How could they be rich when He, the source of all spiritual riches; forgiveness, salvation, eternal life, is neglected, is outside the door.

Graciously He counsels them, in pictorial language to obtain true riches, white garments that they might be do thed, and eye salve that they may see.

Where can they obtain these things?

They can only obtain them from the One who is outside the door the One they have neglected, the One who loved them and gave Himself For them.

Be zealous therefore and repent

True repentance means you see yourself as God sees you. To be told by the Lord that you are wretched, miserable, poor, blind and naked is a dreadful description of you.