

# CHASING LABELS, MISSING PURPOSE

WHO AM I, AND WHY DOES IT MATTER?

PASTOR V

## THE QUESTION

Am I just the labels others put on me?

## THE TENSION

Society hands us names: successful, failure, addict, influencer. But labels often leave us emptier, unfulfilled, and smaller than we were made to be. They box us in, trap us in comparison, and keep us chasing approval that never satisfies. Labels reduce us to titles that can't carry the weight of who we really are.

## THE STORY BENEATH IT ALL

In **Creation**, God named us His image-bearers.

In the **Fall**, we traded His voice for the labels of others (Gen. 11:4).

In **Redemption**, we are given a new name: children of God (John 1:12).

In **Restoration**, God promises a new name only He knows (Rev. 2:17).

## THE COLLISION OF LABELS AND LIKENESS

The culture names you for what you do—your wins, your losses, your feed, your failures. Christ names you for who you are in Him—chosen (Eph. 1:4), beloved (Col. 3:12), redeemed (Eph. 1:7), His masterpiece (Eph. 2:10). The world reduces you to labels that fade. Jesus calls you by a name that cannot be erased.

## SO WHY DOES IT MATTER TODAY?

Without the right name, you'll chase achievements that never satisfy, relationships that never last, and identities that never fit. You'll keep scrolling, searching, striving—yet never arriving. But when Christ names you, purpose stops being something you chase and starts being something you live.

**STOP CHASING LABELS. RECEIVE THE NAMES ONLY GOD CAN GIVE: CHOSEN. BELOVED. REDEEMED. CHILD OF GOD. MASTERPIECE. CITIZEN OF HEAVEN.**