Why would God say to be joyful when we face trouble, when we go through difficult times? It is because if you lose your joy, you are going to lose your strength to go through the trial. When you are raising children, dealing with an illness, or struggling to make ends meet, you will be tempted to get discouraged and give up. Your joy is what is going to help you keep standing strong. If you go through it with a negative attitude, you are not going to have the strength to fight the good fight of faith.

One way to keep your joy is knowing that on the other side of that difficulty is a new level. You will have the patience and perseverance you didn't have before, and your character will have matured and been refined. On the other side of every setback is new opportunity and growth. God wouldn't have allowed the trouble if it wasn't going to work for your good. He makes Satan pay for bringing the trouble. But the key is to keep your joy so you will have the strength to make it through the difficulty, and see the greater things God has in store for you.

James 1:2-3 "My brethren, count it all joy when you fall into various trials, knowing that the testing of your faith produces patience."