

# Ekklessia part 9: The Brand

Pastor Rick Wagner – June 26, 2022

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What is the brand for followers of Christ? What are we known for? What should we be known for in your opinion?

Jesus came to give us something “brand” new!

*John 13:34-35*

*“Love one another”*

*John 13:34-35*

*“As I have loved you, so you must love one another!”*

The “brand” for this new movement would be love, a selfless, self-giving, and grace-oriented reckless love!

By “this” everyone will know that you are my disciples.

Nobody is better off because of what we believe! Doing makes the difference, doing changes the world!

“Jesus did not tether his new command to the anchor all Jewish commands were traditionally tethered to: love for, fear of, or dedication to God. Jesus tethered his new command to himself...His new command represented a not so subtle shift from vertical to horizontal. The litmus test for being a card-carrying Jesus follower involved nothing even remotely religious. It was relational. It had nothing to do with how one treated God, it had everything to do with how one treated others.” Andy Stanley, Not In It to Win It

Jesus’s love for the people in the room, rather than his authority over people in the room, is what he leveraged to instruct and inspire the people in the room.

Nobody is better off because of what we believe! Doing makes the difference! Doing changed the world!

The Brand!

What would it look like for you to love others (both inside the ekklesia and those outside the ekklesia) with this kind of Jesus “brand” love?

How would it look different than the expressions we see today in our Christian culture?