

Motives Matter

*If I speak in the tongues of men and of angels, but have not love,
I am only a resounding gong or a clanging cymbal.
(1 Corinthians 13:1, NIV)*

When we get focused on our bottom line, genuinely loving our customers and acting for their good easily turns to simply appealing to them for our own profit. Serving them turns to exploiting them. We become like the shepherds that God condemned, shepherds that fed *on* the flock rather than feeding the flock (read Ezekiel 34:1-12).

God calls us to love our customers, not their money.

Drug dealers sell people a temporary “fix” without any lasting nourishment, simply because the demand seems higher and the rewards greater. Let’s make sure we’re always serving our customers nourishing meals, not a temporary “fix”.

Motives matter, and the pull toward selfishness is insidious and constant. *Pursue love* (1 Corinthians 14:1, NRSV, NASB).

During my student days in college, a professor in a music composition class asked us why we write. Hardly a single cogent reason was expressed.

Now years later, I know why I write and publish. Jesus Christ can bring a fully satisfying life to every human being. Education doesn’t matter. Financial status doesn’t matter. Culture, age, personality, none of them matter. Jesus Christ can bring a fruitful, satisfying life to every individual. But they need to know. Someone needs to tell them.

A few years ago, I heard a retired seminary professor, Dr. Paul Bassett, make this statement, and it stuck with me: God is always, everywhere, calling everyone to Himself.

God asks us to participate in that call. What a privilege it is! As we lift up Jesus Christ, He calls people to Himself. As publishers, this is the key to our fruitfulness and success: lifting up Christ.

Hymn: [Reconciled in Christ](#)