

LEVEL UP: Pursuing Purpose Over Popularity

Genesis 37:1-11

let me tell you something crazy about chameleons that you probably didn't know. When a chameleon changes colors, it's not just trying to hide – sometimes it's trying to get attention! For real! Some chameleons will change colors just to be seen, just to be noticed.

And I'm looking at somebody right now who's been changing their colors trying to get noticed! Come on, somebody! You've been switching up who you are because you're tired of feeling invisible!

The Popularity Game

Let's get real for a second. Pull out your phone. Check your latest post. How many likes did you get? How many people viewed your story? And here's the real question – how many times did you check?

See, we're living in a time where people are doing ANYTHING to go viral:

- Doing crazy challenges
- Starting drama
- Acting a fool
- Even faking their whole life!

And some of y'all are changing colors faster than a chameleon at a paint party, trying to keep up!

The Joseph Situation

But let me show you somebody in the Bible who understood the difference between popularity and purpose. Young Joseph – and yes, he was young just like you – had a choice to make.

Genesis 37 tells us God gave Joseph a dream. But watch this – it wasn't just any dream. It was a dream that was going to make him DIFFERENT. A dream that was going to make him STAND OUT.

And can I be real with you? His brothers were NOT hitting that like button! Matter fact, they were giving him all the hate comments!

The Purpose Price Tag

Now, here's what's crazy about purpose – it comes with a price tag. Joseph's brothers:

- Threw him in a pit
- Sold him into slavery
- Tried to cancel his whole existence

But watch this! While they were trying to bury him, God was positioning him!

Some of you need to hear this: Your purpose might not make you popular! Your calling might not get you clout! Your assignment might not get you applause!

The Chameleon Choice

Every day you have a choice:

- Be a chameleon and change for the crowd
- Or be chosen and stand in your calling

Joseph could have changed his colors:

- Could have stopped sharing his dreams
- Could have played small to make others comfortable
- Could have traded his purpose for popularity

But Joseph understood something that some of you need to write down: **"YOUR PURPOSE IS MORE IMPORTANT THAN YOUR POPULARITY!"**

The Level Up

Listen to me – while everybody else is leveling up their:

- Profile pics
- Social status
- Follower count

God is calling you to level up your:

- Character
- Conviction
- Calling

And yes, that means sometimes you'll have to stand alone And yes, that means sometimes you'll be misunderstood And yes, that means sometimes you'll lose followers

But can I tell you something? Better to be alone in your purpose than popular outside of it!

The Real Talk

Some of you are stressed out trying to:

- Post like everybody else
- Party like everybody else
- Pursue what everybody else is pursuing

But God didn't create you to be like everybody else! The chameleon changes to fit in, but the eagle was born to stand out!

The Purpose Challenge

So, here's what we're going to do. This week, I'm giving you three assignments:

1. Purpose Check
 - What are you pursuing – purpose or popularity?
 - Who are you trying to please – God or the gram?
 - What's driving your decisions – likes or legacy?
2. Color Check
 - Where have you been changing your colors?
 - What parts of your calling have you been hiding?
 - What dreams has God given you that you're afraid to share?
3. Level Up Check
 - What's one step you can take toward your purpose this week?
 - What's one thing you need to stop doing to stay true to your calling?
 - Who's one person you need to unfollow because they're pulling you off purpose?

The Bottom Line

Remember this: A chameleon changes colors to survive, but an eagle spreads its wings to soar. It's time to stop surviving and start soaring! It's time to stop fitting in and start standing out! It's time to stop chasing popularity and start pursuing purpose!

Because when it's all said and done, God won't ask you:

- How many followers you had
- How many likes you got
- How popular you were

He's going to ask you: "What did you do with what I gave you?"

And I don't know about you, but I want to be able to say, "God, I didn't change colors – I changed lives! I didn't chase clout – I chased Your calling! I didn't pursue popularity – I pursued purpose!"

It's time to LEVEL UP!