

# One Step Behind Jesus: What's Your Brand? Luke 20:20-26

Pastor Scott Praxl

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## Choose Your Brand

We live in a world today with no “brand loyalty”. Today you could choose Dunkin Donuts coffee, tomorrow Starbucks.

Gone are the days of sticking with one deodorant or aftershave.

Cars, peanut butter, and insurance agents are all determined by the bottom line: money.

While the choice over Burger King or McDonald's may not have eternal consequences, the choice to follow Jesus does.

If we were to pry open your heart and peek inside, what brand would be there? Would we see the face of Jesus looking back or just another here today, gone tomorrow brand? The choice is yours.

1. His likeness should be what people see.
2. His inscription should be on my heart.
3. I owe Jesus my brand loyalty.

By now you have discovered that all roads do not lead to God, and life is not as simple as you once thought. For those who are at this crossroad, the Bible offers a new direction, one filled with purpose, fulfillment, and acceptance. The steps are simple:

### 1 Recognize that you're a sinner.

You must admit your spiritual need. *“There is none righteous, no, not one.”* (Romans 3:10). We can't make excuses or blame others for our actions. *“For all have sinned and fall short of the glory of God.”* (Romans 3:23).

### 2 Recognize that Jesus Christ died on the cross for you.

*“For Christ also suffered once for sins, the just for the unjust, that He might bring us to God...”* (1 Peter 3:18). Jesus paid the price for your sin. The apostle Paul said, *“...the life which I now live in the flesh I live by faith in the Son of God, who loved me and gave Himself for me.”* (Galatians 2:20).

### 3 Repent of your sins.

The word “repent” means “to change your direction.” The Bible tells us, *“Repent therefore and be converted, that your sins may be blotted out, so that times of refreshing may come from the presence of the Lord.”* (Acts 3:19). God commands us to repent. You must be willing to turn away from the things that displease God.

### 4 Accept Jesus as your Savior.

Jesus said, *“Come to Me, all you who labor and are heavy laden, and I will give you rest.”* (Matthew 11:28). It is essential to come to Jesus just as you are. Don't try to “clean up your life” before you come to God. Instead, receive Him and allow Him to do the “cleansing.” Jesus said, *“All that the Father gives Me will come to Me, And the one who comes to Me I will by no means cast out.”* (John 6:37).

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