

Edwin Louis Cole

A MAN'S GUIDE TO THE
**MAXIMIZED
LIFE**



A SIX-WEEK JOURNEY TO GREATER SUCCESS

W
WHITAKER
HOUSE

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A MAN’S GUIDE TO THE MAXIMIZED LIFE:

A Six-Week Journey to Greater Success

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ISBN: 978-1-64123-842-7 | eBook ISBN: 978-1-64123-843-4

Printed in the United States of America

© 2022 by Edwin and Nancy Cole Legacy LLC

Whitaker House | 1030 Hunt Valley Circle | New Kensington, PA 15068

www.whitakerhouse.com

Library of Congress Control Number: 2022932728

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FOREWORD

“While some men build monuments, Ed Cole built men.”

What a man does in life becomes history. What he puts into motion becomes his legacy. God’s Word promises that if a man trusts in the Lord, his life will never stop producing fruit.

My dad, Edwin Louis Cole, put into motion the intentional discipling of generations of men.

While most of us strive to read books, engage the spirit of the author, and enhance our life’s mission, I had the privilege of reading the author before I ever read his books.

My dad lived his life in front of me. Difficulties, victories, tragedies, and joy. Yet, looking back today from a mature age, my takeaway is that he lived life completely in love with Jesus Christ. He never lost the wonder of Jesus’ salvation. It permeated his daily walk and talk.

That “spiritual DNA” is now alive in his children and grandchildren, and generations of men who have followed in the footsteps of Ed Cole.

This book is more than a collection of his powerful thoughts. If you read to engage the spirit of the author, this book will be a revelational journey.

Today, around the world millions of men are following Jesus, leading their families, faithful in a Christian community, and changing the future of the world—because this author followed Jesus.

You can, too. God has placed you on earth to bring the love of Christ to the community around you. Your life is so very vital to the expansion of God’s grace to others.

The world is transformed when courageous men relentlessly follow Jesus with uncommon devotion.

Be that man.

Live a blessed life. Let your family receive that blessing.

Change the world around you.

Leave a legacy.

“Blessed are those who trust in the LORD
and have made the LORD their hope and confidence.

They are like trees planted along a riverbank,
with roots that reach deep into the water.
Such trees are not bothered by the heat
or worried by long months of drought.

Their leaves stay green,
and they never stop producing fruit.”

Jeremiah 17:7–8 NLT



YOUR MAXIMUM POTENTIAL



Canaan land is God's symbol of a man's maximum potential.

It is a basic truth—God has a land of promise and blessing for his people.

It is called Canaan land.

Shangri-La was a fantasy. Canaan land is real.

The meaning of Canaan land applies to your life today. Canaan land has always been God's symbol of mankind's maximized potential. It is the place where God's promises are fulfilled in our lives—the place where God maximizes the potential of his people, both individually and collectively. It affects our spirits, emotions, bodies, marriages, children, and professions.

There, we can reach our maximum potential. There, we can live our maximized life.

In the Old Testament, Canaan land was where God wanted the Israelites to live after he delivered them from their bondage in Egypt. They were to live there in faith, and God would fulfill his promises to them.

A well-known Bible teacher shared a message using a passage of Scripture that had a powerful impact on me some years ago. It was as though it were alive. My heart was stirred as he spoke. I have been dwelling on its importance for men ever since.

Speaking from the New Testament, he listed the five reasons why the Israelites did not get into Canaan land, the land of promise (1 Corinthians 10:6–9). Right after the list, the Scripture states that the Israelites are examples for us. Meaning, this chronicle of sins relates to Israel but has a direct correlation to men today.

What does it mean for you and me?

Like the hapless children of Israel, men today dream of a promised land, a Canaan, where problems can be solved, conflicts ended, and relationships renewed. It is a life of fulfillment, strength, and peace.

But the Israelites failed to reach Canaan for the five reasons listed in 1 Corinthians. They are:

Lust.

Idolatry.

Fornication.

Tempting Christ.

Murmuring.

It is glaringly apparent that these five sins are still the five root causes of men living in unfulfilled potential. They are basic to all humanity.

God wants you to have a Canaan-land marriage, career, family, education, and community.

Yet, most men are not maximized in any of these.

They are men with unfulfilled potential.

That may include you, or someone you know.

I can think about people I have known who failed to reach their “Promised Land” because of sex sins, gossip—which is murmuring—making an idol of money or their career, and the rest. Couples, men, friends, preachers, congressmen, senators, people from every walk of life. Believers and nonbelievers. Sinners and saints.

Canaan land is for all of us—if we can only understand the way to get there.

My desire to help in pointing the way is intense.

I want you to understand that Canaan is a land of promise where God wants you to live by faith today. There, he will fulfill his promises for your life. There, you can reach your maximum potential. You *can* live a maximized life.

THE CHALLENGE

- ✦ The five sins are still the five root causes for men living in unfulfilled potential. They are basic to all humanity.
 - ✦ Hearing the word “Canaan,” men think of a land from ancient days located across the world. But God still has a Canaan land for us today.
 - ✦ Love is the desire to benefit others even at the expense of self because love desires to give. Lust desires to benefit self even at the expense of others because lust desires to get. This is true in the home, in business—in every circumstance.
 - ✦ Men committed to the belief that it is desirable and pleasurable to live fast, to beat everyone, and to triumph in multiple sexual encounters, carry the burden of shallow relationships, stalled careers, and failed health.
-

THE WORD

Now these things occurred as examples to keep us from setting our hearts on evil things as they did. Do not be idolaters, as some of them were; as it is written: “The people sat down to eat and drink and got up to indulge in revelry.” We should not commit sexual immorality, as some of them did—and in one day twenty-three thousand of them died. We should not test Christ, as some of them did—and were killed by snakes. And do not grumble, as some of them did—and were killed by the destroying angel. These things

happened to them as examples and were written down as warnings for us, on whom the culmination of the ages has come. 1 Corinthians 10:6–11

For I command you today to love the LORD your God, to walk in obedience to him, and to keep his commands, decrees and laws; then you will live and increase, and the LORD your God will bless you in the land you are entering to possess.

Deuteronomy 30:16