

From the November 4, 2009 Issue

## Two Years of The Adopted Life.org

Two years ago this month we launched [www.theadoptedlife.org](http://www.theadoptedlife.org). In the previous three months, from August 2007 - October 2007, we had distributed *The Adopted Life* by email. With the launching of the website we had a permanent online presence to house our articles and sermon audio.

These two years have been very encouraging to us. Wordpress (whose blogging software we use) reports that we have had over 63,000 page views since we first created the site. Page views are a measurement of how many times people have clicked on one of the pages on our website (such as the weekly postings of sermon audio or the page labeled "Articles.") Since the average visitor to our site would click multiple pages, the measure of page views is much higher than the number of unique visitors. What the page view measurement tells us is that the resources we are posting are being used. People are reading each month's issue, listening to each week's sermons, and looking at past articles.

In 2008 we averaged 79 page views per day and in 2009 we have averaged 107 per day. So we can tell that our audience is slowly but steadily growing. As more people read and listen to our resources they are passing word along to others and we are gaining new readers.

What is especially encouraging about these numbers is that we have done very little to promote the website. When we first launched *The Adopted Life* in August of 2007 we sent out an email to friends and fellow ministry leaders that we thought would be interested in keeping up with our newsletter. Some other websites have linked to us (such [www.wcg.org](http://www.wcg.org) and [www.thesaviouroftheworld.blogspot.com](http://www.thesaviouroftheworld.blogspot.com)). But no church, denomination, or parachurch ministry has endorsed or publicized what we're doing.

So the encouragement we feel is the encouragement of knowing that the good news of humanity's adoption into the life of the Trinity is, in and of itself, such wonderfully good news that it draws an audience without expensive promotion or extensive advertising. Every human soul was created for the baptism of assurance that comes from knowing who we are as children of the Father in Jesus, and when we hear that truth we want to hear more and more about it.

That's the excitement we feel after two years of [theadoptedlife.org](http://theadoptedlife.org). It's the excitement of knowing that hundreds of people have read thousands of pages and listened to hundreds of audio resources that are helping them know, believe, and celebrate the good news that the Trinity and Humanity are in union in Jesus.

Thank you for sharing in this excitement with us for the last two years!

~ Jonathan and Tim