

Why the Name Matters: Bible with Life on Scripture's Naming Theology

From "I have called you by name" to a song with your name inside it, the platform explains why its blessing songs refuse to stay generic.



Biblewithlife logo

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25, 2026 /EINPresswire.com/ -- There is a reason people cry when they hear their own name inside a song, and Bible with Life believes the reason is older than psychology. The Christian media platform, known for its Bible story films and worship music, points to a pattern running through Scripture: God's most decisive dealings with people happen by name.

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Benny Yu, Founder of Bible with Life

Isaiah 43:1, "Fear not, for I have redeemed you; I have called you by name, you are mine," is the clearest statement of it. But the pattern is everywhere: names given, names changed, names written down, names called in the dark. Abram becomes Abraham at the covenant. Samuel is woken by his name, twice. The Good Shepherd of John 10 calls his own sheep by name.

"Scripture's most intimate sentences are addressed, not broadcast," said Benny Yu, founder of Bible with Life. "Fear

not' is comforting. 'Fear not, I have called you by name' is personal. That difference is the entire design of our blessing songs.”

The platform's [personalized Scripture blessing songs](#) let a sender choose a Bible verse and enter a loved one's name, producing a song in which the passage is sung over that specific person, for birthdays, weddings, illness, grief, and other occasions. Creating and sharing a song is free.

The design choice is theological before it is technical, Yu said. A verse on a greeting card is addressed to whoever picks it up. The blessing songs are built to be un-generic: the name is not a personalization feature bolted on, it is the point.

"When someone hears 'The Lord bless you and keep you' with their own name inside it, they are hearing the verse the way Scripture models blessing: aimed, not scattered," Yu added.

Bible with Life's wider library includes 45 animated Bible story films and 63 original worship tracks, all free. Blessing songs can be created at biblewithlife.com/send-a-song.

About Bible with Life:

Bible with Life is a Christian media platform that creates cinematic Bible story films, original worship music, and personalized Scripture blessing songs. Its films and music reach viewers through biblewithlife.com and its YouTube channels. The platform's mission is to help people experience the Bible through story and song, and to help them bless the people they love with God's Word.

Benny Yu

Bible with Life

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