



***The Law of the Price Tag!***  
***We Fail to Reach our Potential When We Fail to Pay the Price***

**July 8, 2007**  
**Sermon Notes**

**We fail to reach our potential, when we fail to pay the price.**

**Luke 9:62 (Amplified Bible)**

62 Jesus said to him, No one who puts his hand to the plow and looks back [to the things behind] is fit for the kingdom of God.

**When we fail to pay the price, we are passed by.**

**Matthew 19:21-23 (Amplified Bible)**

21 Jesus answered him, if you would be perfect [**that is, have that spiritual maturity which accompanies self-sacrificing character**], go and sell what you have and give to the poor, and you will have riches in heaven; and come be My disciple [side with My party and follow Me].

22 But when the young man heard this, he went away sad (grieved and in much distress), for he had great possessions.

**23 And Jesus said to His disciples, Truly I say to you, it will be difficult for a rich man to get into the kingdom of heaven.**

**Acts 5:1-10 (New Living Translation)**

1 There was also a man named Ananias who, with his wife, Sapphira, sold some property. 2 He brought part of the money to the apostles, but he claimed it was the full amount. His wife agreed to this deception.

3 Then Peter said, "Ananias, why has Satan filled your heart? You lied to the Holy Spirit, and you kept some of the money for yourself. 4 The property was yours to sell or not sell, as you wished. And after selling it, the money was yours to give away. How could you do a thing like this? You weren't lying to us but to God."

5 As soon as Ananias heard these words, he fell to the floor and died. Everyone who heard about it was terrified. 6 Then some young men wrapped him in a sheet and took him out and buried him.

7 About three hours later his wife came in, not knowing what happened. 8 Peter asked her, "Was this the price you and your husband received for your land?"

"Yes," she replied, "that was the price."

9 And Peter said, "How could the two of you even think of doing a thing like this—conspiring together to test the Spirit of the Lord? Just outside that door are the young men who buried your husband, and they will carry you out, too."

10Instantly, she fell to the floor and died. When the young men came in and saw that she was dead, they carried her out and buried her beside her husband...

- **If we don't reach our potential, it seldom is an ability issue. It's rarely a matter of resources either. It's always a payment issue.**
- **Our problem is that we are unwilling to get out of our comfort zone, take a risk, pay the price and try to break new ground.**

### **The Price Must Be Paid by Everyone.**

- **You have to give up something to receive life**

#### **Matthew 10:38-39 (The Message)**

<sup>38-39</sup>"If you don't go all the way with me, through thick and thin, you don't deserve me. If your first concern is to look after yourself, you'll never find yourself. But if you forget about yourself and look to me, you'll find both yourself and me.

#### **Matthew 16:25 (Amplified)**

**25** For whoever is bent on saving his [temporal] life [his comfort and security here] shall lose it [eternal life]; and whoever loses his life [his comfort and security here] for My sake shall find it [life everlasting].

#### **John 15:13 (New Living Translation)**

**13**And here is how to measure it—the greatest love is shown when people lay down their lives for their friends.

**Nugget: If you don't pay the price to win, then you pay the price by losing!**

### **The Price Must Be Paid All the Time**

- **The day you stop growing is the day you forfeit your potential**

#### **Hebrews 12:1-7 (New International Version)**

**1**Therefore, since we are surrounded by such a great cloud of witnesses, let us throw off everything that hinders and the sin that so easily entangles us. **2**Let us fix our eyes on Jesus, the author and perfecter of our faith, who for the joy set before him endured the cross, scorning the shame, and sat down at the right hand of the throne of God. **3**Consider him who endured such opposition from sinful men, so that you will not grow weary and lose heart.

**4**In your struggle against sin, you have not yet resisted to the point of shedding your blood. **5**And you have forgotten that word of encouragement that addresses you as sons:

“My son, do not make light of the Lord's discipline, and do not lose heart when he rebukes you, **6**because the Lord disciplines those he loves, and he punishes everyone he accepts as a son.

**7**Endure hardship as discipline; God is treating you as sons. For what son is not disciplined by his father?

## **The Price Increases If You Want to Improve, Change, or Keep Winning 1 Corinthians 9:24-27 (The Message)**

<sup>24-25</sup>You've all been to the stadium and seen the athletes race. Everyone runs; one wins. Run to win. All good athletes train hard. They do it for a gold medal that tarnishes and fades. You're after one that's gold eternally.

<sup>26-27</sup>I don't know about you, but I'm running hard for the finish line. **I'm giving it everything I've got. No sloppy living for me! I'm staying alert and in top condition. I'm not going to get caught napping, telling everyone else all about it and then missing out myself.**

## **The Price Never Decreases**

- **Success Never Gets Cheaper, the higher you go the more it will cost you**
- **When it comes to the law of the price tag, there are only two kinds of people who violate it: Those who don't realize the price of success, and those who know the price but are not willing to pay it**

## **The Cost**

- **Sacrifice** – There can be no success without sacrifice
- **Commitment** – Success does not come cheaply it will cost you time, talent and money. Potential cannot be developed in microwave time. People grow strong in a crok-pot environment
- **Development** – Today's ability is not enough, you must become better. "We cannot become what we need to be by remaining what we are." (Max DePree, leadership expert)
- **Unselfishness** – To reach your potential, you must put God's agenda ahead of your own. "You have to give up to go up." (John Maxwell, Author)

## **Luke 14:26, 27, 28 (New Living Translation)**

<sup>26</sup>"If you want to be my follower you must love me more than your own father and mother, wife and children, brothers and sisters—yes more than your own life...

<sup>27</sup>And you cannot be my disciple if you do not carry your own cross and follow me.

<sup>28</sup>"But don't begin until you count the cost..."

**Conclusion: You seldom get more than you pay for.**