

**JESUS IS ENOUGH!!!**  
**A STUDY OF THE BOOK OF COLOSSIANS**  
*Guard Your Brand!*

“It does little good if Christians declare and defend the truth,  
but fail to demonstrate it in their lives.” – Warren Wiersbe

Branding is the promoting of a product or service by identifying it with a particular brand. Branding can be logos, slogans, color schemes, etc. Some say it is an illegal practice but there are popular clothing retailers who require sales clerks to wear the clothes the store sells. This practice is referred to as ‘guarding their brand’. The idea behind it is that shoppers will be more likely to purchase clothes because they will want to look like the people they see wearing them. In order to win followers for Christ, we must look like Jesus in our character. In a sense, Christianity is our ‘brand’. We are being conformed to His image (**Rom. 8:29**). We attract others to Christ when we put on His attributes. Instead of polishing and protecting our own image, we need to be guarding and reflecting the image of God, which is being perfected in us through Christ.

Pagan religions of Paul’s day were not concerned with personal morality. A worshiper could bow before an idol, put his offering on the altar, and go back to the same old life of sin. What a person believed had no direct affect on how he/she lived.

The gospel of Christ brought a whole new concept into pagan society. A person’s beliefs connected to behavior! Still today (no matter what the world says), we who share His life, must follow His example. He cannot live in us by His Spirit and permit us to live in sin.

**Read Colossians 3:1-4 (ESV)** <sup>1</sup> *If then you have been raised with Christ, seek the things that are above, where Christ is, seated at the right hand of God.* <sup>2</sup> *Set your minds on things that are above, not on things that are on earth.* <sup>3</sup> *For you have died, and your life is hidden with Christ in God.* <sup>4</sup> *When Christ who is your life appears, then you also will appear with him in glory.*

Scottish preacher, John McNeill, liked to tell the story of an eagle that had been captured by a farmer when it was quite young. The farmer put a restraint on it so it couldn’t fly, and then he turned it loose to roam in the barnyard. It wasn’t long till the eagle began to act like the chickens, scratching and pecking at the ground. This bird that once soared high in the heavens seemed satisfied to live the barnyard life. One day the farmer was visited by a shepherd who came down from the mountains where the eagles lived. Seeing the eagle, the shepherd said to the farmer, “What a shame to keep that bird hobbled here in your barnyard! Why don’t you let it go?” The farmer agreed, so they cut off the restraint. But the eagle continued to wander around, scratching and pecking as before. The shepherd picked it up and set it on a high stone wall. For the first time in months, the eagle saw the grand expanse of blue sky and the glowing sun. Then it spread its wings and with a leap soared off into a tremendous spiral flight, up and up and up. At last it was acting like an eagle again.

Paul Van Gorder comments, “Perhaps you have let yourself be comfortable in the barnyard of the world—refusing to claim your lofty position as God’s child. He wants you to live in a higher realm. Confess your sins, and seek those things which are above. You will soon be longing to rise above the mundane things of this world.” Like the eagle, it’s not too late to soar to greater heights again.

Being *raised with Christ* reminds us of our physical baptism. When Jesus gave us His life, He lifted us out of the grave. We will not die the ‘second death’. **Revelation 20:6 (ESV)** <sup>6</sup> *Blessed and holy is the one who shares in the first resurrection! Over such the second death has no power...*

When we are born into the family of God, we no longer belong to this world, but to Christ the King of the Ages! Paul wrote: *Set your minds on things that are above, not on things that are on earth.* We often must do a ‘restart’ to get our electronics functioning properly. When there is a power failure, we have to reset every electric clock in the house. As believers, we occasionally need to hit the reset button on our own thinking – setting our minds on things above like the eagle soaring in the sky. When we find our thoughts weighed down with worry regarding our personal problems and/or the world’s problems, it is time to hit ‘reset’, get out of the barnyard and go back to the Bible – go back to prayer – go back to giving God the glory.

Paul wrote: *For you have died, and your life is hidden with Christ in God.* The Life Application Bible comments that we should have as little desire for improper worldly pleasures as a dead person would have. Being *hidden with Christ* means that we are concealed and safe. **Psalms 56:11 (ESV)** <sup>11</sup> *in God I trust; I shall not be afraid. What can man do to me?*

When we are in the midst of trouble, it is easy to get down and depressed. These are the very times that we need to reset and remember that Christ is our life! Our God is not in the grave - like Buddha and Mohammed - our Jesus is seated on the throne at His Father’s right hand! We are made of dust; therefore, we are currently earthbound. But, when we accept Christ, our spirits are heaven bound because the Holy Spirit of God has come to dwell within us!

When He is revealed in His glory, we shall also be revealed in glory with Him. How magnificent is that!!! Right now, we belong to an invisible, spiritual realm - but one of these glorious days - the whole world will know that we belong to Jesus.

**Read Colossians 3:5-7 (ESV)** <sup>5</sup> *Put to death therefore what is earthly in you: sexual immorality, impurity, passion, evil desire, and covetousness, which is idolatry.* <sup>6</sup> *On account of these the wrath of God is coming.* <sup>7</sup> *In these you too once walked, when you were living in them.*

Putting to death our earthly nature is similar to getting rid of fleas or any other pest around the house. If you do not treat your animals regularly with a good flea repellent, you will wind up with a house full of fleas. The sins connected to our earthly nature return just as easily as household pests return. Those sins need to be put to death quickly or they overtake us again and again. I won’t take the time to define these sensual sins but instead just remind you that Christians are to ‘guard our brand’ so that we are reflections of Jesus to those around us. In order to do that, we must put to death what is earthly within us.

Paul said: *On account of these the wrath of God is coming* –Why is it that so few of us speak about the coming wrath of God today? The coming wrath should be what compels us to share the good news of Christ with others. When I think of the coming wrath of God, my Mother’s words for the lost ring in my ears as she would pray that souls would be saved before the Great and Coming Terrible Day of the Lord. Just because we don’t speak of the Lord’s Day of Wrath does not change the biblical truth that it is still coming.

**Read Colossians 3:8-11 (ESV)** <sup>8</sup> *But now you must put them all away: anger, wrath, malice, slander, and obscene talk from your mouth.* <sup>9</sup> *Do not lie to one another, seeing that you have put off the old self with its practices* <sup>10</sup> *and have put on the new self, which is being renewed in knowledge after the image of its creator.* <sup>11</sup> *Here there is not Greek and Jew, circumcised and uncircumcised, barbarian, Scythian, slave, free; but Christ is all, and in all.*

After Paul called for the putting to death of the sensual sins, he points out the dangers of social sins. Modern-day Christians have become very accustomed to social sins – anger, critical attitudes, lying, and coarse jokes among believers that rarely convict us concerning these sins.

Notice the sensual sins are *put to death*’, but the social sins are *put off* and the new self is *put on*. Paul provides a picture of a person changing clothes: *Put off... put on*. This relates to the resurrection of Jesus Christ – raised with Christ as mentioned in verse 1. When Jesus arose from the dead, He left the grave clothes behind! The grave clothes are a picture of our old life with its sinful deeds that we leave behind. We ‘put on’ a new life in Christ.

One of the best ways to ‘brand’ our new self is to be selective concerning our clothing. God has provided a way for us to maintain our Christian ‘brand’. Instead of focusing on our *anger, rage, malice, slander, and obscene talk*, we ask the Lord to help us focus on *whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable.* (**Philippians 4:8**)

It is good to remind ourselves that we are to be images of our Creator. Our brand should look like His to the best of our ability. And, I must admit frequently when I look at myself I don’t see Jesus. If I don’t see Jesus in me, how can I expect others to see Jesus in me?

In the business world, there are those who help businesses discover the brand identity for their companies. The Holy Spirit helps us grow in our knowledge of our Lord and Savior. As we grow in knowledge of Christ through the Word of God, we will be transformed by the Spirit of God to share in the glorious image of God. Wiersbe writes, “We were *formed* in God's image, and *deformed* from God's image by sin. But through Jesus Christ, we can be *transformed* into God's image!” In other words, it should be our goal to outfit our ‘new self’ into a ‘recognizable logo’ where others see Jesus in us.

Paul pointed out to the Colossians that the new life in Christ called for not only a different personal morality but our new life also applies to our relationships with others. Paul listed groups of people of his day who were at odds with one another: *Greek – Jew, circumcised – uncircumcised, barbarian – Scythian, slave or free.*

There are no cultural differences in Christ. The Greeks considered all non-Greeks to be barbarians; and the Scythians were the lowest barbarians of all! Yet, in Jesus Christ, a person's cultural status is no advantage or disadvantage. Nor is his economic or political status.

We have great divides in our country today – liberal vs. conservative, Democrats vs. Republicans – if you listen to the news any, you know the divides. We need to remember that *Christ is all, and is in all*. The fact that *Christ is all, and is in all*, will help us to keep our ‘brand’ reflecting Christ in our relationships with others.

**Read Colossians 3:12-14 (ESV)** <sup>12</sup> *Put on then, as God's chosen ones, holy and beloved, compassionate hearts, kindness, humility, meekness, and patience,* <sup>13</sup> *bearing with one another and, if one has a complaint against another, forgiving each other; as the Lord has forgiven you, so you also must forgive.* <sup>14</sup> *And above all these put on love, which binds everything together in perfect harmony.*

When you're having a down day and feeling very useless and maybe even worthless, remember what you are: **chosen, holy, and beloved**. As a Christian, you are chosen, meaning set apart – you are part of the family of God Himself. You are holy because of your calling in Christ, not because of anything you did or did not do. You are holy by reason of Christ's atonement for your sins and the continual working of the Holy Spirit. You are beloved. **Psalm 136:26 (ESV)** <sup>26</sup> *Give thanks to the God of heaven, for his steadfast love endures forever. Man's love fails but God's love endures forever.*

If you are wearing the ‘Jesus brand’ of clothing, your wardrobe should include garments of compassion, kindness, humility, meekness and patience. Time does not permit for us to consider all the clothing items; we will just briefly examine one – that is patience. Patience may be the most difficult garment to *put on*. Patience is like that new pair of shoes - hard to break in and we have the tendency to keep taking those new shoes off. I don't believe that patience is an attribute that comes naturally. It is a part of the Christian wardrobe that must be learned. **Ecclesiastes 7:8 (ESV)** <sup>8</sup> *Better is the end of a thing than its beginning, and the patient in spirit is better than the proud in spirit.* **Psalm 40:1 (ESV)** <sup>1</sup> *I waited patiently for the LORD; he inclined to me and heard my cry.*

The Christian's wardrobe reminds me of a woman's wardrobe. There's always one more item to buy - that special necklace or belt to match a dress - a new purse that's just the right size. In the physical world, our eyes are constantly on the search for that special something to add to our collection. That's the way we should treat our spiritual wardrobe – always considering how our actions affect the brand of Christ – always looking for new and better ways to reflect Christ..

There are days when we think concerning our physical wardrobe – I won't bother putting on anything special today. It doesn't matter. I am not going anywhere. With our spiritual wardrobe, the garments we choose to wear always matter. We are going somewhere! We are going to heaven and we should ‘dress in our best’ for the purpose of pointing out the narrow way to others.