

Just Do It!

You may be wondering what I am referring to with the title “Just Do It” for this article. If you are thinking that I am going to tell you that in the late 1980’s the Nike company adopted this as an advertisement campaign for exercise and sports gear, you’re right. However, you probably didn’t know how well known that slogan became or how much revenue it actually generated for Nike. In 1997 alone the slogan generated 9.2 billion dollars in sales. This ad campaign helped vault a slumping Nike company past Reebok, the previous sports and athletic giant of the 1980’s.

I don’t want to dwell on what the slogan did for the company but for the mentality of the people who ultimately bought the products. The campaign focused on those who wanted to get fit and in shape. It helped people realize that the levels of fitness or sports prowess that they desired were achievable if they would simply “Just Do It”. At that time, many people had the desire to attempt to achieve a healthier lifestyle and Nike advertised their product in such a way to help those people gain the much needed confidence to do so. I would imagine that research showed that most people who desired a healthy lifestyle would get started, struggle, and eventually stop shy of their goal while many would never really give a valid effort. This common trend in humanity paved the way for Nike to not only sell their products, but to encourage people while doing so.

When I reflect upon the “Just Do It” slogan, I think about the scripture found in the first chapter of James, verse 22:

“Do not merely listen to the word, and so deceive yourselves. Do what it says.”

This scripture makes me wonder how many of us made resolutions or commitments of any kind this past New Year’s Eve. If you did, are you still working at it, or has it already fallen by the wayside? I know from my own experience in past years that a common desire for Christians every New Year is to grow in their faith, read the Bible more, and to try to be a better witness for Christ. After years of falling short or not following through with my resolutions, I have learned it is easy to set goals and say I will do them but never follow through with it. So, my encouragement to you, if you find yourself already struggling with this year’s commitments, as we all tend to do, is from James 1:22 (and Nike), “Just Do It!”

For with Christ all things are possible...may He help you achieve your goals and desires this year as you transition from knowing what you have to do to Just Doing It!

God bless you,

Pastor Ray