

In order to be successful in the late 1960s and early 1970s, 7up and J. Walter Thompson had to come up with a new campaign that would mimic the rebellion that then characterized much of society, especially the huge and expanding youth market. To conform with the non-conformists, in 1968 Thompson positioned 7up as the "Uncola"--a product that was as different from colas as rebellious teenagers were from "the Establishment

In the 70s and early 80s they used Geoffrey Holder as their pitch man. He would charismatically tell us in his Trinidadian accent that 7up, "doesn't look anything like a cola nor does it smell anything like a cola." In the 90s he was replaced by "Cool Spot," an animated version of the red dot found in the 7up logo. A more famous commercial portrayed him draining the color from a regular cola like a mechanic drains the oil from a car. Unlike other colas it was clear and contained no caffeine. The "Uncola" campaign ran from 1967 into the early 90s.

What all the commercials forgot to tell you is that the uncola is almost undrinkable. I have never heard someone say, "Man, I could really go for a 7up right now."

This morning we look at a list of uns. When we as Christians become one or all of these uns we become unpalatable to both God and man. So in an attempt to avoid being the type of believers God commands others to avoid, we need to understand these uns and allow the Lord to undo what we have done.

Scripture: 2 Timothy 3:1-5

I. The Uns

A. Ungrateful

1. Understanding where the word comes from
 - a. *a* = without
 - b. *Charidzomai* = a deponent of *charis* = grace
2. Understanding what Paul is saying
 - a. Someone who does not accept grace as grace
 - b. They believe they have merited whatever has been graciously bestowed
 - c. They deserve it and it is owed to them
 - d. Therefore they are ungrateful
3. Understanding the problem it poses for Xians
 - a. Salvation is by grace (Eph. 2:8-9)
 - b. Justification is by grace (Rom. 3:24)
 - c. Strength is by grace (2 Cor. 12:9)
 - d. Sufficiency/satisfaction by grace (2 Cor. 9:8)
 - e. Ruled by grace (Rom. 6:14)

B. Unholy

1. Understanding where the word comes from
 - a. *a* = without

- b. *Hosios* = holiness or righteousness
- c. Used of incestuous people
- 2. Understanding what Paul is saying
 - a. Someone who is not set apart by righteous behavior
 - b. Their behavior is indistinguishable from the behavior of the pagan/lost world
 - c. What they want is more important even if it is wrong
- 3. Understanding the problem it poses for Xians
 - a. We are commanded to be holy (1 Pet.1:15-16; Rom. 12:1)
 - b. We lose our effectiveness (Matt. 5:13-16)
- C. Unloving
 - 1. Understanding where the word comes from
 - a. *a* = without
 - b. *Storge* = familial love
 - 2. Understanding what Paul is saying
 - a. Someone who does not love their family (biological or Christian)
 - b. Their love is reserved for themselves
 - c. If they love someone else it is only for what that person can do for them
 - 3. Understanding the problem it poses for Xians
 - a. We are to show others preference (Gal. 5:13)
 - b. We are to love unconditionally (1 Cor. 13:7)
 - c. We are to love sacrificially (2 Cor. 8:1-4)
- D. Unchristlike & Ungodly
 - 1. Gratitude as a sign of Christianity
 - a. 1 Thess. 5:18 (give thanks in all things)
 - b. Jesus example
 - i. John 11:41 (raising Lazarus)
 - 2. Holiness as a sign of Christianity
 - a. 2 Cor. 7:1 (cleanse and perfect)
 - b. Jesus example
 - i. Matt. 9:11-13 (treatment of others)
 - 3. Love as a sign of Christianity
 - a. John 13:34-35
 - b. Jesus example
 - i. Pick a passage from the Gospels

Everyone has heard the saying: "Two wrongs don't make a right." Well, it doesn't take three uns to make you unchristlike. It only takes one.

This morning, I encourage you to allow the Lord to unveil to you whether or not you are ungrateful, unholy, and/or unloving. Maybe you struggle with only one of these uns. Maybe you struggle with all of them. However many you are guilty of, the key to victory over them and a return to Christlikeness is unmitigated confession and unrelenting repentance.

Our time of invitation serves as an opportunity for you to do just that.