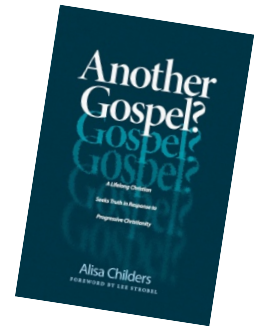


There is a lot of talk these days about 'brands.' The way in which your company or organization is known to the community or customer base. Strong brands seem to result in strong, positive outcomes. People are loyal to their favorite brands. If we apply this branding to Christianity, I find three distinct brands of Christianity in our churches today. Which brand are we living out and is it really a true representation of Jesus and His kingdom?

1. Progressive Christianity.

2 Timothy 4:3, "Instead, to suit their own desires, they will gather around them a great number of teachers to say what their itching ears want to hear."



1 Corinthians 6:9-10, "Or do you not know that wrongdoers will not inherit the kingdom of God? Do not be deceived: Neither the sexually immoral nor idolaters nor adulterers nor men who have sex with men ¹⁰ nor thieves nor the greedy nor drunkards nor slanderers nor swindlers will inherit the kingdom of God."

2. Passive Christianity.

2 Timothy 3:1-5, "But mark this: There will be terrible times in the last days. ² People will be lovers of themselves, lovers of money, boastful, proud, abusive, disobedient to their parents, ungrateful, unholy, ³ without love, unforgiving, slanderous, without self-control, brutal, not lovers of the good, ⁴ treacherous, rash, conceited, lovers of pleasure rather than lovers of God— ⁵ having a form of godliness but denying its power. Have nothing to do with such people."

"Parents who treat church as optional should not be surprised when their children treat Jesus as unnecessary."

3. Aggressive Christianity.

2 Corinthians 10:15-16, "Neither do we go beyond our limits by boasting of work done by others. Our hope is that, as your faith continues to grow, our sphere of activity among you will greatly expand, ¹⁶ so that we can preach the gospel in the regions beyond you. For we do not want to boast about work already done in someone else's territory."

AB Simpson, "It is because you believe in God and in His Word without reserve and have not been afraid to put all the weight of your need and eternal future upon it and have found in it a satisfying joy; it is because of this that everything else is cheap in comparison and everything else has ceased to hurt. God had given us a Christ that is real, a comforter that fills the heart, a love that lifts us above ourselves, a whole gospel for the whole person, spirit, soul, and body. And it is the logical sequence that it should also be for the whole world...A Christian that is bound by their own horizon, the church that lives simply for itself, is bound to die a spiritual death and sink into stagnancy and corruption. We never can thank God enough for giving us not only a whole gospel to believe, but a whole world to give it to."

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