THE GREATEST MARKETING SCHEME

I once heard of a couple who received an unexpected invitation in the mail for a special evening gala with a fancy dinner. The invitation assured them they had also won a grand prize worth hundreds of dollars. Intrigued and perhaps a bit gullible, the couple decided to attend this event and claim their prize. They dressed up nicely and drove across town to the location. Once they arrived, they quickly realized that they might not have been the only “lucky winner,” for there were many others from their city who had received the same invitation. Soon after, it became evident that the entire event was a deceptive marketing scheme. The “dinner” was nothing to write home about and came with the caveat of having to sit through a product presentation aimed at selling unnecessary trinkets. The frustrated and disappointed couple hoped to claim the promised prize, but they were disappointed once again. The only prize available that night turned out to be a cheaply made milk frother that anyone could buy for only $1.50.

A few thousand years ago, another couple was duped on a much grander scale. Having received an unexpected invitation and the assurance of being “lucky winners,” Adam and Eve were deceived through the first marketing scam in humanity’s history. During the product presentation, lofty experiences were guaranteed and a grand prize was promised, only to result in immeasurable disappointment and devastation that has rippled down through the ages. This week will focus on the moment of humanity’s defection from God, which was also the moment humanity was sucked into the great controversy.
Write out Genesis 3:1–15 from the translation of your choice. If you’re pressed for time, write out verses 1–6. You may also rewrite the passage in your own words, or outline or mind-map the chapter.
Go back to your scribed text and study the passage.

**Circle** repeated words/phrases/ideas

**Underline** words/phrases that are important and have meaning to you

Draw **Arrows** to connect words/phrases to other associated or related words/phrases

What special insights do your marks seem overall to point to?

Memorize your favorite verse. Write it out multiple times to help with memorization.

What lies about God have you chosen to believe in the past?

How can we avoid stepping into confusion and doubt?

Read more at www.inversebible.org/GC05-3
After looking at your scribed and annotated text, what special insights do your marks overall seem to point to?

What questions emerge after studying this passage? What parts are difficult?

What other principles and conclusions do you find?

What are the temptations you struggle the most with, and what are some things you should get rid of or restrict access to in your life to avoid stepping closer to that temptation?

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What relationship do the following verses have with Genesis 3:1–15?

Romans 5:12–21
2 Corinthians 11:3
Matthew 4:1–11
John 8:44
James 1:13–16
John 3:16
Hebrews 2:14, 15
1 Corinthians 15:24–26

What other verses/promises come to mind in connection with the primary passage?

Meditate on Genesis 3:1–15 again and look for where Jesus is.

In what way was Jesus “slain from the foundation of the world”? (Rev. 13:8.)

How do you see Jesus differently or see Him again?

What is He saying to you through the text of the week?

Prayer Response:

Meditate on Genesis 3:1–15 again and look for where Jesus is.
Review the memory verse. How does it apply to your life this week?

After this week’s study of the passage, how do you look at sin and God’s solution for sin differently than before?

What are some practical applications you must make in times of temptation and moments of sin?

Read more inSight from the Spirit of Prophecy at www.inversebible.org/GC05-7
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Share insights from this week’s memory verse and Bible study as well as any discoveries, observations, and questions with your Sabbath School class (or Bible study group). Consider these discussion questions with the rest of the group.

What are some ways you see people misstating God’s Word today?

What were the steps that led Eve to sin?

Was God fair in offering humanity a second chance?

How can we learn to seek God when we sin instead of hiding or seeking distractions to numb the guilt?

What does enmity with Satan look like in a practical sense?

Why is sin fundamentally bad?

Where can Satan’s lies from the Garden of Eden (Gen. 1:3–5) be found in today’s world?

What are some of Satan’s strategies to lead people into a life of sin?

What are some ways to combat Satan’s custom-made temptations?

As believers, how can we echo God’s proactive, grace-driven approach to reconciliation in our relationships with others?