

# KING OF KINGS MESSAGE DISCUSSION GUIDE

## 21 DAYS OF PRAYER

*Week 4: Marketing Jesus*

### Break the Ice

What's a movie that you saw at too young of an age and it scarred you for some time?

### Key Passage

2 Corinthians 5:20

"We are therefore Christ's ambassadors, as though God were making his appeal through us."

### Discussion Questions

1. In your eyes, what does it mean to be an ambassador to Christ? Do you consider yourself an ambassador of Christ? Why or why not?
2. Do you think the words "marketing" and "faith" go together? Why or why not?
3. What are some good examples you've seen of people sharing their faith? What are some examples that might've been counterproductive?
4. What do you think is the main problem in how Christians represent Jesus? Why are nonbelievers hesitant to follow Christ?
5. Read 1 Corinthians 2:1-1. How does Paul's testimony make you feel about spreading the Gospel?
6. Zach Zehnder said that data shows that 5 out of 6 Omahans are not actively following Jesus. Does that number surprise you? Why or why not?
7. One of the top questions that marketing teams must solve is the consumer question, What's in it for me? If a non-believer asked you that about Christ, how would you respond?
8. How do you feel knowing that you're Jesus' marketing plan? Excited? Intimidated? Empowered?
9. Read 1 Peter 2:9. What does it mean to you to be referred to as "chosen", "priests", and "holy"?

### Close with Prayer



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