

PRODUCT PLACEMENT



Psalm 71:15-18

God has been so good to us, His children. Our lives should act as a product placement—an advertisement—showing the world just how good He is.

Product placement is when a business or organization pays to have their product or service featured in a movie or t.v. show. These promotions are not cheap: just a 30 second ad in Super Bowl LIII is estimated to cost 5 million dollars! But the company considers the reward of the exposure they will receive worth the steep cost.

In the same way, God paid the ultimate price, sending His Son Jesus to die for our sins, that we might both be redeemed ourselves, and tell the world of His love and mercy—that our lives would be an advertisement to another of His goodness.

A company paying for product placement is thinking about every possible medium their product may touch: the movie itself, the stream on Netflix or Amazon Prime, the trailer on YouTube, the DVD—wherever their product will be seen. Similarly, God, redeeming us, is thinking about all the people we'll encounter and all the lives we'll touch, now that we have tasted and seen His goodness (Psalm 34:8).

The problem is, as believers, we don't always do the best job of showing God's goodness to the world. We often forget just how blessed we are.

As we look forward expectantly at all we want God to do, we must remember to be thankful for all that He already has done. We must not allow the **possibility** of future achievements to pervert our acknowledgment of just how great are our present blessings.

1 Timothy 6:6-10

We brought nothing into the world, and we can take nothing out of it. Thus, we should be content with what we have, not putting our focus on material things, trying to keep up with the proverbial Jones'.

Instead of complaining at all that God hasn't done or what we don't have, we should be thankful for all that He has done. Even historically, God has been good to the African American people. We ought to remember how He brought us out of slavery, just as He did for the Israelites.

God's goodness cannot be contained by the heavens. When we look at the world He created, it should remind us that He put the oxygen in the air, and gave us lungs to breathe it. He put the warmth in the sun, and gave us skin to feel it. He formed this entire world, and gave us the ability to experience it. That alone is a testament to His love for us, and cause for us to be grateful.

Let us be grateful for all that God has done!