The unique position of John the Baptist was to be a man who would bring to the end an old era and prepare for a new one. He was called to be a prophet who would break the 400-year silence and speak for God. Even though he would not perform any miracles, his life would point to the greatest miracle of all - the arrival of the long-awaited Messiah, Jesus of Nazareth.

Here was a man sent from God who not only knew who he was and what he was called to do, but he understood his role. Like a father giving his daughter away at her wedding, he would take the hand of the bride (Church) and place it in the hand of the Bridegroom (Jesus) and step back! He would not fade away into insignificance, but he would direct the focus on the one who was preeminent and worthy of the spotlight. His ministry was the stewardship of the Bride and, for this to be fulfilled, John’s role as a voice in the wilderness would decrease, and the Lord’s role as The Voice would increase. In our life and ministry, we need to put the focus on the Lord, not ourselves!