

# CONTENTS

Foreword.....	11
Introduction.....	13
1. Evangelism and Its Message .....	15
2. Your Motives .....	27
3. Your Personality.....	31
4. Evangelism and Worship .....	35
5. Evangelism and the Pastor .....	39
6. Fishing.....	57
7. Lifestyle Evangelism.....	67
8. Personal Evangelism.....	77
9. Speaking the Right Language.....	83
10. Winning Shy People .....	91
11. Winning Tough People .....	95
12. Winning Total Strangers.....	97
13. Winning Relatives.....	101
14. Winning Religious People.....	105
15. Winning Know-It-Alls.....	109
16. Winning Your Boss, Employees, or Co-workers.....	113
17. Winning People You Do Business With .....	117
18. Winning Your Mate.....	121
19. Winning Those Who Don't Want to Be Won .....	125
20. Some Don'ts.....	129
21. The Follow-up .....	133
22. Final Notes .....	135



## CHAPTER 1

# EVANGELISM AND ITS MESSAGE

**A**s we look around, we wonder, *Don't we have enough religions, churches, temples, synagogues and other places of worship?* Most people think so. It seems everyone has religion. It's not about being a Baptist, a Presbyterian, a Catholic, a Methodist, or a Pentecostal. A relationship with God is more than a building to worship in; it's more than just religion; it's a personal relationship with Jesus Christ as our Lord and Savior.

Winning the lost to Christ is my passion. I believe everyone needs a real, personal relationship with Jesus Christ. Jesus came to give life, not death; He died that we could live.

We don't have to go to college to learn how to sin. It's in our nature. We do this all by ourselves just like Adam and Eve. Our sin causes a break between us and God. We always

want to do things our own way. That's what gets us into trouble.

If we don't accept Christ into our life, we become slaves to sin. When we believe what's wrong, we start to doubt what's right. A classic example is the story of Adam and Eve. Eve believed Satan's story, then began to doubt God. The rest is history.

*For God so loved the world that he gave his only begotten son, that whosoever believeth in him should not perish, but have everlasting life.*

John 3:16

Every time I visit Bethlehem, my heart beats a little faster, and tears come to my eyes. It was in Bethlehem over 2,000 years ago that God's gift of Jesus made His entrance onto this planet. He was and is today the Savior of the world, the Prince of Peace, the mighty God, the Counselor and the everlasting Father.

Jesus didn't come here for "religious" reasons, but that the world could be saved. We can turn over a new leaf, promise to do better, give money to the church or a charity. This is all good, but it's not what's truly important. First of all, we need a personal relationship with Jesus Christ!

"To all who received (Jesus) . . . he gave power to become children of God" (John 1:12;RSV). We are children of God when we receive Jesus as our savior. We don't become perfect because we become a Christian, but our nature is changed

and we begin to strive for perfection. (1 John 2:1) Now you have the power (Phil. 4:13) to reach your area for Christ.

The Lord is not willing that any should perish. So what are we going to do about the *pre-Christians*? We need a real passion to win people to Christ and get them involved in this wonderful new family. This is called Kingdom vision.

I believe that this book will totally change the way Christians think and they will begin to lead people to Christ. The growth of a church can explode if people catch the vision.

I don't want to just preach great sermons to a nice-looking crowd of people. I want to touch hurting, messed-up people.

Yes, some of them are in the church, but a lot more don't even darken the door of any church. We don't want to miss these opportunities. It's time to wake up, put up, or shut up.

According to one survey by the Barna Institute, about 43 percent of American adults attend church on a typical weekend. This percentage has varied only a few points over the past 20 years, peaking in 1986 at 49 percent.

The top three reasons people give for attending a particular church are:

1. The doctrine and beliefs of that church.
2. How much the people seem to care about each other.
3. The quality of the sermons that are preached.

Those who call themselves Protestants are more likely to attend than are Catholics. Older people are more likely to

attend than middle-aged, who in turn are more likely to go than younger adults. Attendance is also higher in the South and Midwest (the “Bible Belt”) than in the Northeast and West.

Another item that is noteworthy is that adults who attended church regularly as children are three times as likely to be attending church today than those who did not attend as children. About seven out of ten of today’s adults had a period of time as children when they did attend church or Sunday school, and well over half of those who attended as children take their own children. They are also more likely to pray to God during a typical week than those who did not attend church as children.

*The message of evangelism is very important. It’s our commission.* Jesus told us to spread the gospel everywhere. It should also be our passion. It’s not religion, as such. It’s a lot more than that.

Who or what age should be our “target?” Here are some interesting statistics.

1. Children between the ages of 5 and 13 have a 32 percent probability of accepting Christ as their Savior. This drops to 4 percent for teens aged 14–18. For those over 18, the probability rises to 6 percent.
2. Only 4 percent of adults could accurately define the “Great Commission,” quote John 3:16, and define “the gospel.”

Who is most likely to share their faith? While 58 percent of born-again Christians claim to have shared their faith during the past year, Protestants from non-mainline churches are the most likely (63 percent), next come the mainline Protestants (52 percent), and Catholics (48 percent).

In this fast-paced, high-pressure life, the world and people are changing on a daily basis. People scoffed about man going to the moon. Now we have put robots on Mars, over three hundred million miles away, and we are starting to talk about putting men on Mars. But the gospel of Jesus Christ remains the same.

I have found in many churches that it's mainly the young people who have heard the voice of God. They carry the passion to win people to Christ. They seem to have evangelism on their minds. They are purpose- and passion-driven. They want to change their world. They aren't ashamed to stand up for what is right. They will go out and talk to people about Jesus. They will do it everywhere — in the marketplace, the streets, their schools.

Many believers are being radically changed and are letting the Holy Spirit lead their lives. They are breaking out of their status quo, their comfort zone, and realizing what the Great Commission of “Go ye” is really all about.

*I want you  
to think*

*outside  
the box.*

*Mark 16:15 says, “Go ye into all the world and preach the gospel to every creature.”*