

LOVE IS THE BRAND

Love is the Brand - Week #2 Love Over Lesser Things

I John 2:12-14 (NIV)

I am writing to you, dear children, because your sins have been forgiven on account of his name. ¹³ I am writing to you, fathers, because you know him who is from the beginning. I am writing to you, young men, because you have overcome the evil one. ¹⁴ I write to you, dear children, because you know the Father. I write to you, fathers, because you know him who is from the beginning. I write to you, young men, because you are strong, and the word of God lives in you, and you have overcome the evil one

- **Spiritual growth was the norm and assumed in the early church.**
- **Spiritual growth and obedience should be the norm for us today.**
- **We can grow spiritually because our sins have been forgiven and our debt has been paid.**

I John 2:15-16 (NIV)

Do not love the world or anything in the world. If anyone loves the world, love for the Father is not in them. 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 enemy has the same plays when it comes to entangling us in lesser things and sin.**

1. The lust or desire of the flesh.

Genesis 3:6 (NIV)

When the woman saw that the fruit of the tree was good for food

2. The lust or desire of the eyes.

Genesis 3:6 (NIV)

and pleasing to the eye,

3. The pride of life.

Genesis 3:6 (NIV)

she took some and ate it. She also gave some to her husband, who was with her, and he ate it.

I John 2:17 (NIV)

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

- **We can overcome, because the King overcame.**

Matthew 4:1-11 (NIV)

Then Jesus was led by the Spirit into the wilderness to be tempted by the devil. ²After fasting forty days and forty nights, he was hungry. ³The tempter came to him and said, “If you are the Son of God, tell these stones to become bread.” ⁴Jesus answered, “It is written: ‘Man shall not live on bread alone, but on every word that comes from the mouth of God.’” ⁵Then the devil took him to the holy city and had him stand on the highest point of the temple. ⁶“If you are the Son of God” he said, “throw yourself down. For it is written: “He will command his angels concerning you, and they will lift you up in their hands, so that you will not strike your foot against a stone.” ⁷Jesus answered him, “It is also written: ‘Do not put the Lord your God to the

test.”⁸ Again, the devil took him to a very high mountain and showed him all the kingdoms of the world and their splendor.⁹ “All this I will give you,” he said, “if you will bow down and worship me.”¹⁰ Jesus said to him, “Away from me, Satan! For it is written: ‘Worship the Lord your God, and serve him only.’”¹¹ Then the devil left him, and angels came and attended him.

- **Because the King overcame sin and lesser things, we can overcome sin and lesser things in light of His love.**