

Roy's Report Q&A with Dr. Joe Johnson, CEO and Founder of Life Surge

1. What is the goal of Life Surge?

A:

The mission of Life Surge is clearly stated on our website: “to inspire, train, and equip others to surge their resources and influence for Kingdom impact.” Our vision is to see God’s Kingdom surge worldwide. So, in that context, our goal is to see thousands of people—and one day millions of people all over the world—multiply their resources and influence and use them to advance God’s Kingdom.

We do this through events and education. We want every attendee to walk away with clarity in their calling, confidence in their financial future, and conviction to impact their families, churches, and communities.

In order to achieve this goal, we firmly believe that people need to know God. That’s why our purpose statement is “to know God and make Him known.” And therefore, we are unapologetically Gospel-centric as we preach the Gospel at all of our events and impact classes. We’re thrilled to share that in the last 12 months, 19,935 people have made decisions for Jesus!

What makes us so unique, and what we would argue is the real story here, is that Life Surge is not a traditional non-profit ministry. In fact, we’re not a ministry at all. Instead, Life Surge is unapologetically a business that uses its platform for Kingdom impact. What this means is this: even though we are seeing the incredible evangelistic fruit through our business, we have never asked anyone to donate a single penny to our organization.

Most evangelistic ministries need to do a lot of fundraising to achieve their evangelistic fruit. And we believe that the traditional nonprofit model of soliciting donations to achieve their mission is a fine model. But what makes us so unique and innovative is that we are a traditional business that sells services (events and education), but we are so passionate about Jesus that we can’t help but share His Good News everywhere we go. Have you ever seen a traditional business experience this kind of evangelistic fruit? We have not. *This is the real story.*

2. What are the Impact Classes, and can someone join without attending an event first?

A:

Our Impact Classes are optional three-day classes. We currently offer three unique classes that teach people how to multiply their resources and influence through business ownership (how to start and scale a business), as well as how to invest in real estate and the financial markets. All three classes cost a total of \$97. That’s nine full days of learning for \$97 with a full money-back guarantee.

Our attendees rave about our Impact Classes as we consistently receive world-class reviews and ratings. We think the real story here is how we deliver such incredible value at such affordable prices.

Although not as common, people can join our Impact Classes without first attending a Life Surge event.

But the best part is that we just don't teach about business and finance. We continue to unapologetically preach the good news of Jesus, and we have seen over 1,000 people make decisions for Jesus through our Impact Classes this year alone!

3. Are Life Surge speakers paid exorbitant fees?

A:

No. In fact, it's quite the opposite. Although most of our speakers are compensated, many of them significantly reduce their fees because they believe in the mission. Although we cannot comment on specific speakers, we do know that some of our speakers donate their speaking fees to nonprofit organizations. This isn't about celebrity, it's about impact. Some of the most powerful moments on the Life Surge stage come from names you've never heard of before.

4. What about the claim that Life Surge is a “bait and switch”?

A:

It's not. We absolutely disagree with this claim—and so would the majority of our attendees according to our own surveys and their reviews.

The definition of “bait and switch” is when a seller advertises a product or service at an attractive price or with appealing features (the “bait”) but does not intend to sell the advertised item. When a consumer responds to the offer, the seller then attempts to switch them to a different product or service—typically one that is more expensive, less desirable, or more profitable for the seller (the “switch”). We actually provide more value than we advertise.

In fact, a Life Surge ticket starts around \$40, and that includes lunch. We believe the value that we offer for a full day of inspiration and wisdom from an incredible speaker line-up is unmatched by anyone.

Because Life Surge flows from our desire to glorify God, we are committed to transparency and delivering exceptional value to every attendee. We believe inspiration alone is not enough to achieve Kingdom impact. Many Christian events aim to motivate, but few provide concrete ways to take action. Life Surge is different: we offer a path beyond inspiration—a way for attendees to gain skills that can transform their financial future, their families, and their Kingdom impact. Life Surge focuses specifically on equipping believers in the area of resource multiplication.

We're transparent about our mission: our [homepage](#) explicitly and in large type states that we want to help people “learn why and how to create and multiply financial resources for Kingdom Impact.”



WHAT YOU WILL LEARN

- ✓ WHY YOU SHOULD GROW YOUR RESOURCES
- ✓ HOW TO GROW RESOURCES
- ✓ HOW TO LEVERAGE RESOURCES FOR KINGDOM IMPACT

We're transparent about our business model: our [homepage](#) explicitly states that we have a three-part business model: "1-day Inspirational Events," "3-day Educational Classes," and "Advanced Training & Mentorship."



We're transparent about our integration of Biblical teaching on wealth: our [homepage](#) prominently features the "4 W's of Kingdom Impact" which includes "Wealth (Isaiah 48:17)" with the scripture "I am the Lord your God, who teaches you to profit, who leads you in the way you should go." This clearly signals to all that financial teaching is a core component of our mission.



We're transparent about our speaker lineup: our speakers on our [homepage](#) are transparently categorized into categories, including "Top Christian Speakers," "Top Christian Artists," and "Top Christian Business Speakers," clearly signaling that business content will be presented.

Our attendees confirm this unmatched value by giving us unmatched reviews—thousands of glowing reviews and testimonials to date.

Third-Party Validation **LIFE SURGE**



Rating

4.7

4.8

4.57

Number of
Reviews

926

546

212

Additionally, our Net Promoter Score averages around 63 for Life Surge events—well above brands like Apple (61) and Harvard Business School (37). That means people don't just like it, they recommend it to the people they love.

At the end of the day, Life Surge delivers what it promises: an inspiring, practical, and Christ-centered experience that equips believers to worship deeply, live wisely, work with purpose, and steward their wealth for the glory of God.

We believe you must come to experience Life Surge for yourself before reporting on it. And although we invited you to attend an event, The Roys Report declined our offer, which is a puzzling response given your declared purpose of reporting the truth. We're confident that you will be blown away by the incredible value and experience—and that the narrative that you are currently attempting to create will be very different.

5. Do you encourage people to go into debt to pay for mentoring?

A:

No. Like any business, we prefer full cash payment. However, like any great business, we also listen to our customers, and our customers are the ones that asked for additional financing options. So, we listened to them and now we provide third-party financing organizations that work directly with our customers on any financing needs they may have or desire. We are not paid by these third-party financing organizations, and they deal directly with each customer who asks for additional financing options.

Our heart is to meet people where they are—whether they're ready to invest or just starting to get their finances in order—because we believe financial discipleship should be accessible, ethical, and always aligned with biblical wisdom.

6. Joe Johnson has past business lawsuits. Why trust him?

A:

Like any serious serial entrepreneur, Dr. Johnson has had his share of failures and successes. The volume and scope of business that he has engaged in over his 30-year entrepreneurial career is truly remarkable. From launching multiple businesses to being involved in hundreds of real estate deals to creating hundreds of jobs to serving hundreds of thousands of customers, he has also experienced just four business failures throughout his career, giving him a powerful and inspiring testimony. Johnson's testimony is powerful and inspiring.

In fact, Joe talks about this from the stage at Life Surge, including his business failures. His goal is not to point to his successes, but instead to point to what God can do through anyone—including someone who has failed. You should come to Life Surge and hear his story directly from him before reporting on it.

Regarding past business lawsuits, anyone who has engaged in this level of business volume has had lawsuits. Unfortunately, this is the litigious world we live in today, as the following statistics illustrate:

- 36% to 53% of small businesses are sued annually
- 45% of small businesses are currently involved in litigation at any given time
- 90% of all businesses experience a lawsuit at some point during their existence, as has Julie Roys

However, Joe believes that, when possible, as far as it depends on him, to seek to be at peace with all people (Romans 12:18). Currently, we are not aware of any "active" business lawsuits against him.

Regarding whether to trust him or not, the team that works with him on a daily basis does. According to Glassdoor, 96% of the Life Surge employees approve of him as a CEO. For context, the average CEO approval rating on Glassdoor is around 67% - 70%, and only the top 1-2% of all CEOs achieve a 96% or better rating. We believe this is quite remarkable and speaks for itself.

7. What about the Brian McAdam lawsuit?

A:

Brian McAdam served briefly as an independent contractor with Life Surge in 2024. We decided to no longer work with Mr. McAdam for several reasons. We are aware that Mr. McAdam has made public references to a legal action involving Life Surge, and at the root of issue, claiming that Life Surge discriminated against him due to his religious beliefs.

We have also heard that Mr. McAdam has decided not to pursue his original legal action. As of today, we have not been formally served with any legal complaint, which is what makes a case active. Should that change, we will respond appropriately through the legal process. While we strongly disagree with the narrative Mr. McAdam presented in his complaint, we remain committed to handling any legal matters with integrity and through the proper legal channels.

8. Anything else you want to say?

A:

Yes. Come see for yourself. Attend an event, sit through a class, drop by the office—we'll cover your ticket. We've got nothing to hide and everything to celebrate. This is a move of God and it's just getting started.

We know that talking about faith and finances together can raise questions—and that's okay. But the fruit speaks for itself. Over the last 12 months, almost 19,935 people have made decisions for Christ at our events. We're seeing lives changed, families restored, and Christians equipped to live with purpose in every area of life. Families are able to give more generously for Kingdom purposes because of the education they've received. We're building a movement of believers who understand that Kingdom impact must encompass how you lead, how you give, and how you multiply what's in your hands.

Regarding Welfont:

Welfont is a separate company that Joe Johnson was previously affiliated with. He stepped down from Welfont in 2019 to focus on launching Life Surge. Any legal matters involving Welfont are unrelated to Life Surge and have no bearing on our current leadership, mission, or operations.

But it is worth noting that while Johnson led Welfont and before he stepped down:

- Welfont had been listed on the Inc 5000 list two years in a row.
- In 2018, Welfont became the #1 Fastest Growing Real Estate Brokerage in Inc. 5000 History.
- #16 Fastest Growing Business in the US according to Inc Magazine.
- #20 Best Entrepreneurial Business in the US according to Entrepreneur Magazine.

On the broader implications you raised:

Saying Joe Johnson "is facing several lawsuits related to financial issues with his businesses" implies an ongoing pattern of misconduct—which is simply false. Some of the matters referenced are years old, resolved, or related to the aforementioned personnel issue that is not an active issue. To suggest there is a problematic pattern here is not only misleading, it veers into defamation and ignores the fact that in our country, anybody can sue anybody about anything.

It's easy to cherry-pick from legal filings and ignore the broader truth. Joe has never hidden his past; he speaks openly about it from the stage to help others learn from it. Under his leadership, Life Surge has educated thousands of students, welcomed hundreds of thousands to its one-day experience, and had unprecedented Gospel impact in city after city.

Bottom line:

It's no mystery why Life Surge is a target for critics. We don't hide behind vague values or generic messaging, *we preach Jesus*. When 19,935 people say yes to Jesus over the last 12 months in packed arenas across America, *people notice*.

We recognize that what we're doing is bold and innovative. We are also aware that anything this innovative and new can be misunderstood, especially when a business steps up unapologetically and leverages it for Kingdom impact. But our commitment to seeing people's lives transformed is greater than the fear of man's criticism. Therefore, we press forward to doing what we believe God has called us to do!

In fact, the real story here is what God is doing through Life Surge, a regular for-profit business leveraged for Kingdom impact:

- 19,935 people gave their lives to Jesus over the last year
- 566,447 YouVersion apps sponsored so far in 2025
- 4,454 testimonials and reviews, approximately 90% are 5-star reviews

- 4.7/5 rating on Google
- 4.8/5 on Trustpilot
- 4.57/5 from the Better Business Bureau