



# GOD'S *Success* FORMULA

$X = (\text{TALK})^1 \text{The} + (\text{Word})^2 +$   
 $Y = (\text{MEDITATE})^2 \text{The} + (\text{Word})^2 +$   
 $Z = (\text{ACT+ON})^3 \text{The} + (\text{Word})^2 =$   
**SUCCESS!**

GLORIA COPELAND



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## ***God's Success Formula***

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# God's Success Formula

## A Supernatural Success

How much do you want to succeed in life?

Don't answer that too quickly. Obviously, no one aims to fail at anything they do. But I've been amazed, over the years, at the people who have come across the formula for success, only to leave it lying on the table, while they stay broke, sick and defeated.

Such people initially think success is easy for those gifted with great abilities. But the truth is, real supernatural success is no picnic for anyone. It takes courage and faith. And it has nothing at all to do with natural ability.

If Joshua were around today, he could tell you just how true that is. When God called him to lead Israel after Moses' death, he faced an overwhelming task. As Moses' successor, Joshua had some big shoes to fill. Several million people were under his command, and he knew if they didn't stay in line with God, His blessing would not be on them. Without God's blessing, they would never be able to take the Promised Land.

Joshua had to succeed. The future of the entire

nation was at stake. And succeed he did!

How did he do it? By following God's own formula for success.

If you're wishing God would give you such a formula—wish no more. He already has! It's the same one He gave Joshua and it will work just as well for you, today.

## Who's With You?

"But Gloria, you don't know me! I've tried and failed with every formula in the book. I just don't have what it takes to succeed."

If that's what you're thinking, you haven't tried the formula in God's Book. With His formula, you don't have to "have what it takes." Look at what God said in Joshua 1:5 and you'll see why: "There shall not any man be able to stand before thee all the days of thy life: as I was with Moses, so I will be with thee: I will not fail thee, nor forsake thee."

You may remember, in Exodus, that God told Moses something very similar when Moses claimed he wasn't qualified to go before Pharaoh and demand Israel's freedom. He felt personally

inadequate for the task. “Lord, who am I to go and do these things?” he said.

But God answered, “Certainly I will be with thee...” (Exodus 3:12). In other words, “It doesn’t matter who you are, Moses. It matters who I am. For I am with you!”

That’s the great thing about God’s success formula. It’s not based on our abilities—it’s based on His abilities. We may be inadequate in a dozen different ways, but the One who is with us is more than enough.

## **An Act of Courage**

It’s great to know God is connected with you, that He never leaves you nor forsakes you. But you must be connected with Him before He can release His power on your behalf. You do this by obeying His Word. Joshua 1:7 says: “Only you be strong and very courageous, that you may do according to all the law which Moses My servant commanded you. Turn not from it to the right hand or to the left, that you may prosper wherever you go” (*The Amplified Bible*).

Do you know that obeying the Word is an act

of courage? When you obey the Word and believe God in a situation, you're swimming upstream. You're going against the current of the world.

When most of the people and all the circumstances around you are screaming unbelief in your ears, it takes courage to stand on God's Word and not be moved. But once you make the decision to do it, you'll be ready to activate God's three-part formula for success.

You'll find it spelled out in Joshua 1:8: "[1] This Book of the Law shall not depart out of your mouth, [2] but you shall meditate on it day and night, [3] that you may observe and do according to all that is written in it. For then you shall make your way prosperous, and then you shall deal wisely and have good success" (*The Amplified Bible*).

There they are. The three simple steps directly from the mouth of God that enabled Joshua to conquer the land of Canaan and bring Israel into their inheritance. Steps that will enable *you* to live like the conqueror God designed you to be.

Let's look at them one by one.

## Success Step 1

“This Book of the Law shall not depart out of your mouth....” That’s the first element of supernatural success God gives us in this verse. I like to say it this way: Talk the Word.

When I say talk the Word, I don’t mean just every now and then when you’re feeling spiritual. I mean continually. In Deuteronomy 6:7, God said you should talk His Word “when you sit at home and when you walk along the road, when you lie down and when you get up” (*New International Version*).

That’s pretty much all the time, isn’t it? At home, at work, in the grocery store—wherever you are, keep the Word of God in your mouth.

Romans 10:17 tells us that “faith cometh by hearing, and hearing by the word of God.” So when you’re continually talking about God’s promises, what He says and what He’ll do, you’re going to be growing in faith because you’re hearing the Word from yourself all the time.

Some people find it hard to talk the Word that much. They just can’t seem to do it! If you’re one of them, let me tell you why.

Jesus said out of the abundance of the heart the mouth speaketh (Luke 6:45). If you're focusing most of your attention on natural things—watching secular television, going to the movies, thinking about worldly matters, worrying about your job and family—then that's what is going to be in your heart in abundance. And that's what you're going to talk about.

To change what's coming out of your mouth, you must refocus your attention. Turn it toward God's Word and keep it there. Fill your heart with an abundance of the Word and your mouth will get in line.

## Success Step 2

This brings us to the second step of God's success formula. "You shall meditate on it [the Word] day and night."

When you meditate on God's Word, you do more than just read it. You take it into your heart in a very personal way and apply it to your own situation.

When you read a scripture about the blessing of prosperity, for example, don't think, *Hey, that*



*sounds nice, but I could never have it. Instead, apply it to yourself and say, “Hallelujah! That’s God’s Word to me. He says He’ll meet my need liberally, according to His riches in glory by Christ Jesus and I’m expecting Him to do that in my situation!”*

If you’ve been reading the Bible like a history book, make a change and begin to see it as God talking directly to you. Take time to meditate on it—think about it. Digest it. Take it so personally, it moves from your head to your heart, and it will become powerful and active in your life.

### **Success Step 3**

The final step of God’s success formula involves action. We must act as though the Word we’ve been talking and meditating is true—even when circumstances seem to say otherwise.

If that puzzles you, read what Jesus said in Mark 11:22-24:

Have faith in God. For verily I say unto you, That whosoever shall say unto this mountain, Be thou removed, and be thou

cast into the sea; and shall not doubt in his heart, but shall believe that those things which he saith shall come to pass; he shall have whatsoever he saith. Therefore I say unto you, What things soever ye desire, when ye pray, believe that ye receive them, and ye shall have them.

Notice, Jesus didn't say you should believe you receive when you see it. He said to believe you receive when you pray.

If you follow His instructions, how do you think you should act? Should you walk around depressed and joyless? Should you stand around wringing your hands, worrying?

No! Rejoice and praise God for the answer to your prayer. Act like you've already received it.

Here is where many people miss it. They know God's Word works, but fail to act on it.

You may have been studying the Word for 20 years and know how to live by faith better than anyone around. But, remember, it's not what you know that will bring you through to victory—it's what you *do*.

You can walk in faith consistently through 10 trials and experience great success. Yet on the

11th one, if you neglect to act on the Word, you'll fail. Although the string of victories in your past is a wonderful thing, it's what you do today that will get you through today's test or trial.

## **More Than Mental Assent**

One of the greatest enemies of real faith is a thing I call "mental assent." People who operate in mental assent read the Word and think they believe it, but when pressure comes, they don't act on it.

Mental assent says, "I believe the Bible from cover to cover. I believe I'm healed by the stripes of Jesus because the Bible says so." But when sickness actually attacks, it stops saying, "By His stripes I'm healed" and starts saying, "I'm sick."

Real faith believes what the Word says, though sight and feelings say something different. Faith doesn't care what the symptoms are. It doesn't care what the circumstances look like. It's not moved by what the banker, the doctor, the lawyer or the bill collector says.

Faith in God's Word will change the symptoms. It will change the bank account. It will bring the

money to get the bills paid. Faith will turn every defeat into victory. It is God's success formula!

But you have to give faith an opportunity to work. You have to keep God's Word in your mouth and meditate on it in your heart so "that you may observe to do according to all that is written in it. For then you shall make your way prosperous, and then you shall deal wisely and have good success."

## **No Sorrow Included**

Now, think again about the question I asked you earlier. How much do you want to succeed in life? Enough to change what you're saying or where your attention is focused? Enough to act on the Word of God, even when the rest of the world is telling you it will never work?

If you want it that much, the Word of God guarantees you'll get your fill of success in life. Good success. Not the kind the world gives, but God's own brand of success.

Success the world's way has a price tag of misery attached to it. But Proverbs 10:22 says, "The blessing of the Lord, it maketh rich, and he

addeth no sorrow with it.”

I will warn you that Satan won't like it if you choose God's way of success. He'll do whatever he can to stop you, and since he knows God's success formula, he knows exactly which tactics to use.

He'll pressure you to say negative things. He'll try to distract you from the Word and get your attention on anything—it doesn't matter what it is—as long as it isn't the Word.

His goal is to stop your faith. He knows it's the only force that can cause impossible situations to change.

He also knows faith comes from the Word of God. So when he sees the Word going in your heart and hears it coming out of your mouth, he doesn't just sit there. He starts talking. Doubtful thoughts will begin to come into your mind—thoughts that are just the opposite of what God's Word says.

But those thoughts don't become yours unless you believe and speak them. That's what he wants you to do, of course. If the Word says you're healed, he'll tell you you're sick. If the Word says you're forgiven, he'll say you're still guilty. If the Word says your needs are met, he'll tell you they're not.

But if you won't let go, but keep the Word in

your mouth and in your heart, you *can't* lose. There's no force the devil can bring against you that will overcome the Word of God. It will make you a winner every time.

So if you've been wanting good success and it's been eluding you, quit wondering if you have what it takes to make it. Remember, instead, who is with you. Then turn to the Word of God and put God's success formula to work in your life. Start talking it, thinking it and doing it.

Before long, you won't be chasing success... it'll be chasing you!

## Prayer for Salvation and Baptism in the Holy Spirit

*Heavenly Father, I come to You in the Name of Jesus. Your Word says, "Whosoever shall call on the name of the Lord shall be saved" (Acts 2:21). I am calling on You. I pray and ask Jesus to come into my heart and be Lord over my life according to Romans 10:9-10: "If thou shalt confess with thy mouth the Lord Jesus, and shalt believe in thine heart that God hath raised him from the dead, thou shalt be saved. For with the heart man believeth unto righteousness; and with the mouth confession is made unto salvation." I do that now. I confess that Jesus is Lord, and I believe in my heart that God raised Him from the dead.*

*I am now reborn! I am a Christian—a child of Almighty God! I am saved! You also said in Your Word, "If ye then, being evil, know how to give good gifts unto your children: HOW MUCH MORE shall your heavenly Father give the Holy Spirit to them that ask him?" (Luke 11:13). I'm also asking You to fill me with the Holy Spirit. Holy Spirit, rise up within me as I praise God. I fully expect to speak with other tongues as You give me the utterance*

*(Acts 2:4). In Jesus' Name. Amen!*

Begin to praise God for filling you with the Holy Spirit. Speak those words and syllables you receive—not in your own language, but the language given to you by the Holy Spirit. You have to use your own voice. God will not force you to speak. Don't be concerned with how it sounds. It is a heavenly language!

Continue with the blessing God has given you and pray in the spirit every day.

You are a born-again, Spirit-filled believer. You'll never be the same!

Find a good church that boldly preaches God's Word and obeys it. Become part of a church family who will love and care for you as you love and care for them.

We need to be connected to each other. It increases our strength in God. It's God's plan for us.

Make it a habit to watch the *Believer's Voice of Victory* television broadcast and become a doer of the Word, who is blessed in his doing (James 1:22-25).



## About the Author

Gloria Copeland is a noted author and minister of the gospel whose teaching ministry is known throughout the world. Believers worldwide know her through Believers' Conventions, Victory Campaigns, magazine articles, teaching audios and videos, and the daily and Sunday *Believer's Voice of Victory* television broadcast, which she hosts with her husband, Kenneth Copeland. She is known for Healing School, which she began teaching and hosting in 1979 at KCM meetings. Gloria delivers the Word of God and the keys to victorious Christian living to millions of people every year.

Gloria is author of the New York Times best-seller, *God's Master Plan for Your Life* and *Live Long, Finish Strong*, as well as numerous other favorites, including *God's Will for You*, *Walk With God*, *God's Will Is Prosperity*, *Hidden Treasures* and *To Know Him*. She has also co-authored several books with her husband, including *Family Promises*, *Healing Promises* and the best-selling daily devotionals, *From Faith to Faith* and *Pursuit of His Presence*.

She holds an honorary doctorate from Oral Roberts University. In 1994, Gloria was voted Christian Woman of the Year, an honor conferred on women whose example demonstrates outstanding Christian leadership. Gloria is also the co-founder and vice president of Kenneth Copeland Ministries in Fort Worth, Texas.

Learn more about Kenneth Copeland Ministries  
by visiting our website at **kcm.org**

# Materials to Help You Receive Your Healing by Gloria Copeland

## Books

- \* And Jesus Healed Them All
- \* God's Prescription for Divine Health
- \* God's Will for Your Healing
- \* Harvest of Health
- Words That Heal (gift book with CD enclosed)

## Audio Resources

Be Made Whole—Live Long, Live Healthy  
God Is a Good God  
God Wants You Well  
Healing Confessions (CD and minibook)  
Healing School

## DVD Resources

Be Made Whole—Live Long, Live Healthy  
Know Him As Healer

\* Available in Spanish



**When The LORD first spoke to Kenneth and Gloria Copeland about starting the *Believer's Voice of Victory* magazine...**

**He said: *This is your seed. Give it to everyone who ever responds to your ministry, and don't ever allow anyone to pay for a subscription!***

For nearly 40 years, it has been the joy of Kenneth Copeland Ministries to bring the good news to believers. Readers enjoy teaching from ministers who write from lives of living contact with God, and testimonies from believers experiencing victory through God's Word in their everyday lives.

Today, the *BVOV* magazine is mailed monthly, bringing encouragement and blessing to believers around the world. Many even use it as a ministry tool, passing it on to others who desire to know Jesus and grow in their faith!

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JESUS IS LORD



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Your growth in God's WORD and victory in Jesus are at the very center of our hearts. In every way God has equipped us, we will help you deal with the issues facing you, so you can be the **victorious overcomer** He has planned for you to be.

The mission of Kenneth Copeland Ministries is about all of us growing and going together. Our prayer is that you will take full advantage of all The LORD has given us to share with you.

Wherever you are in the world, you can watch the *Believer's Voice of Victory* broadcast on television (check your local listings), the Internet at [kcm.org](http://kcm.org) or on our digital Roku channel.

Our website, **kcm.org**, gives you access to every resource we've developed for your victory. And, you can find contact information for our international offices in Africa, Asia, Australia, Canada, Europe, Ukraine and our headquarters in the United States.

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We encourage you to connect with us often and let us be part of your everyday walk of faith!

Jesus Is LORD!

*Kenneth & Gloria Copeland*

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