



## [Revelation 3:17-19](#)

(17) For you say, 'I am rich, and have become wealthy, and have need of nothing'; and you do not understand that you are wretched, and miserable, and poor, and blind, and naked. (18) I counsel you to buy from Me gold purified by fire so that you may be rich; and white garments so that you may be clothed, and the shame of your nakedness may not be revealed; and to anoint your eyes with eye salve, so that you may see. (19) As many as I love, I rebuke and chasten. Therefore, be zealous and repent.

*A Faithful Version*

[God](#) is willing to go to great lengths to get our attention and get us to turn so that we will buy gold refined in the fire, get proper white garments, and anoint our eyes with eye salve. He is trying to get us to [repent](#), which is what chastening is all about.

The [Laodicean](#) has the same problem. He is blind to God at work in his life and in the lives of others. Why? Because he is busy doing something else. The Laodicean is not lazy; he is instead distracted with busyness, with [this world](#), with getting ahead in life, with everything else rather than what he should be involved in—the things of God.

God wants him to be zealous, but not at making money, not at building his house, not at flitting off to various vacations, not at filling his social calendar. No, God wants him to be zealous for Him!

However, a Laodicean pretends to be righteous. Like Balaam, he has built a façade. Externally, he looks like a good guy, and righteous too, but all the while, inside he is something else: He is totally hypocritical. This is one of the Laodicean's problems. He is so focused on other things—usually his own well-being—that he cannot [see God](#). Since he has everything all figured out, and all his needs and many of his desires are met, he in his heart of hearts believes that he really does not need God!

Christ's advice to the Laodicean is to get eye salve so he can see. It is not so that he

The Berean: Daily Verse and Commentary for Revelation 3:17-19 (<http://www.theberean.org>) can see other people or other things, but so he can specifically see God! He also wants him to produce righteousness, so he can put on that white clothing representing pure character—so he can "purchase" the spiritual riches that actually mean something, the heavenly treasure [Jesus](#) speaks about in [Matthew 6:20](#).

— Richard T. Ritenbaugh

**To learn more, see:**

[Balaam and the End-Time Church \(Part 2\)](#)



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