

## Christian Advertising

1. Every Christian, whether they realize it or not, is continually performing an advertisement. They are in the middle of a performance, or a demonstration, of a product. A product which is not sold, but given away free of charge; to all who will accept it by faith. This product? Salvation. Also known as the water of life, and the living water. We read in Rev. 21:6: "And He said unto me, It is done, I am Alpha and Omega, the beginning and the end. I will give unto him that is athirst of the fountain of the water of life freely." We also read in Rev. 22:17: "And the Spirit and the bride say, Come, And let him that heareth say, Come, And let him that is athirst come. And whosoever will, let him take the water of life freely." Isa. 12:2-3 also tells us: "Behold, God is my salvation; I will trust, and not be afraid: for the Lord JEHOVAH is my strength and my song; He also is become my salvation. Therefore with joy shall ye draw water out of the wells of salvation." We also read in John 4:6-14: "Now Jacob's well was there. Jesus therefore, being wearied with his journey, sat thus on the well: and it was about the sixth hour. There cometh a woman of Samaria to draw water: Jesus saith unto her, ***Give me to drink.*** (For his disciples were gone away unto the city to buy meat.) Then saith the woman of Samaria unto Him, How is it that thou, being a Jew, askest drink of me, which am a woman of Samaria? For the Jews have no dealings with the Samaritans. Jesus answered and said unto her, ***If thou knewest the gift of God, and who it is that saith to thee, Give me to drink; thou wouldest have asked of Him, and He would have given thee living water.*** The woman saith unto Him, Sir, thou hast nothing to draw with, and the well is deep: from whence then hast thou that living water? Art thou greater than our father Jacob, which gave us the well, and drank thereof himself, and his children, and his cattle? Jesus answered and said unto her, ***Whosoever drinketh of this water shall thirst again: But whosoever drinketh of the water that I shall give him shall never thirst; but the water that I shall give him shall be in him a well of water springing up into everlasting life.***
2. All products require good advertisement in order to be successful. Producers pay high wages for good advertising. So does God.
3. The world has many different sources for their advertisements. The main ones are: (1) television, (2) radio, (3) newspapers, (4) magazines, and (5) representatives; who usually give demonstrations of their products. God's main source of advertisement, is his representatives, or his children; who should continually be performing a demonstration, which they should become better at, with experience. There are so many who need to receive God's product; but far too few, who want to perform attractive demonstrations. Without good demonstrations, no one desires the product. Matt. 9:37 tells us: "Then saith He unto his disciples, ***The harvest truly is plenteous, but the laborers are few.***"
4. All of God's representatives are part of one another. Rom. 12:4-5 tells us: "For as we have many members in one body, and all members have not the same office: So we, being many, are one body in Christ, and every one members of one another." In 1 Cor. 12:12-14, we read: "For as the body is one, and hath many members, and all the members of that one body, being many, are one body: so also is Christ. For by one Spirit are we all baptized into one body, whether we be Jews or Gentiles, whether we be bond or free, and have been all made to drink into one Spirit. For the body is not one member, but many."
5. God's main product, salvation, also gives us everlasting life. John 3:16 tells us: "***For God so loved the world, that He gave his only begotten Son, that whosoever believeth in Him should not perish, but have everlasting life.***"
6. Salvation also comes with several bonus products. Some of them are:
  - (1) Complete healing of the soul, body, mind, and spirit. Isa. 53:5 tells us: "But He was wounded for our transgressions, He was bruised for our iniquities: the chastisement of our peace was upon Him; and with his stripes we are healed." Matt. 8:16-17 also tells us: "When the even was come, they brought unto Him many that were possessed with devils: and He cast out the spirits with his word, and healed all that were sick: That it might be fulfilled which was spoken by Esaias the prophet, saying, Himself took our infirmities, and bare our sicknesses." And 1 Pet. 2:24 tells us: "Who his own self bare our sins in his own body on the tree,

that we, being dead to sins, should live unto righteousness: by whose stripes ye were healed.”

(2) Complete power and authority over Satan and all of his demonic forces. We read in Luke 10:18-19:

“And He said unto them, ***I beheld Satan as lightning fall from heaven. Behold, I give unto you power to tread on serpents and scorpions, and over all the power of the enemy: and nothing shall by any means hurt you.***” Mark 16:17 also tells us: “***And these signs shall follow them that believe; In my name shall they cast out devils.***”

(3) Provision of every need. Phil. 4:19 tells us: “But my God shall supply all your need according to his riches in glory by Christ Jesus.”

(4) Power and strength to be able to accomplish anything which we must undertake in this life. Phil. 4:13 tells us: “I can do all things through Christ which strengtheneth me.” And we read in Rom. 8:31: “What shall we then say to these things? If God be for us, who can be against us?”

(5) Abundant life; on earth as well as in Heaven John 10:10 tells us: “***The thief cometh not, but for to steal, and to kill, and to destroy: I am come that they might have life, and that they might have it more abundantly.***” ***Abundant***-Greek-perisos (per-is-sos): super or beyond measure; exceedingly blessed, or highly rated (in blessings).

7. God has a product catalog, called the Holy Bible, which has a full, detailed, description, of the product which He is giving away; and also of the many bonus products, which come with God’s free gift of salvation. It contains the rules for receiving his free gift, how to really enjoy it, how to get the most out of it, and the assurance that it will be eternal, once they receive it. This catalog also encourages the recipients of God’s gift, to advertise their free gift to others; so that they also can know about this free product. In God’s catalog, the Holy Bible, one will find a full training course, in how to advertise God’s free product. In it, we are told to go and tell the whole world about this fine product, which God is giving away, free of charge, to all who will come unto Him and receive it. We are told in Matt. 28: 19-20: “***Go ye therefore, and teach all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Ghost. Teaching them to observe all things whatsoever I have commanded you.***” We are also told in Mark 16:15: “***Go ye into all the world, and preach the gospel to every creature.***”

8. How does the world advertising system work?

A. The advertisers know their products very well.

B. They tell you, and use every possible way to try and persuade you, that you need their products.

C. The advertisers attempt to persuade you, that their products are the best. How do they do this? By giving demonstrations, and showing the benefits of using their products.

D. They give a guarantee with their products.

9. How does the Christian advertising system work?

A. The Christian advertising representatives also must know their products very well.

B. They also must make every attempt to persuade people, that they need the products which they are advertising.

C. Christian advertising must also give evidence, that their product outdoes any other.

D. What is the best way, for Christian advertisers to prove, that the products which they advertise, are the best? They must allow evidence to be seen in their own life, of the products which they advertise. How does an advertiser show evidence of having salvation? We read in Eph. 5:8-14: “For ye were sometimes darkness, but now are ye light in the Lord: walk as children of light: (For the fruit of the Spirit is in all goodness and righteousness and truth;) Proving what is acceptable unto the Lord. And have no fellowship with the unfruitful works of darkness, but rather reprove them. For it is a shame even to speak of those things which are done of them in secret. But all things that are reprovèd are made manifest by the light: for whatsoever doth make manifest is light. Wherefore he saith, Awake thou that sleepest, and arise from the dead, and Christ shall give thee light.” We also read in Romans 12:2: “And be not conformed to this world: but be ye transformed by the renewing of your mind, that ye may prove what is that good and acceptable, and perfect will of God.” Matt. 5:14-16 also tells us: “***Ye are the light of the world. A city that is set on an hill cannot be hid. Neither do men light a candle, and put it under a bushel, but on a candlestick; and it giveth light unto all that are in the house. Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven.***” And lastly, Phil. 2:13-16 tells us: “For it is God which worketh in you both to will and to do of his good pleasure. Do all things without murmurings and disputings: That ye may be blameless and harmless, the sons of God, without rebuke, in the midst of a crooked and perverse nation, among whom ye shine as lights in the world; Holding forth the Word of life; that I may rejoice in the day of Christ, that I have not run

in vain, neither labored in vain.”

**a.** Ye were sometimes darkness. Greek-skotos (skot-os): obscurity; figuratively speaking of a condition or place which is separated or alone; as to be apart from the presence of God.

**b.** But now ye are light. Greek-phos (foce): figuratively speaking of being in a condition where the love and the holy presence of almighty God is seen and felt by all who may be around you.

This is speaking of living a life that proves to anyone who may ever be with or around you, that you are a changed person; that you no longer have the same desires, thoughts, or feelings, that you once had. Your life will give proof, of 2 Cor. 5:17, which tells us: “Therefore if any man be in Christ, he is a new creature: old things are passed away; behold, all things are become new.”

**c.** For the fruit of the Spirit is in all goodness. Greek-agathosune (ag-ath-soo-nay): virtue, beneficence, quality, morality, or excellence.

**d.** Righteousness-Greek-dikaiosune (dik-ah-yos-oo-nay): equity (of character or action); justification.

**e.** And truth. Greek-aletheuo (al-ayth-yoo-o): to be true in every way; in doctrine and profession; to be open and honest, rather than concealing or secretive.

**f.** Proving what is acceptable unto the Lord. Greek-euarestos (yoo-ar-es-tos): agreeable or well-pleasing. Hebrews 13:20-21 tells us: “Now the God of peace, that brought again from the dead our Lord Jesus, that great shepherd of the sheep, through the blood of the everlasting covenant, Make you perfect in every good work to do his will, working in you that which is wellpleasing in his sight, through Jesus Christ; to whom be glory for ever and ever. Amen.”

**g.** And have no fellowship with the unfruitful works of darkness. Greek-sugkoinoneo (soong-koy-no-neh-o): to be in company with; participants with (those who walk in darkness). We read in 1 Cor. 10:20: “But I say, that the things which the Gentiles sacrifice, they sacrifice to devils, and not to God: and I would not that ye should have fellowship with devils. Ye cannot drink the cup of the Lord, and the cup of devils: ye cannot be partakers of the Lord’s table, and of the table of devils.” We also read in 2 Cor. 6:14: “Be ye not unequally yoked together with unbelievers: for what fellowship hath righteousness with unrighteousness? And what communion hath light with darkness?”

**h.** But rather reprove them. Greek-elegcho (el-eng-kho): to rebuke, convict, or to admonish; as to help one to see or realize their fault.

**i.** Be not conformed to this world. Greek-suschematizo (soos-khay-mat-id-zo): to be fashioned like or to follow the pattern of; to be a figure or a model of.

**j.** But be ye transformed. Greek-metamorphoo (met-am-or-foo-o): to be transfigured or changed; to be recreated (in accordance with 2 Cor. 5:17; See b. above).

**k.** By the renewing of your mind. Greek-anakainosis (an-ak-ah-ee-no-sis): to be restored or renovated; to be cleared (of old thoughts and ideas) and to be refilled (with new thoughts and ideas-the thoughts of Christ).

**l.** That ye may prove what is that good, and acceptable, and perfect will of God. Greek-teleios (tel-i-os): complete; the full or entire picture of; to be an example of what God desires, in every area of life.

**m.** A Christian should be as a light, in a dark world. Their life should shine as a candle; to where those in darkness can see a difference in them, which causes an attraction; and also a difference which causes a disturbance; causing those in sin to be restless; desiring to see what is causing the great light to shine.

**n.** Do all things without murmurings. Greek-goggusmos (gong-goos-mos): grumbling or complaining.

**o.** And disputings. Greek-dialogismos (dee-al-og-is-mos): unlawful or unreasonable debate, of that which has already been declared and settled in the mind of God.

**p.** That ye may be blameless. Greek-amemptos (am-emp-tos): irreproachable or faultless (avoiding intentional or deliberate failures which are inexcusable).

**q.** And harmless. Greek-akeraios (ak-er-ah-yos): innocent, or unmixed with those who do harm.

**r.** The sons of God, without rebuke. Greek-amometos (am-o-may-tos): blameless; without fault.

**s.** In the midst of a crooked. Greek-skolios (skol-ee-os): warped, perverse, or sinful.

**t.** And perverse nation. Greek-diastreho (dee-as-tref--o): distorted, corrupted, or unrighteous.

**u.** Holding forth the Word of life; that I may rejoice in the day of Christ. Greek-kauchema (kow-khay-mah): to glorify, magnify, or to give praise (unto the Lord).

**v.** That I have not run in vain, neither labored in vain. Greek-kenos (ken-os): without gain; empty, or for no cause; without any purpose or for no benefit.

## 10. Competition

**A.** Every representative who advertises must face competition; including those who advertise for God also.

Who is the competitor of Christian advertisers? Satan and his evil forces. Eph. 6:12 tells us: "For we wrestle not against flesh and blood, but against principalities, against powers, against the rulers of the darkness of this world, against spiritual wickedness in high places."

**B.** The Christian's competitor has been defeated. His power has been stripped from him by Jesus Christ. All power and authority over Satan, has been given unto all of God's representatives. They must receive this power and authority by faith. We read in Luke 10:18-19: "***And He said unto them, I beheld Satan as lightning fall from heaven. Behold, I give unto you power to tread on serpents and scorpions, and over all the power of the enemy; and nothing shall by any means hurt you.***"

**C.** Satan is still a great advertiser. But, however, he is a false advertiser; and a very dishonest advertiser. John 8:44 tells us: "***Ye are of your father the devil, and the lusts of your father ye will do. He was a murderer from the beginning, and abode not in the truth, because there is no truth in him. When he speaketh a lie, he speaketh of his own: for he is a liar, and the father of it.***"

**D.** If God's representatives would work even half as hard at their advertising, as Satan does at his, what a tremendous increase in population there would be, in the body of Christ. Christians do not have to ever be guilty of false advertising. They have a written guarantee for their products; which has never been found to be false. It has been tested and tried, and has never failed a test.

**11.** What kind of advertising brings results?

**A.** Advertising products which have a good record, and prove to be what they are claimed to be, brings results. Salvation through the blood of Jesus Christ, has a record of no failures. No one who has ever accepted it, for what it is claimed to be, has ever been let down, or disappointed. The only ones who have ever been disappointed, are those who accepted it, expecting to never have any more problems; expecting to never have another need, or expecting to never face another day of sorrow or pain. For Jesus never promised that once we receive salvation through his blood, that we would never have any more problems; or never again be in need, and never again face any more sorrow or pain. All such thoughts and beliefs are the results of false advertising. What Jesus did promise, was that He would give his children strength, to face and overcome the problems; that He would supply every one of our needs, as long as we trust in Him; and that He would be with us through all the sorrow and pain. We are told in Phil. 4:13, that we would be able to do all things, through Jesus Christ who strengthens us. He also told us in Phil. 4:19, that He would supply every need, according to his riches in glory. And He told us in Matt. 28:20, that He would be with us always, even unto the end of the world. And He further assured us in Heb. 13:5, that He would never leave nor forsake us. And God told us in Psalm 23:4, that we need not fear any evil, even through the valley of the shadow of death, for He would be with us.

**B.** Christian advertisers should be an example, of what they are attempting to influence others to accept. Their lives should be a picture, of the many blessings which they are advertising unto others. The fruit of the Holy Spirit, which is love, joy, peace, long-suffering, gentleness, goodness, faith, meekness, and temperance (Gal. 5:22-23), should be seen continuously in life of the Christian advertiser. Instead of seeing a life of disappointment and frustration, and always seeing a frown on the face of the Christian, people should be able to see joy and peace; and always a big smile on the face of Christians. No one is attracted to disappointment and frustration; and to people who are never showing any happiness, and always wearing a frown. That is not good advertising. It is like putting the candle under a bushel; causing it to never have a glow, for the fire has gone out.

**C.** Advertisers must have products at a fair and a reasonable price. God's products most certainly come at a fair price. A person need not have any money at all, in order to receive God's product of salvation. How much cheaper can a person get a product, than free? We will show from God's Word, what is required of a person, in order to receive God's free gift of salvation. Jesus told us in John 3:16-18: "***For God so loved the world, that He gave his only begotten Son, that whosoever believeth in Him should not perish, but have everlasting life. For God sent not his Son into the world to condemn the world; but that the world through Him might be saved. He that believeth on Him is not condemned: but he that believeth not is condemned already, because he hath not believed in the name of the only begotten Son of God.***"

Matt. 16:24 also tells us: "Then said Jesus unto his disciples, ***If any man will come after me, let him deny himself, and take up his cross, and follow me.***" And we read in Eph. 2:8-9: "For by grace are ye saved through faith; and that not of yourselves: it is the gift of God: Not of works, lest any

man should boast.” All that is required is:

(1) Believe in Him (Jesus). Greek-pisteuo (pist-yoo-o): to have undoubtable faith in; to fully entrust (Jesus) with one’s life.

(2) Deny oneself. Greek-aparneomai (ap-ar-neh-om-ahee): to disown or to abstain from one’s own thoughts and desires; as to separate from the old worldly habits and desires.

(3) Take up his cross. Begin to carry out the duties and commandments of the Word of God; do things and live that kind of life which is pleasing unto God.

(4) And follow me (Jesus). Be willing to walk in the steps of Jesus, face the same kind of temptations which He faced, and be willing to have to live as He had to live, when He was on the earth.

(5) And have faith. Trust in God to send his Holy Spirit into your heart, when you ask; knowing that nothing which you could ever do, would be good enough to deserve his free gift of salvation.

12. Who else advertises products that are free of charge, and which come with an eternal life guarantee? No one.

**Conclusion:**

God has products which He wants to be advertised. By whom? By his children. He offers a free advertising program. He has a trainer who will be with you at every moment; the Holy Spirit. He has products to advertise, which you never have to worry about failing to live up to their reputation. You have a written guarantee to offer. The benefits are wonderful, and the pay is out of this world! Are you a good advertiser? Don’t ever be guilty of false advertising.

**Calvin Smith**

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