The word "keep" means to retain the Word of God. The question is, do you ponder on the Word? The mark of an honest and good heart is one that holds onto the Word. You won't see the Word work in your life if you don't remain steadfast. Retaining the Word in your heart is key to being transformed.

Joshua 1:8

This book of the law shall not depart out of thy mouth; but thou shalt meditate therein day and night, that thou mayest observe to do according to all that is written therein: for then thou shalt make thy way prosperous, and then thou shalt have good success.

How can we make amends to unfruitfulness of God's word in our life?

When you hear the Word and personalize it, that's when it begins to bear fruit in your life. Just like seeds, the Word needs time to germinate. The Word of God doesn't produce results when there's a lack of understanding, misplaced expectations, or when anxiety and the cares of this world choke it out. However, the Word produces results when you hear it, personalize it, and allow it to take root in your life. In doing so, it will yield fruit in full measure.

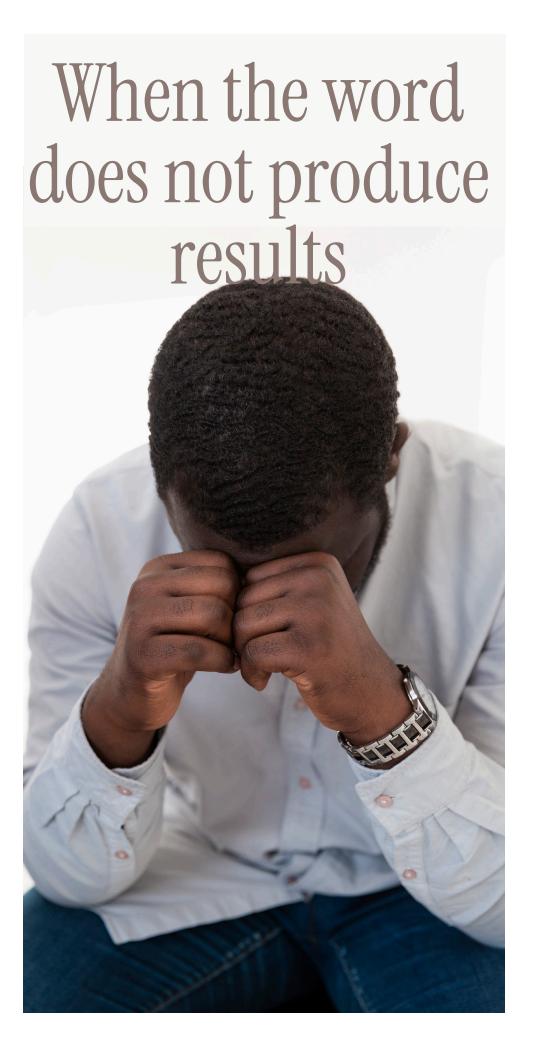
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2 Timothy 3:15

And that from a child thou hast known the holy scriptures, which can make thee wise unto salvation through faith which is in Christ Jesus.

The potency of God's word is such that the word of God can correct, instruct, and direct that the man is thoroughly furnished unto all good works. When we look at the scriptures the main essence of the scripture is for teaching, for restoring things to the original state of being. The word of God will restore things back to its original state, and this shows that Gods word contains Gods ability.

Luke 1:37

For with God nothing shall be impossible.

As believers we must learn to depend on God's word, and we must feed our faith across every area of our lives because the word of God is power. God is known via his word, and these are words spoken and documented down. Just as Reverend Mark Harkins would say "The word of God was spoken, then written to be spoken again."

Therefore God's word and his ability are in his word, and this shows that Gods word cannot fall to the ground. Knowing these truths, we must ask ourselves: Is it possible for the Word of God not to produce results in our lives? The answer is yes, and here's why.

1. Lack of understanding

Mark 4:13

And He said to them, "Do you not understand this parable? How then will you understand all the parables?

Jesus taught in parables. A parable in Greek translation means to "place alongside" and it figuratively means to pass a message.

Matthew 13:10-13

10 And the disciples came, and said unto him, Why speakest thou unto them in parables?

11 He answered and said unto them, Because it is given unto you to know the mysteries of the kingdom of heaven, but to them it is not given.

12 For whosoever hath, to him shall be given, and he shall have more abundance: but whosoever hath not, from him shall be taken away even that he hath.

13 Therefore speak I to them in parables: because they seeing see not; and hearing they hear not, neither do they understand.

Jesus used parable because of the nature of his audience and the use was to discern their unbelief. Despite their unbelief, he would use any means to teach them. This shows that there are possibilities in God's word, and we must not see negatives in God's word.

Mark 4:24-25

24 And he said unto them, Take heed what ye hear: with what measure ye meet, it shall be measured to you: and unto you that hear shall more be given.

25 For he that hath, to him shall be given: and he that hath not, from him shall be taken even that which he hath.

The word "take heed" in the Greek means to be cautious of how you hear. While the word "hear" implies understanding. The Word of God often doesn't produce results in people's lives due to a lack of understanding. When the Word is not deeply rooted in your heart, Satan aggressively seeks to steal it. One of his tactics is to distract believers by orchestrating situations and conversations that take their focus away from the Word they've received. In this way, he steals the truth before it can take hold and bear fruit in their lives. The major issue is in the hearing, and this shows that there is a way we ought to hear.

Matthew 13:3-8

3 And he spake many things unto them in parables, saying, Behold, a sower went forth to sow;

4 and when he sowed, some seeds fell by the way side, and the fowls came and devoured them up:

5 some fell upon stony places, where they had not much earth: and forthwith they sprung up, because they had nodeepness of earth:

6 and when the sun was up, they were scorched; and because they had no root, they withered away.

7 And some fell among thorns; and the thorns sprung up, and choked them: 8 but other fell into good ground, and brought forth fruit, some an hundredfold, some sixtyfold, some thirtyfold.

As seen in verse 4 "that the fowls of the air devoured the seeds," from this parable, we can liken the seeds to words sown. The fowl of the air would be likened to satan. This shows the satan takes the word from our heart and this can be done via our lack of hearing.

2. Lack of expectation.

Luke 8:13

They on the rock are they, which, when they hear, receive the word with joy; and these have no root, which for a while believe, and in time of temptation fall away.

In the text above, Luke describes believers who hear the Word and rejoice, but when trials and tribulations arise because of the Word, they become offended. These are believers with expectation issues, they doubt the Word when challenges appear and lose faith. Many Christians treat their relationship with God like a transactional exchange, expecting blessings in return for their service. They pray, worship, and follow certain actions, like laying down in worship as David did, and when God doesn't answer in the way they expect, they become frustrated and offended

James 1:13

13 Let no man say when he is tempted, I am tempted of God: for God cannot be tempted with evil, neither tempteth he any man:

Satan will bring unfavorable circumstances to try your faith, to attack the word of God in your heart and he would arrange contrary circumstances to affect the word. That's why as believers we must be circumspect to what we are hearing because satan will want to steal away the word we are hearing.

A classic example is Pharaoh's pursuit of the Israelites. Despite Pharaoh's threats, Moses remained unmoved. As they faced the Red Sea, Moses confidently declared, "Stand still and see the salvation of the Lord." The Word of God will always prevail, but believers must be prepared for Satan's assaults and confront them with boldness.

Challenges should not signal defeat; rather, they are opportunities to stand firm on the truth of God's Word and keep our focus on it unwaveringly.

3. As a result of worry, anxiety, and deceitfulness of this world.

Worry and deceitfulness of this world chokes the growth of God's word in our life. The word of God requires 100 percent of our heart. In dealing with anxiety, there is a way the believer can get so worried that the word of God won't produce result. Worry can be in several forms.

Matthew 6:25-27

25 Therefore I say unto you, Take no thought for your life, what ye shall eat, or what ye shall drink; nor yet for your body, what ye shall put on. Is not the life more than meat, and the body than raiment?

26 Behold the fowls of the air: for they sow not, neither do they reap, nor gather into barns; yet your heavenly Father feedeth them. Are ye not much better than they?

27 Which of you by taking thought can add one cubit unto his stature?

The person that hears the word and understand it is the man that produces results.

Matthew 13:23

But he who received seed on the good ground is he who hears the word and understands it, who indeed bears fruit and produces: some a hundredfold, some sixty, some thirty."

Receiving is the greek word *lamabano* which implies to take the word whole healthy, such as you put your name on it. That word will produce result and it can be your habit, your life, whatever it is, the word works.

Luke 8:15

But the ones that fell on the good ground are those who, having heard the word with a noble and good heart, keep it and bear fruit with patience.