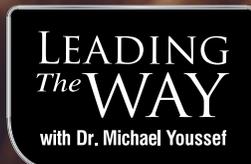


# BUILD UP YOUR BOLDNESS

8 Principles for  
Effective Evangelism



“

For I am not ashamed  
of the gospel, because  
it is the power of God  
that brings salvation to  
everyone who believes.

”

ROMANS 1:16

# A PEOPLE WHO PROCLAIM

Throughout Scripture, God has made it clear that His people have a calling to proclaim His goodness to the world—to share the Good News of salvation by grace through faith alone in the redemptive work of Jesus Christ our Lord.

God's Word declares that in Christ you are:

- **Witnesses** to the death and resurrection of Jesus Christ, to the forgiveness of sins through His sacrifice (Luke 24:45-49; Acts 1:8).
- **Sent**, just as Christ was sent by the Father (John 20:21-23).
- **Beautiful feet** that carry Good News to the world (Romans 10:14-15).
- **Ministers of reconciliation** and **ambassadors of Christ** who appeal to the world to be reconciled to God (2 Corinthians 5:17-20).
- **The pleasing aroma of Christ** to the lost (2 Corinthians 2:14-17).
- **Called to be ready** to give a reason for the hope that you have (1 Peter 3:15-16).
- **A light** for the glory of God, that people might come to Him (Matthew 5:15-16; Acts 13:47).
- **Commissioned** to testify to the Gospel of God's grace (Matthew 28:18-20; Acts 20:24).
- **Teachers and priests**, revealing the wisdom of God to all who have ears to hear and pointing them to the cross of Christ (Colossians 1:28-29; 1 Peter 2:9).
- **People of prayer** who are watchful and thankful, taking every opportunity to usher a soul into the Kingdom of God (Colossians 4:2-6).

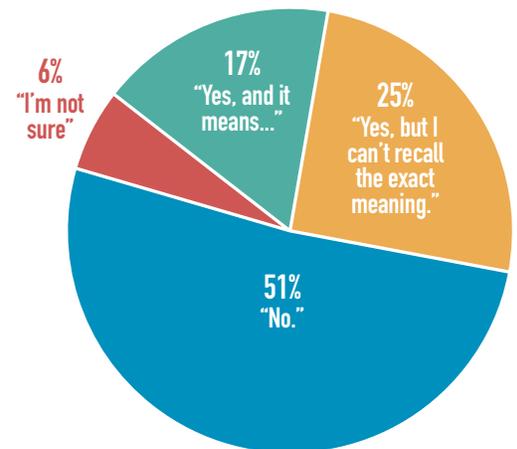
# THE GREATEST LOVE

Sacrificing our time, comfort, and resources to share the Gospel is the highest expression of our love for Jesus and others. And yet, the overwhelming majority of Christians are not sharing the Good News.

**95%**  
of professing Christians never share Christ with others.<sup>1</sup>

Only **39%**  
of Christ-followers believe in the importance of sharing the Gospel.<sup>2</sup>

**Churchgoers:**  
Have you heard of the Great Commission?<sup>4</sup>



The Bible clearly shows that one of our greatest responsibilities as followers of Christ is to share about who He is and what He has done. Why do we neglect this crucial privilege? Perhaps the reason is that we fail to take God at His Word:

**19%**  
of born-again believers strongly agree that salvation can be earned through goodness.<sup>2</sup>

**51%**  
of professing Christians believe that God accepts the worship of all religions.<sup>3</sup>

As God's people, we must bear witness to the wonder of God. We must know and testify to the Truth of Jesus Christ. For, if we fail to evangelize—if we fail to share the Good News—we fail to love.

1. "Sharing Faith Is Increasingly Optional for Christians," Barna, May 15, 2018, <https://www.barna.com/research/sharing-faith-increasingly-optional-christians/>.  
2. "Survey: Christians Are Not Spreading the Gospel," American Culture & Faith Institute, 2017, <https://www.culturefaith.com/survey-christians-are-not-spreading-the-gospel/>.  
3. Nathan W. Bingham: "The State of Theology: What Do People Really Believe in 2018?," Ligonier Ministries, October 16, 2018, <https://www.ligonier.org/blog/state-theology-what-do-people-really-believe-2018/>.  
4. "51% of Churchgoers Don't Know of the Great Commission," Barna, March 27, 2018, <https://www.barna.com/research/half-churchgoers-not-heard-great-commission/>.

“

When we give up the noblest, purest, truest work of the church—saving souls, being fishers of men—we lose sight of who we are as the church of Jesus Christ.

”

DR. MICHAEL YOUSSEF

# 8 Principles for Effective Evangelism

- 1** Know your message.
- 2** Sacrifice your comfort.
- 3** Invite people to come and see.
- 4** Build relationships of care and trust.
- 5** Ask deep questions.
- 6** Trust God to change hearts.
- 7** Be a willing, obedient witness.
- 8** Remember that eternal salvation is at stake.

# KNOW YOUR MESSAGE

## REFLECT: 1 Peter 3:15

Many professing Christians don't feel confident or competent to share the Gospel simply because they don't really know what they believe. They haven't read Scripture, much less taken time and energy to study the Word of God. And so they are swayed by secular culture that convinces them Christianity is just one way to God—that the Gospel is no more powerful than the 5 Pillars of Islam, the Eightfold Path of Buddhism, or the pujas of Hinduism.

If this is what we believe, we will certainly not take seriously the call to proclaim salvation to the nations. If people can be saved apart from Christ, why bother?

**That is why it is paramount that Christians know Scripture—and submit to its authority. For, God's Word is clear throughout: "No other god can save in this way" (Daniel 3:29).**

Not sure where to start? **Read.** Read the Gospels, read the New Testament, read the Old Testament, and read commentaries to help you put the text in its context. As you read, practice speaking what you learn concisely and in simple terms, first to yourself and then to others.

### Then, become a good storyteller:

- **Map out a short overview of the Gospel:** We have all sinned against God, but because of His love, God came down and saved us from our sin.
- **Memorize Bible stories and learn to tell them in your own words** so that you are confident to share Truth at a moment's notice.
- **Think about the situations that your neighbors, friends, and family are going through** and, as God leads, prepare to share Biblical accounts or personal testimonies that will point them to the hope of Christ.
- **Minister to the children in your neighborhood, community, and church by sharing Truth from the Bible in exciting and engaging ways.** Studies show that 46% of Christians accepted Jesus when they were under 13 years of age. An additional 22% came to Christ between the ages of 13-17.

Finally, **be bold with the message.** It is not your own, otherwise your words would fall flat and have no power to save. Rather, the Gospel is God's message. So share it and trust in God's redemptive power and His promise that His Word does not return to Him void (see Isaiah 55:10-11).



# SACRIFICE YOUR COMFORT.

## REFLECT: Matthew 10:38-39

Learning something new requires us to be vulnerable. We become like children in the new endeavor, and it's uncomfortable, much like when learning a new language.

It is no different when Jesus calls us to become fishers of men. He wants us to step out and share our faith, to lovingly and boldly lead people to Him, but we are afraid of getting it wrong or being rejected or ridiculed. We don't want to stumble and fall, to try and fail in the critical task of evangelism. We'd rather just avoid it—go to Bible study or a prayer meeting instead. But if we aren't willing to be childlike, to take the risk of being stretched in new ways, we will miss out on great blessing.

**Sharing our faith takes practice—it takes boldness. But, like learning a language, the more frequently you dare to talk about God's work in your life, the more natural those conversations become.** You'll become less self-focused—less concerned about how you look to others—and more Christ-focused—more concerned about showing the lost His glory and goodness.

In short, you will become a risk-taker for Christ because you realize the blessing far outweighs the risk, for Jesus promised us, “Whoever wants to save their life will lose it, but whoever loses their life for me will find it” (Matthew 16:25). When we lose ourselves in the task Jesus has called us to, we will not only find true life and true fulfillment through obedience and trust in Him, but He will also use our sacrifice to win others to Himself.

### It's time to step out in faith:

1. **Practice taking risks—big and small.** Often we long to do big things for God but fail to take the baby steps that He has placed in front of us. Take those small steps of obedience—like inviting your neighbor over for dinner or meeting a friend for coffee—and watch as God opens the door to big opportunities.
2. **Keep God in your conversations.** The more you talk about how He has worked and is working in your life, the more natural it feels. Moreover, it will encourage you, too!
3. **When friends or family share about their struggles, don't try to fix them** (“Have you tried . . .”) **or gloss over them** (“I'm sorry that's happening to you.”). Instead, pray with them, right then and there using Scripture (“Lord, Your Word tells us you are close to the brokenhearted and save those who are crushed in spirit . . .”). And then be ready to share about how Christ fulfills that promise.

# 3 INVITE PEOPLE TO COME & SEE.

## REFLECT: John 1:43-46

Sometimes we make the task of evangelism more difficult than it really is. Our job is to introduce people to Jesus. Offer a taste. Like Philip in John 1:46, we say, “Come and see.”

When Jesus began calling His disciples and called Philip, Philip went to tell Nathanael that the Messiah had come. Nathanael was skeptical, but that didn’t deter Philip. He was so confident in Jesus—he was so certain that Jesus was the Messiah—that he didn’t argue or debate Nathanael. He simply said, “Come and see.” **That is the very core of the work of evangelism.**

You don’t have to be verbose or articulate; you don’t have to be outgoing or an extrovert; you don’t have to be a scholar. You simply have to be bold enough to invite the people in your life to *come and see*.

### We must be bold enough to say:

- ▶ “Are you searching for the Truth? . . . Come and see.”
- ▶ “Are you burdened by guilt and sin? . . . Come and see.”
- ▶ “Is your heart aching with grief? . . . Come and see.”
- ▶ “Have you tried everything and found nothing satisfies? . . . Come and see.”
- ▶ “. . . Come see the only one I know who could heal my broken heart, forgive all my sins, remove all my guilt and shame, give me peace and joy whatever my circumstances, assure me of eternal life in heaven with Him, and make my life purposeful, meaningful, and joyful. He can do that for you, too.”

**So invite people—your friends, neighbors, coworkers, even new acquaintances—to church, Bible study, Gospel-centered events, and more. And share your personal testimony.** Like Philip, invite them to come and see Jesus.

# 4 BUILD RELATIONSHIPS OF CARE & TRUST.

## REFLECT: Romans 12:13-20

Evangelism is a relational activity. That's the way God designed it. In His wisdom, God uses people to reach people for His Kingdom. It's a privilege and a blessing. And so, Paul exhorts us in Romans: People will not hear about Christ unless we go to them, unless we tell them, unless we show them (see Romans 10:14-15).

As Christians, it is easy to lose sight of this calling and purpose. We become so involved in the church and with church activities that we forget this simple principle: **People will not hear the Gospel if we don't make time to go and tell them.**

That doesn't mean that we should beat the Bible on the sidewalk, but rather that we need to intentionally build authentic relationships with people who do not yet know Christ. Our purpose is not to "fix" people or turn them into projects, but, compelled by love, to introduce them to Christ that they might be brought from death to life—just as we have been.

**As you walk in faith, exhibiting the fruit of the Spirit (see Galatians 5:22-23) and having the attitude of Jesus Christ (see Philippians 2:5-8), people will be drawn to Christ in you.** We have only to give them a witness—be a light—and love them to the Lord.

### Make the effort to cultivate depth in your relationships:

- **Find something you enjoy doing and then find people outside the church that meet together for that activity**—maybe it's a sport, a book club, a craft, a skill. Whatever it is, you can start building relationships on that common interest.
- **Ask God to give you a deep love for your new friends, and take opportunities to show them that you care for them.** Come alongside them, practice hospitality toward them, honor them with your time and care, and pray for them as they share their lives with you.
- **Be willing to bleed first.** We can't expect people to be open and honest with us if we aren't first open and honest with them. Ask God for opportunities to share about your own struggles and ways God has demonstrated His faithfulness to you in the valley.

# 5 ASK DEEP QUESTIONS.

## REFLECT: Matthew 16:13-15

How easy it is to shy away from personal and penetrating questions. Sometimes we are afraid we'll offend our friend or family member or seem nosy for prying into private matters. And it's true that our questions could nettle someone if we are unearthing a wound or insecurity. But when we love people well and ask questions out of a genuine desire to know them, people often are grateful that you care to ask. So, we must work to build trust in our relationships and ask deep questions out of genuine interest, love, and concern.

We must not neglect the hard things in life when eternity hangs in the balance. For, if we never confront our loved ones with deep and life-changing questions, are we really loving them?

**We must dare to ask. We must wisely and lovingly help our friends and family see their deepest problems and examine their true motivations in life. And we must listen to their answers.**

Then, as God opens doors of opportunity, we can share how the Gospel meets our every need and desire.

### Here are a few sample questions to get you started:

1. Most Americans say they believe in God. Do you? What does that mean to you?
2. If you could be sure there is a God, would you want to know Him? If you could know God personally, would you want to?
3. What do you think about when you go to sleep at night?
4. Do you ever think about spiritual things?
5. Would you join me at my church this Sunday? Would you like to get together and discuss our basic beliefs so you'll understand what it's all about when we go?
6. What did you think of the service or church event? Did it make sense to you? Did it bring up any questions or emotions that were surprising to you?
7. If you were to die tonight, are you sure you would go to heaven?
8. Has there ever been a time in your life when you knew for sure you had committed your life to Christ?

# TRUST GOD TO CHANGE HEARTS.

## REFLECT: Mark 2:1-12

Don't let the devil convince you that the work of conversion is up to you. God is the only one who can soften hearts. All He calls us to do is to persist in bringing the lost to the cross of Christ—both through our relational intentionality and through our prayers.

When we exhibit persistent faith in Jesus, trusting in His love and power to save souls and heal hearts, God will honor our efforts to bring people to Jesus. Just like the four friends in Mark 2 who went to great lengths to get their paralyzed friend to the feet of Jesus—even lowering him down through the roof!—we too must not allow anything to stop us from interceding, serving, and sacrificing for the lost.

Don't miss these precious words of Scripture: “When Jesus saw their faith, he . . .” (Mark 2:5). Whose faith? The faith of the four people who determined to meet their paralyzed friend's desperate need. **They knew only Jesus could perform the real miracle he needed.**

When you try to introduce someone to Jesus, that person may not know much about faith or even be able to articulate his desperate need for forgiveness. But that doesn't matter. God sees your faith, your commitment, and your compassion for your friend as you seek his salvation. And He responds by taking steps to honor your faith.

So, we bring people to Jesus, and He'll do the rest. We cannot convert them to Christ. We can never change their lives or their eternal destiny. We cannot force them to receive Christ's forgiveness. But we can persist in faith, bring them to Christ, and try every avenue to reveal Jesus to them, both in word and deed throughout our lives.

### **Who has God put on your heart? Take some time to pray God's Word over them:**

- Heavenly Father, I know that \_\_\_\_\_ cannot come to You unless You draw him/her. Draw him/her to You, that he/she might know You and be saved. (John 6:44)
- Lord, open \_\_\_\_\_'s spiritual eyes to the light of the Gospel. Remove the scales from his/her eyes, that he/she may see You for who You are. (2 Corinthians 4:4)
- God, I thank You that nothing is too hard for You. I believe that You are already at work in \_\_\_\_\_'s life in ways that I cannot see. Finish what You started, Lord. (Jeremiah 32:17; Philippians 1:6)

# BE A WILLING, OBEDIENT WITNESS.

## REFLECT: John 6:1-15

When you come to Christ, it's no longer about how you feel, what you think, how you view your strengths or weaknesses, or what you can do in your own power. Now, life is about what Christ can do in and through you—and what great news that is!

Like the boy in John 6:1-15 who gave up the little he had—just five loaves and two fish—God wants us to be willing to give up what He has already given us—our time, talents, and resources—so that He can multiply them and bless thousands with them.

So often we come to God, saying, “Lord, I’m not eloquent; I can’t speak. I’m not outgoing. I’m not rich. I’m too old. I’m too young.” These are the excuses we make for holding back what God’s given us. But God wants us to trust Him, to take up our cross, to sacrifice—not what we don’t have, but what we do have.

### In what ways has God prepared you to be a witness?

- What gifts, talents, and resources has God given you to steward for His glory? Delve into Scripture to determine what spiritual gifts He has given you.
- What mission field has He placed you in today?
- How can you be an obedient witness there?
- Are you willing to step out in faith? Ask for God’s help to be a bold witness for Him.

Then, in obedience, offer up what God has placed in your hands and see how He’ll multiply that offering for His glory and the salvation of others.

**Remember, little becomes much in the Master’s hands!**

# 8 REMEMBER: ETERNAL SALVATION IS AT STAKE.

## REFLECT: Hebrews 9:27

If we believe people without Christ are really, genuinely lost, then that conviction should affect every aspect of our lives because every person is either heading toward eternal life in heaven with Christ or eternal torment in hell.

We must not fail to share the Gospel, for it is “the power of God that brings salvation to everyone who believes” (Romans 1:16). And how can people hear this Good News unless we tell them? Let’s not miss out on the amazing privilege of serving as God’s instruments to usher people into the presence of Jesus, “the way and the truth and the life” (John 14:6).

### If we remember that evangelism is a matter of eternal life and death, we will:

#### 1. Take the time.

We must take time to learn how to share the Gospel effectively and then practice sharing it. If you are still unsure how to begin, find someone who is a gifted evangelist and spend time with that person. Watch how your friend interacts with people and shows the love of Christ to them. As you do, you will become a more effective and confident evangelist yourself, leaning into God and trusting Him with the outcome as you share the Gospel for His glory.

#### 2. Fix our eyes on eternity with Christ.

With our eyes set on the sure hope of heaven with Jesus, we are free to lay aside self-concern and self-focus because we know our loving Father holds us in His hands. When we see circumstances from an eternal perspective, we can better minister the grace and hope of Christ to the lost and hurting in our midst.

If we truly love people, we will boldly lead them to the Truth of Christ. The message is urgent. And we have every reason to hope—for God is at work. The harvest is ripe. It’s time to bring it in.

# When the Harvest Is In

*Lord, you are my God;  
I will exalt you and praise your name,  
for in perfect faithfulness  
you have done wonderful things,  
things planned long ago. . . .  
On this mountain the Lord Almighty will prepare  
a feast of rich food for all peoples,  
a banquet of aged wine—  
the best of meats and the finest of wines.  
On this mountain he will destroy  
the shroud that enfolds all peoples,  
the sheet that covers all nations;  
he will swallow up death forever.  
The Sovereign Lord will wipe away the tears  
from all faces;  
he will remove his people's disgrace  
from all the earth.  
The Lord has spoken.*

ISAIAH 25:1, 6-8

There will come a day when the harvest will be complete. The Lord will return, and we will all experience the joy of His presence. What tremendous grace we have received in Christ Jesus! May this picture of the wedding feast of the Lamb so delight us that, compelled by the love of Christ overflowing our hearts, we long to see those around us at God's table, too.

PRAYER:

Lord, I humbly ask that, today and every day, your Holy Spirit would work in my heart to grow my love for You, my love for Your Word, and my love for the lost.

Thank You for the power of Your Gospel to save. Help me to be bold to work in the harvest for Your glory, remembering that Your Word does not return to You void (Isaiah 55:11).

I pray in the name of Jesus.

Amen.

# PASSIONATELY PROCLAIMING UNCOMPROMISING TRUTH.



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