



WEEK ONE

## Brand Recognition

July 26 & 27, 2014

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"Christian" is a brand that can be good, bad, attractive, or repelling. Where did the word come from? And did it come with instructions? This message reexamines the word "Christian" and revisits the one thing Jesus wanted his followers to be known for.

### STUDY QUESTIONS

**1. What is "brand recognition?" Name ten brands that you would recognize immediately by logo alone.**

How are you able to do that? Why do companies invest so much time and money into brand recognition?

**2. When you hear the word "Christian" what pops into mind first?**

What do you think pops into the minds of secular society? Where do you think society gets its definition of what a Christian is?

**3. The early believers didn't call themselves Christians, but rather "disciples." What is the difference between the two?**

**4. Take a look at this weekend's text in John 13:34–35. What did Jesus say will show other people that we are His followers? What did He mean by this?**

Is this how you were attracted to faith?

**5. Now read Matthew 5:43-48.** What is Jesus' main point here? (see verse 47).

Why does loving the unlovable show that we are truly children of God? (see Romans 5:6-11).

**6. In Matthew 28:19, Jesus gave the command to "go and make disciples."** The original Greek wording means "Go teach." Who was the best teacher you had in your growing up years? Why does that teacher stand out above the rest?

What do you think other people are learning from you?

**7. Consider this quote by author and pastor Tim Keller: "Discipleship is not just a matter of bending your will to Jesus' will; it's melting your heart into a whole new shape. A disciple is not someone who simply sets a new priority; a disciple finds a new identity."** How has your identity changed from before you were a Christ-follower to now?

Do you think people are able to recognize you as a follower of Christ?

**Personal Meditation:** Think about someone in your sphere of influence who is difficult to love. What is it about that person that makes him or her a challenge? What is one thing you can do this week to SHOW Jesus to that person by how you love him or her?

**Memorize John 13:34-35:** "A new command I give you: Love one another. As I have loved you, so you must love one another. By this everyone will know that you are my disciples, if you love one another."