Why is important to believe that you are chosen, holy, and beloved (3:12a)?

In the context of 3:14, do you agree with the following statement: Love is not strictly an emotion, but is best understood to mean desiring the best for another person. Why or why not?

How does love bind Paul's list of virtues together (3:14)?

How does a person do and say everything in the name of the Lord Jesus (3:17)?