

## **FUD** factor

January 2005

What is the FUD FACTOR?

FUD is an acronym for – FEAR, UNCERTAINTY and DOUBT.

I first heard the term “FUD Factor” a few years ago at a sales training session with a major corporation. The instructor encouraged us as sales people to use the FUD Factor as a way of pointing out shortcomings in the prospective customer’s existing equipment to spotlight the strengths in our proposed equipment thus creating *Fear, Uncertainty and Doubt* about the reliability and value of their equipment. *I left that particular company some weeks later.*

The term FUD was originally coined in the 1970s in reference to IBM's marketing technique of spreading scary rumors about a competitor's new product to dissuade customers from taking a "risk" by buying it. The FUD Factor (in sales and marketing) relies on emotion—not reason—to make a sale *or* to prevent one.

It since occurred to me that even as Christians we have all, to one degree or another, experienced the FUD Factor — the cacophony of *fears, uncertainties* and *doubts* that the enemy uses to plague our daily life and influence our decisions. As is the case in sales and marketing, Satan too relies on our emotions—not reason—to lead us toward a bad<sup>1</sup> decision or to prevent us from making a good<sup>2</sup> one.

The *term* ‘FUD’ may have been coined in the 1970’s but the Bible is replete with situations illustrating the enemy’s use of the FUD Factor to thwart us as God’s children. Like the giants whom lived in the land of promise and scared the people of Israel which kept them from moving forward in faith and receiving their blessing (**Numbers 13**) - we too can face people or obstacles which seem too big for us to handle. But if God has told you to “go into the land” He shall make provision for your safety and strength. The giants may not know it, but they have already been defeated!

2005 is almost upon us so it seems appropriate to share this devotional as so many of us begin planning for the new year and work to try and wrap up the loose ends of 2004. We may even feel weary as we try to begin the year with what we hope will feel like a ‘clean slate’. What are the loose ends in your life as the year draws to an end? Are you moving forward with words that God has spoken to you that you have not seen manifested as of yet? Are you waiting to hear from the Lord about a circumstance?

For some of us this may be a rather difficult time when we feel as though we haven't seen that word from God come to pass in our life. We are still waiting and hoping in the Lord but because God's timing hasn't seemed to line up with our timing - we may feel frustrated, disappointed, impatient or even unworthy. Sound familiar? – That is the enemy hard at work with a tactical deployment of the FUD Factor.

Jesus Himself tells us in **John 10:10**, *"The thief does not come except to steal, and to kill, and to destroy. I have come that they may have life, and that they may have it more abundantly."* Do not be deceived – the enemy is 'the thief' who will use the FUD Factor and any other means available to steal from you, to kill you and to destroy you. He does not wish for you to have the 'abundant life' that Christ promised to those who follow Him.

Let me encourage you now to shake off the lies and deceitful ways of the enemy. Recognize his wiles such as the FUD Factor and stop him at the gates before he can cause fear and uncertainty and doubt in your hearts, minds and spirits and stand on God's word, "For God hath not given us the spirit of fear, but of power, and of love, and of a sound mind." (**2 Timothy 1**)

**And...** <sup>1</sup> Beloved, do not believe every spirit, but test the spirits, whether they are of God; because many false prophets have gone out into the world. <sup>2</sup>By this you know the Spirit of God: Every spirit that confesses that Jesus Christ has come in the flesh is of God, <sup>3</sup>and every spirit that does not confess that[a] Jesus Christ has come in the flesh is not of God. And this is the spirit of the Antichrist, which you have heard was coming, and is now already in the world. <sup>4</sup>You are of God, little children, and have overcome them, because He who is in you is greater than he who is in the world. <sup>5</sup>They are of the world. Therefore they speak as of the world, and the world hears them. <sup>6</sup>We are of God. He who knows God hears us; he who is not of God does not hear us. By this we know the spirit of truth and the spirit of error. (**1 John 4**)

Have you been told by God that the time is right for you to make a move?

- Then do not fear a defeated enemy! God shall strengthen you as you move to receive your blessing! "Do not fear, for I am with you; Do not anxiously look about you, for I am your God. I will strengthen you, surely I will help you, Surely I will uphold you with My righteous right hand." (**Isaiah 41**)

Are you still waiting for a promise from God to be fulfilled?

- Then continue in faith and know... "But they that wait upon the Lord shall renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary; and they shall walk, and not faint" (**Isaiah 40**)

Are you waiting for an answer to prayer?

- "be anxious for nothing, but in everything by prayer and supplication with thanksgiving let your requests be made known to God. And the peace of God, which surpasses all comprehension, shall guard your hearts and minds in Christ Jesus" (**Philippians 4**)

(<sup>1</sup> A bad decision means choosing what is less than God's best for your life and may even be outside of His will for your life. <sup>2</sup> A good decision, then, should be the decision God desires for you to make thus helping you realize His best for your life and in accordance with His will.)