



**Jesus Fails Marketing**  
**Luke 14:25-33**  
**Message-based Small Group Lesson**

**Overview**

Jesus approaches his followers in a way that is very different from the marketing techniques of today. It's almost like he's trying to drive away his potential followers by what he says. In this passage, Jesus says that the cost of following him is high and should be considered. He says that we must lay aside our closest relationships and also pleasing ourselves, and to consider everything we own as no longer our own. Tough call! Who would sign up for that?

Jesus demands absolute priority in all aspects of our lives because this is what it takes to truly change our hearts. He wants exclusive rights to define our identity; who we really are and what we are worth. As we are transformed by Him, we become able to live as he calls us to.

**Engaging with each other**

1. Describe a time in your life when you had an opportunity to respond to a "tough calling."

**Engaging with the Bible:** read Luke 14:25-33

1. How do you respond emotionally to Jesus when he says that you should hate your father and mother, your spouse and your children?
2. What do you think Jesus means when he says that each of us should carry our own cross?

3. Read Romans 15:1-3 and Galatians 5:24. What further insights about carrying our own cross do you find in these verses?
4. What would it look like, practically in your life, to follow Jesus by "giving up everything you own?" (NLT)
5. Why is Jesus as the absolute in every aspect of our lives required for heart change?
6. Is Jesus more concerned that we behave in the right way or that we experience his love?

**Engaging with our lives**

1. What one aspect of your life would change that reflects giving Jesus a greater priority in your life?
2. What does it mean to you personally that God the Father wants to be a dad to you? Do you relate to Him in this way?
3. Do you see a need to be "re-parented" by God the Father? If so, describe how you need to be re-parented by Him.