

Sunday, May 4, 2025  
Sierra Vista Community Church  
***Just Do It, James 1:19-27***

**Introduction**—In the world of fitness, there aren't many slogans quite as recognizable as Nike's "Just Do It." Its origin is rather surprising, and that the slogan was introduced at a pivotal time for the brand and may have actually saved it from sinking.

According to Nike's former Director of Marketing Insights & Planning, Jerome Conlon, the brand was facing some troubled times ahead of the slogan's introduction. It was the winter of 1987, and Nike was in the midst of the biggest slump in its history. Having just laid off 20 percent of its workers, Nike was in dire need of turning things around. That's when Conlon and Director of Advertising Scott Bedbury stepped in.

Conlon and Bedbury quickly noticed that Nike's tendency to target elite athletes — specifically males involved in competitive sports — was alienating a large portion of its potential customer base. The pair noted that pro and college athletes combined for a total of just one million people, while the "fitness universe" as a whole contained at least 150 times as many. With obesity and procrastination becoming growing issues in American society, Conlon and Bedbury realized that there was untapped potential, and approached Nike's famed ad agency Wieden+Kennedy with a new brief.

"We should be proud of our heritage, but we must also realize that the appeal of 'Hayward Field' (an ad set at the University of Oregon's Track & Field Stadium) is narrow and potentially alienating to those who are not great athletes. We need to grow this brand beyond its purest core...we have to stop talking just to ourselves. It's time to widen the access point," the brief read.

And so they did. From this point, "Just Do It" was born, and over the course of the next decade, Nike's sales increased by one thousand percent. The slogan "Just Do It" is still as recognized as it ever has been.

We, the Church of the Risen Savior, should also believe that we should "Just Do It." When it comes to being a follower of Jesus, there is no doubt that we have work to do in order for the Kingdom to be manifested here on earth. The time for the church to rise up and "Just Do It" is now! This cannot wait any longer. The odds are not in our favor to continue doing business as usual. We are in anemic shape when it comes to growing God's church and His Kingdom.

James has a message for us that should catapult us into action in order to win as many people to the Kingdom as we possibly can before it's too late. With church decline at its highest levels ever, there is no more time to waste. We don't need more conferences, meetings, gatherings, think tanks, committees, or rallies. We need Jesus to be why we do what we do.

Let's stop talking about Jesus and talk to Jesus! Just Do It!

## **Stand & Read James 1:19-27**

<sup>19</sup> My dear brothers and sisters, take note of this: Everyone should be quick to listen, slow to speak and slow to become angry, <sup>20</sup> because human anger does not produce the righteousness that God desires. <sup>21</sup> Therefore, get rid of all moral filth and the evil that is so prevalent and humbly accept the word planted in you, which can save you.

<sup>22</sup> Do not merely listen to the word, and so deceive yourselves. Do what it says.<sup>23</sup> Anyone who listens to the word but does not do what it says is like someone who looks at his face in a mirror <sup>24</sup> and, after looking at himself, goes away and immediately forgets what he looks like. <sup>25</sup> But whoever looks intently into the perfect law that gives freedom, and continues in it—not forgetting what they have heard, but doing it—they will be blessed in what they do.

<sup>26</sup> Those who consider themselves religious and yet do not keep a tight rein on their tongues deceive themselves, and their religion is worthless. <sup>27</sup> Religion that God our Father accepts as pure and faultless is this: to look after orphans and widows in their distress and to keep oneself from being polluted by the world.

## **Pray**

### **3 things we all should be doing as Nuts and Bolts of Christian Living—Listen, Look, and Love**

#### **1. Listening—verses 19-21**

- a. One of the greatest actions of Christian Living is to listen.
- b. **Verse 19**—James says to take note: Or in the ESV it says “know this”. James has this inspiration behind his active participation in the Christian life. He probably feels like some of us do when we finally got on board with what God is doing in the world.
- c. James knows first-hand what it is to miss out on Jesus game plan. I believe as you will see throughout this book, that James is living with a sense of urgency.
- d. He wants to pass on this urgent lifestyle to us.
- e. Everyone should be quick to listen. Not one of my strong suits. As a pastor, we are expected to speak most places we go. But there has to come a time where I listen, where you listen, where we listen intensively to allow us to understand what it is the Holy Spirit of God wants to convey to us.
- f. The first thing we should do in our conversations with God and each other is quickly listen. When we develop a character of listening, the second part of this active listening comes more naturally.
- g. Look what it continues to say in verse 19, be slow to speak, and slow to become angry.
- h. Sometimes the greatest thing we can do is not talk, especially when we are angry.
- i. It is difficult since today the platform for angry tantrums isn’t in person anymore, it usually occurs online, where people can spew and vent like never before.
- j. If you are a follower of Christ, I would discourage against doing that. It does more harm than good.

- k. Be slow to speak until you know all the facts. Be slow to assume until you know all the facts. Be slow to become angry, it isn't healthy.
- l. The Bible does not say not to become angry, but there are appropriate times to do that. Slowness to become angry is better for you and everyone around you.
- m. **Verse 20**—James explains why anger is so harmful. It is so harmful because your anger gets in the way of your righteous. God desires righteousness from us. We are to be making sure our walk represents our talk.
- n. **Genesis 15:6**—Abram believed the Lord, and he credited it to him as righteousness.
- o. Your faith is one of the most amazing things you can put into action. God is pleased when you do.
- p. **Verse 21**—Therefore, get rid of all moral filth and the evil that is so prevalent and humbly accept the word planted in you, which can **save you**.
- q. When you listen and you are ready to obey, we must do something. We need to just do it.
- r. All of us have things, issues, habits, and laundry lists of filth and evil. We are to rid ourselves of such junk in order to be humble.
- s. When we are willing to be humble, God has a word that He is going to plant into life so you can be saved from the harm of such things.
- t. It all starts with listening.

**Illustration**— The story is told of Franklin Roosevelt, who often endured long receiving lines at the White House. He complained that no one really paid any attention to what was said. One day, during a reception, he decided to try an experiment. To each person who passed down the line and shook his hand, he murmured these words, "***I murdered my grandmother this morning.***" The guests responded with phrases like, "Marvelous! Keep up the good work. We are proud of you. God bless you, sir." It was not till the end of the line, while greeting the ambassador from Bolivia, that his words were actually heard. Unfazed, the ambassador leaned over and whispered, "***I'm sure she had it coming.***"

**Application**—Are you listening today for God to give you your Word? Remember all you have to do is ask and believe that He will, and the Word of God says He is faithful to do it. Don't miss it!

## 2. **Looking—verses 22-25**

<sup>22</sup> Do not merely listen to the word, and so deceive yourselves. Do what it says.<sup>23</sup> Anyone who listens to the word but does not do what it says is like someone who looks at his face in a mirror <sup>24</sup> and, after looking at himself, goes away and immediately forgets what he looks like. <sup>25</sup> But whoever looks intently into the perfect law that gives freedom, and continues in it—not forgetting what they have heard, but doing it—they will be blessed in what they do.

- a. When was the last time you took a good long look in the mirror and asked yourself this question: “Do I listen, truly listen to God? If I do, do I obey and do what He says to do?”
- b. What was your answer. Are you? Have you? Will you?
- c. James says when we just listen to the Word and not do what it says, we don’t even really know who we are.
- d. Listening is important, but active listening is when action takes place because of what we heard.
- e. James says we deceive ourselves when all we do is listen to the Word but do nothing with it.
- f. **In verse 23 & 24**—This may seem funny in the way that it is worded, but the symbolism here is how silly it is when people look at themselves in the mirror and then forget what they saw.
- g. Yet we really do treat the Bible like that. We get up with good intentions and read our passage for the day. Unless we have intentions about what we will do with that Scripture, it can just be words, and not words from God.
- h. You see the difference? This is not just some book we read so we can say we read it or for our entertainment, this is the greatest love letter to us ever written.
- i. James give a great analogy in **verse 25**. When we look intently into the living Word of God, we will see with spiritual glasses what He wants us to see.
- j. **John 20:5**—He bent over and looked in at the strips of linen lying there but did not go in.
- k. John was stooping and peering into the tomb of Jesus.
- l. Here James makes that same analogy as we are to zealously stoop over the Scripture, searching for its meaning so we are able to obey it correctly.
- m. 4 things come out of **James 1:25**
  - 1.) We are to Look intently
  - 2.) We are to Do this Continuously James says. It is not a one time searching. It is ongoing
  - 3.) We are not to forget what we heard. When you come to hear the Word of God and you are not an audible learner, you must find other avenues to help your hearing so you don’t forget what was being taught. Some of you are believing for a miracle that God will make you an audible learner so you don’t have to take notes. Let’s get real with God today!
  - 4.) Fourthly and most importantly, we are to Just Do It!

**Illustration—2006 trip to Juarez**

**Proverbs 14:21**—It is a sin to despise one’s neighbor,  
but blessed is the one who is kind to the needy.

**Proverbs 21:31**—Whoever oppresses the poor shows contempt for their Maker,  
but whoever is kind to the needy honors God.

**Application**—Are you looking at Scripture and forgetting what you have learned? Ask God to remind you how you can apply **James 1:25** to your life. He will give you wisdom, but remember to believe He can.

### 3. **Loving—verses 26-27**

<sup>26</sup> Those who consider themselves religious and yet do not keep a tight rein on their tongues deceive themselves, and their religion is worthless. <sup>27</sup> Religion that God our Father accepts as pure and faultless is this: to look after orphans and widows in their distress and to keep oneself from being polluted by the world.

- a. James finishes our first chapter not by more instructions but by some hard truth.
- b. **Verse 26**—If we claim to be followers of Jesus, we must control our mouths. We can't say we love Jesus and act like a fool in front of the world.
- c. That is what the world finds so unbelievable about Christians. We don't appear to really be any different. I'm not talking about behaving. We learn to behave and be well-mannered.
- d. I mean different as in not like society. We are changed by Jesus' Holy Spirit living inside of us and by the power of the living God. That is what drives us to godly behavior. It is not a show.
- e. Social media seems to be an outlet for every kind of evil even to the believers. That is your tongue or your words that you are posting for the world to see.
- f. James says true believers control their tongues, otherwise their religion, their faith, their Christianity, is all fake. It worthless. It is meaningless. It is not real.
- g. James follows all this up with a wonderful verse that we all need to take to heart.
- h. **Verse 27**—True faith is one who care for others. It is loving. It takes care of those who can't take care of themselves.
- i. Widows and orphans need the body of Christ. They need us to be true to God's mandate on all of us.
- j. The world says send them to institutions, God says take care of them. We can't allow ourselves to be corrupted by the world.

**Illustration**—Practicing true religion. Everyone has widows in their family. We all know those who need to be adopted or fostered.

**Application**—Are you loving God through your faith? Are you loving God by keeping your tongue in check?

**Conclusion**—God wants us to listen to Him. God wants us to look for Him. God wants us to love Him by loving others.

**Prayer & Invitation**—**Song**, Waymaker—by Leeland