

*Friending*

*Israel*

*Connecting for the Cause*

by shari menzel

<http://friendingisrael.wordpress.com>

## **Disclaimer**

All the material contained in this e-book is provided for educational and informational purposes only. No responsibility can be taken for any results or outcomes resulting from the use of this material.

While every attempt has been made to provide information that is both accurate and effective, the author does not assume any responsibility for the accuracy or use/misuse of this information.

## Table of Contents

<a href="#">Chapter 1: Tell a Friend</a> .....	4
<a href="#">Chapter 2: The Other Side of the Story</a> .....	5
<a href="#">Chapter 3: On Your Knees</a> .....	6
<a href="#">Chapter 4: Book Club, Baby!</a> .....	7
<a href="#">Chapter 5: Show Them the Map</a> .....	8
<a href="#">Chapter 6: Act Out (Socially)</a> .....	9
<a href="#">Chapter 7: PS ... Add a PS</a> .....	10
<a href="#">Before I Go</a> .....	11

## Chapter 1: Tell a Friend

Okay, here we go – starting a movement for the sake of Israel and her people worldwide. And to kick us off in the right direction, what could be easier than telling a friend (or more than just one) about this e-book?

If you think more people need to start telling the truth about Israel and for Israel ... and like the idea of showing friends of yours how easily they could be FRIENDING ISRAEL too, you can get it going with an email. And your message can be as simple as this one:

*Hey \_\_\_\_\_, I found this e-book and wanted you to see it too. Let me know what you think! (Insert e-book link here)*

Or if you're using Facebook, Twitter, LinkedIn, etc., you can make your point even more quickly:

*Have you seen this one? (Insert e-book link here)*

Now I realize there are good people out there who still prefer talking by phone, and I'm guessing that could work to some extent. But since the scripting and PDF transferring is a little more difficult that way, I'm going to have to let you figure that out on your own.

Bottom line, it doesn't matter how we get this done. The main thing is that each of us is doing our friends the favour of letting them see these ideas for themselves, make up their minds what they think and then ... with absolutely no stress on your part ... you might STILL change the world!

You tell a friend. He tells a friend. And so on. And so on.

And you know? You just *never know*.

## Chapter 2: The Other Side of the Story

*“Don't confuse me with facts”*

As ridiculous as it sounds, the old line pretty much sums up a lot of what we're getting in the news. You hear it too, right? That certain amount of media bias (agenda?) when it comes to Israel and Jewish concerns?

Well there's a great solution to that. We have another option out there. It's something you and I can do to keep our heads straight and prevent further brainwashing ... and it's seriously as easy as clicking a key on your keyboard.

[Honest Reporting](#) gives us just what it says – *honest* reporting – straight to our in-boxes. And it's a free for anyone who can handle the truth. (And for those who can't.) Not your mainstream thoughts and mindsets; you can find those anywhere. In contrast this is actually, as someone somewhere else coined the phrase, *the other side of the story*.

So if you're finally getting tired of a certain slant to what you hear, this one's is for you.

To listen to something different for a change, go to [Honest Reporting](#) where it's easy to sign up and get your own email alerts and updates. I have a feeling you'll see straight off that it's not the same old indoctrination.

And in fact it's there for all of us.

Because even if you think you know what's going on out there, you might be surprised like I was. And still am.

What it comes down to is that the reputable news sources we tune in to day after day often *stand corrected* by [Honest Reporting](#) – and always for good reason.

Maybe it's just me, but here's how I see it: When a group of reporters is gutsy enough to go out on a limb for Israel, they deserve to be heard.

Subscribe now. I dare you.

## Chapter 3: On Your Knees

A song from a while back threw out the challenge to “get on your knees and fight like a man.”

And when it comes to Israel I ask you: does anything else make more sense?

I know, I know. Most of us agree deep in our hearts somewhere – or at we least say we do – that we should pray for this nation the world loves to hate.

But is anyone really doing it? Am I? Are you?

*And what if we did?*

Remember how Queen Victoria is quoted as asking Prime Minister Benjamin Disraeli what evidence he had for the existence of G\_d? His answer? “*The Jew, your majesty.*”

You may not be as convinced as Disraeli was on that, but in light of the miracle of Israel being reborn after 2,000 years, doesn't praying over it just make sense – no matter where we're at spiritually?

So how about if we start off small? Like with just one minute every day, praying for Israel's protection? It might feel like an hour to you but in actual fact, it's just 60 seconds. Trust me on that.

Or is there someone else who would “fight like a man” with you? Someone you could meet every other week maybe – or just once a month?

Another idea is the 7:00 breakfast meeting before work Monday morning. if you're up to it, that is. (I actually did try it out to see if it could be done and – guess what?)

What about meeting for lunch once a week --- or skipping the food and call it *fasting* for Israel? Again, your actual prayer time might be just 1 minute, but it still counts as prayer.

So ... Whatever time(s) works, and whether it's you and a friend ... or you working solo ... it's a great thing. And even if you pray alone, you and I are in on this together so we're not really on our own at all.

For the peace of Jerusalem. Pray.

## Chapter 4: Book Club, Baby!

All this one takes a little initiative to get the thing going. But once you're there – it's a beautiful thing! Imagine you and a small group of friends comparing notes every week (over wine or lattes?), dissecting that compelling story you're all reading through. Imagine every one of you having a chance to unload about what disturbed, impressed or made you mad in that last chapter.

And imagine *you* were the brilliant mind choosing such a great book to begin with. You know, that book that hits readers where it counts and makes them *feel* what's happening in Israel or Jewish communities. Can you even imagine it? Non-Jewish friends of yours *accidentally* being educated about the land, the people, their predicament or struggles?

If you want to help the rest of the world *get* what's going on and if you're thinking this might be one way to do it, I can tell you starting a book club is an easy thing to do. It comes down to: 1) opening your home or figuring out a coffee shop location; 2) inviting friends who love to read; and 3) ordering as many books as you'll need.

(Amazon usually delivers within a week.)

Other than that, it's about the journey. About exploring life from yet another perspective ... together with friends. Once you're into it, all you do is relax, kick back and see what happens.

**\*\*Appetizers are optional\*\***

## Chapter 5: Show Them the Map

As friends of Israel, we already know about the BOATLOAD of misinformation racing around cyberspace. (To mix a metaphore.) That's old news.

Simplistically speaking, a Facebook post can be seen by hundreds of viewers at a time, or an email hits the in-boxes of who knows how many people around the world ... and still *more* damage is done. Deception abounds.

So I was thinking something along those lines when I opened my email ... and came across this [map](#). What could be better than a picture that says it all without ever saying anything? I made a point right then of making sure everyone in my network got to see the same thing.

(And I was pretty sure you'd want to see it too. And repeat the cycle from where you are.)

Because, whether or not anyone takes time to read the article following the visual, how can they avoid what's on the map?

For someone somewhere, just seeing it with their own eyes might be enough to make them change their mind. ... And who knows what might come of that?

Click [here](#).

Click forward.

You can do it.

## Chapter 6: Act Out (Socially)

The sub-title of a book I'm reading says it so well: *Using Social Media to Create Social Change*. And hey – clearly the idea has dug into my skull since I'm reciting it by heart.

So what if we got the message across to other skulls ... by figuring out more ways to use social media?

It amazes me that again the idea is so simple. Which could in some twisted way explain why so many of us aren't doing it. But whatever. The main thought here is that any one of us can change the world on our own (to some extent) with one click, any time we want. You and I have it in us to throw a pebble out there and create a ripple effect taking our message where it might never have gone before.

If you're like me, chances are you're visible on Facebook, Twitter, LinkedIn, Pinterest, Stumbleupon, and who knows what else. And that's exactly what it's going to take. Any and all of these social sites are where we can make it happen and start changing our worlds.

Have you come across a good article lately? Caught a worthwhile news release? (*See Chapter 2 & Chapter 5 for help if not!*) Or did you find a website you're wishing everyone knew about? Not to worry – you have all the tools to get the message out there.

You see where I'm going, right?

Right.

Highlight the URL. Right-click and choose Copy. Position your cursor in the Comment field; right-click. Paste. Leave your link right there on your favorite social network. Or hit them all if you want to! It's fun.

And guess what your friends and networks will be seeing next?

Happy socializing to you!

## Chapter 7: PS ... Add a PS

Another idea so simple it's crazy is to put a PS in your signature and let it do all the work for you. Whatever you want your friends reading, seeing, thinking about, getting hit upside the head with ... no problem.

(I saw some advice for marketers recently that talked about the HUGE power of the PS. Readers may skim without actually reading through a message, but 99% of the time they'll check out whatever gets tagged on at the end!)

So if you have email, make it part of your signature. Set up your automatic message that will show on every outgoing message from this day forward. (And those times you DON'T want it showing, all you do is highlight it and click Delete.) If you're not sure how to create a signature line in your email, just google it and you'll be pleasantly surprised at how fast it'll get itself done.

Would you like to point your network in the direction of organizations you believe in? Or make sure they don't miss out on exciting events (cause-related of course) that are coming to town? Is there a music video that could touch their hearts? A news report that tells it straight?

Whatever you want highlighted for others, your signature is a phenomenal message board.

And, just between the two of us, my email signature has carried all 4 of these links in a PS this last year:

[Cry No More Jerusalem \(music video\)](#)

[CBN News: Jewish Roots Lead Deep Into the West Bank](#)

[I Believe \(music video\)](#)

[Judea & Samaria – or the West Bank?](#)

And I'm happy to share.

Just help yourself!

## Before I Go ...

And so. That's it for this issue.

We've come to the end of our first e-book on you and me impacting our worlds in a big way, supporting Israel, making people think, making a difference.

But I don't want to leave you quite yet.

Not without telling you I totally welcome any feedback on these ideas. Stop by any time and say hi to me over on my [FRIENDING ISRAEL blog](#). I'd love to hear from you any time.

(Your thoughts matter more than you think and might even help me fine-tune for the e-book coming next!)

And on *that*:

If you'd like to hear when **Issue #2** of [FRIENDING ISRAEL – Connecting for the Cause](#) makes it into e-book form – free again of course – here's how you can get more ideas on changing the world around us. Just click to “follow this blog” (in the column on the right side) over at [FRIENDING ISRAEL](#).

And a quick heads up here:

**This far-reaching campaign is launching NOW --- so don't wait or you could miss it completely.**

On a more personal note, I really want to thank you for reading, thinking over these action plans ... and for passing the word along.

Shalom to each and every person working together for Israel, getting out there and telling it like it *really* is!

*G\_ds word to Abraham:*

*And I will bless them that bless you, and curse him that curses you: and in you shall all families of the earth be blessed. (Genesis 12:3)*

May you be so blessed.