

# LOVE IS THE BRAND

## Love is the Brand – Week #1 The Test of Obedience

1 John 5:13 (NIV)

*I write these things to you who believe in the name of the Son of God so that you may know that you have eternal life.*

1 John 1:1–10 (NIV)

*That which was from the beginning, which we have heard, which we have seen with our eyes, which we have looked at and our hands have touched—this we proclaim concerning the Word of life. <sup>2</sup> The life appeared; we have seen it and testify to it, and we proclaim to you the eternal life, which was with the Father and has appeared to us. <sup>3</sup> We proclaim to you what we have seen and heard, so that you also may have fellowship with us. And our fellowship is with the Father and with his Son, Jesus Christ. <sup>4</sup> We write this to make our joy complete. <sup>5</sup> This is the message we have heard from him and declare to you: God is light; in him there is no darkness at all. <sup>6</sup> If we claim to have fellowship with him and yet walk in the darkness, we lie and do not live out the truth. <sup>7</sup> But if we walk in the light, as he is in the light, we have fellowship with one another, and the blood of Jesus, his Son, purifies us from all sin. <sup>8</sup> If we claim to be without sin, we deceive ourselves and the truth is not in us. <sup>9</sup> If we confess our sins, he is faithful and just and will forgive us*

*our sins and purify us from all unrighteousness. <sup>10</sup> If we claim we have not sinned, we make him out to be a liar and his word is not in us.*

1 John 2:1-6 (NIV)

*My dear children, I write this to you so that you will not sin. But if anybody does sin, we have an advocate with the Father—Jesus Christ, the Righteous One. <sup>2</sup> He is the atoning sacrifice for our sins, and not only for ours but also for the sins of the whole world. <sup>3</sup> We know that we have come to know him if we keep his commands. <sup>4</sup> Whoever says, “I know him,” but does not do what he commands is a liar, and the truth is not in that person. <sup>5</sup> But if anyone obeys his word, love for God is truly made complete in them. This is how we know we are in him: <sup>6</sup> Whoever claims to live in him must live as Jesus did.*

### **Those with the Brand:**

#### **1. Have a new desire and a new disgust!**

- We will relate to God as a slave, a servant, or a son or daughter!

John 14:15 (NIV)

*“If you love me, keep my commands.*

Hebrews 8:10 (NIV)

*This is the covenant I will establish with the people of Israel after that time, declares the Lord. I will put my laws in their minds and write them on their hearts. I will be their God, and they will be my people.*

Psalms 38:18 (NIV)

*I confess my iniquity; I am troubled by my sin.*

Mark 14:72 (NIV)

*Immediately the rooster crowed the second time. Then Peter remembered the word Jesus had spoken to him: “Before the rooster crows twice you will disown me three times.” And he broke down and wept.*

- We obey from our salvation, not for our salvation!

#### **2. Are growing in obedience! (1 John 2:3)**

- Christians never become sinless, but they should sin less!
- There is a difference between one who “struggles” with sin and one who is a “habitual” sinner!

1 John 3:6 (NIV)

*No one who lives in him keeps on sinning. No one who continues to sin has either seen him or known him.*