life shall lose it; but whoever loses his life for My sake and the gospel's shall save it.” This true saving faith or true belief in Christ is so powerfully life changing that it brings with it a commitment to Christ that is stronger than one’s own desire to preserve their own life, in order to follow Jesus and do His will. In fact, Jesus states that if one is not willing to do this they will “lose” their life, that is He means, will not be saved but instead die in spiritual death, “35 "For whoever wishes to save his life shall lose it.” Here true faith abandons one’s own worldly life of sin and self and dies with Christ on a cross, in order to live a whole new life defined by Christ’s Gospel, His teaching, and His will and purposes for one’s life. The true Christian sheds his old life in the world and in fact dies to the world to live a new life of faith, trusting in Christ, obeying Him and following Him, worshipping Christ and giving his/her own life to serve Christ and follow His teaching and purposes. And He gives us the reassurance that if indeed we have this kind of believing response to Him, “losing our life for His sake and the Gospel’s,” we shall indeed be saved and live, “35 but whoever loses his life for My sake and the gospel's shall save it.” We must consider what it means to “lose” our life for the sake of Christ. Surely it means nothing less than identifying with Him in the world, and giving our life, (our time, talent, and treasure) to serve Him and honor Him in the world. Instead of living for our own selfish ambitions in the world and only for the pleasure and comfort and happiness of this life, we “lose” our life, and all of those pursuits, and give our life in service to the Lord by promoting His Kingdom and His purposes in the world. It means making sacrifices of our time and money to love and serve Christ’s people and to devote ourselves in service of their faith and to promote Christ’s worship among them. This is not to say that we don’t live in the world and work for food and clothing and shelter and even comforts and pleasures, but those things are not what we are living for, and they are not what dominates our life, and they are not things that we love above Christ. It is to say that we do those things just as mere humans, but the real passion and focus of our life, the drive and ambition of our life is to love Christ and His Gospel above any of those other worldly and mundane things of life. “35 whoever loses his life for My sake and the gospel's shall save it.” We must consider what it means to “lose” our life for the “sake of the Gospel.” Surely it means nothing less than making sacrifices of our time and money to promote the message of the Gospel in the world so that other may be saved, and denying ourselves and our own worldly ambitions to see Christ’s Kingdom advanced in the Church and in the world. It means to publicly represent ourselves as Christ’s ambassadors and giving our effort to see people be saved by speaking the Gospel to them, and explaining it in ways that make it clear what the message of salvation is. It means telling people they must repent of their sins and believe in Jesus to be saved. It means being hated by the world for bearing the message of the Gospel.
2 Corinthians 5:20-21- 20 Therefore, we are ambassadors for Christ, as though God were entreatings through us; we beg you on behalf of Christ, be reconciled to God. 21 He made Him who knew no sin to be sin on our behalf, that we might become the righteousness of God in Him. NASB

It means identifying with Him in the world, and giving our life, (our time, talent, and treasure) to serve Him and honor Him in the world. Instead of only living for our own selfish ambitions in the world and only for the pleasure and comfort and happiness of this life, we “lose” our life, and are not dominated by those pursuits, and give our life in service to the Lord by promoting His Kingdom and His purposes in the world. Now to make it clear just how devoted to Christ and His Gospel through self-denial and losing our life to gain it Christ would have us be, He compares gaining worldly things to gaining Him and His salvation. “36 "For what does it profit a man to gain the whole world, and forfeit his soul? 37 "For what shall a man give in exchange for his soul?" Here Jesus is teaching that having true saving faith that is expressed in self-denial and abandonment of worldly ambitions, is a far greater value than gaining everything in the whole world, for once we have passed from this life none of our earthly treasure or comfort will have any value at all. It is to compare living for self and then perishing in the eternal death and suffering in hell, to living for Christ and having one’s soul to be saved, and being alive forever in the comfort and happiness of God’s eternal Kingdom. In short, nothing in the world is worth forfeiting following Christ for, and nothing including the entire world is worth exchanging for your soul. Another way to say it is devoting your life to gain worldly possessions or accolades and obtaining them all, will be of “no profit” at all when in the end you have forfeited that for Christ and denying yourself to follow Him. John Calvin comments, “Christ reminds them that the soul of man was not created merely to enjoy the world for a few days, but to obtain at length its immortality in heaven. What carelessness and what brutal stupidity is this, that men are so strongly attached to the world, and so much occupied with its affairs, as not to consider why they were born, and that God gave them an immortal soul, in order that, when the course of the earthly life was finished, they might live eternally in heaven! And, indeed, it is universally acknowledged, that the soul is of higher value than all the riches and enjoyments of the world; but yet men are so blinded by carnal views, that they knowingly and willfully abandon their souls to destruction. That the world may not fascinate us by its allurements, let us remember the surpassing worth of our soul; for if this be seriously considered, it will easily dispel the vain imaginations of earthly happiness." End quote. See in these words of Christ that your eternal soul is of far greater value than everything in the world, and you would do well to devote yourself to Christ and NOT to the world, and that the two are at odds with each other. And just to make