

# LOVE IS THE BRAND

## Love is the Brand - Week #3 It's a Matter of Love or Death

### 1. Love is supernatural!

1 John 3:1 (NIV)

*See what great love the Father has lavished on us, that we should be called children of God! And that is what we are! The reason the world does not know us is that it did not know him.*

1 John 3:10 (NIV)

*This is how we know who the children of God are and who the children of the devil are: Anyone who does not do what is right is not God's child, nor is anyone who does not love their brother and sister.*

1 John 4:7-8 (NIV)

*Dear friends, let us love one another, for love comes from God. Everyone who loves has been born of God and knows God. <sup>8</sup> Whoever does not love does not know God, because God is love.*

- When you are born again both love and obedience are born in you!

- Love is outward proof of an inward change!

John 13:35 (NIV)

*By this everyone will know that you are my disciples, if you love one another.”*

- When we love the unlovable others see the family resemblance.
- We either wear the supernatural brand or carry the deadly curse!

1 John 3:11–15 (NIV)

*For this is the message you heard from the beginning: We should love one another. <sup>12</sup> Do not be like Cain, who belonged to the evil one and murdered his brother. And why did he murder him? Because his own actions were evil and his brother's were righteous. <sup>13</sup> Do not be surprised, my brothers and sisters, if the world hates you. <sup>14</sup> We know that we have passed from death to life, because we love each other. Anyone who does not love remains in death. <sup>15</sup> Anyone who hates a brother or sister is a murderer, and you know that no murderer has eternal life residing in him.*

- Life is a matter of love or death!

The Cain Comparison:

- Cain was born of Adam!
- John was reborn by the New Adam!
- Cain lived with a scarcity mentality of God!
- John lived in the abundance of God!
- Cain lived with jealousy!
- John lived out of his new identity!
- John gave life!
- Cain took life!

## **2. Love is sacrificial!**

1 John 3:16-18 (NIV)

*This is how we know what love is: Jesus Christ laid down his life for us. And we ought to lay down our lives for our brothers and sisters. <sup>17</sup> If anyone has material possessions and sees a brother or sister in need but has no pity on them, how can the love of God be in that person? <sup>18</sup> Dear children, let us not love with words or speech but with actions and in truth.*

Philippians 2:3-4 (NIV)

*Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves, <sup>4</sup> not looking to your own interests but each of you to the interests of the others.*

- Love is not merely an attitude, or an emotion, it is an action.

Love does:

- Love is generous!
- Love listens!
- Love forgives!
- Love prays for God's best on those we think the least of.

Luke 6:27-28 (NIV)

*"But to you who are listening I say: Love your enemies, do good to those who hate you, <sup>28</sup> bless those who curse you, pray for those who mistreat you.*

Luke 6:22-23 (NIV)

*Blessed are you when people hate you, when they exclude you and insult you and reject your name as evil, because of the Son of Man. <sup>23</sup> "Rejoice in that day and leap for joy, because great is your reward in heaven. For that is how their ancestors treated the prophets.*

- Love is truthful!