WEEK 07 / GROUP DISCUSSION

The Original Influencers

READ FROM THE BOOK

Step Seven: Henry Ford, Charles Lindbergh, Father Charles Coughlin, and Gerald L. K. Smith.

BIG QUESTION

> **Why do people believe bad ideas when they come from someone successful, famous, trusted, or popular?**

CORE BIBLE PASSAGE

> **1 John 4:1 (NLT)**
> "Dear friends, do not believe everyone who claims to speak by the Spirit. You must test them to see if the spirit they have comes from God. For there are many false prophets in the world."

THREE DISCUSSION QUESTIONS

1. What gave these men credibility?
2. Did their achievements qualify them to speak authoritatively about Jews?
3. Who are the voices you trust most today—and why?

BOMB SQUAD EXERCISE

Modernize the influencer. Choose one historical figure. How might he build an audience today through podcasts, online video, or social media? What would make people trust him? What should they check before accepting his claims?

TAKEAWAY

Crowds confirm persuasion, not truth.

MEMORY VERSE

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