

00 Readme

Freedom Road Ministries — Operations Package

*Paying client engagement · prophetic ministry supporting Jewish Aliyah · 6-page site
~80% ship-ready. Built 2026-04-29.*

What's in this folder

#	File	What it is
00	README.md	This index
01	01_strategy.md	Client identity · ministry mission · audience · positioning
02	02_action_plan.md	What ships when · ship-ready in <2 weeks
03	03_sop_library.md	Per-client engagement playbooks · content updates · deploys
04	04_system_architecture.md	Vanilla HTML/CSS/JS · IONOS-capable hosting · brand colors locked
05	05_gap_analysis.md	Remaining ~20% to ship · client decisions still pending
06	06_quick_start.md	Next 60-min sitting

The client in one paragraph

Freedom Road Ministries (FRM) is a prophetic ministry founded by Clark Ashley supporting Jewish Aliyah — the prophesied return of the Jewish people to the Land of Israel. Anchored in Isaiah 49:22 and Psalm 122:6. Sandi serves as designer · web builder · content polish. **Voice ownership: the client (Clark) owns the voice. Sandi owns design execution.** Project-based pricing · not retainer.

Brand identity (locked · client-owned)

Element	Value
Israeli Blue	#0038B8
Forest Green	#2D6A4F
Rust Brown	#8B5E3C
Red emphasis	#B22222
Deep Blue	#203A56
Cream	#F6F1E6
Serif	EB Garamond
Sans	Source Sans 3

Israeli flag colors intentional. Replacement-theology phrasing is BANNED.

Site structure (6 pages)

- index.html · home + featured scriptures + welcome
- mission.html · mission statement (Isaiah 49:22 anchor)
- story.html · Clark’s testimony (47-year journey)
- music.html · Hebrew worship + Shabbat blessings
- jerusalem.html · vision · Eastern Gate · 8 reasons · prophecy

- [resources.html](#) · 64 Aliyah Scriptures · 8 Things study · Esther Fast · Tallit · external links
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Cross-references

- Engine: [_skills/freedom-road-deploy/SKILL.md](#)
- Knowledge: [_knowledge/FREEDOM_ROAD_CLIENT_BRIEF.md](#)
- Voice rules (CLIENT): scripture-first · reverent toward Israel/Jerusalem/Jewish people · NO replacement-theology