Date: 9/23/17

Title: Brand Name Christians

Theme: The way we live makes God look good, or it makes Him look bad.

Object: Two boxes of cereal showing registered names and trademarks, little sign saying “Christian®”

Text: 1 John 2:6 (NKJV) He who says he abides in Him ought himself also to walk just as He walked.

This is an important verse of scripture.

It says if you call Jesus your Savior and Lord then you ought to walk like Jesus walked.

What it means is that we ought to live like Jesus lived.

It means we ought to ask, “What would Jesus do?” and then we ought to do what He would do.

And how did Jesus live? He loved His Father in heaven with all His heart, and He loved other people more than He loved Himself.

Jesus treated everyone with love. Do you think Jesus would share His toys with other kids? (Absolutely, He loved everyone.)

Jesus would never say bad words, he would always obey his parents, he would never tell lies or take things that didn’t belong to him.

Jesus was loving and kind to everyone, even to those who hated him.

When we look at Jesus and how he lived, we can understand that God is love, and that’s what God wants everybody to know about Him.

How many have ever gone shopping for food at Market Basket or Shaw’s or Stop and Shop?

Have you ever noticed how many different “brand names” are on the shelves?

If you go down the cereal aisle, you’ll see lots of different brand names of cereals.

I brought two with me this morning. [Show Kellogg’s Special K and General Mills Rice Chex. Point out brand name. Point out registered symbol and trademark symbol.]

These brand names are very important to the companies that make these cereals.

They spend money to register these names and trademarks with the government so no one else can use them.

And they hope when you taste their cereal, you’ll come back again and again and buy the same brand name of cereal.

They want to make sure you are never disappointed with their box of cereal, so they make sure it is always good and fresh and crunchy.

Now when you and I accept Jesus as our Savior we get a brand name too.

We are called “Christians.” Here’s our brand name. [Hold up little sign with the name Christian on it and the registered mark. Point out mark.]

Our brand name is not registered with the government; it’s registered in heaven.

When we trust Jesus as our Savior, our names are written in the book of life, so we are “registered Christians.”

Just like these companies never want you to be disappointed with their box of cereal, so God never wants to be disappointed by the way His registered Christians live.

If we call ourselves Christians and live like the devil, we make God look bad, but God wants us to make Him look good.

That’s why the Bible tells us that if we love Jesus, we ought to walk as He walked and live as He lived.

Would you like to be a registered Christian living for Jesus every day?

Let’s ask Jesus to help us live as He lived: loving God the most and loving others as ourselves.