

Title: "Audience of One"

Text: Matthew 3:1-12

Target: Messages that are most memorable are the ones that are insightful, impactful, but most of all...impressible! What John the Baptist had to say, how he said it, and how he lived it encourages us all to live a life worth imitating!

1. **The Uniqueness (behind) the Message:** (Vs. 1-6)
 - a. **His Assignment:**
 - i. **Preach the Way:** *"Repent, for the kingdom of heaven is at hand."* (Vs. 2)
 - ii. **Prepare the Way:** *"Prepare the way of the Lord; make his paths straight."* (Vs. 3)
 - b. **His Appearance:** *"Now John wore a garment of camel's hair and a leather belt around his waist"* (Vs. 4)
 - c. **His Appetite:** *"and his food was locusts and wild honey"* (Vs. 4)
 - d. **His Appeal:** *"Then Jerusalem and all Judea and all the region about the Jordan were going out to him"* (Vs. 5)
 - e. **His Approach:** *"and they were baptized by him in the river Jordan, confessing their sins"* (Vs. 6)
2. **The Urgency (in) the Message:** (Vs. 7-12)
 - a. **Turn from Religion:** *"Bear fruit in keeping with repentance."* (Vs. 8)
 - b. **Trust not in your Race:** *"And do not presume to say to yourselves, 'We have Abraham as our father,' for I tell you, God is able from these stones to raise up children for Abraham"* (Vs. 9)
 - c. **Time is now to be Ready:** *"Even now the axe is laid to the root of the trees. Every tree therefore that does not bear good fruit is cut down and thrown into the fire"* (Vs. 10)
 - d. **There is a day of Reckoning:** *"His winnowing fork is in his hand, and he will clear his threshing floor and gather his wheat into the barn, but the chaff he will burn with unquenchable fire."* (Vs. 12)

Take Away: Do we see John the Baptist as being "extra" or do we see John the Baptist as the "example"?

- **Obvious vs. Oblivious:** Is my faith obvious or are people oblivious to my faith?
- **Courageous vs. Cowardice:** Is my faith courageous or am I cowardice in my faith?
- **Engage vs. Entertain:** Are we a church that values engagement over entertainment?