

*Let us fear therefore, lest perhaps anyone of you should seem to have **come short of a promise of entering into his rest**. For indeed we have had **good news preached to us**, even as they also did, but the word they heard **didn't profit them**, because it **wasn't mixed with faith** by those who heard. (Hebrews 4:1-2)*

Our brain **always makes choices** based on **perceived gain** and to **avoid loss**.

***Without faith it is impossible** to be well pleasing to him, for he who comes to God must **believe that he exists**, and that **he is a rewarder** of those who **seek him**. (Hebrews 11:6)*

*"**Why do the wicked live**, become old, yes, and **grow mighty in power**?... They send forth their little ones like a flock. **Their children dance**. They **sing** to the tambourine and harp, and **rejoice** at the sound of the pipe. They spend their days in **prosperity**. In an instant they go down to Sheol. They tell God, '**Depart from us, for we don't want to know about your ways**. What is the Almighty, that we should serve him? **What profit should we have, if we pray to him?**' (Job 21:7,11-15)*

*"Your words have been stout against me," says Yahweh. "Yet you say, 'What have we spoken against you?' **You have said, 'It is vain to serve God;'** and '**What profit is it** that we have kept his charge, and that we have walked mournfully before Yahweh of Armies? Now we call the proud happy; yes, those who work wickedness are built up; yes, **they tempt God, and escape**.' Then those who feared Yahweh spoke one with another; and **Yahweh listened**, and heard, and a book of memory was written before him, for those who feared Yahweh, and who honored his name. **They shall be mine**," says Yahweh of Armies, "**my own possession** in the day that I make, and I will spare them, as a man spares his own son who serves him. Then you shall return and **discern** between the righteous and the wicked, between him who serves God and him who doesn't serve him. (Malachi 3:13-18)*

God says, "You have spoken hard, rude words to me.

You ask, 'When did we ever do that?'

*"When you said, '**It doesn't pay to serve God**. **What do we ever get out of it?** When we did what he said and went around with long faces, serious about God-of-the-Angel-Armies, **what difference did it make?** Those who take life into their own hands are the lucky ones. They **break all the rules and get ahead anyway**. They push God to the limit and get by with it.'"*

*Then those whose lives honored God got together and talked it over. **God saw** what they were doing and **listened in**. A book was opened in God's presence and **minutes were taken** of the meeting, with the names of the God-fearers written down, all the names of those who honored God's name. God-of-the-Angel-Armies said, "**they're mine, all mine**. They'll get special treatment when I go into action. I treat them with the same consideration and kindness that parents give the child who honors them. Once more you'll see the difference it makes between being a person who does the right thing and one who doesn't, between serving God and not serving him. (Malachi 3:13-18 MSG)*

*He called the multitude to himself with his disciples, and said to them, "Whoever wants to come after me, let him **deny himself**, and **take up his cross**, and **follow me**. For whoever **wants to save his life will lose it**; and whoever will **lose his life for my sake and the sake of the Good News will save it**. For **what does it profit a man**, to **gain the whole world**, and **forfeit his life**? For what will a man give in **exchange for his life**? (Mark 8:34-37)*

*All the people said to Samuel, Pray for your servants to Yahweh your God, that we not die; for we have **added to all our sins this evil, to ask us a king**. Samuel said to the people, "Don't be afraid; you have indeed done all this evil; **yet don't turn aside from following Yahweh, but serve Yahweh with all your heart**; and don't turn aside; for then would you **go after vain things which can't profit nor deliver, for they are vain**. For **Yahweh will not forsake his people for his great name's sake**, because it has pleased Yahweh to **make you a people to himself**.*

*Moreover as for me, far be it from me that I should **sin against Yahweh in ceasing to pray for you**; but **I will instruct you in the good and the right way**. Only fear Yahweh, and **serve him in truth with all your heart**; for **consider how great things he has done for you**. (1 Samuel 12:19-24)*

*The words of the Preacher, the son of David, **king in Jerusalem**. "Vanity of vanities," says the Preacher; "Vanity of vanities, **all is vanity**." **What profit has a man from all his labor** in which he toils under the sun? One generation passes away, and another generation comes; but the earth abides forever. (Ecclesiastes 1:1-4 NKJV)*

*Behold, **you trust in lying words, that can't profit**. Will you steal, murder, and commit adultery, and swear falsely, and burn incense to Baal, and walk after other gods that you have not known, and come and stand before me in this house, which is called by my name, and say, We are delivered; that you may do all these abominations? Is this house, which is called by my name, become a den of robbers in your eyes? Behold, I, even I, have seen it, says Yahweh. (Jeremiah 7:8-11)*

*Therefore, putting away all filthiness and overflowing of wickedness, **receive** with humility **the implanted word**, which is **able to save your souls**. (James 1:21)*

*For you, brothers, were **called for freedom**. Only **don't use your freedom for gain to the flesh**, but **through love be servants to one another**. For the whole law is fulfilled in one word, in this: "You shall love your neighbor as yourself." But if you bite and devour one another, be careful that you don't consume one another. But I say, **walk by the Spirit**, and you won't fulfill the lust of the flesh. For the flesh lusts against the Spirit, and the Spirit against the flesh; and **these are contrary** to one another; that you may not do the things that you desire. But if you are **led by the Spirit**, you are not under the law. (Galatians 5:13-18)*

*Now **godliness with contentment** is **great gain**. (1 Timothy 6:6 NKJV)*

***Grace to you and peace be multiplied in the knowledge of God** and of Jesus our Lord, seeing that **his divine power has granted to us all things** that pertain to **life and godliness**, through the **knowledge of him** who called us by his own glory and virtue; by which he has **granted to us his precious and exceedingly great promises**; that **through these** you may become **partakers of the divine nature**, having **escaped from the corruption** that is in the world by lust.*

*Yes, and for this very cause **adding on your part all diligence**, in your faith supply moral excellence; and in moral excellence, knowledge; and in knowledge, self-control; and in self-control patience; and in patience godliness; and in godliness brotherly affection; and in brotherly affection, love. For if these things are **yours and abound**, they make you to be not idle nor unfruitful to the **knowledge of our Lord Jesus Christ**. For **he who lacks these things is blind**, seeing only what is near, having **forgotten the cleansing from his old sins**. (2 Peter 1:2-9)*