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“For what is a man profited, if he shall gain the whole world, and lose his own soul?” (Matthew 16:26).

The answer is a “no brainer!”

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“NO-BRAINER”

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Most of us have heard folks say “That’s a no-brainer!”. They may even add “Duh!” as an exclamation. The “no-brainer” label relates to the obvious answers of rhetorical questions.

One day the Lord Jesus asked such a question. He asked,

“For what is a man profited, if he shall gain the whole world, and lose his own soul? or what shall a man give in exchange for his soul?” (Matthew 16:26).

This question highlights the foolishness of chasing massive wealth and power while ignoring the destiny of your eternal soul. A man may spend his entire life acquiring nine billion dollars only to leave it behind for others to fight over. His massive estate cannot purchase blessings beyond the grave. Obviously, the same is true for folks who spend their lives acquiring much smaller fortunes.

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“And as it is appointed unto men once to die, but after this the judgment: So Christ was once offered to bear the sins of many; and unto them that look for him shall he appear the second time without sin unto salvation” (Hebrews 9:27-28).

Clearly, in order for such judgment to take place, the individual who has died must still be conscious.

I have spoken with many people who have no time to consider their fallen condition which God describes in the first three chapters of Genesis. Since many reject the idea of an afterlife, they have only this life to enjoy. The grasping lifestyle, which results, has sometimes been described using the following, supposedly humorous, comment. “He who dies with the most toys, wins!” How sad!

God the son, Jesus the Christ, came into the world to bear the punishment for His people’s sins. He accomplished this by offering himself as a blood sacrifice at Calvary.

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