

Philippians 2:5-8

You have this mindset in yourselves which was also in Christ Jesus, who though he existed in the form of God did not regard equality with God as something to be grasped, but emptied himself by taking on the form of a servant, in human likeness being born, and in human form being found he humbled himself becoming obedient unto death, even death on a cross.

Mark 8:34-35 (and many parallels)

If any want to become my followers, let them deny themselves and take up their cross and follow me. For those who want to save their life will lose it, and those who lose their life for my sake, and for the sake of the gospel, will save it.