Who is this John?
What does he say about himself?
Why does he say it?
Who are you, what do you say (think) about yourself, why do you say (think) it?

"This is the central theme of Scripture. God made us to gravitate toward him, to acknowledge with joy and obedience that he is the center of all, that he alone is God. The heart of our wretched rebellion is that each of us wants to be number one. We make ourselves the center of all our thoughts and hopes and imaginings. This vicious lust to be first works its way outward not only in hatred, war, rape, greed, covetousness, malice, bitterness, and much more, but also in self-righteousness, self-promotion, manufactured religions, and domesticated gods. . . He has made us for himself, but we have run from him. The heart of our lostness is our profound self-focus. . .. The only thing of transcendent importance to human beings is the knowledge of God. This knowledge does not belong to those who endlessly focus on themselves. Those who truly come to know God delight just to know him. He becomes their center."

D.A. Carson, The Cross and Christian Ministry