

John 21:25

And there are also many other things that Jesus did, which if they were written one by one, I suppose that even the world itself could not contain the books that would be written. Amen.

The Superbowl has come and gone, but a lot of people do not just watch the Superbowl for the game itself, but for the commercials. Companies know this and will spend millions of dollars each year to create these fantastic commercials and even millions more to be able to advertise during the Superbowl. I looked it up and for a 30 second commercial during the Superbowl in 2021, it cost 5.6 million dollars (\$5,600,000). Wow, just think of what you could do with that much money and how many you could help with 5.6 million dollars.

But this devotional is not about the cost of a commercial, but rather how Christian churches and music groups and all sorts of ministries spend a lot of time and energy, and yes, even money to advertise what they have going on. But if you think about it, Jesus had the most awesome ministry known to man, yet He did not have to advertise or sell His ministry for others to follow Him. He simply taught God's word, and God did the rest.

† **Mark 3:7-8** *But Jesus withdrew with His disciples to the sea. And a great multitude from Galilee followed Him, and from Judea and Jerusalem and Idumea and beyond the Jordan; and those from Tyre and Sidon, a great multitude, when they heard how many things He was doing, came to Him.*

† **Luke 9:11 (NLT2)** *But the crowds found out where he was going, and they followed him. He welcomed them and taught them about the Kingdom of God, and he healed those who were sick.*

So I have to wonder why so many different ministries, churches, Christian musicians, etc... think they have to advertise what's going on?

I know for myself as a teacher of God's word and a Christian musician, I actually hate having to advertise, which I do on social media when I am releasing a new album or song, or trying to get others to read the Bible Teaching / Daily Devotional website. I am not even a good salesman, because I don't like having to charge for my music, and I have given away more music than I have sold, I would say that the ratio is 100 (free music) to 1 (paid for music), because I figure that if God wants my teaching to be read and music to be heard by others, then He will draw them to it. I shouldn't have to sell it, because when I do, it's no longer a ministry, but rather a business, which I never, ever want it to be. That's why I don't charge anyone to learn from my website, and if anyone would ask, I would give them my music for free, because it's never about me, but all about the Lord and His glory, not mine.

† **Matthew 10:7-8** **And as you go, preach, saying, 'The kingdom of heaven is at hand.' Heal the sick, cleanse the lepers, raise the dead, cast out demons. Freely you have received, freely give.** (underlined for emphasis)

But Jesus had the key to have those follow and listen to His teachings, and it wasn't social media, or advertising it on caravans of camels going from city to city, or having runners going from town to town with fliers, or advertising at the Superbowl of Chariot Races or any other type of advertising. It was one simple thing. What was it?

† **Matthew 14:23** *And when He had sent the multitudes away, He went up on the mountain by Himself to pray. Now when evening came, He was alone there.*

† **Luke 6:12** *Now it came to pass in those days that He went out to the mountain to pray, and continued all night in prayer to God.*

He prayed, and as He prayed, God would reveal His will to Jesus. It's like how we go to church on Sunday to be equipped for the week ahead. But I believe Jesus went to the Father each night to be equipped for the next day, and did it possibly every night.

Thinking of that, I wonder how churches would be packed with people, and ministries would thrive, and more worship music would be sung in churches beyond the top 40 Christian hits from a small handful of Christian artists, simply if each ministry would forget about advertising and just spend that time in prayer instead? Or even those who are not in ministry would spend time in prayer for other ministries, like this one teaching daily devotionals or the music being sent out. Because to be honest, a real Godly ministry does not want to advertise, but rather have God give the increase. They want that church or ministry to be His will. Just as pastor Chuck Smith used to say, "Where God guides, God provides".

So if you are in ministry, then pray for that ministry and encourage others to pray for it as well. And if you are not, then pray for your church, your pastor and other ministries that you know of, and through faithful prayer, may these ministries thrive, because God has them thrive.

† **1 Thessalonians 5:24-25 (NLT2)** *God will make this happen, for he who calls you is faithful. Dear brothers and sisters, pray for us.*

† **Jude 1:20 (NLT2)** *But you, dear friends, must build each other up in your most holy faith, pray in the power of the Holy Spirit,*

† **Acts 14:23 (NLT2)** *Paul and Barnabas also appointed elders in every church. With prayer and fasting, they turned the elders over to the care of the Lord, in whom they had put their trust.*