The process of becoming a born-again Christian is one that has intrigued social scientists for decades. While sociologists have tried to conceptualize and operationalize how one converts to a new religious experience, many political scientists have used “having a born-again experience” as a way to classify evangelical Protestants on surveys. While there is a great deal of scholarship devoted to understanding how born-again Christians navigate the social and political world, the direct and immediate impact of adopting a born-again status has eluded scholars. Using two different panel surveys that span from 2010-2014 and 2012-2017, this work analyzes how those who convert and de-convert to born-again Christianity change their political and religious behaviors in the wake of the switch. Analysis indicates that conversion and deconversion is relatively rare, occurring in approximately 1 in 10 survey respondents. Results indicate that women, younger Americans, and those with less educations are more likely to change their conversion status. Of those who do make a switch, very few significantly change their political ideology, while shifts in church attendance are more common. These findings could lead scholars to reconsider how respondents view the process of becoming born-again and offer insights into how the average American perceives the process of religious switching.