

# The Red Letter



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*I Give You My Words*

Volume 1, Issue 5 – July 2004

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by Martin “Red” Fredricks

## Celebrating Freedom and Word Power This 4<sup>th</sup> of July

**F**or the United States of America, freedom began with some very powerful words. Certainly our freedom has been purchased with blood and sacrifice, but it all started with a simple declaration. As we celebrate our independence, take a moment to read and appreciate it once again:

**W**e hold these Truths to be self-evident, that all Men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty, and the Pursuit of Happiness – That to secure these Rights, Governments are instituted among Men, deriving their just Powers from the Consent of the Governed, that whenever any Form of Government becomes destructive of these Ends, it is the Right of the People to alter or to abolish it, and to institute new Government...

**W**e, therefore, the Representatives of the UNITED STATES OF AMERICA, in General Congress, Assembled, appealing to the Supreme Judge of the World for the Rectitude of our Intentions, do, in the Name, and by Authority of the good People of these Colonies, solemnly Publish and Declare, That these United Colonies are, and of Right ought to be, FREE AND INDEPENDENT STATES...

*From the unanimous Declaration of the thirteen United States of America, July 4, 1776*

### Freedom’s Meaning

**F**reedom has come to mean new things since I founded my business. I can now set my own hours, pick and choose projects and work with whomever I choose.

“If you want it all, you have to do it all,” someone told me. So, this freedom also means I’m at my desk at 5 a.m. or until midnight getting the job done. It’s devoting more time than expected to this newsletter, developing marketing strategies, and fussing over accounting software, quarterly estimated tax payments and reasonable estimates. In short, this freedom means working harder than ever before to deliver on my promises.

But I find the real meaning of my new-found freedom in my kids’ smiles. I get them during the 15-minute break I take to greet them at the end of every school day.

So, what does it mean to you?

*They that can give up essential liberty to obtain a little temporary safety  
deserve neither liberty nor safety. – Benjamin Franklin*

*The Good Word*

### Freedom from Knowing

“I love that newsletter you put out every month,” a client recently told me. “It’s short and has information I can use.” *Thanks.* “Thing is...” He hesitated. *Yeah?* “Well, now I’m

stressing every time I have to write ‘assure,’ ‘ensure’ or ‘insure’ in an e-mail.” *Dude! Don’t sweat it. Leave those kinds of tricky words to a writer with serious thrill issues.*

Here’s the thing. The smartest

person in the world is not smart because he has all the answers; he just knows where to find them. When in doubt, call **FredComm** and ask for the head word dink.

“Righteous.”