

WHERE IS THE PROFIT?

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INTRODUCTION

TEXT: *“For what is a man profited, if he gain the whole world, and lose or forfeit his own self?” (Lk. 9:25).*

THE SETTING:

- A. All are pretty familiar with the idea of profit.
 - 1. If a business doesn't show a profit it fails.
 - 2. Is it to our advantage.
 - 3. Is there profit in it for me.
 - B. GREEK = Advantage.
 - 1. Used this way by Jesus in Luke 9:25.
 - 2. He points out that there are a number of things that man does that is not to man's advantage.
 - 3. He also shows us a number of things that when followed is to our profit or advantage.
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DENY OURSELVES

- A. WHERE IS THE PROFIT IF WE ARE SELF SERVING?
 - 1. How much can we do for our self?
 - 2. Can we make atonement for our sin?
 - B. WHERE IS THE PROFIT IF WE ALWAYS PUT SELF FIRST?
 - 1. Some people only think of themselves.
 - 2. Self centered.
 - C. *“And he said unto all, If any man would come after me, let him deny himself, and take up his cross daily, and follow me.” (Luke 9:23).*
 - 1. Take up our cross daily.
 - 2. Lay down our life, and let Christ live in us!
 - 3. Here is the real profit or advantage.
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WHO IS GREATEST

- A. QUESTION AROSE AMONG THE DISCIPLES. v. 46.
 - 1. This arose on several occasions with the apostles.
 - 2. Even James and John's mother.
- B. WHO WAS THE GREATEST?
 - 1. Great in this life are remembered for a while, then forgot.
 - 2. Great in a time or place - but soon surpassed.
- C. WHERE IS THE PROFIT...of just being Great in the eyes of the world?
 - 1. It will soon pass.
 - 2. When the roar of the crowd ceases....then what?

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D. NONE GREATER THAN JOHN.....yet

1. *"I say unto you, Among them that are born of women there is none greater than John:"* (Luke 7:28).
 2. *"yet he that is but little in the kingdom of God is greater than he."* (7:28b).
 3. Greatness in the kingdom of God, is not measured by man's standard.
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Affairs Of This Life

A. WHERE IS THE PROFIT OR ADVANTAGE:

1. If we get too involved with things in this life.
2. We have no time for Christ.
3. Lose our sense of priority.

B. TWO STATEMENTS BY JESUS:

1. *"And he said unto another, Follow me. But he said, Lord, suffer me first to go and bury my father. But he said unto him, Leave the dead to bury their own dead; but go thou and publish abroad the kingdom of God. And another also said, I will follow thee, Lord: but first suffer me to bid farewell to them that are at my house."* (Luke 9:59-61).
2. *"But Jesus said unto him, No man, having put his hand to the plow, and looking back, is fit for the kingdom of God."* (Luke 9:62).

C. JESUS' LESSON.

1. There are things that must be done...But they must be kept in their place.
 2. Where is the Advantage or Profit when we get so involved with details of
this life, we neglect that which is Eternal!
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EASY STREET

- A. *"And as they went on the way, a certain man said unto him, I will follow thee whithersoever thou goest. And Jesus said unto him, The foxes have holes, and the birds of the heaven have nests; but the Son of man hath not where to lay his head."* (Luke 9:57,58).

B. MANY PEOPLE GO THROUGH LIFE LOOKING FOR THE EASY WAY

1. Work very little.
2. Want something for nothing.
3. Gambling to Crime. Take from others.
4. When we look at our jails...where is the profit.

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- C. SOME PEOPLE APPROACH RELIGION THE SAME WAY.
1. Want all of the benefits...profits, advantages.
 2. But little or none of the responsibility.
 3. Look for a religion that let's them live as they want to.
 4. A religion that requires very little of them.
- D. King David would not offer unto God that which cost him nothing. (II Sam. 24:24).
1. Was offered everything needed to offer a sacrifice unto God.
 2. Would not offer that which cost him nothing.
 3. Where is the profit if we offer unto God a little as we possible can?
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If In Life We Succeed

- A. *"For what is a man profited, if he gain the whole world, and lose or forfeit his own self? (Luke 9:25).*
1. If in life we are highly successful
 2. How much of it can we take with us at death?
- B. What happens to Earthly Treasures?
1. *"Lay not up for yourselves treasures upon the earth, where moth and rust consume, and where thieves break through and steal:*
 2. *"But lay up for yourselves treasures in heaven, where neither moth nor rust doth consume, and where thieves do not break through nor steal: for where thy treasure is, there will thy heart be also." (Matt. 6:19-21).*
- C. WHAT IS THE PROFIT of having something that is going to Rust and Decay - or be taken from you by thieves?
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REAL PROFIT

- A. WHEN WE TRUST JESUS.
1. *"And he called the twelve together, and gave them power and authority over all demons, and to cure diseases. And he sent them forth to preach the kingdom of God, and to heal the sick. And he said unto them, Take nothing for your journey, neither staff, nor wallet, nor bread, nor money; neither have two coats. And into whatsoever house ye enter, there abide, and thence depart." (Luke 9:1-4).*
 2. When they returned, how many of them reported being hungry and cold?

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B. THE CHRIST OF GOD!

1. *“For with the heart man believeth unto righteousness; and with the mouth confession is made unto salvation.”* (Rom. 10:10).
 2. *“Every one therefore who shall confess me before men, him will I also confess before my Father who is in heaven.”* (Matt. 10:32).
 3. The Real Advantage or Profit is in confessing Christ in our life.
 4. Are we confessing Him in our life?
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CONCLUSION

A. If an endeavor in life shows no Profit or Advantage.....

1. What do we do??
2. Wisdom tells us to change.

B. Shouldn't we have the same wisdom in things spiritual.

1. Who are we putting first in our life...Self- or -Christ.
 2. In affairs of life, which is most important—Physical or Spiritual?
 3. Where is our Treasure? Heaven or Earth? WHERE IS THE PROFIT?
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