



# The Tri-Cities Edifier

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## *Brand Loyalty*

Scott Beyer

*"...by means of the hypocrisy of liars seared in their own conscience as with a branding iron..." (1 Timothy 4:2)*

When an animal is branded, there is an initial burst of pain at the intense heat, but after that, there is nothing. The nerve endings are all burnt off, and the animal no longer feels anything at all where they have been branded.

God warns us that sin has a branding effect. The first lie is immensely painful. The lie brings anxiety, fear, and shame... but the next lie gets easier. The first time a man's eye wanders, he has pangs of guilt, but eventually the voyeurism of pornography draws him in as he gives in to his lusts. Whether it be cowardice, outbursts of anger, treachery, or deceit... all sin can callous our hearts if we let it.

So, don't let it! Fight the temptation and fight the callous. Repentance and confession rip the scab off and cause the wound of sin to bleed, but it also leaves room for new growth and healing. The antidote to the branding effect is the vulnerability of confession. Own your sin, and it will not be allowed to own you.

## Ten Things Jesus Has Done for Us

-John Guzzetta

1. He became poor that we might become rich.  
"For you know the grace of our Lord Jesus Christ, that though He was rich, yet for your sake He became poor, so that you through His poverty might become rich" (2 Corinthians 8:9).
2. He became a servant that we might become saved.  
"The Son of Man did not come to be served, but to serve, and to give His life a ransom for many" (Matthew 20:28).
3. He was rejected that we might be become accepted.  
"He came to His own, and those who were His own did not receive Him. But as many as received Him, to them He gave the right to become children of God, even to those who believe in His name" (John 1:11-12).
4. He became homeless that we might gain a home in heaven.  
"Jesus said to him, 'The foxes have holes and the birds of the air have nests, but the Son of Man has nowhere to lay His head'" (Matthew 8:20).
5. He became hungry that we might become fed.  
"I am the living bread that came down out of heaven; if anyone eats of this bread, he will live forever; and the bread also which I will give for the life of the world is My flesh" (John 6:51).
6. He became weary that we might become rested.  
"Come to Me, all who are weary and heavy-laden, and I will give you rest. Take My yoke upon you and learn from Me, for I am gentle and humble in heart, and you will find rest for your souls" (Matt. 11:28-29).
7. He was stripped that we might become clothed.  
"For you are all sons of God through faith in Christ Jesus. For all of you who were baptized into Christ have clothed yourselves with Christ" (Galatians 3:26-27).
8. He was bound that we might become free.

“He anointed Me to preach the gospel to the poor. He has sent Me to proclaim release to the captives, and recovery of sight to the blind, to set free those who are oppressed, to proclaim the favorable year of the Lord” (Luke 4:18-19).

9. He died that we might live.

“If I am lifted up from the earth, will draw all men to myself” (John 12:32).10. He will descend that we will rise up.

10. “For the Lord Himself will descend from heaven with a shout, with the voice of the archangel and with the trumpet of God, and the dead in Christ will rise first. Then we who are alive and remain will be caught up together with them in the clouds to meet the Lord in the air, and so we shall always be with the Lord” (1 Thessalonians 4:16- 17).

## Faith, Humility, and Perseverance

--Mike Noble

To what lengths would you go to receive the healing power of Jesus? Would you persevere to the point of success?

Consider the example of the Gentile woman “whose young daughter had an unclean spirit” (Mark 7:24-30). The woman did not merely ask Jesus to heal her daughter, but “kept asking Him to cast the demon out of her.” Jesus said, however, “Let the children be filled first, for it is not good to take the children’s bread and throw it to the little dogs. He was saying (in the form of a parable) that His ministry (at this time) involved being sent to the Jews and not to the Gentiles (Matthew 15:24). But the woman persevered. “Yes, Lord,” she said, “yet even the little dogs under the table eat from the children’s crumbs.” What persistence! What humility! What faith! She was willing to have her and her daughter be considered as ‘little dogs,’ for she knew that her daughter could be healed by the Lord if only she could be a ‘little crumb.’ Jesus said to her, “O woman, great is your faith! Let it be to you as you desire” (Matthew 15:28). Her daughter was healed “that very hour.”

Many are not willing to go to the same lengths that this woman went in order for themselves to be healed by the Lord – to be spiritually healed of their sins, that is. They come to the Lord, but don’t persevere. They allow Jesus’ words to offend them. If the Lord had referred to them as a ‘little dog’ they would have gone away ‘in a huff.’ Perhaps they are called upon to give up a relationship. Perhaps Jesus says (through His word) for them to give up some immoral practice. It could be that a sermon or religious article based on truth has ‘ruffled their feathers.’ Jesus’ way is “narrow” and they find this offensive, so they remain on the broad way that leads to destruction (Matthew 7:13-14).

Listen, friends: Until we rid ourselves of our sinful pride and humble ourselves before Jesus, as did this Gentile woman, we will not persevere to salvation. Jesus Himself said, “whoever humbles himself” as a little child “is greatest in the kingdom of heaven” (Matthew 18:4). It all begins with faith in Jesus – faith leading to humility, resulting in perseverance.