



The following is an excerpt from the new
“A Daily Dose of Bitachon”
written by Rabbi David Sutton

SOMETHING FROM NOTHING

We are discussing the first advantage of the *baal bitachon* over the alchemist: The *baal bitachon* doesn't need raw materials because he's connected to the force called *yesh me'ayin*. Of course, we aren't going to see piles of gold materializing out of thin air, but Hashem shows us many examples of His ability to reward our *hishtadlus* with His boundless blessing.

We have a great example of this phenomenon in a family I know in the Syrian community of Flatbush, Brooklyn:

About six years ago, a man in his 60s had to close his textile business. He and his two sons were out of work and in a tough spot. Each of them went out on his own, looking for work.

Meanwhile, the man's wife was taking an online certification course in nutrition. She started experimenting with juices and was often seen walking around the neighborhood with containers of odd-looking green smoothies. Curious neighbors asked to try them, and so she started making them for her friends. Very quickly, the business took off and grew. Soon, she was rising at 4 a.m. to have the juices ready by 6. Then her husband, who was still out of work, would deliver the orders.

Three months later, this man went for a checkup and was told that he had high cholesterol and would need to

take Lipitor. His wife, the nutritionist, resisted and said she would take care of it naturally. After doing some research, she created a juice diet for him. He followed her plan for a few months and on a follow-up doctor's visit, discovered his cholesterol was normal! Word of the "miraculous" cure spread and the juice business really took off.

The couple began waking up at 3:30 a.m. to prepare for the day's orders and deliveries took all day. They started with one flavor, but when the summer came, they added another two flavors as well as a juice cleanse. That summer, they opened a store in Deal, New Jersey for the season; they were sold out on the first day. They then opened a store in Brooklyn.

About a year and a half into the business, one of their sons, who had been working for a friend, was told that his company was going to close down his division. He called his father, worried about his future. His father decided that since they'd been getting so many orders from Cedarhurst, on Long Island, they should open a store there. This son came aboard to run that store. Then in 2015, they started a website and with publicity from Groupon, business took another leap forward. They started shipping nationwide.

They now have four stores and a website and are supporting three families — all from some green juice and a medical checkup. Something from nothing. This is similar to the above story about the Popinsanity popcorn company. However, these stories of "something from nothing" should not mislead us into believing that "nothing" means that these entrepreneurs did nothing. On the contrary, they were up at 3:30 in the morning and worked hard all day. But that was their hishtadlus to conceal the miracle.

The son of this couple is happy to share the story of their company, Jus by Julie, to give people encouragement in their own situations. They were worried, stuck, with no source of income, and Hashem turned it all around into a great success. This is the force called *something from nothing*. It can happen in business, in housing, or in warehouses in Williamsburg. It can happen with health,

shidduchim, having children, spiritual issues, or any other human need under the sun.

Hashem has endless powers.

PRACTICAL TAKE-AWAY

Is there an area of need in your life for which you see no likely answer? Be aware that the entire situation can turn around tomorrow.