

Sermon Based Study Questions for 11.02.2014
One Step Behind Jesus: What's Your Brand?
Luke 20:20-26

We live in 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 McDonalds 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.

Next Step: Choose your Brand

Ice Breaker Questions – (choose one to answer/ask)

- Are there certain brands (of cars, shoes, clothes, etc.) that you are very loyal to? Why?
- What is most important to you when committing to a brand: cost, reliability, comfort, something else?

Opening Questions

- Is there anything from Sunday's sermon that really stood out, made an impression, challenged or confused you?
- Why do you think there is so little "brand loyalty" in our current culture?
How do we see this affecting Christianity and the Church?
- In a nutshell, what is the problem Pharisees and religious leaders have with Jesus?
- How does this passage speak to the issue of taxes and government?
(Romans 13; 1 Peter 2)
- What "things" belong to Caesar in our world, and what belongs to God?
(Read 1 Chronicles 29:10-13)

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Bible Study

Luke 20:19-26

- Why would the religious leaders be afraid of the people in verse 20?
- How did the question posed by the leaders put Jesus between a rock and a hard place in verse 20?
- Were the leaders being sincere in verse 21?
- Why does it matter who's likeness and inscription is on the coin? (v.22)
- What does the word "render" mean in verse 25?

Application

- Pray and ask the Lord what "brands" are keeping you from fully following Him as your brand.
- Throw away all other brands, one by one, name by name, and take Jesus as your one and only brand.

Scripture to memorize – Luke 20:25

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