Shuaib (AS) is mentioned in the Quran:
- S. Al Araf – 85 – 93
- S. Hud – 84, 87, 91, 94
- S. Ash – Shuara – 177
- S. Al Ankabut – 36

1) Shuaib (AS) was a descendent of Prophet Ibrahim (AS); he was called the Khatib ul Anbiya - ‘The Most Eloquent Speaker of the Prophets.’

2) Shuaib (AS) was sent to guide the "People of the Woods" Ashabul Aikah.

3) They lived on the trade routes of Hijaz and Shaam, in a place called Madyan. They were very rich business people, and this city was a financial capital.

4) They worshipped a thicket (a group of trees, woods) called Aikah.

5) The people were involved in various evil deeds which included:
   - Taking the trees as Gods - Shirk
   - They were very rich business men but they cheated in their business to earn more.
   - They reduced the measure when they sold.
   - They increased the measure when they bought.
   - They would stop people who were traveling on the roads or highway and rob them. They were the first people to tax the people who used to pass through their land. They would take one – tenth of the goods that the people had as tax.
   - They also stopped people from accepting Islam, and listening to Shuaib (AS)

6) Allah sent Shuaib (AS) to reform them, he called them to worship Allah alone, to stop committing shirk, he forbade them from cheating people, frightening or robbing them.

7) Shuaib (AS) gave them 5 advices:
   - I don't want to advice you, what I don't do. I do it myself, so I advise you.
   - My words = My Actions (Character of a believer)
   - Words x Actions (Character of a Hypocrite)
   - Do as much good as you can
   - Success, profits, gains comes only from Allah.

8) They said we do not understand what you say - though Shuaib (AS) was the Khatib ul Anbiya, the clear, eloquent speaker.

9) The people did not listen to Shuaib (AS), they continued in their mistakes. Instead they asked:
   - Does your prayer command us that we should leave what our fathers worshipped?
   - Or that we should not do with our wealth as we please? In other words, they asked Shuaib (AS), it’s our money we will do as we want with it.
   - What does religion have to do with business?
   - Keep your religion to yourself, we are happy with ours.

10) The chiefs of the people said if you follow Shuaib, you will be among the losers.

11) So the earthquake seized them. They were seized with severe heat and the wind stopped blowing for 7 days. Neither any water cooled them nor did any shadow relive them from the heat. So they left for open spaces and all of them gathered under a cloud, that Allah had sent. As soon as all of them gathered under the shade of the cloud, Allah sent from that cloud sparks, shower of ashes. And then the earth was shaken and a blast came from the sky, so they all fell lifeless.

12) Allah (SWT) rescued Shuaib (AS) and the believers. The believers were the winners not losers like the chiefs said.

How do we cheat in our life?
- Copying in tests and exams
- Lies to parents, teachers, elders.
- Cheating friends
- Giving the smaller part when we are asked to divide something equally among our bro’s and sis’s
- Cheating while playing games.