

## **What's Your Brand** *Lesson 12*

### **1 Thess 5:24**

*"The one who calls you is faithful and he will do it".*

Coca-Cola is the number one "brand" in the world. Companies spend millions of dollars making their brands known in business. They want you to recognize their brand. When you think of their brand they hope you will have positive thoughts in hopes it will influence your next purchasing decision.

Every individual has a personal "brand" whether you want it or not. Cultures have a brand. Ethnic groups have a brand.

Your brand is defined by your conduct.

- If you are always late, you'll soon develop a brand or reputation for being late. Others will even show up late because they know you will be late.
- If you are a person who exaggerates the truth, others will soon fail to take you serious.

However, the opposite can also be true. Your brand can be incredibly positive. By being a man or woman of your word, who is consistent in dealing fairly and honestly with others, your brand becomes known as someone who is faithful in all aspects of life.

One of God's most important characteristics is His faithfulness. Faithfulness means one is true to fulfilling their promises to others in the time which was committed. God is faithful to fulfill all His promises to His children.

Moses was also an example of faithfulness to his call.

### **Heb 3:5-6**

*"Moses was faithful as a servant in all God's house, testifying to what would be said in the future. But Christ is faithful as a son over God's house"*

What is your brand among your peers? Is it a positive brand or does it need improvement? Allowing the Lord to make us more like Jesus is the only way our brand becomes trustworthy.

Ask the Lord today to make you a faithful brand in which others can trust.

