



# BIBLEWAY MINISTRIES

MAKING A DIFFERENCE—THE BIBLE WAY



## Rebranding

**R**ebranding is a marketing initiative in which a brand's identity (i.e. its "look and feel") is changed, typically for the purposes of influencing how it is perceived in the minds of its consumers and stakeholders.

After a series of recent problems which have brought negative publicity to Facebook, the company has rebranded itself. On October 28, Mark Zuckerberg introduced a new name, Meta, which means "beyond" in Greek.

Zuckerberg said the name change was because Meta extends the vision of the company far beyond Facebook. With the new name, a new company emerges. Zuckerberg's desire is for the new corporate identity to reflect the company's new North Star and help bring the metaverse to life.

We understand the challenge that now overshadows Facebook with building its new image. Members of the Church face a similar challenge when we testify of our new life in Christ. It is not surprising that the world looks with skepticism upon our claims. We are not without flaws in our history. In fact, Romans 3:23 reminds us all have sinned and fallen short. Further proof of our brokenness can be found in the news of our bitter disputes with one another. The world sees little difference between the hateful attitudes that permeate society and those within the Church.

It is for this reason we need to be reminded of our identity in Christ. Like the believers to whom Paul wrote in 1 Corinthians 6, we were sinners before we met Christ. We are still sinners after we have placed our trust in Christ. 1 Corinthians 6:11 helps us to understand what Christ has done in our lives: We are washed, sanctified and justified in the name of the Lord Jesus, and by the Spirit of God. Our rebranding is not only a change of our names, but it is a change in our hearts. Paul described this change in 2 Corinthians 5:17 by simply saying, "If any man be in Christ, he is a new creature. Old things are passed away, behold all things are new."

What does this mean? It means we now walk in newness of life. I wish I could say we live a perfect, or

even mostly perfect, life. The truth is, although we have a new nature, the old nature still attempts an insurrection in our hearts and minds. Therefore, there is an internal struggle that still goes on.

Paul said, "O wretched man that I am. Who shall deliver me from the body of this death?" (Romans 7:24) Paul previously explained the problem we all face in Romans 7:10, "For the good that I would I do not; but the evil which I would not, that I do!"

If you are like me, this doesn't make you feel any better. However, the good news is despite our struggles with our old sin nature, which tries to regain control, we have victory over sin when we yield our bodies to Christ. We can take comfort in 1 Corinthians 15:57: "Thanks be to God, which giveth us the victory through our Lord Jesus Christ."

We are already victorious. To yield our bodies is to submit to Christ's control. Hebrews 12:1b says to do this, we must lay aside every weight that so easily besets us. This is a tough one because our weights are sometimes negative thoughts toward others. They may include the desire to always want to win that argument. They may include thoughts of envy, jealousy, anger or anything else which prevents us from living as a new creation in Christ.

Living in light of our victory can be hard — our fallen sin nature sometimes causes us to get off track— but when we yield to Christ, He helps us overcome. Philippians 2:5 calls us to "Let this mind be in you, which was also in Christ . . ." This looks like submitting our hearts and minds to study His Word. As we surrender our desires to His, His Spirit does a work in us we could not normally do on our own! And that is how the rebranding begins.

It is not important whether or not you like Facebook's new branding. It is important to know the new vision God has for you. If you would like to learn more about it, please click the link [here](#). It will help you begin your walk with Him.

*Dr. L.W. Edwards*

# God Loves Rooster People

**C**OCK-A-DOODLE-DO! If you were a rooster, what would it take to make you quit crowing? Farmer Sam and his family bought a desert farm in Arizona. Soon after they had settled in their new home, a powerful storm barreled through the area. It didn't take long for the elements to lay waste to just about everything that wasn't anchored to the ground.

Hail mercilessly beat the family's garden and truck stop into the ground. Strong winds collapsed the henhouse. Many of the chickens became storm casualties. Their bodies littered the property like fallen soldiers on a battlefield.

## Downpour and Discouragement

Farmer Sam's heart sank as he surveyed the damage the next morning. Then he heard something moving under what used to be the henhouse. It was a rooster – soaked and stripped of most of his feathers, but still very much alive. The bird scaled the disheveled pile of boards with the skill of a seasoned mountain climber. When he had reached the summit, he caught a glimpse of the sun peeking over the Eastern horizon. Inspired by the golden orb, he flapped his wings and belted out a chart-topping wakeup call.

Would you have crowed under the circumstances?

Storms are a natural part of life. In the downpour, we feel disappointment when plans change, hopes fade, losses mount, suffering interrupts or detours delay. Afterward, discouragement rises like water in the basement as we take stock of the damage. It's natural to respond like Farmer Sam with our heads hanging low, shoulders sagging and feet dragging.

## Gratitude and Hope

But somebody forgot to tell the rooster. Members of the Rooster Tribe refuse to be buried beneath the rubble of life's troubles. They have the uncanny ability of looking for the sun after the storm. Instead of focusing on their loss and its cost, they celebrate what they still possess. That's because they have learned the value of giving thanks.

The hopes of "rooster people" are not unfounded. It was hope which led David to write, "I lift up my eyes to the hills. From where does my help come? My help comes from the Lord, who made heaven and earth." (Psalm 121:1-2) David's life was a roller coaster of thrilling highs and gut-wrenching lows. Through it all, he learned he had to look up to get up. He realized he could never find the answers to life's difficulties by staring at his problems. When he intentionally looked above the ruckus to God, he found the perspective to press forward.

## Portraits of Hope

Hope inspired the Apostle Paul to write, "We are afflicted in every way, but not crushed; perplexed, but not driven to despair; persecuted, but not forsaken; struck down, but not destroyed." (2 Corinthians 4:8-9) You could say Paul had a rough life: He endured frequent whippings, beatings, stoning, shipwrecks and plenty of other perils. Yet Paul would say he was thankful life wasn't worse. He saw the glass as half full. With Jesus, he knew he could make it, no matter how difficult life became.

The prophet Habakkuk tapped into a deep reservoir of hope when he penned these words, "Though the fig tree should not blossom, nor fruit be on the vines, the produce of the olive fail and the fields yield no food, the flock be cut off from the fold and there be no herd in the stalls, yet I will rejoice in the LORD; I will take joy in the God of my salvation. GOD, the Lord, is my strength; he makes my feet like the deer's; he makes me tread on my high places." (Habakkuk 3:17-19)

Habakkuk understood it didn't matter how much life had failed to measure up to his expectations. He took ownership of his attitude, and chose thanksgiving. He could be grateful because even in hardship, God was his strength.

## Your Biggest Test

Now consider your life. Do you feel helpless and defeated like Farmer Sam as you face present challenges? Or are you grateful for the good in each moment like the rooster?

This year has brought upheaval on many levels: Gas and consumer goods prices increased due to higher taxes and supply chain shortages. The national debt grew. Parents confronted school administrators over the teaching of Critical Race Theory in public schools. Vaccine mandates influenced many people to quit their jobs. Tensions continue mounting between China and Taiwan in the South China Sea. Israel and Iran appear to be inching closer to war. Christians are suffering in Nigeria, China and South Korea.

It may not look like there is much for which to give thanks, but I dare you to look again. Look above the messy headlines to God. Look within your setbacks and see God's kind restraint and quiet protection. Look beyond the temporary discomfort of your weakness and see His eternal strength. A glimpse of God in your circumstances will inspire you to give thanks.

