specific, as specific as possible.

So, here goes...

My ideal target person, her name is Cristina. I'm telling you, I'm a little too detailed. Here's my write-up.

Cristina is 35. She is married to Tom with two kids, six year old, Simon, and a four-year-old, Annie. When Simon was born, she gave up her job as a receptionist without hesitation. She never really wanted to be a receptionist but, when her Psychology degree didn't land her a job, it was the only available gig.

In about a year, both the kids would be in school and Cristina is starting to think about what she will be doing during the day. Yes, she could get that receptionist job again but, she wants something more. She's always felt as if she was meant for something special. It is important to Cristina to leave her mark on the world but, she has never been able to figure out exactly what that is.

For the last year, she's been reading blogs and she's been impressed at how individuals have been using blogs to build an audience, demonstrate their expertise and impact the lives of many people all around the world.

Not only that, she's seen how some of these bloggers have turned what they do online into a thriving online business. She started doing research on how to build business with a blog but, she has been getting overwhelmed. There are so much information out there and she's not really familiar with the technology. She considers herself a relatively smart



person but, is uncertain as to whether this could be it. The following thoughts plague her mind:

What would she write about? She's passionate about so many things that it's hard for her to narrow it down. If she were to narrow it down, what is she invests a lot of time to building it and no one comes to her blog? What is she fails?

Despite her fears, she decides that she is going to give it her absolute best shot. She is determined to succeed and she will.

Did you hear that? Do you see how detailed that is? I want you to get to that level of detail. Well, you don't have to do it to that level of detail but, as close to it as possible so that, you could know exactly who you're trying to reach. You want to ask yourself questions like:

- *What do they want?*
- *What problems are they desperately trying to solve?*
- *What problems can you help them solve and what problems can you help them easily solve?*
- *How can you help them solve that problem?*

These are the things that you want to be thinking about before you even go to creating that free gift because if you know who the gift is for, what problems they are dealing with, what they are looking for, then you can create a resource that they are going to want, and that is going to make them more likely to subscribe to your list. All right, makes sense?

Just do some brainstorming. You don't have to write it as an elaborate story. You can say that you're targeting a stay-at-home mom that is trying to build a business online. You can say that you're targeting, like for my other blog, Biology students that are taking Physiology and they're struggling to pass that class. Or, you can go into much more detail. The more detailed the better.

We're going to take that now and create something that solves that problem, the problem that you've identified. This lady, she wants to build a blog. She's not sure how. She's struggling with the technology and she needs help.

I create a resource that's just for her.

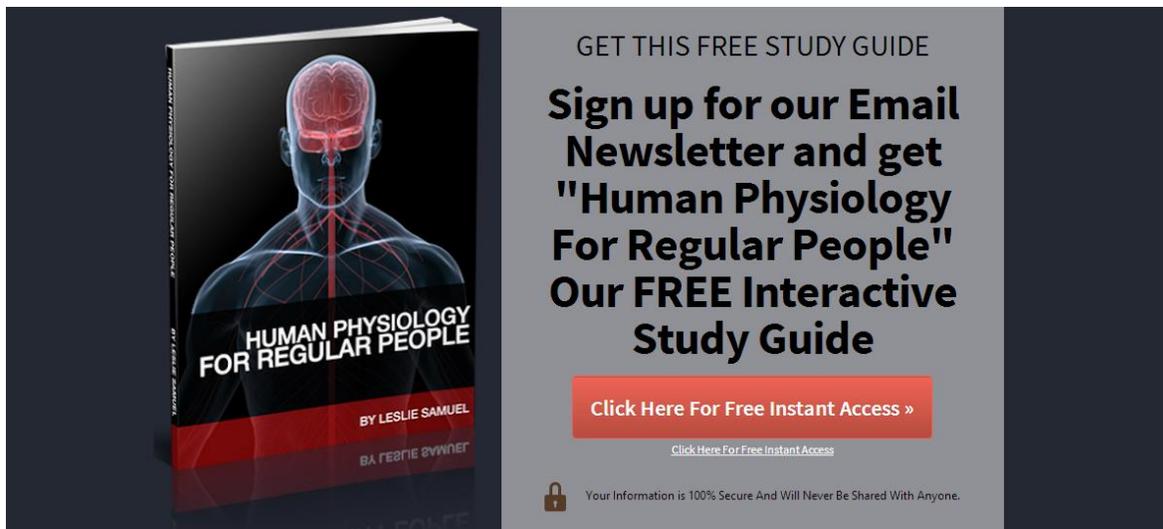
Creating the Free Resource for your Audience

So, what can you create?

I'm going to start with the easy things and then, we're going to move into the more difficult things.

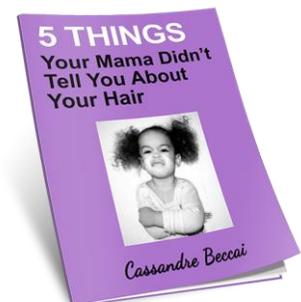
#1: PDFs (eBook, free report, etc.)

First, the first category will be PDFs. With PDFs, I'm talking about things like an eBook, a PDF eBook or a free report. The difference between an eBook and a report is just the length. An eBook is going to be longer.



For example, for my [Biology blog](#), I have a [study guide](#) that I give out. I think it's between 50 and 60 pages. So, it's quite elaborate but, I know that for my target audience, this is something that they are going to be looking for, 50-60 pages, that's not really tense. It's going to be much easier for them to consume than a huge textbook. So, I created a mini version, my study guide that is helping them to pass their Physiology class.

I work with another blogger, a partner of mine, her name is [Cassandre Beccai](#) and she has a natural hair blog. She caters towards African-American women that are passionate about natural hair and that want to find different styles, they want to know how to treat their hair and all these things, so she created an eBook, it's not a very long eBook but, the eBook is entitled, and I love the title of this eBook, *Five Things Your Momma Didn't Tell You About Your Hair*.



I just love that, every time I say it I say it with that feel because that's the way it sounds to me, *Five Things Your Momma Didn't Tell You About Your Hair*.

That is something that her target audience are going to be very interested in and she could share those five things to help those women to take care of their hair even better.

That's another example. Or, you could just put together a free report.

A free report can be as little as one page. It could be something like:

- 5 Tips to Help You Lose Weight
- 5 Tips to Help You Pass Your Physiology Class
- 5 Tips to Help You Have a Better Relationship With Your Spouse

Once again, it goes back to understanding who your target audience is and once you understand who they are and what they are struggling with, or what they want, you can create something specifically for them.

Now, another you can do with putting together this eBook or this report, is you can put together content that you've already created. If you have a series of blog post around a specific topic that helps your audience solve a specific problem, you can take those posts and put it together as an eBook or a report. Package it. Make it look nice. The simpler, the better. But, you have to know your audience.

So, you can go and get resources that you've already created. They're freely available but, package it together in a nice way.

Now, every time I say that, someone is thinking or they ask sometimes when I'm speaking in person, why would they subscribe for something that's already available on your blog? Well, the answer to that is convenience. People will actually pay for that. My study guide is a collection of the content that I have on my website and I have sold that for \$35 and people were buying it each and every month. It made a significant amount of money. It brought in thousands of dollars of income even though it was content that was freely available on my site. But, they paid because it was convenient. So, you can put together a resource, a PDF that they can opt in for and they get access to that when they subscribe.

Now, here's the thing, a lot of people, they think about these eBooks, they think about these reports and they get all fancy and elaborate.

When you're beginning, and even not just when you're beginning, the simpler, the better. You don't want to intimidate your audience. So, the concept of a free report, a one-page report that just is short, it's to the point, but it helps them solve a problem or informs them about something that they really want and know, that doesn't take long to create but, it can add a significant amount of value.

Now, with my Biology blog, I told you I have my eBook, that's a Study Guide but, it's about 50 to 60 pages, that is something that I know my audience would find value in so, I create that for them.

How to create PDFs

How do you create one?

Well, if you want to create an eBook or a report, it's easier than many people think. All you need is something like Microsoft Word or you can use Pages if you're on a Mac. I use Pages that's part of the iWork Suite. I use it because it really does a beautiful job at laying out your content and making things look good. But, Microsoft Word, that works just fine.

You just type out that content or if you're copying it from your blog, you copy it. You paste it and then, you format it nice. You just make it look nice. You do some call outs or you make certain sections bold. You have your sub-headings to break things up a little bit so that, it's not just a bunch of text dumped on a page. Make it look nice. Make it look appealing. Use nice pictures.



You can find Stock Photography. I personally use the website, CanStockPhoto.com. They have great images, similar to a site like iStockPhoto but, it's not as expensive but, there are also free places that you can find pictures online, royalty suite pictures of public domain images.

Wikimedia Commons is one place. Morgue File is another place. You can get free images from that. Don't worry if you're not getting all of these. All of these are going to be linked in my show notes and that is Becomeablogger.com/episode159. So, you can come and get the links to all of these sites.

Okay so, add nice pictures. Make it look nice and then, you just export it as a PDF. You got to File>Export and you're going to save it as a PDF because PDF is a format that you want to

deliver this written content in a way that they can download it. It's something that is relatively universal and people will be able to access it.

That's your PDF.

#2: Audio

Number two, you can create an audio. This can also be a great gift. It's not as hard in that once you have the right equipment, you can outline whatever it is you want to talk about and then, you can just get behind your microphone and start talking. You don't have to do a ton of editing in terms of bringing in pictures and formatting and all that kind of stuff. You might have to edit it if there's a lot of umms or you make a lot of mistakes and that kind of stuff.

I personally don't edit so, when I record this podcast, there's no editing that takes place because I like to just be natural. If I say, "Umm," that's natural and that's okay. People tend to be forgiving where that's concerned as long as the content is on point.

So, if you're doing this, I would recommend for you to get a USB mic unless you have a studio. I have an elaborate studio here but, I can do this with a simple [Audio Technica ATR 2100 USB](#). It's a long name but, it's a simple mic. You just plug it in to your computer via USB and you can just talk into it.

You've figured out who your target person is. You know what problem you're going to solve and you're going to record an audio like I'm doing right now that's helping them solve one specific problem. It can be:

- Ten Tips to Pass Your Physiology Class
- Ten Tips to Lose Weight Without Dieting (or, something of that sort, or whatever the case might be.)

You know who your audience are or you can figure out who your audience members are and then, create something that's for them.

Recording your audio

So, how do you record it?



I already mentioned the mic. You have a USB mic or if you have a headset, you can use a headset. I know Plantronics makes a number of decent headsets that you can just plug in, put over your head and just start talking.

I would recommend for you to outline what you're going to be talking about. I don't recommend for you to just write out your entire script and read it because unless you are really good at doing that, it can sound very unnatural.

Right now, in front of me, I have an outline of what I want to cover and I can just talk and it's as if I'm talking to a friend. You know why? Because I am talking to a friend. I'm talking to you and we're friends, right? We better be friends. If we're not friends, there's no 'ifs.' We're just friends.

All right. You can use a program like [Audacity](#). It's free. You download Audacity. That's available on the Mac. It's available on the PC. You plug in your USB mic. You hit record and you just start talking. It's a relatively straightforward program and you can use that to record your audio.

#3: Video

Lastly, you can record video. This can be a video lesson. It can be a video resource. It could be whatever the case might be. It's the same concept as before. We know who our target audience is. We find a specific problem that we're going to solve and then, we create a video to help them solve that problem.



There are two ways you can do this. You can do a video of yourself, so you're recording yourself with a camera or, you can record your screen and I have done both. I do a combination of both because I think it adds value. People get to see you on the video and for things that you need to show them how to do something on your screen. You can record the screen and provide that to them.

Now, if you're recording yourself like on a video with a camera, you need to get a decent camera and you can get, I'm not going to tell you a bunch of specific cameras, even if you have a smartphone, you can do it on a smartphone.

The key thing that I will tell you is that you want to use a lapel microphone. The lapel mic is going to vary based on what type of camera you're using. If you're using an iPhone, you're going to look for, go to Amazon and search for a lapel mic for iPhone.

I'm using a [Canon DSLR, a 60D](#), I can look for a lapel mic that works with my camera. Now, I'm just thinking in my mind, somebody might not know what a lapel mic is. Lapel mics are those mics that you clip on to your collar so that, you don't have this big mic in front of you and it can be wireless. It can be wired. Usually, when it's wired, it has a very long cable like 20 feet that you can put the camera in front of you, plug it in there and then, talk into the lapel microphone.

The sound quality is going to be even more important than the video quality when it comes to video. Sounds strange but, a lot of people have researched this and there's been a lot of research done on this and we have seen that people are forgiving when it comes to bad video but, they will not listen to terrible audio.

So, make sure your audio quality is good. Now, if you're recording your screen, you can do something as simple as Powerpoint or Keynote on a Mac and you can use that to create slides just like you're creating a Powerpoint presentation. You can get pictures and put those in there. You have your bullets. You have your main points and then, you can just kind of talk through that Powerpoint.

Now, you're going to need something to record your screen and for recording your screen, you can use a program like [Camtasia](#). That's available on PC or MAC but, if you're on a Mac, I would recommend for you to use [Screenflow](#). Screenflow is what I use. I find it's much easier than Camtasia and it's extremely powerful and relatively easy to use.

So, you can record a video helping your audience solve one specific problem. You can record an audio just like you can create a PDF. Help your audience solve a problem and they are going to want to subscribe.

Tips for Creating Your Free Resource

#1: Keep it simple.

All right so, I want to give some general tips and some of these I've mentioned before. Number one, keep it simple. Don't try especially if you're just beginning. Don't try to make this elaborate 50-video course and give that away for free.

No, just start with one video, keep it simple. Just do one PDF or one audio. That makes it easier for you to get something out there. Get something up there to entice people to subscribe for your awesomeness. That's number one, keep it simple.

#2: Use what you already have.

You can use what you already have. It doesn't have to be a 100% new effort. Just go back into your archives. Post stuff that are valuable from the archives and create this new resource. It doesn't have to be extensive. I mentioned that already. It can grow over time.

You can start with one, you can change it based on your audience's feedback. You can make more based on your audience feedback. You can have different opt ins for different situations based on your audience's feedback.

But, the key thing is, if you don't have a reason for people to subscribe, and I'm not just talking about, you know, those "subscribe to get free updates." No, we're not talking about that. I'm talking about giving them something right now for subscribing. Create one now. Let that be the next task that you are going to take on. You will see that your subscriber count is going to increase as a result of doing that.

If you're already getting subscribers, whether it's one subscriber a day or one subscriber a week, you do this and you will see that that is going to increase.

A friend of mine, Rodlie Ortiz, he just contacted me on my blog and he was letting me know that, what he did before is he has a blog. He's a pastor and he started a blog called [Modern Ekklesia](#). He had an opt in where you can subscribe to get updates.

What he did, we had a conversation about this and he created an eBook. Let me go to his site right now. The name of the free eBook is *Why Every Leader Must Blog: Seven Reasons to Start Now and Eleven Tips to Get Started*.

He put together this eBook. He formatted it nice. He actually had someone format it for him and did the design and it looks really good. He posted that on his blog. He left a comment on my blog just, I think it was yesterday. Yes, it was yesterday. I'm looking at it right now.

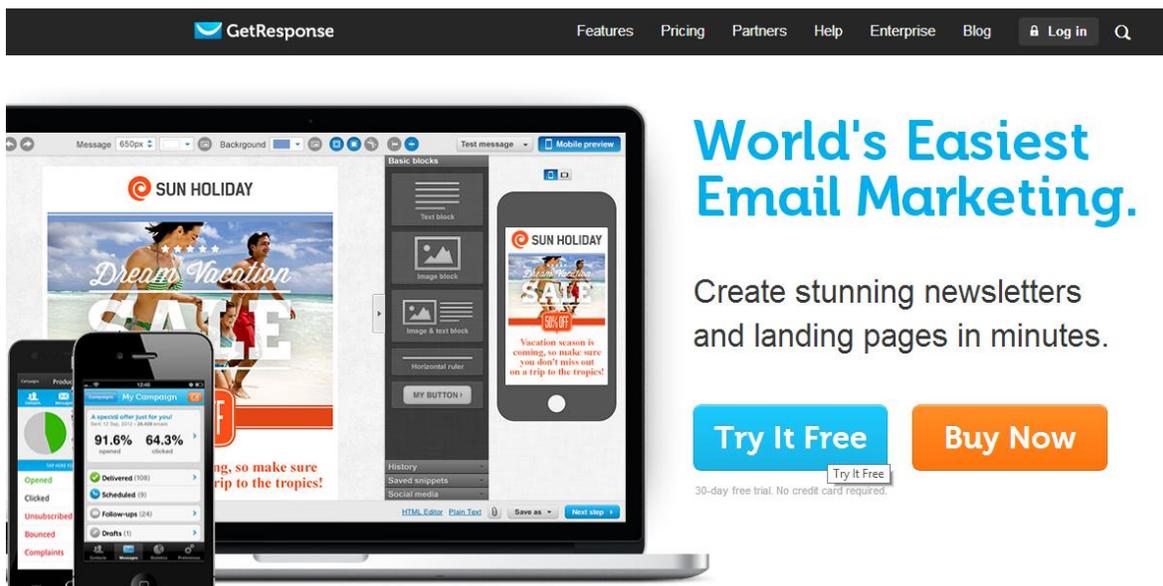
He said, "In the whole of last year, I think I had fifteen new subscribers. Just in the past six days since I put the eBook up, I've had about 15 subscribers. Booyah!" Here's the thing. Some people might listen to that and think, "Oh, only fifteen subscribers? That's not a lot."

But, you know what? That's huge! That is going from fifteen in one year to fifteen in less than a week. And, you know what? That's going to continue because the more subscribers he gets, the more people are going to be engaging with his content. The more people are going to be sharing his content and the more subscribers he's going to get.

So, this stuff makes a difference. If you don't have a free resource, get a free resource. Make a free resource.

Benefits of Using GetResponse

I just want to mention something because I think this is going to be, I don't think this is going to be anything. I am loving [GetResponse](#). If you don't know, I've been using Aweber for the last six years. [Aweber](#) is a decent service for managing my email list. But, recently, I've come to realize that there are many better, well let me just say that GetResponse is a better option because of a bunch of things that it does.



The image shows a screenshot of the GetResponse website. At the top, there is a navigation bar with the GetResponse logo and links for Features, Pricing, Partners, Help, Enterprise, Blog, Log in, and a search icon. Below the navigation bar, the main content area features a large laptop displaying an email campaign design for 'SUN HOLIDAY'. The design includes a header with the text 'Dream Vacation' and a large image of a couple on a beach. A sidebar on the laptop shows various email building blocks like 'Text block', 'Image block', and 'Image & text block'. To the right of the laptop, there is a mobile preview of the same email campaign. Below the laptop, there is a smartphone displaying a dashboard with various metrics and a 'My Campaign' section. To the right of the laptop and smartphone, there is a large blue heading that reads 'World's Easiest Email Marketing.' Below this heading, there is a sub-heading that reads 'Create stunning newsletters and landing pages in minutes.' At the bottom right, there are two buttons: a blue 'Try It Free' button and an orange 'Buy Now' button. Below the 'Try It Free' button, there is a small text that reads '30-day free trial. No credit card required.'

So, I am fully in support of GetResponse. I am preaching and proclaiming the awesomeness of GetResponse because I think it offers valuable features for bloggers like myself who are trying to build an online business, who are trying to nurture relationships with subscribers in a really efficient and productive way.

I'm going to be doing a webinar for all of the people that sign up using my affiliate links for GetResponse. I've going to be doing a webinar next week. That is going to be on, I don't have my calendar in front of me but, it's going to be Thursday, April 24th. I'm doing this webinar on *how to build an email list*. I'm really going to dive into some of the stuff that I said today, I'm going to talk about that but then, I'm going to really dive in to how do you engage your subscribers? How do you turn them into raving fans? How do you make it so that, they just love what you're doing and then, how do you use that to build your business? How do you use that to make money? But, how do you, all of these that I'm doing, it's all about creating content, inspiring others and changing the world. How do you use your email list to do just that?

So, if you're interested in attending, you need to sign up for GetResponse by Tuesday, April 22nd at 6PM. That's the deadline. Anyone that signs up by that point, they are going to get free access to this webinar. It's going to be on a Thursday right after that and then, this is going to be a product. This is going to be a paid product. I'm going to be selling it for \$97 but, if you switch over to GetResponse between now and Tuesday, April 22nd, you're going to get to attend that webinar 100% free. You're going to get the replay and all that good stuff, all of the resources that I put together to help you build your list fast and to build something that can help build your business. I said, "build" there a lot but, you get the point.

So, if you're interested in doing that, becomeablogger.com/getresponse. I'll automatically see that you signed up and then, on Tuesday, I'm going to send you an invite to the webinar.

That's pretty much it for this episode. I hope you got a lot of value from this. All of the links will be in the show notes, becomeablogger.com/episode159. Thank you so much for listening. If you're enjoying this podcast, if you've been listening for a while, or if this is your first episode and you just think, "Man, this was good stuff."

You know what I would appreciate? I would appreciate if you were to head on over to iTunes, becomeablogger.com/iTunes and leave me an honest review. Just let people know what you think about it because that really helps this podcast to grow. It helps more people to see it, it helps more people to realize that they can create content, inspire others and even change the world.

And, if you want to start a blog where you can create content, inspire others, and change the world, check out my free blogging course at freebloggingvideos.com, where you get to follow me as I show you exactly, step by step like how we were talking about. You watch my screen. I did it with Screenflow and Keynote and all that stuff but, you can see what I have done to build my blogs into successful online businesses, how many others have done the same and how you can do the same.

So, head on over to freebloggingvideos.com. It's free. It's actionable. It's awesome.

This is Leslie Samuel from BecomeaBlogger.com changing the world one blog at a time. That's pretty much it for this episode. Until next time, take care and God bless!

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You still there? Okay so, I just want to mention this really quick just in case you're still listening. You probably noticed that I'm still enthusiastic about what I'm saying but, if you really pay attention. If you know me and you've been listening to me for a while, you'll notice that I'm talking a little softer than I normally talk. I've been doing that for the last few weeks.

The reason is because Noah, my son, is right next door and he's sleeping. For some reason, I've been recording these at night after his bedtime. That's when I get time to do it. So, it's not that I'm less excited. It's that I love my son.

Well, it's not that I love my son even though I do love my son. I just don't want him to wake up [laughs]. And, that is because I love my son. Makes sense? Yes man, it makes sense. Anyhow, hey, I hope you're having a blessed week and if you're not, I hope things get even better, just get better for you. I just wanted to talk a little more.

Anyhow, with whatever it is you're doing in life, I wish you nothing but the best. I wish for success for you. I didn't even intend on doing all these. I'm just talking now. I'm really passionate about the fact that you, YOU can do so much. Sometimes, we don't even realize how much we can do. But, with the resources that we have today, we can change this world. We can make this world a better place. We can help one person.

There's a song that, I was a part of a group, my wife is the director of that group now. There's a song that we used to sing and we still sing it. It's called *If I can help somebody as I pass along then, my living will not be in vain*. That is the truth.

So, I just want to live you with that. Yes, so that's it. Take care and God bless!