



BEATING FAMINE: DIG IN YOUR HEELS!

SCRIPTURAL REFERENCE

Ruth 1:19-22 & 2:1-9.

ADDITIONAL STUDY

Genesis 26:1-5, 12-22, Isaiah 48:17,
& I Corinthians 9:24

PRAYER POINT

Ask God for tenacity to ride the current storms of your life and for wisdom to know what to do in any famine that confronts you now.

Receive grace to profit even in famine.

There was a relative of Naomi's husband, a man of great wealth, of the family of Elimelech. His name was Boaz. - Ruth 2:1

The book of Ruth begins with a famine in Bethlehem that pushed Elimelech and his entire family to leave the city for Moab in search of greener pastures. However, our text reveals that Boaz, who stayed back in Bethlehem, was a man of great wealth – he had prospered through the famine. On the other hand, Elimelech's widow, Naomi, and widowed daughter-in-law, Ruth, returned to Bethlehem empty-handed. How did Boaz and his business survive the famine? What practical steps did he take to build and maintain his great wealth in a time of economic downturn? The book of Ruth reveals some practical tips on how Boaz conducted both his affairs and business. We can there find the wisdom to beat any famine or economic recession.

The first thing we noticed about Boaz is that, strange as it sounds, he stayed back in Bethlehem during the famine. He had great foresight to see that there was light at the end of the tunnel. He anticipated a robust economy in the near future, and this perhaps, strengthened his resolve to stay back. He didn't quickly quit on his business, close shop or seek alternatives, at the first sight of trouble, he must have committed to practicing time-tested business principles, come rain or shine. He must have told himself, "This too will pass, just dig your heels in the ground and keep focused."

The axiom says, "Tough times don't last but tough people do." Elimelech couldn't stand the tough time in Bethlehem, and so he made a decision that devastated his family. Boaz on the other hand, stayed through the tough time, and prospered in it. Many businesses close down within their first 3-5 years, because these entrepreneurs lack the capacity to 'persevere.' One change in government's economic policy wipes them out; lack of expected profit makes them quit and just because things are tough, they abandon ship. NO! Nobody builds a business or an establishment like that...Check any business that is 15-20 years old and they will tell you they have had to ride and survived different 'economic storms.'

Take a cue from Boaz, see beyond the famine and dig your heels in the ground. Don't quit. You will outlast this storm and prosper in spite of the famine, in Jesus name. There is profit in the pain, hold on!

Continues tomorrow...

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