

1. Background of Purple Cow
2. Intro into Series (Thesis)
3. Intro into Purple Jesus (examples of Purple Jesus)
4. Old Testament Examples
5. NW testament Examples
6. Bible Intro (Genesis to Matthew)
7. Mary
8. Joseph
9. Magi
10. Herod
11. Shepard's
12. Closing
13. The Question

1. Background of the purple cow

I love my ipod, everything about it I love. but there's a dozen mp3 player. so why is it that the ipod dominates the mp3 world. It's more than just unique, it's more than just remarkable, it's a product worth talking about. Apple computer is the most influence brand in the world. Which is weird because they only sell 1.6% of the worlds computer. But yet their products draw your attention. So what makes apple so important. Its their uniqueness, it's the fact that make things worth talking about. What's so great a bout a Lexus. After all a Lexus is a nice Toyota. But Lexus is rapidly stealing market share from the bug two luxury car makers BMW, and Mercedes/ Because there's something about a Lexus that is worth talking bout. Do you realize Lexus owners have their own fan club. The most successful companies in the world aren't always the best product in their field. Their successful because they understand one thing, they are in the people business. And in order to get peoples attention that have to make a product that stands out, it has to be different. We have entered into the experience economy. Great companies realize that in order to convert a consumer into a loyal customer it's all about the experience. Starbucks has exploded because they sell a experience to people. The business world calls these companies PURPLE COWS. Their companies that have a unique perspective on business, there's something deeper than just the product they sell. we live in a consumer driven market, where for every service we need there is a dozen providers. its like looking in a pasture of black and white cows. At first the sight of cows in a field is entertaining. But it gets old fast. But what if you were driving in your car and you pasted a pasture that has always been filled with black and white cows but now standing in the middle is a purple cow. It not only grabs your attention it grabs the attention of all the other cows. It's the kind of experience that we can't wait to share with someone else. But it arise in us some question. Like how did the cow become purple, was it a accident or was it on purpose, was it born that way or is it dyed purple, is it permanent or temporary. And why do I feel the need to talk about it

I love design so I can't pass up method. I've bought about everything method makes. It's all average. Your buying the image because it grabs your attention. There are dozens of mp3 players on the market. But people buy ipods. Your buying the image. Have you ever tried oxyclean? The infomercial make it seem like it a miracle in a bottle. The idea of stain remover removing every kind of stain imaginable effortlessly is attention grabbing. It doesn't work I tried it. You see if all you do is have the ability to gain someone's attention you'll get it once, and if there nothing worth talking about. The consumer will simply move on to the next IT thing. The church is guilty of putting Jesus on the same level as oxyclean. It's a miracle in a prayer, a sin remover that effortlessly removes any kind of sin imaginable. We have the ability to get peoples attention, But when they get to church and realize there nothing worth



talking about. They simply turn their attention somewhere else.

The same is true about our lives, Jesus wants to make the Church something worth talking about, he wants to make the body of Christ something worth talking about. He wants to make The Church at Polaris, and this group of young adults something worth talking about. He even wants to make us personally, remarkable, unique, something worth talking about. But in order for him to do that, he has to find a way to gain our attention. Just because your Christian doesn't mean your fulfilling your call, just because you go to church doesn't mean your fulfilling your call. Just because you went to college or are going to college doesn't mean your fulfilling your call. Jesus has a plan, but if we ignore him we will never know what God had in store for us.

Purple Jesus
Do I Have Your Attention?



2. Purple Jesus

Purple Jesus is all about being unique. Whether it's your church or a ministry, or just your style. Churches that make an impact have something about them that is remarkable, that catches people's attention.

There are a million Churches in the United States, who all sell the same product. So what is it about your church that is worth remembering? How can a church reach people if people won't go to church? I believe if you make your church worth talking about, people will talk about it. The problem is the church is dying from lack of creativity, lack of passion, lack of big ideas. Think about it the post office is more innovative than the church. Along with Gas Stations, Banks, and Soda companies. The last time I checked how you mail letters, where you fill up your car, where you deposit your money, and what kind of pop you drink won't change your life. But not to these companies, it's their lives at stake. The church is guilty of making people less important than mail, gasoline, free checking accounts, and the possibility of a free prize on the underneath of a bottle cap.

What can the church do to regain people's attention? The only choice is to become remarkable to become a "purple Jesus" kind of church. It's a church that stands out from the pack, because it does things differently. The church should not be looking to business for creative ideas on how to reach people. Business should be looking at Churches for ideas. When Jesus created the church it was innovative. The "CHURCH" had never been done before. The term "Church" didn't even refer to a community of Christians that meet to praise and worship God. It was a term used to refer to anyone who could vote. The town would call the church together, meaning anyone who was white, wealthy, and educated. Those were the guidelines their community was based on. If you wanted to join you had to meet those requirements. But when Jesus said on this rock I will build my church he was setting a new creative standard in place something that had never been done before. He was stating I am forming a new kind of community where it doesn't matter how much money you have, what color your skin is, or if you can read or write. It's based on something new, your beliefs. And it doesn't matter if you believe eating meat is wrong, or paying taxes to Caesar is idolatry. (Or updated issues like whether you have tattoos, piercing, whether you live with your boyfriend, smoke, or look at porn). This new kind of community is based on one thing. That you believe that Jesus Christ is who he said he is, and that he did what he said he did. That's it. You can be Baptist, Lutheran, Catholic, charismatic, or anything else and still be a member of this Church. All you have to do is share the common denominator among all members, that Jesus Christ is Lord, he is the son of God, He died as a substitute for us on the cross so that we no longer had to live as separated from God. He rose from the dead, conquered the reign and curse of death, ascended to heaven to sit at the side of God his father. Opening the door for us to live a life connected to God, if we choose to believe.

Even the idea of being able to have a personal relationship with God was a "Purple Jesus" idea. It had never been done before. If you needed forgiveness of sins before, you took your sacrifice to the tabernacle, slaughtered it, gutted it and gave it to the priest. And he would burn it for you as your forgiveness. It was a system where people were disconnected from God. So when Jesus came "saying the only way to the father is through the son" I can only imagine people were skeptical about the idea of being able to commune with God personally. This was such a foreign idea Paul wrote the entire book of Hebrews to explain to the Jews that they no longer had to make sacrifices. They could simply ask personally to be forgiven. It was a new approach to God.

Even the message of salvation was "purple Jesus". Until the disciples started preaching in Acts, God was for the Jews. You were born into it, gentiles were left out. Not until Peter goes to Cornelius and preaches and

Cornelius and everyone around him get filled with the holy ghost does the message become Cross cultural. Again it was a new idea that if your a gentile you can believe and trust in the God of Israel and be saved. Isn't that why people doubted Paul's conversion? He was a Roman who hated Christians, and all of a sudden now he believes.

3. Examples of Purple Jesus

imago Church - homeless Teen Ministry, artist outreach, green house ministry (most unchurched city in USA, Portland)



Mosaic - No planted building , they rent a school, night club, etc... They have over 50 nationality

Saddleback Church - Rick Warren 30 million copies of purpose driven life, 90% tithe, 200,000 pastor emails, 6,000 peacekeepers.

XXX Church - their ministry and their Jesus lovesPornstars Bible

The Message Bible - the idea of taking the formulas and systems out of the bible and recreating the story of our language, Kenneth Taylor got death threats when he introduced the living bible



4. Old Testament examples

Moses burning bush, 10 plagues to pharaoh, 10 commandments , mann, red sea David Goliath, elijah and baal, shadrach, mesaich and abendago.

5. New Testaments examples

Jesus birth, Start of his ministry, crucifixion, resurrection, walking on water, calling the disciples, Mary becoming pregnant, Saul on the road to Damascus

6. Bible History

In order to talk about the birth of Jesus and why it was so powerful in capturing Peoples attention. We have to start back in the first book. God is a BIG C creator, who creates little c creators. He's a God who loves to create things. So he creates a beautiful masterpiece and then puts it all under the authority of Adam the crown jewel of creation. It essence God Creates us, hands us authority and sits back to see what we do with what God gave us. We Find out right away that if man is given power , and authority, and free will he will always make bad decisions. Man had all the potential in the world and he choose to try it with God. Something in Adam told him maybe he could do it on his own. Now Gods perfect creation becomes corrupted with Sin. It's installed in our DNA at the time of conception. It's right there along with the gifts and talents that God installed in you. So there's this battle going on in us even before we our born, of which will prevail God or Sin. The word SIN is a Hebrew word used in archery, it means to physically miss the mark. To be off track.

God's purpose as a BIG C creator is to make little c creators who would return to him and say what can we make together. But man because prideful and starts to thing that if we can create too, maybe we don't even need God. Maybe it's God that's holding us back from creating something Beautiful. The whole script gets rewrote in the first act, dramatically changing the plot the climax and the outcome (example Ball of yarn). Now God is forced to intervene and rescue what is left of his beautiful masterpiece.

Things get messy fast. The first family becomes dysfunctional when Cain kills Able. And then Chaos breaks out, people ruling their lives in way God never meant. To gets so bad that God decides to scrape man kind and start over. So he saves the only man on earth who is holy, Noah and his family. God sends the flood, and restarts the epic story of life again with a clean slate.

Then in chapter 11 things turn back towards man relying on his on creativity. Man creates bricks, which is a huge invention compared to building things with stone. Bricks are even, flat and easy to manage. It meant man could build fast, taller , and more efficient than ever before. The Brick is like our modern day computer chip. What does man decide to do with this new technology, They build a tower to heaven, so they can become like God. So God separates them and scatters their languages so they can't understand one another, to help prevent man from coming up with ideas on how to "replace God". By the end of chapter 11, God once again is at the

point where he is rethinking this creation idea. He's 0 for 2. Both times man decides he's better off without God, and both times man ends up disconnected.

In Chapter 12 we God take a new approach, He calls Abraham to start a new story, a story of rebirth, and new beginnings. It's the start of the Jewish people. God sets up a covenant with Abraham to bless him and bless everyone who blesses him. TO bless the entire world through his descendants. it's a whole new way to be human. God promises to take care of his people and to give them land where they can live So they can minister to the nations of God Goodness But again things get messy, when one of Abraham's grandchildren gets sold into slavery in Egypt. Joseph spends 13 years in jail, works his way out of jail into pharaohs house as governor of Egypt. Pharaoh puts him in charge of organizing all the food of the land because a famine is coming. Joseph does such a good job there's enough food for Egypt and enough left over to feed the Hebrews to. So they move to Egypt to survive the famine. Pharaoh dies, and a new Pharaoh takes power. He doesn't show any loyalty to Joseph and decide to enslave all the Hebrews.

After 400 years of slavery God calls Moses to deliver his People. Moses delivers the ten plagues and pharaoh finally agrees to let the Hebrews go. God delivers his people into the wilderness. He gives them the ten commandments as a starting point on how to live in relationship to God. Again God creates a whole new way to be human. He constantly gives mankind a way to come to him. After a couple of years in the wilderness the people start to complain about anything and everything. They would rather be slaves in Egypt than free in the wilderness. So after 40 years God brings them into the land he promised them. Now the people feel like they can begin their purpose of ministering to the nations because they finally have a place to call home.

After sometime goes by there is still no results from God's people. And again the people complain, they can't fulfill God's call because they don't have a king. every other nation has a king except for them. They need a king to be in charge, to call the shots. So they ask God for a king. And God responds by giving them a king named SAUL which means to ask. Saul turns out to be a coward, and the people ask for another King. So this time God gives them David. David was a man of God, He did so great things. David was the opposite of Saul, but in the end he turns out to be a king of bloodshed. Even his own son Solomon tries to get the kingdom from him in the end.

So now giving the people land didn't work, giving them two kings didn't work. So now they want religion. Maybe if they had some moral and spiritual laws to govern them they could share God's goodness with the nations. So Solomon built the temple, but it doesn't take long for it to get messy. It turns into a corrupt system of buying and trading and condemnation. So the people say well what we really need to follow God's purpose is the voice of God. So God sends his prophets through the rest of the Hebrew scripture. All of them tell about the same message, repent turn back to God, Be the people God made you to be. A light to the World. And the people of God continue to fail, and finally end up in exile by the Babylonians who burned Jerusalem down, and turned the temple into ashes. Poked the eyes out of their King and forced them into oppression. So the Old Testament ends as a failure for God's people. They could never accomplish the plan God had for them. the Promise to Abraham, to bless all nations through his descendants. 430 years Hebrews were in Egypt before God calls Moses to deliver his people. 400 years in exile + 30 before Jesus starts his ministry until God called Jesus to deliver his people.

*John The Baptist (Luke 1.56-1.66)

John and Jesus were cousins, think of all the conversations they must of had. What's so impressive about John preparing the way is we all have heroes and role models. but then you meet them and they let you down, because they can't live up to your expectations. What's great about John is he grew up with Jesus and he still says I'm not worth to be baptizing you. It speaks of Jesus' character. The birth of John is important because we see some important Jewish customs.

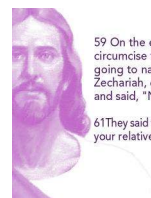
7. Mary (Matthew 1.18-25)

So the book of Matthew starts out with the genealogy of Jesus, and we skip it because it seems irrelevant. But the reason this is so important is because there



66 Everyone who heard this wondered about it, asking, "What then is this child going to be?"

Luke 1.66



59 On the eighth day they came to circumcise the child, and they were going to name him after his father Zechariah, 60 but his mother spoke up and said, "No! He is to be called John."

61 They said to her, "There is no one among your relatives who has that name."

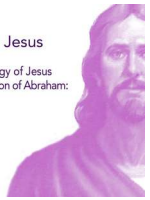
Luke 1.59-61

is a 400 Year gap between the old and new testaments. So matthew starts by reminding you of the story. Every Jew back then knew the story. It was en-grained into their lives at a early age. they knew that a Messiah was going to come to save them. They started learning the torah at age 6. They knew the promise to Abraham. So what Matthew is doing is recalling in their minds the story they already know. it's like being in school and studying for a test, and the day of the test the teacher gives you 10 minutes to cram. You already know the information, what the teacher is doing is giving you time to refresh it. to bring it to the forefront of your mind. Matthew is wetting the appetite of his listeners. But we as americans don't pick it up, we have such a goggle complex where we are always searching for information that is relevant to us that we miss anything that doesn't fit our search topic. When you buy a new book that your really excited about, and you get home and open it up to find 12 page of introduction before the first chapter. I hate that, i don't want to read 12 pages of the authors notes on why he wrote this book. I skip it and go right to the meat. And we end up missing meaning. When you think about the way matthew starts out the new testament is the most beautiful way he could of possible done it. By recalling in your mind the greatest story ever told. You remember Abraham (just by saying the name jews would begin to remember the stories they had been told their whole lives, so people are automatically remembering Egypt, the red sea, the ten commandments), Do you remember Isaac, Do you remember Jacob. Well what I'm about to tell you comes straight from them, remember What God had Promised?

The Genealogy of Jesus

1. A record of the genealogy of Jesus Christ the son of David, the son of Abraham:

Matthew 1:1

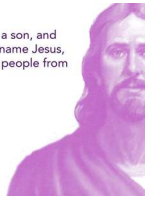


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Why is Jesus important To Me?
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Matthew 1.18 " She was found to be with child through the Holy Spirit." The first thing God did was he had to gets Mary's attention. How many know that if you've never had sex and you get pregnant, God has your attention. It says in Luke that mary spent 3 months with Elizabeth after she out she was prgenant. So when Mary gets back the first time Joseph see's her she is already 3 months pregenat. No wonder she thought about leaving her.

21 She will give birth to a son, and you are to give him the name Jesus, because he will save his people from their sins."

Matthew 1:21



The first two prophecies of Jesus are. 1. he is to be born of the family of David, 2. He is to be born of a virgin, 3. He is to be born in the town of Bethlehem. Joseph and mary lived in Nazareth 100 away. after the roman empire anounces a decree that everyone has to go to thier homw town to register for a census. this would be about a weeks journey on donkey. At what point did the light come on for mary and joseph. that this really could be happening.

8. Joseph (Luke 4.7) + (Matthew 1.19-25)

Matthew 1.19 "because Joseph was a righteous man and did not want to expose her to public disgrace, he had in mind to divorce her quietly." Why does the bible leave out the commentary between mary and joseph, you know the part where he finds out she's pregnant. I have this scene in my head that goes like this. Mary knew she was pregnant but didn't tell Joseph because she was waiting for the right time. Bit there never seemed to by a right time. So it got to the point where Joseph physically noticed she was pregnant. Imagine in their time If they weren't having sex, and you can imagine their clothing, it probably covered their entire body. Mary must of been 4 or 5 months pregnant before joseph noticed. so no wonder he wanted to divorce her.

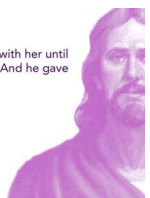
Isn't it weird that the angel tells mary but doesn't tell joseph? He didn't even have to tell mary, it's like he needed her permission. it seems like God is waiting for mary tell Joseph herself. To she if she really believes it herself. but it gets to the point where Joseph finds out, more than likely he physically noticed. and instead of letting the whole thing fall apart he step in. and the angel tell Joseph what's going on.

Matthew 1.20 "But after h e considered this an angel of the Lord appeared to him in a dream and said "Joseph son of David, do not be afraid to take Mary home as your wife, because what is conceived in her is from the Holy Spirit." This is Joseph's purple Jesus moment, God getting his undivided attention.

matthew 1.21 "She will give birth to a son and you will give him the name Jesus, because he will save his people from their sins." Jesus (Yeshua) means yaweh Ya - God Weh-Saves. I find this terribly interesting. We have been taught to see the story form Mary's point of view. imagine finding out she pregnant having to tell her parents,

25 But he had no union with her until she gave birth to a son. And he gave him the name Jesus.

Matthew 1:25



dealing with Joseph. going through life as an outcast. Being the punch line of endless jokes and gossip for the rest of her life. But there's a side we don't talk about. Joseph. He stuck it out with her, not knowing she was telling the truth. He had to have heard the rumors about her from his friends, how hard most of it must have been to stick up for her.

"You are to name him Jesus..." We shrug this off because in our culture naming kids isn't as important as it was in their time. It was customary for the man to name the child after a family member or a relative that has passed away. So by Joseph naming him Jesus he is making a huge statement. It was a form of social taboo to break this tradition. Jewish customs were giving your child a name set the course for his life, it stated who you were. So Joseph had the legal right to name him anything, but God told Joseph to name him Jesus. He can either ignore God because he doesn't want to draw more attention to him and Mary or he can "buy-in" and trust God. By naming him Jesus, Joseph is saying "Ya I Believe". Jewish boys didn't get their name until their "Brit" or circumcision which was on the eighth day. Do you know why they wait 8 days to circumcise babies? In Leviticus God commands that boys wait 8 days before they circumcise them. Modern medicine has proved that the 8th day is the day the baby's immune system is the strongest. So 2000 years ago God told the Israelites to wait because they would avoid infection. (that side note was free of charge). So Joseph had 8 days to decide whether he was going to go through with it or not. Can you imagine the pressure?

Do you think the reason there was no room in the inn was because Joseph's relatives knew Mary was pregnant. So they assumed they had been messing around before marriage. Which was against Jewish custom. So they didn't want to set a bad example for the rest of the family. it was in a way a social ostracizing.

Interesting idea. In Genesis the first book in the Old Testament Joseph leads the Jews into Egypt into slavery, but in Matthew the first book of the New Testament Joseph brings Jesus out of Egypt to save his people from their sins.

The Visit of the Magi

1 After Jesus was born in Bethlehem in Judea, during the time of King Herod, Magi from the east came to Jerusalem

Matthew 2:1



9. Magi (Matthew 2.1-12)

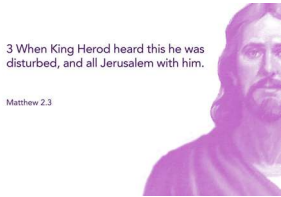
These were high standing men, they had access to Herod. The gold they gave to Joseph is what helped Joseph get to Egypt. Why would you bring a king's gold? If he's a future King then he's already rich. These men were possibly from Babylon. Babylonians had many gods and worshipped things like fire, the sun, the moon, and the STARS. These men were not Jewish, they were people not included in Scripture. They came from the east. Historians believe they were possible astrologers from Persia, or Babylon modern day China. They were foreigners. They were excluded from the law God gave the Israelites, they weren't under the ten commandments they had no allegiance to God. Because they came from the east they would have worshipped a foreigner's god, but when the Magi show up they ask "Where is the King of the Jews". Which raises all kinds of questions. How did they know the Jews were looking for a king, why would they care, and why was it so important they find him? Isn't it funny to think that if God was going to send the Jews a King they should be looking for him, but they're not the foreigners. In fact the Jews were looking for a king to deliver them from the Roman empire, maybe the reason they didn't notice was because Jesus didn't fit their profile. It says in Luke 2:24 that after his birth Joseph and Mary went to the temple to dedicate Jesus to God which was the law God gave Moses and they took with them two pigeons. In Leviticus 12:8 it says "If you couldn't afford a lamb you could bring two doves or pigeons.". So Joseph and Mary were poor, plus Jesus was born in controversy and royalty was never born under questionable circumstances.

What's so powerful about the magi is they become this metaphor for all people who are disconnected from God. They live in a God-less country, never having heard the gospel. Yet God was able to get their attention by using their beliefs in other gods or theologies to prove his existence. Isn't it interesting that if a star caught their attention hundreds or thousands of miles away it should have caught someone's attention in Bethlehem.

The writer in Matthew lets you know that the first event after the birth of Jesus is the magi arriving from the east. The word EAST is very important here. It starts the fulfilling of the promise of Abraham in Genesis 12:3 "all the families of the earth will be blessed through you". Here we have wise men, studied men, from across the world from a different culture, coming to worship a God they know nothing about, and basically can't do

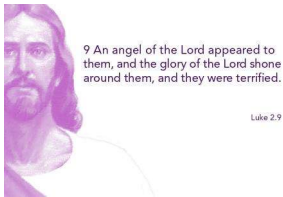
anything for them. This is all important because the matthew wants you to know God has not forgotten his Promise, his plan, or his people. East Literally means from the rising of the sun. These are men from far away

The magi brought Frankincense and myrrh which are resins, dried tree sap used in making incense. Both of these are found in abundance in somalia. History states that People from the east would travel to somalia once a year to buy and trade for resins. So the magi didn't "REGIFT" something they didn't want, they brought something that was precious to them, They would have to wait an entire year to get more.



10. Herod (Matthew 2.3-12)

Matthew 2.2 "...when Herod heard the news he was terrified along with all of Jerusalem...". obviously the birth of Jesus got Herods attention. Herod wasn't sent s star or an angel, just the rumor of Jesus' birth terrified him. Herod had extreme insecurity. He was know to of killed his own child just in case one of them was to be this messiah that was going to deliver hie people. But herod missed the point he assumed Jesus was going to be a military and political threat. The jews were waiting for someone to save them from the roman empire. Herod comes from the edomite line of kings, Remember jacob and easu. easu traded his birth right away to jacob. From jacon=b comes the line of david, and from david comes Jesus. From Esau comes the Edomites, and from the Edomites comes Herod. He was said to have killed his younger sons just incase they were the future messaih. Herod son killed John the baptist, his grandson killed james, and hie great grandson put paul on trai in acts.



11. The shepards (luke 2.8-20)

luke 2 these were the same pastures that David killed the lion and the bear to protect his sheep. One idea is that these shepards keep watch over the sheep the were used in the temple for sacrifices. Shepards were considered very low on the social ladder. If they were in the fields all day taking care of the sheep then they were "dirty" under the law. So they had to stay outside the city. The angel says " I bring to you a message of good news to all people." It's strange that God sent the magi (studied men a star), but sent angels to shepards (uneducated men). 7 times int he bible the word shone is wriiten this is the only one with the 4034 meaning, to illumanate.

12. The Closing

We tell God give me a sign and I'll go, I'll try that, I'll do that, I'll do this, I'll say that. We say it but we don't really want a sign for us, what we really want is s sign so everyone else know were called. We are so guilty of missing the star because we're looking for the angels.

13. The Question

Has there been a point in your life where God sent you a star, and you ignored it. Do you need to repent for missing the point.?