




A. For many, feelings constitute a reliable guide in religion.

“top reason people (39%) choose a church is for its teaching.” (Three Major Faith & Culture Trends For 2014)
(<https://www.barna.org/barna-update/culture/649-three-major-faith-and-culture-trends-for-2014#.UuP9SRDnblU>)



Brand #1

Emotionalism Is Our Guide

“Church to open doors to dogs”



While some people might disagree, Deal believes “it is very important for the church to recognize the deep connection between people and their pets if they want to minister to the whole person and to what makes that person whole.”

- “For those who love their pets,” Deal said, they’re not just animals. “They are part of the family.”
- And if they are part of the family, he added, “why not invite them to church?”


<http://www.jacksonsun.com/article/20140125/LIFESTYLE/1250911/Church-open-doors-dogs>



A. For many, feelings constitute a reliable guide in religion.

B. Feelings Are Not A Reliable Guide:

- 1) Can be divisive (1 Cor. 1:10-13)
- 2) May lead us into error (Jer. 10:23, 17:9; Prov. 28:26)




Brand #1

Emotionalism Is Our Guide

A. For many, the wholesome result justifies any means or method.

“And why not say (as we are slanderously reported and as some claim that we say), “Let us do evil that good may come”? Their condemnation is just.” – Romans 3:8




Brand #2

The Ends Justify The Means

B. Examples From The Bible:

- 1) King Saul (1 Sam. 13:8-14, 15:3-23)
“I said... I felt...” “to obey is better than sacrifice...”
- 2) Believers in Jesus’ day (Mat. 7:21-23)
“Lord, Lord, have we not...”



Brand #2

The Ends Justify The Means

Moses said, 'THE LORD GOD WILL RAISE UP FOR YOU A PROPHET LIKE ME FROM YOUR BRETHREN; TO HIM YOU SHALL GIVE HEED to everything He says to you. ²³ And it will be that every soul that does not heed that prophet shall be utterly destroyed from among the people.'



Acts
3:22-23

A. For many, traditions of the past become doctrine.

1) Outside of the church (Lk. 16:27-28)

"I know my grandmother is in heaven..."

2) Inside the church (Mat. 15:1-20)

"If it was good enough for my grandfather, it is good enough for me!"



Brand
#3

**We Have Always
Done It That Way**

- A. Please do not sell the lost an emotion, sell them the Word! (Ps. 119:105)
- B. Please do not sell the lost worldly things for the sake of salvation. Sell them the Word! (Acts 17:11)
- C. Please do not sell the lost on tradition, sell them the Word! (Col. 3:17)



The
Brand of
Christ

**Which Are You
Selling?**