

THE CORNERSTONE BRAND

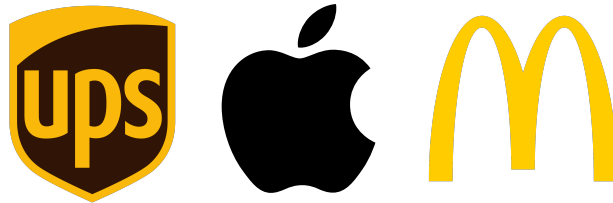
Part 35 of Foundations 260. 1 John 4:7-11.

Peter Foxwell. Cornerstone Church. October 26, 2025.

NAME THAT BRAND

Most successful organizations have a recognizable brand.

- It could be a name, product, logo, slogan, or any combination of these elements.



1 JOHN 4:7-11(CSB)

The background of 1 John is:

- The writer is the apostle John, a close friend of Jesus.
- The recipients are Christians in what is now Turkey, probably around Ephesus. John describes the qualities of a genuine follower of Jesus.

1 John 1:4:7-11 (CSB)

Dear friends, let us love one another (the church family), because love is from God, and everyone who loves has been born of God and knows God. 8 The one who does not love does not know God, because God is love.

9 God's love was revealed among us in this way: God sent his one and only Son into the world so that we might live through him. 10 Love consists in this: not that we loved God, but that he loved us and sent his Son to be the atoning sacrifice for our sins.

11 Dear friends, if God loved us in this way, we also must love one another.

THE MANDATE TO LOVE - verses 7-8

God is love.

- Verse 8 declares: God's essence, nature, or being is love.
- Before creation existed, the Father, Son, and Holy Spirit lived in perfect, eternal love for each other.
- God didn't need us to fill his love bucket, so to speak, yet his love was so abundant that he created humanity as the overflow of his loving heart.

Love is our new nature.

- Verse 7 explains: *"let us love one another, because love is from God and everyone who loves has been born of God."*
- When you're born again through faith in Christ, God's spiritual DNA enters your life through the Holy Spirit. His loving nature doesn't just influence you—it becomes part of you.
- Love isn't primarily our duty; it's our new Christian nature or identity.

THE MODEL OF LOVE - verses 9-11

God's love isn't a feeling; it's an action.

- God sent his Son to die for sinners..
- He demonstrated that love is self-giving, costly, and meets needs.
- So ... what does love in action look like?

We love even when it's not deserved.

- That's what God did for us: *"Not that we loved God..."*

Romans 5:8 (CSB) But God proves his own love for us in that while we were still sinners, Christ died for us.

We love sacrificially.

- God's love for us is costly. He sent his Son to die on the cross to atone for our sins.
- John's idea of love is neither romantic nor easy. It is sacrificial.
- People experience God's love for them through our sacrificial actions.

1 John 3:16-18 (CSB) This is how we have come to know love: He laid down his life for us. We should also lay down our lives for our brothers and sisters. 17 If anyone has this world's goods and sees a fellow believer in need but withholds compassion from him — how does God's love reside in him? 18 Little children, let us not love in word or speech, but in action and in truth.

LIVE A LIFE OF LOVE

The Cornerstone “brand” should be “Jesus and Love.”

- We want people to think of the Cornerstone as the church family that loves each other like Jesus loves.

Love isn't one ministry among many; it is THE ministry.

- It's not just what we do; it's who we are.
- Through costly actions that help, and heal, and meet needs
- Not necessarily money; more likely time, attention, practical help, and loads of patience.

Love is a “brand” worth living for.

SMALL GROUP GUIDE

Review

- Review Peter's October 26th teaching and study guide. For more resources, visit www.famousgod.com/small-groups.
- What were the main insights of Peter's teaching?
- What questions do you have about the passage or Peter's teaching?
- What were the main applications or takeaways for your life?

Discuss

- What do you think people currently associate with "the Cornerstone brand"? How do you know?
- What does it mean that love is not something we do but something we are?
- How should the truth that "God is love" influence the way we respond to conflicts or failures within the church family?
- How does Jesus' sacrificial love challenge your personal comfort zones? How can we love others in our church family when they are difficult to love?
- What would change in our ministry if we made "Jesus and Love" the unmistakable brand of everything we do?

Prayer Focus

- Pray for more grace to put our love into action like Jesus did/does.
- Pray that Cornerstone Church would gain a reputation for being a church family that loves like Jesus loves.