

Revelation 3:17-18 Because thou sayest, I am rich, and increased with goods, and have need of nothing; and knowest not that thou art wretched, and miserable, and poor, and blind, and naked: 18 I counsel thee to buy of me gold tried in the fire, that thou mayest be rich; and white raiment, that thou mayest be clothed, and that the shame of thy nakedness do not appear; and anoint thine eyes with eyesalve, that thou mayest see.

Those people had been receiving counsel or advice. The world had been telling them what to do, in order to be happy. Everyone in the world who was selling something advised them to buy what they were selling.

Religion	Daily life
Things to mix in with their religion: -holy days -special diet -inclusion -innovation -listening to the most entertaining preachers, who claim God spoke to them	-paneled houses -expensive clothes -luxurious food and drink -entertainment

They had been listening to that counsel or advice, and doing all of those kinds of things, thinking it would make them happy. But the Lord Jesus Christ knows that those things do not make a person happy in the ways that really matter.

Revelation 3:17b ...knowest not that thou art wretched, and miserable, and poor, and blind, and naked:

Isaiah 55:2a Wherefore do ye spend money for that which is not bread? and your labour for that which satisfieth not?...

The people had bought rich food, but not the spiritual food that gives eternal life. They had bought expensive clothes, but not the spiritual clothes that can cover the guilt of sin.

They had done many religious things, but none by which they could be forgiven their sins or justified in God's sight; none by which they could worship God in spirit and in truth, and be built up in the faith, and win over the lost to the gospel.

Because they do not know and understand this, our Lord Jesus counsels them or advises them.

Revelation 3:18a I **counsel** thee...

Isaiah 9:6 For unto us a child is born, unto us a son is given: and the government shall be upon his shoulder: and his name shall be called Wonderful, **Counselor**, The mighty God, The everlasting Father, The Prince of Peace.

What is it to counsel someone?

1828 Webster: To give advice or deliberate opinion to another for the government of his conduct; to advise.

I counsel thee to buy of me gold tried in the fire. Revelation 3.

So, who is a counselor?

1828 Webster: Any person who gives advice; but properly one who is authorized by natural relationship, or by birth, office or profession, to advise another in regard to his future conduct and measures.

Isaiah 9:2 The people that walked in darkness have seen a great light: they that dwell in the land of the shadow of death, upon them hath the light shined.

When people did not know or understand the spiritual truth about God, what was it they needed? They needed the Counselor to come from God.

The congregation in Laodicea were blind, but didn't know it. They did not know or understand that they were spiritually very poor. They needed the Counselor to come and advise them or counsel them.

Our Lord Jesus, being perfectly understanding and compassionate, counseled the people in terms they understood, that they were used to; that is, in terms of the financial advisor.

-what it is good to buy, to increase your wealth

-e.g. buy gold now; buy stocks in this company; buy this real estate

The people were familiar with that kind of counsel, so our Lord Jesus put his advice for them in those terms: “I counsel you to buy...”

It could seem strange for Jesus to say, “You are very poor, so buy from me.” But we know that the Lord Jesus is using a figure, not really saying that have to buy something from Him.

Isaiah 55:1 Ho, every one that thirsteth, come ye to the waters, and **he that hath no money**; come ye, buy, and eat; yea, come, **buy** wine and milk **without money** and without price.

Remember also what Joseph did when his brothers tried to buy grain from him. He had his servant put their money back in their sacks. Jesus does not truly sell to His brothers; He only gives.

What is Jesus “selling,” then?

Isaiah 55:2 Wherefore do ye spend money for that which is not bread? and your labour for that which satisfieth not? hearken diligently unto me, and eat ye that which is good, and let **your soul delight** itself in fatness.

Isaiah 55:3 Incline your ear, and come unto me: hear, and **your soul shall live**; and I will make an everlasting covenant with you, even the sure mercies of David.

Isaiah 55:7 Let the wicked forsake his way, and the unrighteous man his thoughts: and let him return unto the LORD, and he will have **mercy** upon him; and to our God, for he will abundantly **pardon**.

What is it, literally, to “buy” from Jesus?

Isaiah 55:3 Incline your ear, and come unto me: **hear...**

Isaiah 55:7 Let the wicked forsake his way, and the unrighteous man his thoughts: and let him return unto the LORD

Revelation 3:20 Behold, I stand at the door, and knock: if any man **hear my voice**, and open the door, I will come in to him, and will sup with him, and he with me.

Revelation 3:19 As many as I love, I rebuke and chasten: be zealous therefore, and **repent**.

Revelation 3:20 Behold, I stand at the door, and knock: if any man hear my voice, and open the door, I will come in to him, and will sup with him, and he with me.

John 14:23 Jesus answered and said unto him, If a man love me, he will keep my words: and my Father will love him, and we will come unto him, and make our abode with him.

Geneva:

This must be taken after the manner of an allegory; John 14:23

Trapp:

And knock] By the hammer of my word and hand of my Spirit.

And open the door, &c.] sc. By teachableness and obedience. This is not spoken of the first act of conversion (quae gratuita est et inopinata), but of the consequences of it; in which man, who being dead hath been made alive, ought to co-operate with God's grace.

Knollys:

Christ called this Church, her elders and members, to consider how unwilling He was to leave them, to forsake them, and cast them off, if they would take His counsel and amend. Behold, that is, observe well what I have yet further to say to you, ere I depart from you.

Christ knocks at the door of our hearts by the powerful operations of his Holy Spirit, as 1Th 1:4-5. and Heb 4:12. Christ continued his presence still with this Church, notwithstanding their luke-warmness, (as he did of old, Ho 6:4-9. and Ho 11:1-4,7-12. How shall I give thee up Ephraim?—How shall I make thee as Admah? how shall I set thee as Zeboim? mine heart is turned within me, my repentings are kindled together;) because, First, Christ knew some of those luke-warm ones were elect ones, whom the Father had given unto him, Joh 6:37-40 and 2Ti 2:19. and Joh 10:16 or else Christ doth this to leave them without excuse, Ro 1:20 and Heb 2:1-3.

That is in the ministry of the Word, and open the door of his heart, by a willing content to accept his offers of grace upon gospel-terms.