

Online Influencer's 30-Day Christianity Challenge Takes an Unexpected Turn

New York content creator Brian Guan set out to fake Christianity for 30 days. Before the experiment ended, he publicly declared that Jesus Christ had transformed his life.

"This ... is real, dude," Guan said in an Instagram video. "Jesus Christ is my Lord and savior. ... I'm not pretending anymore."

Guan, a former cryptocurrency company founder, left Christianity in college. Years later, feeling disillusioned after leaving the crypto industry, he began searching for meaning, according to Movieguide®.

His experiment, which he called "faithless Christianity," followed a simple idea: "Practice first, let faith catch up."

Each morning, Guan began with an uncertain but honest prayer: "God, I don't know if you're real, but ..."

That small step did not remain small for long.



Order Abby Trivett's New Book, "The Power of Suddenly" on !

From Experiment to Transformation

Within eight days, Guan said his nicotine addiction began fading. He also became more patient and kind toward strangers. He and his girlfriend started reading the Gospel of John and the book of Acts together, while Guan recommitted himself to honoring his mother.

By day 20, the man who planned to imitate Christianity was no longer pretending.

Guan has also reported troubling nightmares since taking his faith seriously and asked his followers to pray against spiritual opposition. New believers need our prayers, encouragement, sound biblical teaching and connection to a faithful church.

“The best way to convert people, in my opinion, is just being really kind and happy and at peace,” Guan said.

His journey offers powerful encouragement to Christians praying for loved ones who appear far from God. Jesus can meet a skeptic through an awkward prayer, an open Bible or even a social media experiment begun without sincere faith.

We should never underestimate what Jesus can do when someone takes one step toward Him. What began as content for an algorithm became a public declaration that Jesus Christ is Lord.

To hear Guan’s testimony for yourself, click here (Editor’s Note: mild language).

James Lasher, a seasoned writer and editor at Charisma Media, combines faith and storytelling with a journalism background from Otterbein University and ministry experience in Guatemala and at the LA Dream Center. A Marine Corps and Air Force veteran, he is the author of *The Revelation of Jesus: A Common Man’s Commentary* and a contributor to Charisma magazine. For interviews and media inquiries, please contact media@.