

## And in Other News...

# *Reaching God Speed: an Absurd Heresy*

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## A Book of Fables

*Reaching God Speed: Unlocking the Secret Broadcast Revealing the Mystery of Everything* is the far-from-humble title of a new book by one Joe Kovacs.

Every few years some author, claiming to be a Christian, comes up with a new book which proclaims lies and heresies disguised as “Christianity”. Remember *The Shack?* And the false *Blood Moons* “revelations”? Or any number of other heretical books which a gullible public lapped up as Gospel truth? Anything *except* Gospel truth is always welcome to the worldly, including those who falsely assume they are “Christians”. This book is the latest. Weeks before its official release it had already risen to top position in more than one best-seller category on Amazon.com.

In better times, this fact alone would have caused professing Christians to immediately question the orthodoxy of the book or its author – after all, since when is any truly Christian work loved by the worldly? And why do professing Christians even *care* that a book has reached top position on some secular book list? This just demonstrates the spirit of the world that permeates what passes for “Christianity” these days. Jesus said, “If the world hate you, ye know that it hated me before it hated you. If ye were of the world, the world would love his own: but because ye are not of the world, but I have chosen you out of the world, therefore the world hateth you” (Jn. 15:18,19). But authors such as this are not hated by the world – they and their works are loved by it! When a book becomes a best-seller it might be many things, but one thing it is definitely not is a truly Christian work.

But none of this is of any concern to the hordes of professing “Christians” who rush to obtain their copies. Truly, we see this Scripture fulfilled once again: “For the time will come when they will not endure sound doctrine; but after their own lusts shall they heap to themselves teachers, having itching ears; and they shall turn away their ears from the truth, and shall be turned unto fables” (2 Tim. 4:3)! *Reaching God Speed* is a book of such fables, which will provide temporary relief to those whose ears always itch and need to be tickled and scratched by hearing new things; but it will be shunned by all lovers of sound doctrine.

Inevitably, praise for the book started flowing from so-called “Christian celebrities”. *Why* this need to always get endorsements from such people? This is nothing but catering to pop culture, which places sinful men on very high pedestals simply because they are actors or singers or authors. Such “celebrity” obsession is disgusting in a professing “Christian”, but extremely common today.

And so we read: “‘Reaching God Speed’ by best-selling author Joe Kovacs... is being called ‘eye-opening,’ ‘inspiring and insightful,’ ‘lighthearted’ and ‘penetrating’ by” – wait for this – “*top believers* of Holy Scripture.”<sup>1</sup> *Top believers?* Just what kind of creature is a “top believer”? Have you ever read in the Bible of a “top believer”? And who gets to decide who they are anyway? Well, the article goes on to tell us that one of these “top believers” is “Hollywood legend and Christian champion Chuck Norris”, who called the book “inspiring” and “insightful.” Now, Norris may *call* himself a Christian, and he is a political conservative; but where is the fruit which demonstrates that he is a *true* Christian? This is another matter entirely. To exalt him as one of the “top believers of Holy Scripture” is a very dismal commentary on the state of professing Christendom today. And why even mention that Norris is a “Hollywood legend”? Why should any Christian *care*? Are Christians to be

enamoured with Hollywood, and with the lives of actors and actresses? According to the teaching of Kovacs it appears they should – because their movies contain messages from *God!* Yes, believe it or not, this is what he claims! All shall be revealed in due course. Please read on.

## Who is Joe Kovacs?

What is Kovacs' church or denominational affiliation? We weren't able to find out for certain. From some of his statements about doctrine he appears to be sympathetic to at least some Seventh-day Adventist beliefs, e.g. concerning the seventh-day Sabbath. One thing is certain: Kovacs is *not* a Bible-based Evangelical. He holds to *some* biblical truths – but so do most heretics and false teachers.

Kovacs is the author of the “Shocked by the Bible” series of books, and is described as “an award-winning American journalist and broadcaster”.<sup>2</sup> Interesting how such men, or their praise singers, always feel the need to tell the world that they're “award-winning” – as if this matters in the least. Imagine Paul the apostle being described as an “award-winning” writer. Imagine him even *accepting* awards for his writings! The idea is preposterous.

Another thing so many of them love to “humbly boast” about is the fact that they have “appeared on countless radio programs” – again, as if this matters in the least; as if appearing on radio or TV somehow means one is smarter, more spiritual or more knowledgeable than others who haven't.

We are also told that “Joe has become an expert in the hidden content of the Bible.” *Really?* What about the *openly revealed* content? The Bible was written to bring a direct message to men. Those called into the ministry study it so as to be able to teach it. They are never once commanded to scour its pages searching for supposed “hidden” messages. This sounds very similar to Gnosticism and other forms of “hidden wisdom” which various men have claimed to possess through the centuries, seeing all kinds of occult messages behind the obvious words of the Bible. It's all a lie.

We're also told that “Joe's latest work takes the Bible to a level that has never been reached before”. That's an absolutely astounding boast – and a blatantly false one. If true, it would place Mr Kovacs in a class far above all the Lord's faithful servants through the ages! *No* Bible teacher is called upon to supposedly take the Bible to a level never reached before! He is called to simply *teach the Scriptures*, as they are written, without embellishment and without seeking for hidden meanings that are simply not there.

## Kovacs' False Humility

Just consider the title of this book: *Reaching God Speed: Unlocking the Secret Broadcast Revealing the Mystery of Everything*. Apart from the glaringly obvious fact (as we shall see) that “reaching God speed” is a completely unbiblical concept and that *nothing* in the Bible could ever lead a true Christian to use such a phrase, the rest of the title, with no attempt at humility, assures us that this one book will unlock and reveal the mystery of... *everything*. Not certain things; not a few things; not even many things; *everything*. That's an astoundingly vainglorious claim. We have 2000 years of Church history, and the teachings of so many godly and Scripture-taught men – but we supposedly had to wait until the year 2022 and the publication of a book by *this* man to finally have *all* mysteries unlocked and revealed.

What a relief that we live in 2022! We can now rush out, buy this book, and know the mystery of *everything*.

Or so we're expected to believe.

As he watched his book climb the charts, Kovacs said – with the kind of false humility usually displayed by men such as the pope of Rome and the Charismatic “megachurch” leaders – “I am so inspired and humbled to see that despite all the turmoil in our present world, many people have a strong desire to learn hidden truths about God and their own glorious future.”<sup>3</sup> Actually, there's nothing new in this desire: it's been around since the beginning. Eve “saw that the tree was... a tree to be desired to make one wise” (Gen. 3:6) – hidden knowledge! The ancient Babylonian mysteries were the same – a desire for hidden knowledge. This is also what lies behind the fascination of many men

with Freemasonry, Spiritualism, Witchcraft and the Occult – hidden knowledge!

But consider his statement: “many people have a strong desire to learn hidden truths about God”. Again: why *hidden* truths? We expect the people of the world wanting hidden truths to come to light, so that they can possess supposedly greater wisdom than others; but why would professing “Christians” desire hidden truths, rather than the *openly revealed* truths of the Bible? “The secret things belong unto the LORD our God: but those things which are revealed belong unto us and to our children for ever, that we may do all the words of this law” (Deut. 29:29). The Lord has revealed what we need to know in His Word. All that the Bible makes known about God and what He does, is available to every believer who simply reads His Word with a humble heart, praying for the Holy Spirit to teach him.

Kovacs’ utter lack of humility and his obvious delight in how well the book was doing meant that he just could not help himself – he had to boast a little more: “It’s especially thrilling to see ‘Reaching God Speed’ performing well against books by powerhouse names including Joel Osteen, Barack Obama and Bruce Springsteen. It reminds me of the days in 2008 when ‘Shocked by the Bible’ first debuted, it ranked #1 ahead of a popular ‘NOBAMA’ product being sold during the presidential election that year.” Hearing this, many more people will hurry to buy the book, muttering to themselves, “I’d better read it – I can’t be left behind! If it’s doing better than ‘powerhouse names’, it’s just got to be amazing!”

## So What is Kovacs’ “God Speed” Concept?

“The theme of Kovacs’ new book suggests we’ve all been missing something extraordinary in life, and that we can discover and understand the secret to everything that takes place in our daily lives, while unlocking hundreds of Bible mysteries that are rarely, if ever, discussed in most churches.”<sup>4</sup> Hmm. Firstly, I certainly haven’t been missing anything extraordinary in my life, and nor has any true Christian; for the Bible says, “According as his divine power hath given unto us [i.e. unto *all* true believers: see v.1] *all things that pertain unto life and godliness*, through the knowledge of him that hath called us to glory and virtue” (2 Pet. 1:3). Secondly, I discover the secret to what takes place in my daily life, as does every other true Christian (insofar as the Lord chooses to make it known), by reading the Scriptures prayerfully and carefully, being taught by the Lord through His Word. This is what the Lord has done for His people since the beginning. We did not have to wait 2000 years for this book to “discover and understand the secret to everything that takes place in our daily lives”. Thirdly, we also did not have to wait for this man to come along and write a book to supposedly understand, for the first time, “hundreds of Bible mysteries”. What every Christian needs to understand from the Bible is revealed by personal, daily Bible study, and by hearing the Word of God preached by faithful servants of the Lord (Eph. 4:11-16). Fourthly, the reason why Kovacs’ “Bible mysteries” are “rarely, if ever, discussed in most churches” is very simple: *they are not Bible mysteries*. They are the products of Kovacs’ own imagination. See below.

So how, according to Kovacs, are we supposed to have these great mysteries revealed to us? Here is his unbiblical answer: “The secrets become revealed when we make the jump from using our five physical senses, or ‘human speed,’ to applying the very Spirit of God Himself, reaching what I call ‘God speed.’”<sup>5</sup> “[God speed is] the template revealing the way the Creator of the universe thinks, operates and teaches, having a mind that runs above and beyond the human speed at which all of us regular folk in the flesh naturally think. It’s the higher speed or spirit level at which God broadcasts to us, embedding His message in everything.”<sup>6</sup>

*This* is said to be the great clue; the wonderful revelation? Key phrase here: “reaching *what I call* ‘God speed.’” It is what Kovacs calls it – but it is not biblical in any sense. God does not “*embed His message in everything*” – He *reveals it openly* in the Holy Scriptures.

“The reason we’re so oblivious,” declares Kovacs, “is because we’ve all been operating at human speed, relying on our own physical power and our five senses. But there is something extremely

important we've all been missing. It holds the key to everything good – the key to life, success, happiness, peace of mind and understanding beyond our wildest imagination. It's perhaps the best-kept secret in the history of mankind and it packs a staggering, invigorating message about our own personal lives and futures being broadcast on all frequencies. All we have to do is open our eyes and ears.”<sup>7</sup> Again – absolutely astounding claims. If we are to believe Kovacs, he has revealed what was unknown to all the faithful and sound men of God throughout the ages. For 2000 years the Church has been ignorant, he would want us to believe – until he came along and brought everything to light.

So let's get to some of his false teachings.

## **He Claims the *Holy Spirit* is the Real Author of Rock and Pop Songs!**

All authors who want the edge on other authors have to come up with their own angle; their own peculiar take on things. This is Kovacs' angle. To say it is bizarre is a huge understatement.

“[T]he book opens with an in-depth probe of the most popular songs of all time on the radio, revealing the hidden messages they're all voicing,” Kovacs said. “I'm talking about the biggest hits in history, songs we all know and love, from top artists and bands including the Beatles, Elvis, Johnny Cash, Adele, U2, Frank Sinatra, Don McLean, Lady Gaga, Pink, the Cars, Simple Minds, the Doors, Rod Stewart, Bonnie Raitt, Led Zeppelin, the Bee Gees, Madonna, the Who, David Bowie, Pink Floyd, the Cranberries, Fleetwood Mac, Dire Straits, Aerosmith, Paul McCartney and countless others.” “Scores of songs have been decoded using the Spirit of God to reveal what millions of people have missed when listening to their favourite tunes on the air. It's astonishing to understand who the true Author of these hits actually is, and the inspiring messages He's broadcasting in these chart-toppers.”<sup>8</sup>

This is so astounding it leaves one speechless at first. “Rock has always been the devil's music,” said David Bowie in 1976. “You can't convince me that it isn't.”<sup>9</sup> He was right. It was only a few decades ago when pastors took a strong stand against this music. They condemned it as the devil's music, exposed the sexual, satanic, and drug-laced themes within it, and called on their flocks to destroy it all, in the light of such Scriptures as Acts 19:18-20. Listening to it was rightly condemned as being utterly contrary to the separated Christian life, and Christians were taught to forsake it completely.

But as time went by and worldliness increased in the churches, the pulpits went silent about pop and rock music. To keep the young people attending the services, not a word was said in condemnation of it, and increasingly it was introduced *into the services themselves* under the name of “Contemporary Christian Music”, or “Christian Rock”. And now? Now things have swung so far to the other end of the spectrum that a man like Kovacs can write a so-called “Christian” book actually *praising the message within the songs* of these drug-addled, sex-crazed, Satan-worshipping singers, referring to the “songs we all know *and love*”; and more than that – he has the audacity to tell us that “the true Author of these hits” is God the Holy Spirit Himself! This is nothing less than blasphemous. It is ascribing to the third Person of the blessed Trinity, the *Holy Spirit*, the unholy words of devil-worshipping degenerates in the popular music industry!

And then to claim that he has “decoded” these songs “using the Spirit of God”, thereby revealing “what millions have missed”! Once again we see the sheer pride of this man as he boasts of having done something never before done in history; something apparently so smart that millions of others simply missed it. It doesn't seem to occur to him that it was missed by everyone else because it's *simply not true*. As for “using the Spirit of God”: the Holy Spirit is not *used* by any man; rather, *He* uses His faithful servants as His mere instruments!

I rather suspect that Joe Kovacs simply wanted an excuse to listen to all his favourite rock and pop music. In the past, when such music was exposed for the immoral garbage it is, pastors warned their flocks not to listen to it but to destroy it. But Kovacs has found a neat little way around that. By his own admission, he *loves* these songs! So now he can listen to them to extract their “hidden messages”. All in the name of “research”, you understand. It's a dirty job, but he felt someone had to do it, and that someone might as well be him.

But what in the world is he actually talking about? Let's see:

## The Messages Kovacs Supposedly Finds in the Songs

A reviewer puts it like this: "Is it possible that thousands of hit songs are broadcasting a secret message of which even the songwriters may be unaware? And is it possible those hidden messages are actually coming from a source that many artists in the music industry would gladly dismiss as highly unlikely – from God Himself in heaven?"<sup>10</sup> Short answer to these questions: *No*. God does not need to place hidden messages in songs by those in Satan's kingdom! What kind of god does Kovacs worship? He certainly isn't the sovereign God revealed in the Bible!

"A brand-new book that has already hit the #1 spot in several Amazon best-seller lists is making the case that the biggest radio hits of all time – from Adele to the Beatles and from Frank Sinatra to Led Zeppelin – are all voicing a much higher meaning than what even the singers themselves intended or recognize, and that meaning is directly from the Bible."

These musicians and singers have a message embedded in their songs, all right – but it's not from God. It's from Satan. Remember when backward masking was exposed many years ago? Yes, putting a message into a song which can only be heard when old vinyl records were played backwards was all rather bizarre, and yes, it's the sinful messages the songs are putting across *when played normally* that are far more serious than the backward masking ones. But even so, the point is that *it was done!* Satanic and sexual messages *were* placed in songs, and could be heard when played normally, not just backwards. The singers, musicians, and producers were aiming to show their devotion to the devil by doing this. Now how can a song in which Satan is glorified possibly contain a message from God? This is surely one of the most outlandish, weird ideas I have ever come across in almost four decades of ministry. It almost defies belief. But of course we are simply expected to believe it because there it is – in a bestselling book, after all.

Kovacs says, "Millions of people don't realize that no matter what song they're listening to, the voice of God is present and He's voicing messages that come directly from Scripture."<sup>11</sup> Of course they don't realise it – because it's not happening! Go and read the Bible itself – *that* is where the Lord speaks to His people. Not in songs by anti-Christian rock and pop singers! To suggest such a thing is blasphemous. It is joining Satan to God. It is darkness being joined to light. It is forbidden by 2 Cor. 6:14-18. It is the musical version of the devilish interfaith movement.

But let us see how Kovacs actually justifies this false teaching. It's head-shaking stuff, to say the least:

"Musicians and songwriters speak constantly about being inspired to write a certain lyric or rhyme. Words such as inspire and inspiration literally mean having the spirit or breath of God being blown into someone. Even the dictionary states 'the metaphor is a powerful one, with the very breath of a divine or supernatural force asserted as being at work.' But most of these writers have little clue they've been scripting tunes with divine messages authored by the Word of God."<sup>12</sup>

No clue indeed – because they haven't. Surely Kovacs is not so ignorant of the meanings there are for the words "inspired" or "inspiration"? Is he just playing on the general ignorance prevailing everywhere these days? Surely he knows that the English word as used in the Bible to render the Greek word does *not* have the meaning of the word as used in everyday speech? A person may say, "I felt inspired when I wrote that song", but this in no way means he or she was *divinely inspired* to write it! As used in 2 Tim. 3:16, the word is used to convey the meaning of the Greek word, which means "God-breathed". God as it were "breathed out" His Word. Although He made use of human instruments to write His words down, the words themselves were not their own but the very words of God the Holy Spirit Himself.

Divine inspiration applies *only* to the words we have in the Holy Scriptures. The very idea that some modern musician (I use the word generously), sitting in a smoke-filled apartment with drug

paraphernalia and beer bottles lying around, a groupie on his arm and strumming three cords on a guitar, is somehow “scripting tunes with divine messages authored by the Word of God” is blasphemous indeed.

Now for some concrete examples of Kovacs’ heretical use of the word “inspiration”. Make sure you are seated, dear Christian reader, for what you are about to read is the very height of absurdity.

“It’s actually quite simple,” Kovacs said. “Here are some easy examples. The song ‘Walk This Way’ by Aerosmith is outright declaring the same message stated by God: ‘This is the way. Walk in it.’ (Isaiah 30:21 CSB). Famous titles such as ‘Stayin’ Alive’ by the Bee Gees, ‘I Will Survive’ by Gloria Gaynor, ‘Forever Young’ by Rod Stewart, and ‘Edge of Glory’ by Lady Gaga are all broadcasting the consistent message of the Bible that we’re currently on the verge, or edge, of being glorified as we look forward to inheriting eternal life, to be forever young as we’re stayin’ alive without end!”<sup>13</sup>

Seldom have I ever read such utter hogwash. “Stayin’ Alive”, by three falsetto-wailing, sex-crazed degenerate brothers known as the Bee Gees, is *not* in any sense about staying alive in heaven; and “Forever Young”, sung by another serial fornicator, Rod Stewart, has nothing whatsoever to do with living eternally in heaven. Lady Gaga is a bisexual; and if I wanted to there is much more that could be said about all of them, including Gaynor and Aerosmith.

“‘Stairway to Heaven’ by Led Zeppelin has that title because it’s literally and figuratively the pathway to ascend to God’s dwelling place,” Kovacs asserts, “instructing us on how we can join Him if we ‘listen very hard,’ as in listening to our Father in heaven.” No, actually, that’s *not* what “Stairway to Heaven” is about at all. Led Zeppelin were deeply into the occult, and that involvement took a heavy toll on their lives. Jimmy Page, Zeppelin guitarist, owned and lived in the castle once owned by master Satanist Alistair Crowley, who committed human sacrifice. Page was obsessed with Crowley. He was also a cocaine and heroin addict, a spiritualist, and indulged in sex with 14-year-old girls. The group’s bassist, John Paul Jones, passed out on a hotel bed with a homosexual impersonating a woman. Another drummer for the band, “Bonzo” Bonham, a drunkard, “twice attempted forcible rape on women not part of the Led Zeppelin sexual circus. He was pulled off the screaming women, snarling and growling like a wild beast. Punching girls in the face while in the midst of alcoholic rages was also a favourite pastime.”<sup>14</sup>

As for their famous song, “Stairway to Heaven”, when it was played backwards it said: “I sing because I live with Satan. The Lord turns me off. There’s no escaping it. Here’s to my sweet Satan. Whose power is Satan. He will give you 666. I live for Satan.”<sup>15</sup> How then can Kovacs have the gall to tell us that Led Zeppelin, through their song “Stairway to Heaven”, has a message for us all concerning the way to heaven? This is spiritual blindness on an astonishing level. He is actually encouraging people to listen to the songs of devil-worshippers.

He added: “‘We Gotta Get Out of This Place’ by the Animals is not merely singing about getting out of the Vietnam War. On the spirit level, this place we all gotta get out of is the flesh, as we eventually make the transformation from physical human beings to our new spirit bodies as the very offspring of God.” Actually, the Animals’ song has *absolutely nothing* to do with getting out of our flesh! The group never intended such a meaning; and for Kovacs to say (as he does for all these songs) that the meaning was *unintentional* is to make the claim that the thrice-holy God speaks to us through unregenerate men like these. What breathtaking folly! What a lie, from the pit of hell itself.

And note Kovacs’ use of terms like “on the spirit level” and “our new spirit bodies”. This is not biblical language, but it sounds eerily like something a spiritualist would say. Strange indeed.

Kovacs even makes the following astounding assertion: “There’s an untold yet quite significant reason Rock music is even called by that name. Just ask yourself: ‘Who is *THE* Rock, according to Scripture? When we have eyes to see and ears to hear, the astounding answer becomes more than obvious.”<sup>16</sup>

He could not be more wrong. There is nothing “untold” about the reason Rock music is called Rock music. It is very well known that the name, which was originally Rock n Roll, was a ghetto term for sex. Yes, the Lord Jesus Christ is the Rock according to Matt. 16:18 and elsewhere; but to even suggest that Rock music was somehow unintentionally named “Rock” as a nod to the Lord Jesus Christ is outrageous, if not blasphemous, given the real origin of the term.

## **It’s Not Just Rock and Pop Songs – It’s Movies as Well!**

There’s much more for those who have itching ears and love to run after every new teaching that belches out of hell. We are told: “The book also probes God’s hidden messages in popular movies, the stories we tell our children, famous commercial campaigns, historic news events, everyday sayings we utter, nature itself, and typical life activities such as inhaling every breath you take, sleeping, waking up and many more.”<sup>17</sup>

Movies as well? Hollywood filth supposedly carrying hidden messages from God? Evidently it’s not enough to read the Word of God (but see 2 Tim. 3:16!) – we have to watch the trash dished up by the movie-makers to hear the wonderful secret messages God has in store for us! Seldom have I ever read such utter drivel, such blatant encouragement to sin!

## **Even Common Phrases Supposedly Carry Divine “Hidden Messages”!**

Kovacs claims that essentially, the very words we all speak, and the common phrases we use, carry hidden messages from God without people being aware of them! “Many don’t realize the most popular sayings we all use are conveying an additional meaning above the physical expression at which most people initially hear them.”<sup>18</sup> He’s right, we don’t realise this – because *it’s simply not true*.

So how are we to understand this supposed subliminal double-meaning behind everything we say? “We simply need to exercise our God-given ‘ears to hear,’ as Jesus said, and get up to speed – up to ‘God speed’ – which is the spirit level of understanding,” is Kovacs’ answer.<sup>19</sup> Except that this was *never* Jesus’ meaning when He said, “He that hath ears to hear, let him hear.” Look up all the times in Scripture when the Lord used these words. Never once did they have the meaning assigned to them by Kovacs the false teacher! For never once did the Lord Jesus speak about what Kovacs is warbling on about. Never once did He refer to anything remotely like “God speed” as used by Kovacs. Never once did He refer to anything remotely along the lines of “the spirit level of understanding” as Kovacs makes use of the words.

Here is an example from Kovacs of what he is talking about:

“For instance, we’ve all used the expression ‘rise and shine’ to our loved ones, telling them to wake up from sleep and have a brilliant day. This may stun some people [oh, he certainly stunned me! – but not for the reason he thinks. – S.W.], but every time we say this common phrase, we are actually voicing the words and Master Plan of God Himself, and we’re ‘declaring the end from the beginning,’ as the Creator says He does in Isaiah 46:10. What do I mean? This three-word phrase of ‘rise and shine’ is actually broadcasting our divine future, as we shall RISE from the grave AND SHINE with new bodies composed of the light of spirit instead of the darkness of flesh in which we currently dwell.”<sup>20</sup>

To attempt to support his absurd theory, he refers to Isaiah 60:1: “Arise, shine; for thy light is come, and the glory of the LORD is risen upon thee”; and to Ephesians 5:14: “Wherefore he saith, Awake thou that sleepest, and arise from the dead, and Christ shall give thee light.”

“When we’re awakened from our sleep of death when we rise from the grave,” he explains, “we shall literally be shining: ‘Then the righteous will SHINE like the sun’ (Matthew 13:43 CSB). Thus, at the moment we’re brought back to life by God, we will ‘rise and shine!’ Amazing, isn’t it?”

It sure is – but what’s amazing about it is that any man could spin such a yarn and claim it to be a revelation from God, and convince multitudes to believe it. There are no deeper, hidden meanings in

the phrase, “Rise and shine.” When we say it we are not “voicing the words and Master Plan of God”. This is nothing more than the imagination of Kovacs in overdrive.

And there again is another rather creepy expression, “the light of spirit”. This is not a biblical expression and, far from bringing to mind the Holy Spirit, or even the human spirit, it falls upon the ears like an expression from spiritualism or some cult.

## **Even Famous Advertisements Supposedly “Hide” God’s Messages!**

For example: a famous American TV commercial in the 1980s depicted an elderly woman lying on the floor of her bathroom, after having fallen. Unable to stand up, she seeks assistance by shouting into her pendant: “I’ve fallen, and I can’t get up!”

Now why does this line from the commercial still resonate with people today? According to Kovacs, it is because God has a hidden message in it! “Millions of people may not realize it, but the phrase, ‘I’ve fallen, and I can’t get up!’ actually captures the spirit of the Bible in just seven words,” he said. “It’s actually broadcasting the important message that we as human beings have all fallen away from God by our sinful behavior, and we need God’s help to get up and spiritually stand with Him: ‘For all have sinned and FALL short of the glory of God’ (Romans 3:23 CSB). The ad’s catchphrase even sounds like a direct lyric from one of King David’s songs: ‘they CANNOT GET UP; they FALL...’ (Psalm 18:38 CSB) [Actually, the KJV says something completely different from the false CSB version – look it up and see. – S.W.]. In other words, because we have fallen away from God, we cannot get up on our own. We need help, God’s help, actually, to be able to ‘stand perfect and complete in all the will of God’ (Colossians 4:12 KJV).”<sup>21</sup>

Here’s a novel idea for Mr Kovacs: since the Bible already tells us, by divine inspiration, that all men and women are sinners, all have fallen, and only by God’s grace are we able to stand upright spiritually – *why not just read the Bible?* Why look for supposed hidden messages in TV commercials? What is the point? It’s completely unnecessary, even if his theory was true – which it isn’t. A TV commercial is just a TV commercial. Nothing more. No hidden messages from God.

Kovacs even claims that the names of the products associated with the slogan – LifeCall and Life Alert – give a hidden divine message as well: “Because when we fall away from our Creator, we’re spiritually dead and need to call on Life, who is God, to rescue us from death. Remember, Jesus calls Himself ‘Life’ in John 14:6.” Well then, since the Lord Jesus Christ is life itself, men should be pointed to the Scriptures to learn of *Him* – not to TV commercials with supposed hidden messages!

“The next time you hear the famous phrase: ‘I’ve fallen, and I can’t get up,’ you now can understand its true significance on the spirit level,” said Kovacs. No – its true significance is solely on the commercial level. Nothing more. Anyone claiming it has any spiritual significance is reading into it what is simply not there. What a waste of time and effort, when the Bible contains all that we need!

## **Then There Are Basic Things – Claimed to Be Biblical Breakthroughs!**

As an example: Kovacs points out that sleeping, and waking from sleep, illustrate biblical truth in that death is called a “sleep” in the Bible, and resurrection is called an “awakening”. In writing things like this, Kovacs speaks truly. However, these are basic and extremely obvious truths, which true Christian ministers have taught since the first century AD and which true Christians have always believed. Yet we’re told that his book is “nothing short of a biblical breakthrough, cracking the divine code on hundreds of Bible passages... to reveal the higher meaning of the verses, going beyond the obvious physical meaning to shine light on what God is broadcasting on the Spirit level, what [Kovacs] calls the incredibly quick and alive ‘God speed.’”<sup>22</sup> All I can say to this is that if such basic, obvious biblical truths as that sleep illustrates death and waking illustrates resurrection are now being called “biblical breakthroughs” and the cracking of some “divine code”, the state of what passes for “Christianity” is far worse than we have even imagined! This man is smiling all the way to the bank merely for stating the obvious while claiming it to be some great and unique “revelation”, whereas all sound Christian ministers have always taught these basic truths of Scripture!



## Conclusion

According to one reviewer, “‘Reaching God Speed’ features a myriad of stunning biblical revelations”. Again, be it noted, things which no sound Bible teacher ever saw before. This is not because they weren’t as smart, or as “spiritual”, as Joe Kovacs. It’s because these “revelations” are *nothing but lies*.

Among many other “stunning biblical revelations”, apparently no one before Kovacs ever solved the meaning of “the beast” in Revelation, or his mark, or his number; no one before him ever before revealed “the sublime, additional meanings emanating from ‘Let there be light’ and ‘In the beginning, God created the heavens and the earth’”; and he “even unwraps the secret messages concerning the human birth of God, including the spirit significance of Jesus in a manger [there’s that creepy unbiblical use of the word “spirit” again]”, and “the never-trumpeted, majestic picture the entire story depicts for your own glorious future.”

No thanks. I’m done. What Kovacs says about songs and movies is enough. There’s only so much heresy, not to mention utter nonsense, one can wade through in a day. Or a year. Kovacs has way exceeded his limit. It’s like the Pop and Rock songs he loves so much: there’s no need to review every single song to know that Christians must stay well clear of it all. The entire genre is rotten, and a few well-known examples will suffice to prove the point. Likewise, there’s no need to read through and expose every aspect of Kovacs’ book. The few examples provided above are sufficient to prove the point. The man is a false teacher and his book is worthless. He has nothing whatsoever to teach anyone.

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## ENDNOTES:

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