

Doug Smith ([00:07](#)):

Hey, leader, and welcome to episode number 358 of the L3 Leadership Podcast, where we are obsessed with helping you grow to your maximum potential and to maximize the impact of your leadership. My name is Doug Smith and I am your host, and today's episode is brought to you by my friends at Beratung Advisors. We're also recording this episode live from the new reiturn.com studio. If you're new to the podcast, welcome. I'm so glad that you're here, and I hope that you enjoy our content and become a subscriber. Know that you can also watch all of our episodes over on our YouTube channel as well. So make sure you're subscribed there. And as always, if you've been listening to the podcast for a while and it's made an impact in your life, it would mean the world to me if you would leave us a rating and review on Apple Podcast or Spotify, or whatever app you listen to podcasts through.

Doug Smith ([00:46](#)):

That really does help us to grow our audience and reach more leaders. So thank you in advance for that. Well leader. In today's episode, you'll hear my conversation with John Bevere, and I've been looking forward to this for a long time. He's been on my bucket list and we finally made it happen, and the conversation did not disappoint. If you're unfamiliar with John, let me just tell you a little bit about him. John. John is an international minister and bestselling author, known for his bold and uncompromising approach to God's word. His resources have been translated into 110 languages in over 40 million copies have been given away worldwide. When he is home in Nashville, you can find John playing competitive card games with his four sons in trying to convince Lisa, his wife, to take up golf. And in our conversation, you'll hear John share what he believes is the key to longevity and leadership.

Doug Smith ([01:27](#)):

We talk all about his new book, the Awe of God, which is so good. Really recommend that you get that. We talk about why every leader needs to be and remain in the awe of God. We talk about how you can raise your kids to be in awe of God and so much more. You're gonna love this conversation. But before we get into it, just a few announcements. This episode of the L three Leadership Podcast is sponsored by Beratung Advisors. The financial advisors at Beratung Advisors help educate and empower clients to make informed financial decisions. You can find out how Beratung Advisors can help you develop a customized financial plan for your financial future by visiting their website@barungadvisors.com. That's B E R A T U N G advisors.com. Securities and investment products and services offered through LPL Financial member of FINRA and SIPC, Beratung Advisors, LPL Financial and L3 leadership are separate entities.

Doug Smith ([02:16](#)):

I also wanna thank our sponsor Henne jewelers. They're a jeweler by my friend and mentor John Henne, and my wife Laura and I got our engagement and wedding rings through he jewelers and had an incredible experience. And not only do they have a great jewelry, but they also invest in people. In fact, for every couple that comes in engaged, they give them a book to help them prepare for marriage, and we just love that. So if you're in need of a good jeweler, check out hennejewelers.com. And I also want to thank our new sponsor, return.com and leader. Let me just ask you this. Have you ever had an interest in investing in real estate? Well, now for as little as \$500, you can become a commercial real estate investor. Just visit return.com to learn more. That's reiturn.com. Investing involves risk.

Doug Smith ([02:56](#)):

Please consult a return offering circular if you're interested in investing. And with all that being said, let's dive right in. Here's my conversation with John Bevere. John Bevere, it is an honor to be with you. I've been following your work in ministry and have been blessed by your ministry, uh, for well over a decade of my life. And, uh, very, very grateful for everything that you and your wife and your entire family do. And, uh, and I would love to just start with, uh, you know, when I was a young leader, I remember I had a, a mentor. Tell me anytime that you see someone, uh, who's being used greatly by God, you should always just ask God in prayer and ask that person like, what is it about them that allows God to use them in, in such a way that he's using them. And so I just wanna start with, really talk to you about your journey and your calling and, and how would you answer that question as you look at your journey, why do you think that God's been able to use you and Lisa in the way he has?

John Bevere ([03:46](#)):

I'm amazed by God's grace, first of all, Doug, and, and secondly, um, it's, it's, it's an absolute honor and privilege to be on this program with you. And I thank you for what you're doing to help people grow in leadership. Because leadership is about influence. It's about moving the needle in people's lives. And when I hear that word leadership, I perk up because, um, it, I remember a man said to me one day, I was young in ministry and he was much older and more experienced, and he said, John, would you rather speak to 3 million people or 10 liters? I said, 3 million people. He said, wrong answer. He said, 10 liters caused 3 million people not to inherit their destiny. And that is the 10 spies that came back from Canaan. And they discouraged 3 million people. And those 3 million people never entered their destiny because of those 10 liters.

John Bevere ([04:39](#)):

So when I hear leadership, my ears perk up and I'm like, I want to be on. And Doug, I just, after meeting you before the interview started, I'm just so glad because I sense, I sense something in you that I love and that's true humility. And I would say, Doug, I believe it's the grace of God that we can get anything accomplished. Jesus said in John 15, verse four, without me, you can do nothing. With that said, I believe what has allowed God to continue to use Lisa and I to impact so many lives is the fact that we long for strive for press into true humility. Hmm, I I believe with all my heart, that is the key. God said that I will dwell with the humble. If you look at humility in the fear of the Lord, they're, they're, they're matched together all throughout scriptures, people who walked in true humility.

John Bevere ([05:37](#)):

And I'm not talking about religious humility, false humility, fake humility. I mean, David was humble and he was accused for being arrogant. Why? Because humility produces confidence. His oldest brother looked at him and said, I know the pride that's in your heart. Get back to the sheep. And David's <laugh>, who was proud, if you look one chapter earlier, the prophet of the land came and God said, I found a man after my heart. And it was David, not the older brother eLab. And so eLab, who God rejected, God actually said to Samuel, I've rejected him. eLab accuses David of bring proud. Why? Because David says, who is this uncircumcised Philistine? Right? So humility actually produces a confidence that is attractive in leadership. Okay? So when I say humility, I have to be very careful that I don't get people's minds going to the religious false humility.

John Bevere ([06:36](#)):

Okay? If you look at the Apostle Paul, he made the statement, I, I labored more than all the other apostles. Okay? Whoa, what a statement. I have more fruit. I labored more than every other genuine

apostle of the Lord Jesus Christ. But he said it wasn't me, it was the grace of God in me. Hmm. Now that's pretty amazing for him to say that, but do you know what he said just prior to that? He said, I am the least of all the apostles. Hmm. Okay. When you are writing scripture, you cannot do what I call false humility. False humility is saying, oh, really wasn't me. But inside you're going to take a good look <laugh>. Right? The only way the Holy Spirit would allow Paul to say, I am the bottom of the barrel of all the apostles, is if he really saw himself that way.

John Bevere ([07:30](#)):

So he said, every apostle James, John, Peter, you, uh, Titus, I'm the bottom of the barrel of all of them. And then he says in the very next statement, I have more labor than any of them. It wasn't me. It was the grace of God in me. <laugh>, how amazing that he can honestly say I'm the bottom of the barrel of all the apostles, and then say, I've got more fruit than all of them. Because he really knew it was by the grace of God, he was able to do what he did. And I think, I think the great danger when it comes to leadership is we lose sight of the fact that anything we've got that's worth any value comes straight from heaven. Hmm. I was just at lunch talking to the guys that are making the Jesus Revolution who made the Jesus Revolution movie.

John Bevere ([08:18](#)):

Andy Irwin and John Irwin, the Irwin Brothers. They did, I could only imagine they did. Uh, American underdog Jesus Revolution comes out, uh, the last week of February. Oh my gosh, everybody needs to see that movie. I previewed it last September and it's, it's so touching. Wow. But I said to them, I said, guys, I said, here's the deal. I'm 63 years old. I wanna stay teachable. I wanna stay humble for the rest of my life. Because I remember back in the day, I was a young leader and I was crying out one day and I said, God, I want a fresh vision of Jesus. And I saw Isaiah six and I saw the fact that Isaiah saw the Lord. He was high and lifted up. And I thought, that's what I need in my life. I need a fresh vision of Jesus. And the Holy Spirit spoke to me in that time of prayer and said, that's not how I started the verse.

John Bevere ([09:10](#)):

And I went, what? And I went back and I read it again. It said, in the year that King Siah died, I saw the Lord. And immediately the spirit of God spoke to me and he said, Siah has to die before you can see a fresh vision of Jesus. I thought, who's Siah? So I find out, I know he is one of the kings, but which one is he? Is he king of Israel? Is he king of Judah? And I find out he's the king of Judah and he ruled 52 years. Now, in the last 52 years of my life, I've had 11 US presidents. This guy's rule was for a long time. He's 16 years old. When they make a king of Judah as a young man, he's smart and he seeks God. And as a result of seeking God, what happens? He starts prospering like crazy.

John Bevere ([10:07](#)):

Anytime we truly seek God, we're gonna prosper. Okay? The Bible is so clear about that He restores Judah back to the glory that it had even in close to the days of King Solomon. He restore, he restores back cities that were lost by his disobedient fathers. He builds the economy, strengthens the military. I mean, everything this guy touches turns to gold. But the Bible says when he was strong, so we don't know if this is 30 years into his rule, whatever, but when he was strong, his heart was lifted up. That's pride to his destruction. Now here's the key, Doug. The next verse says this, well, let me, let me stop there before I go any further. The Holy Spirit ask me a question after I had read about his life. He said, did Isaiah become more spiritual or less spiritual when pride entered his heart?

John Bevere ([11:07](#)):

And I said, less spiritual. He said, read it again. And the next verse says, pride entered his heart. For he entered the temple of the Lord to offer incense, which was not permitted only by the priests. And I went, oh my gosh. He became more spiritual. And the Lord said, A spirit of pride and a spirit of religion run hand in hand and they strengthen each other by covering each other up. Pride keeps you from admitting you become religious and religion covers up pride with your spiritual behavior. So he gets confronted by asiah the head priest. He gets angry, which is what people that are proud do they get angry when, when people confront them with truth and the moment he gets angry, what happens? Leprosy breaks out in his forehead. Now stop and think about this. Social media blows up, right? Instagram just goes crazy in, in Jerusalem.

John Bevere ([11:59](#)):

Our king, oh my gosh, he's got leprosy. This is a tragedy. And he had to live in an isolated house for the rest of his life. Oh my gosh, our king got leprosy. We can't believe this. This is so unfortunate. That's what they're all saying. But God gave us the inside screw scoot. It was pride. Leprosy is what was evident to everybody. Yeah. I was crying out one day and I said, God, why are so many pastors committing adultery? Why are so many leaders falling out of leadership? And the Lord said, son, these leaders don't have a hormone problem. They have a pride problem. Hmm. The hormone is what appeared to everybody. The affair, the extramarital affair, the love for money, whatever it is. He said, what's going on in the inside is pride. Wow. And Doug, what I found out is that the older the, the, the, the older I get, and I hate using that word, but the more mature I beget I get, okay, I want to be more humble than I was last year.

John Bevere ([13:03](#)):

If you look at the Apostle Paul in 56 ad he wrote that letter in second Corinthians, or was it second Corinthians? First Corinthians 15, where he said, I'm the least of all the apostles. Well, six years later he wrote another letter and that letter was to the Ephesians. And he said, I am the least of all the saints. Now remember, you can't write false humility when you're writing scripture. The only way the Holy Spirit would've let Paul write that is if he really saw himself as bottom of, of the barrel of all the saints. So in 56, God gave him permission to write, he was bottom of the barrel of all the apostles, cuz that's the way he saw himself. Six years later, he had grown in his, his humility to where he now was permitted to write by the spirit of God, I am the least of all the saints. Hmm. And I believe longevity of leadership and effectiveness of leadership is always going to be directly related to how truly humble we are.

Doug Smith ([14:09](#)):

That's that's absolutely huge. And man, I love one of my passions is just talking about longevity with leaders. Cuz like you said, I see so many young leaders fall and I mean, I know you're not quite your finish line, but to hear that advice, you know, at 63 with all you've done has been amazing. I'm curious, you know, for the young leaders listening who aren't in the season of life that you're in, what can we do to protect ourselves from pride? Uh, cuz I think a lot of times, you know, Carrie new Hoffer with that book didn't see it coming. Uh, man, a lot of times we don't see it coming. Is there anything we can do to safeguard ourselves against pride as we grow as leaders?

John Bevere ([14:39](#)):

Don't believe your own press <laugh>. So in other words, when people come up and say, oh man, you're just, you're just such a great leader. You're such a this man. As soon as they say that in your heart, heart

deflect it straight to Jesus. And remember John 15 verse four, make John 15 verse four, your life verse. And that is, without Jesus, I can do nothing. So remember Jesus made that statement without me, you can do nothing. So anything we accomplished, we accomplished by the grace of God in our life. Correct? Yes. So if you really keep that at the forefront of your heart, that when people start saying, man, because of that book, my life was changing. Oh, you just preached him. I had a pastor call me this morning. He said, you brought a message in my, in my conference last month on the awe of God and John, there was a man who wouldn't have anything to do with our church.

John Bevere ([15:32](#)):

He had a two and a half million dollar piece of property. He just wouldn't make it available to us. We knew it was perfect for the sanctuary. He just called and made it available to us because, and he cited that message. Well, I was so touched first of all, but what I had to remember, Doug, was that was Jesus touching that man's heart because Jesus wanted what he had for the kingdom. And that man will be greatly blessed of it. I was just the donkey that Jesus spoke through. So in my heart, I'm encouraged, right. That I'm listening to God. But I realize it was the Lord's appointment with that man to turn his heart towards the kingdom, which the pastor said for years he wouldn't even talk to him about that. So, I mean, this is what, that's, that's what God does. And that's why I love being able to serve him.

Doug Smith ([16:27](#)):

Yeah. And John, I'm curious. So obviously there's the god's side to everything, right? It's God's grace. Will you do anything, just like you just said, uh, but there's also in ministry, there's a price to pay, right? And I think a lot of times, leaders, they can look to someone like you and your wife and see how God's using you and say, man, that would be so great. And man, I pray that God uses that, but they don't always see the price, uh, that it's took to get there. And I'm just curious, uh, as you've looked over your journey, are there prices that you've had to pay that you wish people knew about that they don't see when you're up ministering on stage or having folks go over the

John Bevere ([16:55](#)):

World? No, I, the only reason to say this is to help strengthen you and them. And I remember Lisa looking at me, we went from one level of ministry to another level of ministry. And I remember my wife just looking at me exasperated one night and she said, I didn't know there were demons this big.

Doug Smith ([17:12](#)):

Hmm. Wow.

John Bevere ([17:13](#)):

And that was her way of saying, I didn't know there were difficulties this big. And y you know, I mean, yes, there is a huge price to pay in, in regard to the attacks that you're gonna encounter, the tribulations, the afflictions. But it's, it's kind of like if you stay in the presence of God, in other words, if you ask my sons, what did they see me doing every morning at five 30 in the morning when they got up, my light was already on in my office and I was reading my Bible. They knew, or I was outside walking in a deserted place praying every single morning. And what that does is that protects us so many times, Doug, I run into leaders and they started out doing that, but then they had such pressure to come up with a message or to write a book that they substituted their time with God, with writing the book or preparing the message.

John Bevere ([18:12](#)):

And you can't do that. Uh, when I wrote this book last year, the awe of God, I spent the whole year doing it last year. I'm up and I'm reading through the Bible. I am praying before I even begin writing because I know how important it is for me to connect with God every single day. Now, the other aspect of your question, I remember when my job in our, you know, I was in a very, very large church in, uh, Dallas, Texas. It was one of the best known churches in the world. And we had every major communicator of the gospel in the world coming to our church. And I was the guy that picked them up the airport to come to restaurants. And and I remember, you know, I'm in my earl uh, mid twenties and all of us are going, you know, when you make it to the pulpit, you arrive.

John Bevere ([19:07](#)):

Right? That's when you awry. That was the way we looked at it. Right? Right. And I remember my job was I took care of my pastor's personal needs and his wife and family's personal needs. So I would pick their kids up from school. I would wash their car, take care of their dry cleaning, buy a go purchase the anniversary gifts for the wife or friends, um, just all the personal stuff so they could focus on ministry. And I remember the Holy Spirit speaking to me one day. I was actually driving my pastor's wife's car to the car wash to get it clean. And he said, and I remember the word if was pretty strong, if I promote you to pulpit ministry, he said, it'll be a promotion in serving. He said, because if you mess up now, it's a few dry clean shirts. If you mess up, then it's human lives.

John Bevere ([19:57](#)):

Wow. And that's what I care most about. So when you come into a position of leadership, you know, people ask me a lot, they said, you get nervous before you speak to 20,000 people. Right. Which, you know, that, that, that happens, right? I, I, I just spoke to 7,000 people a couple weeks ago. I, you know, I've spoken to 35,000 people, right? People say, do you get nervous? And I said, no, not at all. And they think I'm being arrogant, but I'm actually not. Hmm. I don't get nervous. And they, they, they say, why don't you get nervous? And I tell them, it's very simple. If I'm, if I'm going on that platform to perform, I'm going to get nervous. Hmm. But if I go on that platform to serve those people, I won't get nervous. Hmm. So when you, when you, when you see your position of leadership is this is my ability to serve the people that I'm leading and influencing. You'll never get nervous. But if you try to be a performer, if you're like, man, I really want to bring it on this podcast, I really want to bring it on this TV program, um, you, you're gonna, you're gonna flow up, you're gonna get nervous, you're gonna mess up. And so always, always, always, no matter how high in leadership you go seek to serve the people, you're, you're, you're leading.

Doug Smith ([21:13](#)):

That's so good. And, and it might be the same answer last question before we, we start to dive into some of your books. But, um, you know, you talked about, hey, once we get into the pulpit will arrive. And I think so many people still think that today you're there. Now you're probably way beyond anything you ever thought you would be used for is what I would imagine. When you're at that level and the level of influence that you're at. I'm just curious, any advice for stewarding that level of influence that God's given to you? Uh, if, if leaders are listening to this and God does grant them a large amount of influence, is there anything else you would say outside of just what you said about service? Well,

John Bevere ([21:46](#)):

I I don't mean to promote the book prematurely, but it's,

Doug Smith ([21:50](#)):

Yeah, let's go, let's dive in.

John Bevere ([21:52](#)):

It's the truth. Um, I'm gonna, I'm gonna use Solomon as an example. Solomon was raised in the holy fear of God. David feared God, if you look at David, yeah. He made two massive, massive errors. Shiba and the, and the, and the tax that he, or the, um, the census that he did. But he repented quickly because he had a genuine fear of God in his heart. Right? So he, he raised up Solomon. I mean, the whole book of Proverbs show Solomon was raised in the holy fear of God. Right? If you look at Solomon, what, what is the fear of Lord? Beginning of wisdom? What does every leader need? Wisdom, insight, and understanding. Correct. Okay. So you talk about wisdom, you talk about insight, you talk about strategy. Oh my gosh, this guy Solomon is such an amazing leader, right? That now stop and think about this. King's, queens ambassadors came from all over the world just to get a glimpse of how he led his nation. The Bible says that every home in Israel, or every family in Israel had a home and a garden. Now stop and think about a nation of 3 million people. Not one person's on unemployment, not one person's on, uh, uh, on welfare. Not one person's homeless. Not one person is renting.

John Bevere ([23:21](#)):

Every single family owns their own house and own garden. That is some brilliant leadership right there, right?

Doug Smith ([23:28](#)):

Yeah, absolutely.

John Bevere ([23:30](#)):

Okay. But he doesn't treasure the fear of God. Do you know that Isaiah 33 verse six says, the fear of the Lord is God's treasure. Hmm. And it's also the key that opens up the storehouse of wisdom, revelation knowledge and salvation. Okay? So he doesn't treasure it. It's God's treasure. It's not his. The Bible says that the fear of the Lord is Jesus's delight. Isaiah 11, three. Okay. But it wasn't Solomon's treasure or delight. It was his delight, but not his treasure. Let's say that. So he, lets go of it. And what do we get? What do we get when Solomon, lets go of it. We get this gift, and you know what the gift is? The book of Ecclesiastes. And you say, John, that's a gift. That's a, that's a book that most preachers avoid. I know. Why is that? Because it is an inspired book written by a very uninspired man. I mean, he says statements like what goes around comes around. Life is vain. Everything's futile. What's lost can never be restored. The day you die is better than the day you're born. I mean, who writes these things? A pessimistic, cynic. Okay. So in my years in ministry, Doug, I have met a lot of cynical people in green rooms. What happened? They lost their fear of God.

John Bevere ([24:55](#)):

And so now they're jaded, they're cynical. But, but Solomon, at the very end of the Ecclesiastes book, book says, seven times in the last chapter in one form or another. Remember God, remember your creator. And the very last verse, he said, this is man's all. In other words, this is the whole duty of mankind. Fear God and keep His commandments. God gave us an insight into what happens in leadership. If we let go of the holy fear of God, we become cynical, we become jaded. And now, now we're a hypocrite because in the green room, we're one way on the pulpit. We're another way at home. We're one way at the c e o office. In, in the marketplace, we're another way. We become literally two-

faced because we really don't have that firm conviction and belief that should be driving us. It's now success is driving me.

Doug Smith ([26:05](#)):

Wow. And just so John, your wedding, our appetite for, for the awe of God. And man, I'm just hearing the key to longevity is the stay in awe of God is, is what I'm gathering from what you're sharing. And so you wrote this book, it's, it's actually, you know, as this podcast gets released, it'll be available. And so I encourage all the leaders to get a copy and we'll talk more about John's book. But if you've never read a John Veer book, I'm telling you, you need to literally buy everyone and, and read them. But talk about the awe of God. Why did you write this? And really, what do you want people to get from it? John,

John Bevere ([26:35](#)):

I have been so burdened by the fact that Barna did a very deep dive study. Barna discovered in the last 23 years, over 40 million Americans have walked away from the faith over 40 million. I mean, that is more than 10% of the population of the United States. That means one out of every 10 people you see on the streets have walked away from the faith. That has really troubling me. Now, half of those 40 million people are now professing, agnostics, atheists, and spiritualists. Okay? What has created this that caused me to really, really seek God? And I wanna bring you back to an encounter that I had in Malaysia in 1999. I was asked to speak at the largest Bible school in the nation of Malaysia. Now, Malaysia's state law is Islam. Okay? And pastors and believers had come from all over Malaysia. And they filled this auditorium and we were on our 10th and final meeting. The meetings had grown till now the auditorium was jam-packed.

John Bevere ([27:45](#)):

The holy awe of God came into the final meeting. Doug, I don't want to scare anybody, but the authority and the attractive terror that came into that auto auditorium was mind blowing. Hmm. I remember I thought, John Bevere, you say one wrong word, you make a wrong move, you're dead. Would that have happened? I dunno. But it did happen with a man and wife who came to their church and brought an offering in Acts chapter five, I knew your irreverence would not be tolerated in this presence. And I remember it hit the whole place. This is Malaysia, okay? And I'll never forget, it lasted about five minutes and it lifted. And the past, the leader of the conference came up and he said, I can't close this service with the song. I can't close this service. Hmm. Just stay, do whatever you want. You can leave whenever you want.

John Bevere ([28:50](#)):

And I stayed about 15 minutes and I started sneaking out cuz there were, there were people all over the place on the floor. And this couple from India. They, they were in the Bible school and they really got hit hard by that presence. And the woman looked at me, she said, I feel so clean right now. And I said, that's it. You just articulated what I feel after encountering that terrifying but wonderful presence. And went back to the hotel that night, we had dinner with the pastor, and, and the next morning, I'm getting up and I'm getting ready to play basketball with the Bible School students, right? I'm in my hotel room, I'm putting my gym shorts on. And the Holy Spirit said, read Psalm 19. I heard it so clear. So I have no idea what I'm gonna read. I go to my Bible, I get Psalm 19, and I get to, to the ninth verse.

John Bevere ([29:42](#)):

And this is what I read. The fear of the Lord is clean. And I went, oh my gosh. That's what that lady said to me yesterday. I feel so clean inside. The fear of the Lord is clean. Then it said this enduring forever. When I read enduring forever, the Holy Spirit spoke to me. And the Holy Spirit said, son, Lucifer led worship right before my throne. He was anointed to do so. He beheld my glory. He didn't fear me. He didn't endure in his position forever. A third of the angels surrounded my throne. They beheld my glory. They didn't fear me. They didn't endure in their place in heaven forever. He said, Adam and Eve walked in the garden in, in my ver in the very presence of my glory. They didn't fear me. They didn't endure in the garden forever. I started thinking, how many pastors and ministers and leaders have started on fire, passionate, wanting to help people. They didn't fear God. They didn't endure the ministry forever. God spoke to me that morning and said, every created being that surrounds my throne throughout eternity will be tested in the holy fear of God. Wow. Why have these 40 million people walked away from the faith? It's not rocket science. They lack the holy fear of God.

Doug Smith ([31:15](#)):

So, so how can we, how can we stay in awe of God? I mean, yeah. How can we not get jaded and, and yeah. Fear from

John Bevere ([31:21](#)):

That? Okay, so first of all, it's a pretty big book, right? But it's an easy read book, okay? Uh, all, there's 42 chapters. There's short chapters. There's a reason I just said that, Doug, I believe with all my heart, we're gonna grow in the fear of the Lord, in the healthy fear of God, in the of God throughout eternity. Just like I believe we're gonna grow in the love of God through eternity. Um, I remember having leaders, one leader in particular, he looked at me and said, well, the fear of the Lord just means to reverentially worship God. And I went, oh my gosh. No, it doesn't. Why does Paul say you work out your salvation with fear? And trembling is trembling just revere reverential worship. And you know, he did, he did something that, let me, let me compare it to something that we're all familiar with.

John Bevere ([32:13](#)):

The Bible says that love the, that the love of God is patient and kind. Correct. If I limit the love of God to being patient and kind, well, let me tell you a story. When I was, um, in my forties, early forties, there was a man that came. He was the son-in-law of a very prominent leader. He wanted to share with Lisa and I a business opportunity. He spent two hours with us. And you, you talk about patient, you talk about kind. That guy was amazing answering questions. He was patient with Lisa and I, and he laughed. And after a couple days of prayer, Lisa and I thought, you know, we just don't feel led to invest in this company. Well, I'm glad we didn't because he ended up spending years in jail for running a massive Ponzi scheme. Wow. Okay. Now, was that man patient?

John Bevere ([33:04](#)):

Yes. Was he kind? Yes. Was he loving? No. Because why? This is the love of God that we keep his commandments. The Bible says in one of his commandments is not to steal, right? So a child molester, while he's destroying a young person's life can be very patient and very kind. Is he loving? No. So we have these people that think, okay, the awe of God, the fear of the Lord, the healthy fear of God is to be reverentially worshiping God. Yes, that is a definition. But just like with the love of God, just saying love is patient and kind doesn't cover the scope of love. Even so, the fear of the Lord is so in depth, so grand, so amazing that I believe we're gonna discover facets of it throughout eternity. Just like we'll continue to discover facets of the love of God. So how do we get the fear of the Lord?

John Bevere ([34:07](#)):

It has to be caught and it has to be taught. If you look at Psalm 34, it says, come near my children and I will teach you the fear of the Lord. However, if you look at Psalm or Isaiah's 11 verse three, it talks about Jesus. It said the spirit of the Lord would rest upon Jesus, right? The spirit of wisdom, the spirit of counsel, the spirit of might, the spirit of understanding, spirit of knowledge, and the spirit of the fear of the Lord. And then it says, his delight was in the fear of the Lord. So I realized that, that the fear of the Lord is one of the seven manifestations of the Holy Spirit. So you have to be taught it and you have to catch it.

Doug Smith ([34:46](#)):

John, this is so good, <laugh>. So I was on a, a retreat last year and, and my biggest struggle in my walk with God has always been my prayer walk. And that's been something I've been trying to grow in. And, and actually I had a breakthrough last year, which was great. And I was spending time with the Lord in, in Montana on a retreat. And God spoke to me specifically around my children. And, and basically I just felt like God spoke to my heart. God, Doug, you must teach your kids how to pray and how to worship me in, in other words, to be in awe of me. Because if, if not they're, they're gonna lack the intimacy they need to walk with me and sustain the call I have for them. You know, I'm a I'm a father of four. I have, uh, four kids under six years old. And I know that, you know, every parent's desire is that their kid will grow up and walk with God and be in awe of him and have a relationship with him and fulfill what God's called them to do. You and Lisa have raised an incredible family, have great kids walking with God in ministry. Um, when it comes to getting your kids to stand in awe of God, what advice would you give, give parents listening

John Bevere ([35:37](#)):

To this? So we have four sons as, as well, and their ages are 36 down to 28. All four of our sons have worked with us in ministry for years. Uh, our second born son worked for us for nine years. He has his own business now because I really felt like God was calling him to the marketplace. Our other three sons still work for us. One of our sons has worked for us now for 18 years. Uh, and the other ones are years. So what what was really important to Lisa and I is that we raised them in the fear of the Lord and the love of God both. So we were very, very involved with our children as far as I'm playing sports with them, I'm playing games with them. We did family dinners together, but we interacted and showed them our fear of God by our lifestyle.

John Bevere ([36:31](#)):

Hey, how many everybody out there knows parents make mistakes. There's no perfect parent. One of the things I always made sure of is if I made a mistake with my sons, I would go and apologize. When I really, when I really knew I messed up, I would immediately go and say, Hey, what I said was correct, but the way I said it was completely wrong. I'm so sorry. My boys, our boys later told us that Lisa and I doing that made them feel safe. The other thing that made them feel safe is that when God dealt with me about something, they saw me change and I would come to 'em and say, you know, God has dealt with me about this and I just want you to know I'm sorry about it. And, and this is a behavior that's changing and they would see me change Wow.

John Bevere ([37:21](#)):

And modeling that. I'm watching them, they're raising their children even better. And you know, Doug, I'm I'm sure you're, you're, you're, you're coming out of a gen you're in a generation of my sons. I mean,

you're probably right in there area. Yeah. I'm 37. Yep. Yeah. So Addison turns 37 this year, my oldest. Right. And your generation, I believe is doing a better job raising children than we did. We didn't have much to model <laugh> to as models. I mean, I'm not, I'm and my mom and dad, I have, I have more respect for, I just lost my mom a week ago. Mm. I'm so sorry. My dad, my dad left, uh, eight years ago. There are tho that is two human beings that I will forever. And I've said this weeping in prayer, I will forever honor them. I have so much respect for 'em.

John Bevere ([38:08](#)):

My, but my dad was a World War II vet and my dad was very quiet. And I realized that I needed, I needed to be more than just living a life before him. I had to be engaged with my children. And so I, I see parents, they're like you today. They're engaged with their children, but they're, they're, there's one thing I'm seeing lacking. They're not instilling in them the fear of God. And that is something that we instilled into our children. And I'm watching them walk the walk and live the life long after they've left our home. And I'm seeing them raise their children the same way. So you can't just be involved with your children. You have to be a, you have to be a dad. Like I always told, I always taught my boys, I said, I am, first of all, your dad, your father.

John Bevere ([38:58](#)):

I'm second your friend. Now I wanna walk in that friendship position as much as possible. But if the two conflict I go to, number one, which means I will discipline, which means I will correct, which means I will confront. And, but you know, when, when, when, when there's not an area in that I, I'm, I'm gonna be your friend, I wanna be your friend. So I've tried to do that as much as possible. We realized as a young couple, Lisa and I, that them being at dinner was so important. There's something that happens when we're around the table. So our boys were not allowed to miss dinner. They had to help prep dinner. They, they ate dinner and they cleaned up and we made it fun. We made competition outta cleaning. <laugh> guys love that, right? So, oh yeah. You know, we, we came up with fun ideas way, making it really enjoyable. I, I did two formal Bible studies with my boys and they were both colossal failures,

Doug Smith ([40:02](#)):

<laugh> and

John Bevere ([40:02](#)):

I, and I realized what they needed more was they needed me to speak from my heart. So I started thinking of ways of discipling them in the ways of God by just everyday conversations and just sharing my heart and being sensitive to listen to the Holy Spirit. And so that was, you know, that's, that's a real important aspect that we should all walk in when raising our children.

Doug Smith ([40:29](#)):

Yeah. John, that's such good insight. Um, it's funny as, as you're talking, um, I get a, I get a lot of feedback from listeners and leaders that listen to the podcast cuz I'll use similar language of, Hey, you know, I felt like God dealt with my heart or that God spoke to me and to a lot of people, you know, leaders who may not be people of faith, or maybe they are and just, you know, have, have never been taught on hearing from God. Uh, you know, and I know this could be a whole podcast of in and of itself, but can you just give us like a brief summary on hearing the voice of God? Cause I think so many leaders long to do that, they, they're just saying, man, I I wish I could, can you actually hear from God? I think there's, yeah. Can you just bring us home on that? I think you'd do a great job

John Bevere ([41:06](#)):

Teaching it. So, I I I I, I don't mean to be harping on the same thing, but if you read in Hebrews chapter five, verse seven, it says that Jesus, in the days of his flesh cried out with the humanic cries in tears to him who was able to save. Right? And the, and the next statement says this. And he was heard, heard because of his godly fear. Come on. Okay, now, what am I saying here? The fear of the Lord is what causes us to keep our conscience pure. Our conscience is what connects the Holy Spirit with our soul. Right? If the conscience is not clear, the voice of the Holy Spirit goes quiet. Remember the Bible says their past feeling, they have their consciences seared with the hot iron. So the clearer your conscience is, and how do you keep your conscience clear by obeying it.

John Bevere ([42:09](#)):

In other words, you say something bad about somebody and your conscience, you feel a knife, right? You quickly repent. If you don't, if you justify, well, it's really right, and they were a jerk, and that's the way they behaved. You just have a veil go over your conscience. So the next time you do something like that, you don't feel a knife, you feel a pinch and you justify it. Veil goes over your heart. Next time you do something, you feel a little tingle, you justify it. Another veil goes over your heart. Next time you don't have anything at all. Now your past feeling, now your conscience has been seared. See Paul, why, why, why? The last letter Paul writes on earth, he says, I have kept my conscience pure. The fear of the Lord addresses your motives, your intentions, your conscience. It goes to that level.

John Bevere ([43:04](#)):

There are so many people that are not hearing from God because they've allowed their conscience to get, what do I wanna say? Polluted their conscience. They've, they've, they've weakened their conscience. I like that better. They've weakened their conscience. So now that connection is not there. And so hearing from God is also very individual. If you look at God, he said to Moses, if there's a prophet among you, I speak this way. Not so with Moses. If you look at Samuel, God reveals himself to Samuel, and Samuel runs to Eli because God's voice sounded like his pastor's voice. He ran to Eli four times. Finally, Eli figured out and said, next time you hear your name called say yes Lord. You're servant hears right. Why didn't God, on the second time, Samuel started running to Eli, say, no, no, no, don't go there. This is the Lord.

John Bevere ([44:04](#)):

You're God's speaking to you because God wants us to learn how he speaks to us. That makes it in a what a personal relationship. Yeah. So I have four sons and I speak to all four of those sons differently. <laugh>, I speak to them according to their personalities. My, my little, um, unique things that I've developed with each son individually, right? Like my oldest son, there are certain ways I communicate to him. I don't communicate to the other three. My second born son, there's ways I communicate to him. I don't communicate to the other three that keeps our, our relationship very special and personal. So we always talk about having a personal relationship with Jesus. That's how it stays personal, is God will speak to us in a certain way. I look at Lisa and God really speaks to her through dreams. Man, God speaks to me when I'm reading the Bible.

John Bevere ([44:57](#)):

I mean, it's just, it's just so I, and, and also the first thing when I wake up, I'm always looking for, what is he saying when I wake up? As soon as my eyes open up at five in the morning, what is he saying? So this morning he said something to me and I acted on it immediately, okay. That I've learned how he speaks

to me. Now I can look at friends of mine, they hear God's voice when they're walking down the street so loud and clear and they do something. And I'm like, I love that. But I've realized that the way the Lord likes to speak to me is when I'm reading the scripture and I'll hear his voice so clear and I'll write notes in my Bible, this, and I'll put the date in it. That's when he spoke to me. Right? <laugh>. And so, um, yeah, you, it's just really important to learn how the Lord speaks to us individually.

Doug Smith ([45:48](#)):

That's so good. John, you mentioned earlier, man, 40 million people in America have walked away from the faith, which is a staggering statistic. Uh, one of the books that you've written that, that most deeply impacted me was in light of eternity. And uh, can you just talk about driven

John Bevere ([46:02](#)):

Driven

Doug Smith ([46:03](#)):

By, driven by eternity? I'm sorry. Yeah. Driven by eternity. Um, can you, and again, we only we only have a few minutes, but can you just summarize that book and why you wrote that and what you want? What would your challenge be to people listening to this? In light of that

John Bevere ([46:16](#)):

Book, in a notebook that I have written has impacted me personally. Like that book, that book changed my life. I remember God spoke to me and he said, I want you to write a book on the judgment seats. Well, there's not just one judgment. There's a believer's judgment. There's a sinner's judgment, right? And then there's a judgment for angels. But I didn't write about that very much. I, I focused on the sinner's judgment and the believers' judgment. And I said to the Lord, I said, Lord, I I haven't preached 20 minutes of my life on the judgment seats. How can I, how can I write a a paragraph, let it alone a book? And I remember it ended up being the longest book I've ever written. But that book shows that our salvation is a free gift. You can never live good enough to earn your salvation.

John Bevere ([47:02](#)):

Okay? We, we know that. What I find many believers don't know is that the way we live as Christians, the way we live determines how we're gonna spend eternity. So what we do with the cross determines where we're gonna spend eternity. Heaven or hell. Most Christians know that the way we live as believers determines how we're gonna spend eternity. In other words, am I gonna be a gardener for eternity or am I gonna be on a planning committee with Jesus, planning, planning out a new galaxy. So the way we live now, here in this very short life determines our position. And this is an elementary teaching according to Hebrew six. Okay, so what do you get in elementary school? How to read, write, add, subtract. Can you imagine building your college education? Not knowing how to read, write, add, or subtract? That's what so many Christians are doing by not understanding eternal rewards and judgment. It is one of the elementary teachings of a relationship with Jesus Christ, according to Hebrews 6, 1, 2, and three.

Doug Smith ([48:06](#)):

Yeah, I wanted to go through multiple books, but leaders, if you're listening to something I'm just telling you, start with all in all of God and then just work your way through all of John's books. He has courses, blogs, so much, so many resources with a few minutes that we have left. I just wanna ask,

John Bevere ([48:20](#)):

Can say one, can I say one more

Doug Smith ([48:21](#)):

Please?

John Bevere ([48:22](#)):

Okay. So we have a \$12 million app that we built. And, um, it's free to use and that's why I'm telling you about it. So it looks like this, right? Yeah. And on this app, it's in, first of all, it's the number one app in the world in languages. It has 123 languages on it. In other words, we have books and courses and 123 languages. Number five in the world is YouTube. And they're 44 languages behind us. Well, we put all, we put four of our books or five of our books, and over 40 courses on this app for free. So it's called Messenger X. And if they just go to App Store or to Google Play, if they got an Android, you can download it by just typing Messenger, m e s s e n g e R. And then an X and Driven by Eternity is on there. And that's why I'm mentioning it. So they don't even have to buy it. They can get it on the app.

Doug Smith ([49:18](#)):

That's awesome. We'll include links to all of that in the show notes as well. So if you're looking for that again, uh, we'll include that. Uh, just a few fun questions. We're talking about resources. You guys are resource machines, obviously <laugh>, uh, the app and everything. Uh, a lot of aspiring authors here, content creators. What advice do you have for, for aspiring authors and people who wanna produce content?

John Bevere ([49:38](#)):

Don't try to write it all in one week. Uh, I, I have a rule where I only write a thousand words a day. And that's because I feel like the next 24 hours is when the next thousand words will cook. Mm. So I'll go back, I'll edit what I did yesterday and I'll write the new thousand words today. Then the next day I'll go back and edit that thousand words and do the next thousand words.

Doug Smith ([50:03](#)):

And writing book is just to start, right? So then you publish it, but then you actually have to get it out there. Uh, any advice on getting your message out? I mean, I think everyone would love to have their book do what your book has done and gone around the world. But do you just leave that up to God and just say, Hey God, and here's my book. I hope it sells. Or, you know, any advice there?

John Bevere ([50:22](#)):

I planted a polished water. God gave the increase. It takes work to plant, it takes work to water, but you can't make it grow. That is such a lesson for leaders. You do the work that God tells you to do. If God tells you to write a book, you write the book. Okay? That's, that's the new Awe of God book that, that, that, uh, just published this year. But as far as promoting, it goes, yeah, I'll do the work of the podcast, I'll do the work of, of speaking where I'm asked to speak. But as far as how it sells, it's not my, it's not mine. I mean, yeah, we've, we've had tens of millions of books out there. We've got probably, oh yeah, tens of millions of books out there. I mean, beta Satan has sold 3 million copies. Um, I look at that as God gave the increase.

John Bevere ([51:12](#)):

So Doug, who am I to tell people how to push a book? I, I see scripture saying promotion comes from the North. Promotion didn't come from the east to west of the South and comes from the north. That's the throne of God. I don't, you know, I look at some books and, and authors have written books and they're called to a segment of people or a group of people. I knew when I wrote these books that God had called into the nations of the world. These, these books are in 129 languages now. And to be very honest with you, Doug, it was because my name's on there cuz I was the first guy to get to read it. <laugh>, I know it's God's message for the church. And there are some messages he wants, like I said, to go to, uh, just leaders or just stay at home moms or just, or just a geographical area. And there's other books he's called to go to the nations. That's not my choosing. That's not your choosing. That's God's. So I say do the work of planting and watering, and as far as increase goes, leave it up to God.

Doug Smith ([52:16](#)):

That's so good. And, and I'm as my, my assumption here, one thing I love about your book is how specifically they are. They're very singular focused in awe of God, right? Uh, I'm assuming do, are you just led on, on what you actually write on? Uh, and yes, it just comes to you in your time with God. So again, it goes back to being in awe of God.

John Bevere ([52:32](#)):

<laugh>. I made a covenant with God that I wouldn't write a book unless he spoke to me. And so he has spoken to me, I guess 23 times now. And you know, I went for a four year time period where I didn't write a book and my c f o was begging me to, because we, we had publishers offering very, very nice contracts. And I said, no, God hasn't spoken to me and I'm not doing it. And God spoke to me last year to write this message because I believe the coming move of God that's going to blanket America is on the holy fear of God. And I believe this is gonna position people to be ready to move in that move. I mean, think about it as a leader, what do we need more than anything else is wisdom, insight, judgment. Right? The fear of the Lord is the beginning of all of that.

John Bevere ([53:15](#)):

And it's a fountain. It's a continual flowing stream of wisdom. Most of that wisdom that you walk in when you walk in the fear of God, I'm gonna, I'm gonna be evangelistic here, 90% of the time you don't even realize you're operating in it. Hmm. But you're operating in it. And I would much rather operate in the wisdom of God than in my own wisdom. Because my own wisdom will bring nothing but sorrow and fruitlessness in the long run. When I walk in his wisdom, it's productive. And so that's why the awe of God is so important to leaders. If we don't have that wisdom of God, we lose our protection, we lose our security, we lose our safety, we lose our productivity. I could tell you I found over 40 promises only made to those who fear God in the scripture. Longevity, productiveness, security, safety, wisdom, understanding, insight counsel, um, an intimate relationship with God, uh, security.

John Bevere ([54:22](#)):

I could go on and on. There's, there's over 40 the state and it's only made to those who fear God. I mean, it's mind blowing when you, when you really get in and you find out. So this is what we as leaders need. We need all these things. We need the confidence. That's another one. It produces confidence. Jesus said men's hearts are gonna fail them for what's coming on the earth. It says in Psalm one 12, the person who fears the Lord does not fear bad news. When Covid hit, I was laughing with my team and preaching to them and encouraging them, and we became more productive. Think about it, March,

2020, we became more productive that next year than we had ever been before because of the wisdom of God and because we didn't fear bad news. So what's coming on the earth? If you don't have the fear of the Lord, you're gonna be overwhelmed by what's going on, and it's going to stifle you and not make you productive, but the fear of God will give you the wisdom to go through the most difficult of times.

Doug Smith ([55:28](#)):

Wow. Well, John, this conversation's been phenomenal. Again, very, very grateful for you, for your ministry. Thank you for constantly living a life in awe of God, uh, and now multiple generations of Bevere, as well as well. So very grateful for you, and thanks again for the convo. Well Leader, thank you so much for listening to my conversation with John. I hope that you enjoyed it as much as I did. You can find ways to connect with him and links to everything that we discussed in the show notes l3leadership.org/358. Well, hey, leaders, always, I want to challenge you that if you wanna 10 x your growth this year, then you need to either launch or join an L3 leadership Mastermind group. Mastermind groups are just simply groups of six to 12 leaders that meet together on a consistent basis for at least one year in order to help each other grow, hold each other accountable, and to do life together.

Doug Smith ([56:09](#)):

For me personally, mastermind groups have been the greatest source of growth in my life over the last seven years. So if you're interested in learning more about launching or joining a group, go to [L three leadership.org/masterminds](https://l3leadership.org/masterminds) or email me at Dougsmith@L3leadership.org. And as always, I like to end every episode with a quote, and I'll quote Aaron McManus who said this recently, and it really impacted me. He said, if your happiness is built on fulfilling someone else's potential, you're gonna be very unhappy. Your happiness has to be tied to fulfilling your own potential. So good. While Leader, know that Laura and I love you. We believe in you, and we say it every episode, but don't quit. Keep leading. The world desperately needs your leadership. We'll talk to you next episode.