

Bryce Crawford Challenges Kenneth Copeland: Did We Get the Prosperity Gospel Wrong?

More than 15 years after stepping away from major sit-down interviews, Kenneth Copeland is once again in the spotlight—this time in a candid and surprisingly balanced conversation with evangelist and podcaster Bryce Crawford.

The interview is already generating buzz, because of the topic at hand: the prosperity gospel—one of the most debated and often misunderstood teachings in modern Christianity.

Rather than avoiding the tension, Crawford leans into it.

From the outset, he acknowledges the divide many believers feel, noting that prosperity teaching has often been criticized for appearing to elevate wealth above the cross.

Yet instead of attacking, Crawford engages—asking thoughtful, direct questions about healing, finances, suffering and the true cost of following Jesus.

Copeland, for his part, begins by reframing a key biblical idea that is often misquoted. “Money is not the root of all evil,” he says. “The love of it is.” That distinction becomes a foundation for much of the conversation, shifting the focus from material wealth itself to the condition of the heart.



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Even more striking is Copeland's emphasis on what he calls the true starting point of prosperity. “True prosperity starts with John 3:16,” he explains, pointing directly to salvation

through Jesus Christ as the ultimate measure of blessing.

For many viewers, this moment may challenge long-held assumptions about his theology.

Still, Crawford presses further, bringing needed balance.

Referencing the apostle Paul's struggles, he highlights that not every believer's journey includes a visible breakthrough or material success. In one of the most relatable moments of the interview, Crawford reflects, "I didn't step out because I wanted some benefits and blessings—I stepped out because I wanted Jesus Himself."

That tension—between expectation and surrender—sits at the heart of the discussion.

Crawford also raises a critical question many Christians quietly carry: What happens when you pray, believe and do everything "right"—and nothing changes?