

August 13, 2023

LOVE IS THE BRAND

Love is the Brand – Week #2 **Encouragement for Overcomers – 1 John 2:7-17**

When I live as an overcomer, it strengthens my Christian assurance.

1. Overcomers submit to the King's command.

1 John 2:7-8 (NIV)

7 Dear friends, I am not writing you a new command but an old one, which you have had since the beginning. This old command is the message you have heard. 8 Yet I am writing you a new command; its truth is seen in him and in you, because the darkness is passing and the true light is already shining.

- Love is giving of yourself at great cost for the good of another.

1 John 2:9-11 (NIV)

9 Anyone who claims to be in the light but hates a brother or sister is still in the darkness. 10 Anyone who loves their brother and sister lives in the light, and there is nothing in them to make them stumble. 11 But anyone who hates a brother or sister is in the darkness and walks around in the

darkness. They do not know where they are going, because the darkness has blinded them.

2. Overcomers find encouragement in every season.

	Verses	John says	To Children	To Fathers	To Young Men
#1	12-13b	I am writing	Your sins are forgiven for his name's sake	You know him who is from the beginning	You have overcome the evil one
#2	13c-14	I write to you	You know the Father	You know him who is from the beginning	You are strong, the word of God lives in you, and you have overcome the evil one

- (Children) You are forgiven and adopted through Jesus Christ.
- (Fathers) You have a relationship with God.
- Time walking with the Lord and time in the word of God results in being a spiritual father.
- (Young Men) – You have overcome the evil one. You are strong!

John 8:31-32 (NIV)

31 To the Jews who had believed him, Jesus said, "If you hold to my teaching, you are really my disciples. 32 Then you will know the truth, and the truth will set you free."

3. Overcomers continually break up with the world.

1 John 2:15 (NIV)

15 Do not love the world or anything in the world. If anyone loves the world, love for the Father is not in them.

- God commands us to break up with the world!

“Anything that cools my love for Christ is the world.”
- John Wesley

2 Timothy 4:10 (NIV)

...for Demas, because he loved this world, has deserted me and has gone to Thessalonica.

Five signs I am falling in love with the world...

- If I feel I need something and get it right away without asking, “Will this honor Christ?”
- My investment financially and emotionally into non-essentials (entertainment, recreation, alcohol, home improvement, clothes) is dominant over my investment in the kingdom.
- My personal sense of wellbeing and security comes from things that will not matter in 1,000 years.
- My dreams and my daydreams have little to do with the unseen and the eternal.
- My values are no different than the values of my unbelieving friends.

- Love for the world and love for God cannot peacefully co-exist in our lives.

1 John 2:16 (NIV)

16 For everything in the world—the lust of the flesh, the lust of the eyes, and the pride of life—comes not from the Father but from the world.



- The world is passing away, but we are eternal.

1 John 2:17 (NIV)

17 The world and its desires pass away, but whoever does the will of God lives forever.

- The best weapon for breaking up with the world is a relationship Jesus.