

STAYING PURE IN A WORLD GONE WILD  
HOW TO SAY “NO” WHEN LUST SAYS “YES”  
GENESIS 39:1–23



### The Heart of the Matter

James 1:13–18 teaches us that in order for lust to “conceive,” there must be the joining together of inner desires with outer “bait.” If there is *no* joining of these two forces, sin is not present. The best illustration of this truth is when Jesus refused to yield to temptation’s enticing invitation (Matthew 4:1–11). It’s not the bait that constitutes sin; it’s the bite! Joseph understood this and refused to let his desire run wild when Potiphar’s wife enticed him to sin. We want to understand why and how Joseph said no when lust’s offer was pleading for him to answer yes.



### Discovering the Way

#### 1. The Historical Situation (Genesis 39:1–6)

Joseph was an attractive young man and a successful slave in the home of a powerful Egyptian official named Potiphar.

#### 2. The Sensual Temptation (Genesis 39:7–12)

Joseph was enticed to sin day after day by Mrs. Potiphar, and day after day, Joseph refused her advancements.

#### 3. The Personal Ramifications (Genesis 39:13–23)

Joseph didn’t win any awards for maintaining his purity, but he did win a trip to an Egyptian jail cell.



### Starting Your Journey

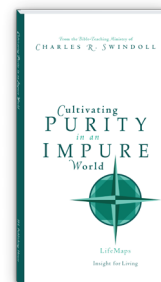
If you plan to say no when lust says yes, you must not be weakened by your situation, be deceived in the persuasion, or be gentle with your emotions.



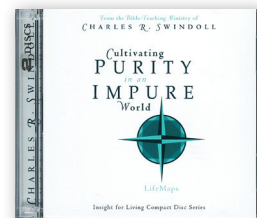
### Tools for Digging Deeper



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