



[Mark 1:14-15](#)

(14) After John was put in prison, Jesus went into Galilee, proclaiming the good news of God. (15) "The time has come," he said. "The kingdom of God is near. Repent and believe the good news!"

New International Version

What is the gospel—the "good news"? "Just believe on the name of [Jesus](#) and you will be saved" is a common message of many preachers. Others proclaim that [the gospel](#) is that Jesus came to die for our sins. Still others preach a rather insipid and saccharine "Jesus loves you" message. All of those catchy phrases have relevance to Jesus' message—we certainly must believe in Jesus, He did die for our sins, and He surely loves us—but nowhere does Jesus directly state that the gospel is about Him!

Instead, the good news is about a momentous purpose that [God](#) is accomplishing. Jesus spoke the words that the Father gave Him to preach, most emphatically confirmed in [John 12:49-50](#):

For I have not spoken on My own authority; but the Father who sent Me gave Me a command, what I should say and what I should speak. And I know that His command is everlasting life. Therefore whatever I speak, just as the Father has told Me, so I speak.

What is Jesus' own testimony about the subject of His preaching? Notice these verses:

» [Matthew 4:23](#): "And Jesus went about all Galilee, teaching in their synagogues, preaching the gospel of the kingdom, and healing all kinds of sickness and all kinds of disease among the people."

» [Matthew 24:14](#): "And this gospel of the kingdom will be preached in all [the world](#) as a witness to all the nations, and then the end will come."

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- » [Luke 4:43](#): "[Jesus] said to them, 'I must preach the [kingdom of God](#) to the other cities also, because for this purpose I have been sent.'"

- » [Luke 16:16](#): "The law and the prophets were until John. Since that time, the Kingdom of God has been preached, and everyone is pressing into it."

Jesus' announcement of the good news is that the Father will establish His Kingdom and His capital city on earth. He Himself will be here, no longer separated from His children—no longer unseen and ruling indirectly through agents from His present location in heaven but ruling directly on earth. It is to this awesome, mind-boggling future that we, as a part of His Family, are being summoned to prepare for and to participate directly in.

Jesus is certainly mankind's Savior, having [died for our sins](#), but to be *properly* understood, that event must be seen within the context of preparation for and the establishment of the [Kingdom of God on earth](#). A kingdom has four basic elements: a king, a territory it occupies, subjects within that territory, and laws through which the will of the ruler is exercised. Each of these elements is part of the gospel.

Has the founder of any other religion offered a message and program that can even begin to match what Jesus taught? This is truly the most wonderful message mankind could possibly receive, and it came only through Jesus.

— John W. Ritenbaugh

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