

Episode 162

How Do We Balance Humility and Authenticity in the Pursuit of Influence?

Life Repurposed Podcast

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Are you an independent creative with a product, a service, a podcast or a book to promote in a world where influence can sometimes feel like a high-speed race, we're going to explore the secrets of striking a perfect balance. Okay, maybe not quite perfect, but a balance. Without losing sight of our authentic selves, we'll take a drive down the winding paths of humility, steer clear of the pitfalls of pride, and at the end of the journey, unlock the transformative power of gratitude.

Introduction

When was the last time you checked your numbers on your favorite social platform? Were they what you hoped for? Are you drawn to articles or episodes with titles such as these:

1. "10 Proven Strategies to Skyrocket Your Social Media Followers and Influence"
2. "From Zero to Hero: How This Influencer Gained a Million Followers in Six Months"
3. "The Science of Influence: Psychology Tricks to Expand Your Follower Base"
4. "Cracking the Code: Secrets Behind Viral Content That Boosts Your Influence"
5. "Influencer Marketing 101: Building Genuine Connections for Lasting Impact"
6. "Navigating the Algorithm: How to Outsmart Social Media Platforms and Gain More Followers"
7. "Building Your Personal Brand: A Step-by-Step Guide to Amplify Your Influence"
8. "From Blogger to Influencer: Turning Passion into a Follower Magnet"

You see, my friends, the pursuit of influence in today's world can sometimes feel like a high-speed chase. A bit like trying to catch a squirrel on caffeine. And let's be honest, in this age of social media and trending hashtags, it's easy to get caught up in the whirlwind of likes, shares and retweets. I've been there almost on a daily basis. But fear not, because we're going to unravel the secrets of how to expand your impact without tripping over your sense of self-importance. And really, the impact is not probably going to be what you think it is. Whether you're aspiring to be the next Internet sensation or just looking to make your voice heard in your local community, this episode is for you on navigating the maze of influence.

But wait, before we dive in, a quick shout-out to our sponsor – the "Humility and Influence Balance Scale." Okay, that's not a real thing, but wouldn't it be handy? Imagine if we could just step on a scale and get instant feedback like, "Congratulations! You're 75% humble, and your influence level just hit 'Inspirational Icon' status." Alas, for now, we'll rely on good old-fashioned wisdom and a splash of humor.

And can I be honest here? It's difficult for me to balance what I'm supposed to do to grow my platform and stay grounded in being the regular, everyday person I want to be. This is a problem that is not unique to writers and podcasters.

If you're an independent business owner, someone who wants to sell a product or a service, you're creating worksheets for teachers, you're trying to sell jewelry at craft sales, anything that's an entrepreneurial pursuit where you have to get the word out. You know the feeling I'm talking about. So grab your favorite mug, get your coffee or tea, find a cozy spot to settle in, or maybe go for a walk.

The Heart of Humility

It's important to recognize that humility isn't just a virtue we should aspire to; it's a foundational principle of our Christian faith. Jesus Christ, the very embodiment of God's love, demonstrated humility in every moment of His earthly journey. From His miraculous birth in a humble manger to His ultimate sacrifice on the cross, Jesus modeled a life of selflessness and servitude.

When we look to Philippians 2:3-4, we find a clear directive on humility. The apostle Paul, inspired by the Holy Spirit, wrote, " 3 Don't be selfish; don't try to impress others. Be humble, thinking of others as better than yourselves. 4 Don't look out only for your own interests, but take an interest in others, too." These verses encapsulate the essence of humility in action.

But how do we do that in a world where we're running business and creating products and trying to get the word out. What about authors who have books to sell? Podcasters who want listeners?

How do we grow our reach while still holding to the humility God calls us to?

I heard an interview with Katelyn Beaty recently. She's the author of *Celebrities for Jesus: How Personas, Platforms, and Profits Are Hurting the Church*. She talked about how fame that is cultivated for its own sake, where spiritual maturity and accountability don't accompany it, runs counter to the heart of the gospel.

I've been struggling with this because I don't want to be a celebrity. Fame doesn't interest me. But I'm passionate about the message God has given me. Here's where I landed this week.

Let's unpack the message of the apostle Paul:

1. **Selfish Ambition and Vain Conceit:** In a world that often glorifies individual success and self-promotion, these words resonate deeply. We're called to examine our motives and intentions. Are we driven by selfish ambition, seeking personal gain and recognition? Do we pursue our goals with vain conceit, putting ourselves on a pedestal? Humility challenges us to cast aside these self-centered desires and motivations.
2. **Valuing Others Above Ourselves:** Humility encourages a shift in our perspective. Instead of constantly focusing on our own wants and needs, we're called to genuinely care about the well-being of others. This means acknowledging the inherent worth and dignity of

every person we encounter, regardless of their social status, background, or circumstances.

3. **Looking to the Interests of Others:** This aspect of humility compels us to actively engage in the lives of those around us. It's about empathizing with their joys and struggles, offering a helping hand, and demonstrating compassion. By doing so, we reflect the love of Christ, who came not to be served but to serve.

Humility is a transformative force that reshapes our character, relationships, and actions. As we grow in humility, we become vessels through which God's love and grace flow into the lives of others. It's worth noting that humility doesn't diminish our worth; rather, it elevates us to a higher purpose – one that aligns with God's kingdom values.

In emulating the humility of Christ, we learn to empty ourselves of pride, arrogance, and selfishness. We discover the beauty of self-sacrifice, recognizing that true greatness is found in serving others. This journey toward humility is a continuous process of surrendering our will to God, allowing His Spirit to mold us into reflections of His Son.

So, as we navigate the delicate balance of growing our influence, we have to remember that humility isn't a hindrance to success but a stepping stone to meaningful impact. It's a heart posture that leads us closer to Christ and empowers us to make a lasting difference in the lives of those we encounter.

The Temptation of Pride

As we embark on the journey of expanding our influence, it's important to address the formidable challenge of pride that often lurks in the shadows. Pride, like a seductive whisper, tempts us with promises of recognition, success, and admiration. It can be easy to fall into the trap of seeking our own glory, but we must tread carefully, for pride has a way of leading us down a treacherous path.

It's fun to win awards. It's fun to have someone recognize us somewhere. Let's look at this further with five concepts to consider.

1. **The Allure of Recognition:** In a world that values visibility and achievement, the allure of recognition can be intoxicating. We might find ourselves striving for larger audiences, more followers, and greater applause. While it's natural to desire affirmation, we must be vigilant not to let this desire morph into an obsession that eclipses our genuine intentions.
2. **The Dangers of Self-Centeredness:** Pride feeds on self-centeredness, blinding us to the needs and perspectives of others. It can cause us to prioritize our own agenda over the well-being of those we seek to serve. As Christians, we're called to mirror Christ's selflessness, placing the interests of others before our own.

3. **A Shift in Perspective:** As we grapple with the temptation of pride, it's crucial to shift our perspective. Our true worth and identity are rooted in our relationship with God. Our significance doesn't emanate from the world's applause or our accomplishments. Instead, it flows from our status as beloved children of God, created in His image and redeemed by His grace.
4. **Guarding Against Spiritual Erosion:** Pride has the capacity to erode our spiritual vitality. It can create a barrier between us and God, hindering our ability to fully experience His presence and guidance. Humility, on the other hand, opens the door to a deeper communion with God and a greater sensitivity to His leading.
5. **Cultivating Humble Confidence:** Humility doesn't mean diminishing our talents or hiding our light under a bushel. It means acknowledging our gifts as blessings from God and using them to honor Him and bless others. By embracing a posture of humble confidence, we redirect the spotlight from ourselves to the One who empowers and equips us.

As we navigate the path of influence, pride is an adversary, but it doesn't have to consume us. By grounding ourselves in the truth of Scripture, staying connected to our source of worth in God, and continually examining our motives, we can guard against the destructive pull of pride. In our pursuit of influence, we can commit to remaining vigilant, seeking to cultivate humility as a counterbalance to the allure of pride. As we do so, we not only safeguard our personal well-being but also create a space for God's transformative work in our lives and in the lives of those we touch.

Yet, in our quest for growth, we often overlook the treasure trove of blessings that surround us. In the final segment, we'll explore the profound impact of gratitude and contentment on our journey of influence.

Gratitude and Contentment

The apostle Paul's words in 1 Timothy 6:6 resonate like a gentle call to recalibrate our hearts: "true godliness with contentment is itself great wealth." This verse encapsulates the essence of a life well-lived – a life that finds its purpose not in ceaseless striving, but in the quiet joy of embracing the blessings we've been given.

Let's explore the significance of gratitude and contentment:

1. **Counting Blessings, Not Comparisons:** Gratitude redirects our focus from what we lack to what we have. It invites us to pause and reflect on the gifts of God that often go unnoticed in the hustle and bustle of life. As we express gratitude for our current circumstances, we cease the harmful cycle of comparing ourselves to others and instead celebrate the unique path God has set before us.

2. **Contentment as a Source of Strength:** Contentment is not complacency; rather, it's a wellspring of inner strength. It's the ability to find peace and fulfillment in the present moment, regardless of external circumstances. Contentment guards our hearts against the corrosive effects of envy and greed, allowing us to remain steadfast in our faith and convictions.
3. **A Heart of Generosity:** Gratitude and contentment naturally lead to a heart of generosity. When we recognize the abundance in our lives, we're compelled to share our blessings with others. Our influence, when wielded with a grateful and content heart, becomes a vehicle for impacting lives, offering hope, and spreading the love of Christ.
4. **A Shield Against Pride:** Gratitude and contentment act as powerful antidotes to the poison of pride. When we acknowledge that every good gift comes from God, we're humbled by His grace and provision. Gratitude reminds us that we are not the sole architects of our success – it's a collaborative effort between our efforts and God's abundant blessings.
5. **Savoring the Journey:** The pursuit of influence is a journey, and gratitude helps us savor each step along the way. It teaches us to find joy in both the milestones and the mundane, recognizing that growth and impact are built upon a foundation of small, meaningful moments.

As we cultivate gratitude and contentment, we create a fertile soil in which humility can flourish. By appreciating the present, we release the grip of anxiety about the future and relinquish the weight of unmet expectations. Our influence, rather than being a source of self-aggrandizement, becomes a channel through which God's love flows outward.

So, in the garden our pursuit of influence, let's plant seeds of gratitude and contentment. Let's cultivate a heart that beats with thankfulness, a spirit that rests in contentment, and a life that blossoms with the abundant joy of knowing that in God's economy, true gain is found not in accumulating, but in appreciating.

Conclusion

As we draw this episode to a close, we've embarked on a transformative journey through the interconnected realms of humility, pride, and contentment. These profound truths serve as guideposts on our path toward growing influence while remaining firmly rooted in our faith. In the exploration of humility, we've discovered that it isn't a sign of weakness but a reflection of Christ's character. Just as He humbled Himself for our sake, we're called to embrace humility as a mark of true greatness. By valuing others above ourselves and serving with a selfless heart, we become conduits of God's love, touching lives and leaving a lasting impact.

The temptation of pride, as we've learned, is a constant companion on our journey. It whispers promises of acclaim and recognition, enticing us to prioritize our own desires over the needs of

others. Yet, we've been reminded that pride's allure is fleeting and deceptive. By anchoring our identity in God, we fortify ourselves against the destructive pull of pride, allowing humility to be our compass.

And in the realm of contentment, we've uncovered the power of gratitude to recalibrate our perspective. By counting our blessings and finding joy in the present, we silence the voice of comparison and envy. Contentment becomes a shield against the unrelenting pursuit of more, allowing us to channel our influence with a heart full of generosity and a deep sense of purpose. So, my friends, as you navigate the intricacies of growing influence in a world that often celebrates self-promotion, remember that humility, pride-awareness, and contentment form an unbreakable triad.

Let's Embrace humility as the cornerstone of our character, allowing it to guide our actions and intentions. Guard against the snares of pride with unwavering vigilance, keeping your heart attuned to the still, small voice of God.

And finally, let gratitude and contentment be your faithful companions, infusing every step of your journey with meaning and fulfillment.

In this delicate dance between influence and humility, let us be vessels of God's grace, shining His light in a world hungry for authenticity and compassion. As we conclude, may we continue to walk humbly, seek to honor God, and touch lives with the transformative power of Christ's love.

This week, I don't have anything on my reading list to share with you. I caught up on some podcast listening instead of books for a few weeks. But I do have Katelyn Beaty's book *Celebrities for Jesus: How Personas, Platforms, and Profits Are Hurting the Church* on my list.

I also want to listen to *The God Dare: Will You Choose to Believe the Impossible?* by Kate Battistelli. She's coming up in an episode in a few weeks.

And also on my to be read list is *The Making of Biblical Womanhood* by Beth Allison Barr.

It's been on there for a while. So I think it's time for me to do that one. It's already downloaded and it's queued up on my phone, so I need to listen to that one.

If you're interested in any of those, they'll be linked in the show notes. And speaking of the show notes, there's a link there@micHELLrAburn.com one six three, where you can get some of the resources I've talked about today and also where you can sign up to be on my email list. Because this week I'm sending out a printable devotional to all my email subscribers. Just an encouragement, something to look at scripture and apply, helping you on your journey. I'm pulling some things out of some of my archives and putting them into a printable form that you can share with anybody. You'd like to send it on an email, print it out and hand it to someone. So you want to sign up to make sure you get the free resources every week, because they go out to my list and then after that they go to Patreon.

So if you've missed all the discussion guides, devotionals, all the free resources that I've created to go along with podcast episodes, you can get those by becoming a supporter on Patreon.

And it really doesn't cost much because I went to the coffee shop recently and spent probably \$12 on a gluten free bagel and an iced mocha and it's only \$9 a month. If you love this show and you want to support it and get those free resources where you can just go there and click on them so that is also linked michellrayburn.com/163. A little bit promotional there. I know tagging up an ending of an episode on not being overly promotional, so I just want you to know about that. Those are resources that are there for you. I'm so grateful that you have joined me in this episode of Life Repurposed. I know it's an investment of your time when you listen to my voice in your headphones and so I thank you for that because I've laid out some things that are on my heart and you've joined me in that. I would love to encourage you on that journey.

So feel free to send me an email or message me on a social media platform and I would love to be able to pray for you or just give you a high five virtually that way. Well, friends, that's all I have for you today. Until next time, may your influence be a reflection of your heart's alignment with God's purposes and may you find abundant joy and contentment. You've been listening to life repurposed. If you'd like bonus resources sent to your inbox each week, be sure to sign up at [Michellrayburn.com](https://michellrayburn.com).