**How Much Is Your Soul Worth?**

As He often did, Jesus once asked a thought-provoking question: “What will it profit a man if he gains the whole world and forfeits his soul? Or what will a man give in exchange for his soul?” (Matthew 16:26). He is challenging each of us to pause and consider the immeasurable value of the eternal salvation of the soul and the relative insignificance of the things of this life.

We often trade things of value for other things of value and, hopefully, we at least break even in the deal. Jesus is asking a rhetorical question; all the money in the world would not begin to compensate for the eternal condemnation of my soul. But of course, Jesus wasn’t just talking about money. The prospect of gaining the whole world encompasses much more than financial success. The world has so much more to offer than just wealth.

The irony of Jesus’ lesson is that the possibility of trading one’s soul for the whole world is purely hypothetical. The fact is that many among us trade away the salvation of their souls for so much less, seemingly unaware of just what a horrific transaction they are making.

**Covetousness is real.** Some ignore the spiritual things and focus solely on the material and lose their souls in the process (Luke 12:16-21). Others lie, steal and cheat their way to prosperity (James 5:4-6). Still others selfishly lavish their blessings on themselves with no regard for the welfare of others in need (Luke 16:19-31). These folks are throwing away something of infinite value and gaining a paltry sum in return.

**Pleasure is fun, for a little while.** Hebrews 11:24-25 reminds us that Moses chose to endure ill-treatment with the people of God instead of enjoying the passing pleasures of sin in Pharaoh’s household. Moses made a tough choice but, ultimately, it was the right one. Many are doing their best to keep the party going, but one day, the lights will go out, the music will stop and the party will be over. They will learn too late just how badly they were duped.

**Folks overvalue lots of things.** There is nothing inherently evil about money, enjoyment, career, education, the arts or the host of other things this life has to offer. But the simple fact is, anything that takes precedence over our relationship with God and our devotion to Christ is misplaced allegiance that comes with eternal consequences.

Jesus Christ sacrificed Himself to make it possible for you to have abundant life, both now and in the age to come. You can choose to accept His grace, or you can trade eternal life for whatever is behind door number two. You will never make a more critical decision. What is your soul worth?

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