

# Isaiah 40:1

**Comfort ye,**  
**comfort ye**  
**my people**  
**saith your**  
**God.**

When the Bible repeats a phrase we should pay close attention. This is done to add emphasis. In this case, God wants to be perfectly clear what he is saying.

This directive is not for just anyone. It is for HIS people!

A directive given by just anyone may not lead to anything, but a directive given by the Almighty, All Powerful God cannot be doubted and it will be fulfilled!

While this verse was directed at the nation of Israel, we can take great comfort from this. Consider what it means that the Almighty God would even bother to speak to us. Yet, He does speak to us. God chooses to speak to us, to send us comfort. God knows our condition, our sinfulness, yet He has something greater than our sins prepared for us! In the New Testament we see this in the form of the Holy Spirit who Christ described as the Comforter.