

Evangelism Workshop



**Campus Crusade for Christ at Georgia Tech
Matt George & Jeffrey Stables**

Goals

- you know what evangelism is and why the Christian ought to engage in it
- you know the gospel and can explain it clearly and concisely
- you know how to engage people with the gospel in a winsome and inoffensive manner
- you know how to use the various means of sharing the gospel that are at your disposal
- you know how to deal with objections and obstacles to the gospel and conflict centered on the gospel

Big Outline

- **Context:** a Biblical context for evangelism
- **Content:** the facts that are the gospel
- **Manner:** how to evangelize well
- **Means:** how to use what's available to you
- **Persuasion:** gospel defense and offense

Context: a Biblical context for evangelism

Definitions

What is a Biblical definition of...?

Context: a Biblical context for evangelism

*What is a Biblical definition of **sin**?*

“ sin is the inherited condition and chosen practice of all humans since the Fall, whereby we naturally rebel against God's character and commands and cannot naturally please Him. ”

Context: a Biblical context for evangelism

*What is a Biblical definition of **salvation**?*

“salvation is the complete work of God's redemption of humans from the penalty, power, and presence of sin, a process involving justification, regeneration, sanctification, and glorification.”

Context: a Biblical context for evangelism

*What is a Biblical definition of **hell**?*

“ hell is
the condition of total separation from and
absence of God
experienced by spiritual beings,
and is the eternal punishment
deserved by Satan, his fallen angels,
and humans who die having rejected
God's salvation. ”

Context: a Biblical context for evangelism

*What is a Biblical definition of **heaven**?*

“ heaven is the condition of being in the total presence of God experienced by spiritual beings, and is the eternal residence of God's angels and humans who die having received God's salvation. ”

Context: a Biblical context for evangelism

*What is a Biblical definition of **eternal life**?*

“ eternal life is a term the Bible uses to describe the fact that souls are everlasting and those who have received God's salvation will enjoy heaven forever after physical death. ”

Context: a Biblical context for evangelism

*What is a Biblical definition of **the gospel**?*

“ the gospel is the bad news that our sin separates us from God and we deserve His eternal judgment for it, and the good news that He sent His only son Jesus to bear that judgment and restore that relationship on behalf of those who repent and trust in Jesus for salvation. ”

Context: a Biblical context for evangelism

*What is a Biblical definition of **Christian, believer, saved person, regenerate person, follower of Christ?***

“ a person who
has accepted the gospel,
has trusted in Christ for his salvation,
has been filled by the Holy Spirit, and
seeks to follow and love God with all his
heart, mind, soul, and strength and to
love others as he loves himself. ”

Context: a Biblical context for evangelism

*What is a Biblical definition of
the Great Commission?*

“ the Great Commission is the section of Jesus' final words on earth, recorded in Matthew 28, Luke 24, and Acts 1, in which He commands by His total authority that all His followers go and make disciples, baptize them, and teach them to observe His teaching. ”

Context: a Biblical context for evangelism

*What is a Biblical definition of **discipleship**?*

“ discipleship is the activity and process of multiplying committed and mature followers of Christ by the investment of a more mature believer in one or more less mature believers for the purpose of imparting Biblical knowledge and wisdom, building godly character, and training in obedience to God and practice of Christian disciplines. ”

Context: a Biblical context for evangelism

*What is a Biblical definition of **evangelism**?*

“ evangelism is the human act of faithfully explaining and applying the gospel to an individual or audience and appealing to the hearer(s) to accept the gospel and become a follower of Christ. ”

Context: a Biblical context for evangelism

Scripture

What does the Bible teach and command concerning evangelism?

Context: a Biblical context for evangelism

What does the Bible teach and command concerning evangelism?

- ϣ. Jesus commands His followers to evangelize everywhere
- ε. Jesus models evangelism
- θ. Jesus models sending out His disciples to preach
- ϛ. The example of the early followers of Christ is constant, bold evangelism
- υ. Evangelism is commanded and modeled in Paul's letters
- λ. Evangelism is commanded and modeled in other epistles
- Ϡ. Evangelism is a "means of grace"

Context: a Biblical context for evangelism

Motivation

Why should I evangelize?

Context: a Biblical context for evangelism

Why should I evangelize?

Love for God

- the greatest commandment is to love God
- love for God necessitates obedience to Him
- He commands His followers to evangelize
- evangelism glorifies God, and so it is part of our purpose as humans

Context: a Biblical context for evangelism

Why should I evangelize?

Love for lost people

- the 2nd greatest commandment is to love others
- Jesus' example of compassion
- evangelism is doing good to others
- evangelism lifts up God in the eyes of others, thereby glorifying Him to them, and so is part of our purpose as humans

Context: a Biblical context for evangelism

Why should I evangelize? Love for God and others.

Conclusion

“ Evangelism is not the only task that our Lord has given us, nor is it a task that we are all called to discharge in the same way. We are not all called to be preachers; we are not all given equal opportunities or comparable abilities for personal dealing with men and women who need Christ. But we all have some evangelistic responsibility which we cannot shirk without failing in love both to our God and to our neighbour. ”

J. I. Packer

Context: a Biblical context for evangelism

Mindset

*Who are the players?
What is my role in evangelism?*

Context: a Biblical context for evangelism

Who are the players?

3. The sovereignty of God

General definition: God is in charge of everything.

Applied to salvation: God knows who will and won't be saved, and when.

You believe in the sovereignty of God in salvation.

Context: a Biblical context for evangelism

Who are the players?

3.The condition of man

- Man is dead in sin. (Ephesians 2:1-3)
 - Dead men do not respond to a call to live.
- Man cannot understand or accept the gospel naturally. (1 Corinthians 2:13-16)

Context: a Biblical context for evangelism

Who are the players?

۳. The work of the Holy Spirit

۱. Convicting (John 16:7-11)

۲. Enabling (John 6:44)

- sometimes called “effective calling” or “effectual calling”

Context: a Biblical context for evangelism

Who are the players?

ʁ. The responsibility of humans

ı. for the follower of Christ:

- to be the messenger that God uses
(Romans 10:13-14)

ʁ. for the lost person:

- to repent and turn to faith in Christ
(Acts 2:38-39)

Context: a Biblical context for evangelism

What is my role in evangelism?

What this all means:

0. We don't and can't affect, positively or negatively, whether a person accepts the gospel or not, whether by our message, manner, means, or any other factor.
1. Evangelism is worthless and unsuccessful on a human level, so it's not about our efforts or their response.
 - Therefore, it is an error to define or evaluate evangelism on the basis of an effect produced, rather than a message delivered.
 - Therefore, we should not feel a need to push hard to “close the sale” or try to get someone to pray a prayer or recite a confession.
- γ. The Holy Spirit enables us to evangelize and enables the lost to repent, so nothing is done in human power on either end.
- λ. Therefore, we can boldly declare the gospel and call people to repentance, without fear of rejection or responsibility for our audience's response.
- ϑ. We have the simple and freeing responsibility of sharing the gospel, without worrying about skill, ability, adequacy, or results.
 - To do this, we should be equipped, motivated, and available.

Context: a Biblical context for evangelism

Side note: Some things evangelism is not.

- ϣ. imposing your beliefs on others
 - the gospel is a claim to objective truth, not subjective beliefs
 - you can't impose true faith
- ε. personal testimony
 - the gospel is not important by virtue of benefits for your life
 - personal testimony does not require accept/reject response
- θ. social or political activism
 - the gospel tells people of their deep, central spiritual needs and is only secondarily concerned with felt needs or “horizontal” issues
- ϛ. apologetics
 - it's **not** necessary to defend the claims of the gospel in order to present it clearly
 - it's **always** unwise to open with arguments before objections are raised
 - it's **often** helpful, but not necessary, to deal with objections that come up

Context: a Biblical context for evangelism

Summary

Quote from J. I. Packer's *Evangelism and the Sovereignty of God*, pages 92-93

Evangelist Diagnosis

Equipped, motivated, available.

- Not equipped?
 - Stick around for the rest of this workshop. Also, read more.
- Not motivated?
 - Review this **Context** module. Also, pray for right motivation.
- Not available?
 - Look at your life and see how you can intentionally interact with the lost daily. Talk to your discipler about this and ask for his help and accountability.

Content: the facts that are the gospel

Content

*What collection of facts
makes up the gospel?*

Content: the facts that are the gospel

1. God

- the God of the Bible (revealed accurately)
- Creator (Genesis 1:1)
- Personal (assumed; e.g., Jeremiah 28:12-13)
- Good (Luke 18:19)
- Holy (Isaiah 6:3)
- Loving (Romans 5:8)
- Righteous & Just (Deut. 32:4; Jeremiah 9:24)
- Merciful (Hebrews 4:16)
- Wrathful (John 3:36)
- Gracious (Romans 3:23-24)

Content: the facts that are the gospel

1. Man

- created by God (Genesis 2:6)
- spiritual & physical by nature (2 Corinth. 5:1-10)
- purpose:
"To glorify God and enjoy Him forever."
Westminster Shorter Catechism
- capable of moral decision-making
(Joshua 24:14-16)
- sinful by nature and by choice (Romans 5:12-19; Jeremiah 17:9; Romans 3:10-12; John 8:34)
- unable to redeem ourselves (Romans 3:23; Psalm 143:2)
or please God in any way (Romans 8:8; Isaiah 64:5-7)

Content: the facts that are the gospel

1.Sin

- Definition from **Context** module:

“ sin is the inherited condition and chosen practice of all humans since the Fall, whereby we naturally rebel against God's character and commands and cannot naturally please Him. ”

- Because of God's goodness, holiness, righteousness, justice, and wrath, He rightfully punishes sin eternally in hell.

(John 3:18; John 3:36; Romans 6:23)

Content: the facts that are the gospel

1. Christ

- In His goodness, love, mercy, and grace, God sent Jesus Christ to suffer the punishment for sin and endure God's wrath on our behalf.
(Matthew 1:21; Romans 3:21-26; Romans 5:6-11; Hebrews 2:11)
- Jesus Christ's death on the cross is God's chosen way to reconcile sinners to Himself.
(John 14:6; Acts 4:12)

Content: the facts that are the gospel

1. Faith & Repentance

- The gospel requires a response:
 1. Trust in Christ for the forgiveness of sin.
(Acts 2:37-39; Acts 16:30-31)
 2. Repent from a life of sin to a life of following Christ.
(Romans 6:12-14; John 14:15)

Content: the facts that are the gospel

Summary of the gospel:

1. God

2. Man

3. Sin

4. Christ

5. Faith & Repentance

Manner: how to evangelize well

Manner

*How do I engage people with the gospel
in a winsome and inoffensive manner?*

Manner: how to evangelize well

Texts

Means: how to use what's available to you

Means

*What means of sharing the gospel
are at my disposal?*

Means: how to use what's available to you

Texts

Persuasion: gospel defense and offense

Persuasion

*How do I deal with objections
and obstacles to the gospel?*

*How do I deal with conflict
centered on the gospel?*

Persuasion: gospel defense and offense

Intro: Colossians 4:6

“ *Let your speech always be gracious, seasoned with salt, so that you may know how you ought to answer each person.* ”

Too often our gospel persuasion is:

- **Confrontational**

- D-day, destroy, defend, defeat—fights, not dialogue

- **Dismissed**

- Postmoderns ignore our facts, deny our claims, or yawn and walk away from the line we drew in the sand.

- **Attacked**

- We make a frontal assault on a superior force, and can't handle it.

Persuasion: gospel defense and offense

Intro: There is a better way.

“ *Behold, I am sending you out as sheep in the midst of wolves, so be wise as serpents and innocent as doves.* ”

Matthew 10:16

Our gospel persuasion should look more like **diplomacy** than **D-day**.

Persuasion: gospel defense and offense

Intro: **There is a better way.**

- The Ambassador Model (2 Corinthians 5:20)
 - Knowledge, Wisdom, Character
- Strategy
 - Involves knowledge:
 - defensive and offensive apologetic information
 - the gospel's **Context** and **Content**
- Tactics
 - Involves wisdom:
 - How you use your knowledge
 - How to operate intelligently with limited knowledge
 - How to stay in control of a conversation
 - How to engage in friendly dialogue and still point to the gospel

Persuasion: gospel defense and offense

Intro: **Fight phobic?**

2. Arguing is a virtue.

- Scripture commands the discernment of truth from error (Acts 17:2-4; 2 Timothy 2:15; 2 Timothy 4:1-2)
- We cannot practice discernment without making and evaluating arguments and counter-arguments.

3. The mind, not the Bible, is the first line of defense God has given us against error.

4. When arguments are few, error abounds.

Persuasion: gospel defense and offense

Intro

Caution!

These tactics are powerful.

- Use them to gently point the lost to Christ.
- Even though it's often easy, don't use them to bludgeon people or make them look silly.
- Refer back to Colossians 4:6 and Matthew 10:16.

10 Second Rule

When someone makes a statement or asks a question, you have about 10 seconds to engage before the window closes.

Persuasion: gospel defense and offense

Gospel defense

Questions

- Questions are much more effective than statements. (Refer back to **Manner** module.)
- Avoid making too many statements outside those found in the gospel. (Refer to **Content** module.)
- General rule:
Never make a statement when a question will do the job.

Persuasion: gospel defense and offense

Gospel defense

Plausibility Structures

- Definition: underlying concepts that make belief in something more probable or possible.
- Almost always necessary for someone to accept the gospel.
- Many of these structures have to be built from the ground up these days, or at least made likely.
 - epistemology, logic, belief in God, etc.
- We don't have to get through the whole gospel every time.
- Just be about building plausibility structures
 - also known as "sowing a seed"

Persuasion: gospel defense and offense

Gospel defense

Why questions and plausibility structures?

Many sow, very few reap.

- Not all Christians are good closers.
 - This is not a reason not to sow.
- In most conversations, the lost person is not ready.
 - Making a beeline for the cross and dropping the conversation there...
 1. won't help
 2. usually earns a quick rejection
 3. may make him harder to reach

Persuasion: gospel defense and offense

Gospel defense

Summary

Key question to ask yourself:

“ What one thing can I say in this circumstance, what one question can I ask, what seed can I plant that will get the other person thinking? ”

Anecdotal story from Suzanne Hadley:

“Someone told me it takes 85 conversations to get saved... It took 86 for me. Thank you for sharing the gospel with me.”

“I want to sow the gospel in as many lives as I can. You'll never know until heaven how many of those conversations were No. 27... No. 28 ... No. 29. I want in on that.”

Persuasion: gospel defense and offense

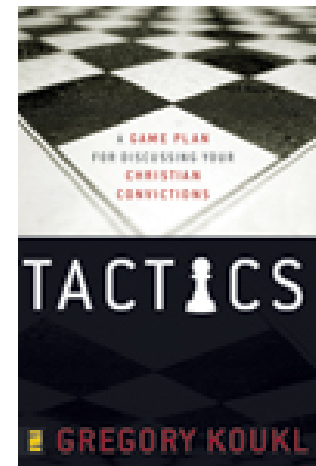
Gospel offense (the Ambassador Model)

Greg Koukl

Stand to Reason
(www.str.org)



Tactics (Zondervan, 2009)



Persuasion: gospel defense and offense

Gospel offense (the Ambassador Model)

Recall the basic concept:

Never make a statement
when a question will do the job.

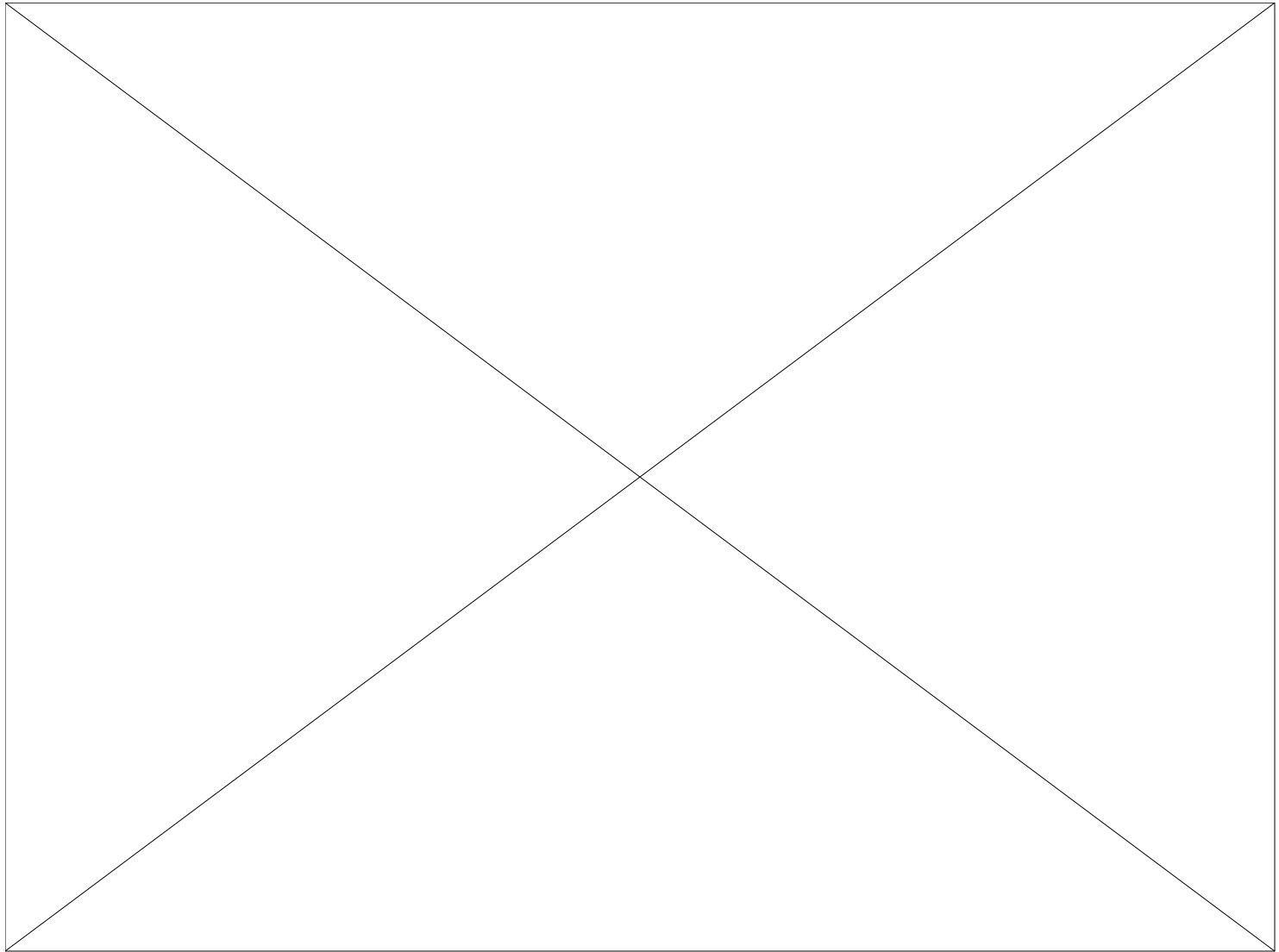
- Questions are excellent conversation starters.
- They are interactive by nature and help you engage people.
- They are neutral—you're never preachy, but make headway.
- They can help you buy valuable time.
- They help you stay in control of the conversation.

Persuasion: gospel defense and offense

The Columbo Tactic



Persuasion: gospel defense and offense



Persuasion: gospel defense and offense

The Columbo Tactic

3. Gather Information

“ What do you mean by that? ”

- Make sure you fully understand his views, so you never misunderstand or misrepresent.
- Pay attention.
- Follow up with more queries.
- Feed back his views to make sure you get it right.

Persuasion: gospel defense and offense

The Columbo Tactic

۳. Reverse the burden of proof

“ How did you come to that conclusion? ”

- Whoever makes the claim bears the burden.
- Charitably assume he put thought into it.
- This is often a wake-up call to those who hold untenable or unquestioned views.

Persuasion: gospel defense and offense

The Columbo Tactic

- **Reverse the burden of proof**

Keep in mind:

- An alternate explanation is not a refutation.
 - Is it possible? Plausible? Probable?
- Don't go on defense when the other person is the one making the claims.
- There are a few exceptions to this rule, and they're usually obvious. We needn't prove...
 - our own existence
 - self-evident truths (non-existence of square circles)
 - the basic reliability of our senses

Persuasion: gospel defense and offense

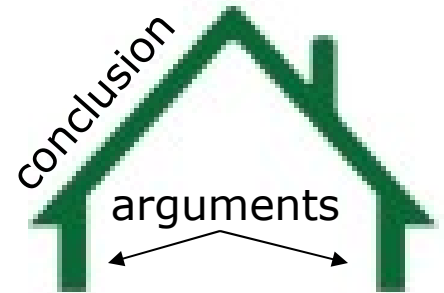
The Columbo Tactic

- **Reverse the burden of proof**

Arguments

- An argument is a specific kind of thing.
 - Like a simple house.
- You may be looking for an argument that isn't there.
- Just ask yourself:

“Did he give me an argument, or just an opinion?”



The Professor's Ploy

- If you haven't made a claim, don't take the bait.

Persuasion: gospel defense and offense

The Columbo Tactic

3. Lead the conversation

“ Have you considered...? ”

“ Can you clear this up for me? ”

This 3rd Columbo Tactic can serve several purposes.

1. Inform & Persuade
2. Set Up the Terms
3. Refute

Persuasion: gospel defense and offense

The Columbo Tactic

3. Lead the conversation: Inform & Persuade

- Have him come to the conclusion you want.

6. Tell him something he knows—just connect the dots.

7. Propose a better explanation than his.

- Use this to introduce him to the idea that your claims *might* be true. Then he can consider whether they are true or not.
- “Have you considered...?”

Persuasion: gospel defense and offense

The Columbo Tactic

ε. Lead the conversation: Set Up the Terms

- Use 1st Columbo question to define terms.
- Don't let him get away with anything.
- Reach agreements on definitions, logic, arguments, and style.

Persuasion: gospel defense and offense

The Columbo Tactic

- **Lead the conversation: Refute**
- Subtly exploit a weakness or flaw with a question.
- Pay close attention to his answer to the 2nd Columbo question and see if the walls (reasons and arguments) are strong enough to hold up the roof (his conclusions and views).
- Keep in mind:
 - Some things aren't or can't be true.
 - Some are partially true but contain error.
- λ. Questions to use:
 - "Can you clear this up for me?"
 - "Can you help me understand this?"

Persuasion: gospel defense and offense

The Columbo Tactic Summary

0. Gather information

- “What do you mean by that?”

1. Reverse the burden of proof

- “How did you come to that conclusion?”

2. Lead the conversation

- “Can you clear this up for me?”

Note: unlike #1 and #2, the 3rd Columbo question requires some knowledge or insight.

Persuasion: gospel defense and offense

Columbo-Associated Tactics

- **Getting out of the hot seat**
 - As soon as you feel overmatched, switch from persuasion to fact-finding mode.
 1. Use Columbo #1 and #2.
 2. Step aside and let him have the floor.
 3. Later on, do your homework. (Notebook!)
 4. Review what you've written.
 - Anyone can do this!
- **Narrate the debate**
 - sometimes for the person
 - often for the audience

Persuasion: gospel defense and offense

- *Suicide*
 - *Non-contradiction*
 - *Formal Suicide*
 - *Practical Suicide*
 - *Sibling Rivalry*
 - *Infanticide*
- *Taking the Roof Off*
- *Putting a stone in someone else's shoe*

Persuasion: gospel defense and offense

The Law of Non-Contradiction

A cannot be not-A

Two contradictory statements cannot both be true at the same time and in the same way.

Aristotle

Persuasion: gospel defense and offense

Formal Suicide

A straightforward violation of the law of non-contradiction.

To detect:

0. Find the basic premise, idea, conviction, or claim.
1. Ask if the claim applies to itself.
2. If so, is there a conflict? (Note it's often implicit.)
3. If so, it commits Formal Suicide.
4. Point out the contradiction (with a question!).

Persuasion: gospel defense and offense

Practical Suicide

Some views fail a pragmatic test—they simply cannot work in real life.

Although logically consistent, they cannot be promoted or applied.

To detect:

1. Find the basic premise, idea, conviction, or claim.
2. Is there a conflict inherent to applying or promoting it?
3. If so, it commits Practical Suicide.
4. Point it out (with a question!).

Persuasion: gospel defense and offense

Sibling Rivalry

Two objections voiced by the same person that are logically inconsistent.

To detect:

0. Find the basic premise, idea, conviction, or claim of each statement.
1. Ask if the claims are contradictory.
2. Point out the contradiction (with a question!).
3. Ask which objection is the real concern.

Note that this will eliminate at least one of the objections immediately, and may eliminate both if he realizes he's being unreasonable.

Persuasion: gospel defense and offense

Infanticide

If a claim relies on a parent concept to be true, yet the claim denies the parent, then the argument commits Infanticide.

The child is destroyed by the parent it relies on.

Persuasion: gospel defense and offense

Keep in mind:

The goal of the Suicide Tactic is to point out a fatal inconsistency in his beliefs.

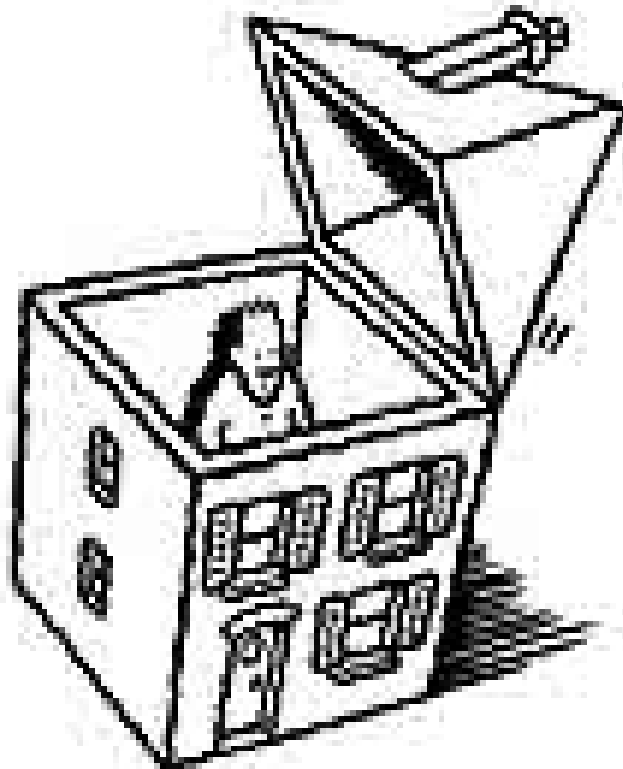
This tactic...

- assumes he would correct the flaw if he saw it.
- often reveals he doesn't really believe everything he said.

Suicide is not an end in itself. Use it as a bridge to get back to gospel-centered dialogue.

Persuasion: gospel defense and offense

Taking the Roof Off



Persuasion: gospel defense and offense

Taking the Roof Off

Some arguments prove too much.

To Take the Roof Off:

- ρ. Reduce his point of view to its basic argument, assertion, principle, or moral rule.
- υ. Give the idea a “test drive” to see where it leads.
- λ. If you find a problem, point it out (with a question!).

Taking the Roof Off is not standalone. Use it to clear away competing ideas and get back to gospel discussion.

Persuasion: gospel defense and offense

A General Principle

Recall: plausibility structures.

Similar: **putting a stone in his shoe.**

““ You don't need to hit home runs. You don't even need to get on base. Just getting up to bat—engaging others in friendly conversation—will do. ””

Greg Kokul, *Tactics*

Persuasion: gospel defense and offense

How do I deal with objections to the gospel?

2. Engage them with Columbo.

- Often your genuine questions will point out objections that are smokescreens.
- If it's not a beneficial conversation, use wisdom from Proverbs and avoid a fool (see **Manner** module).

3. Get out of the hot seat if you don't know.

- Do your homework
- Start that notebook!

Persuasion: gospel defense and offense

How do I share with people of another religion?

A generally applicable method:

The Way of the Master (wayofthemaster.com)

7. Take him to the 10 Commandments.

8. Agree that they're good moral standards.

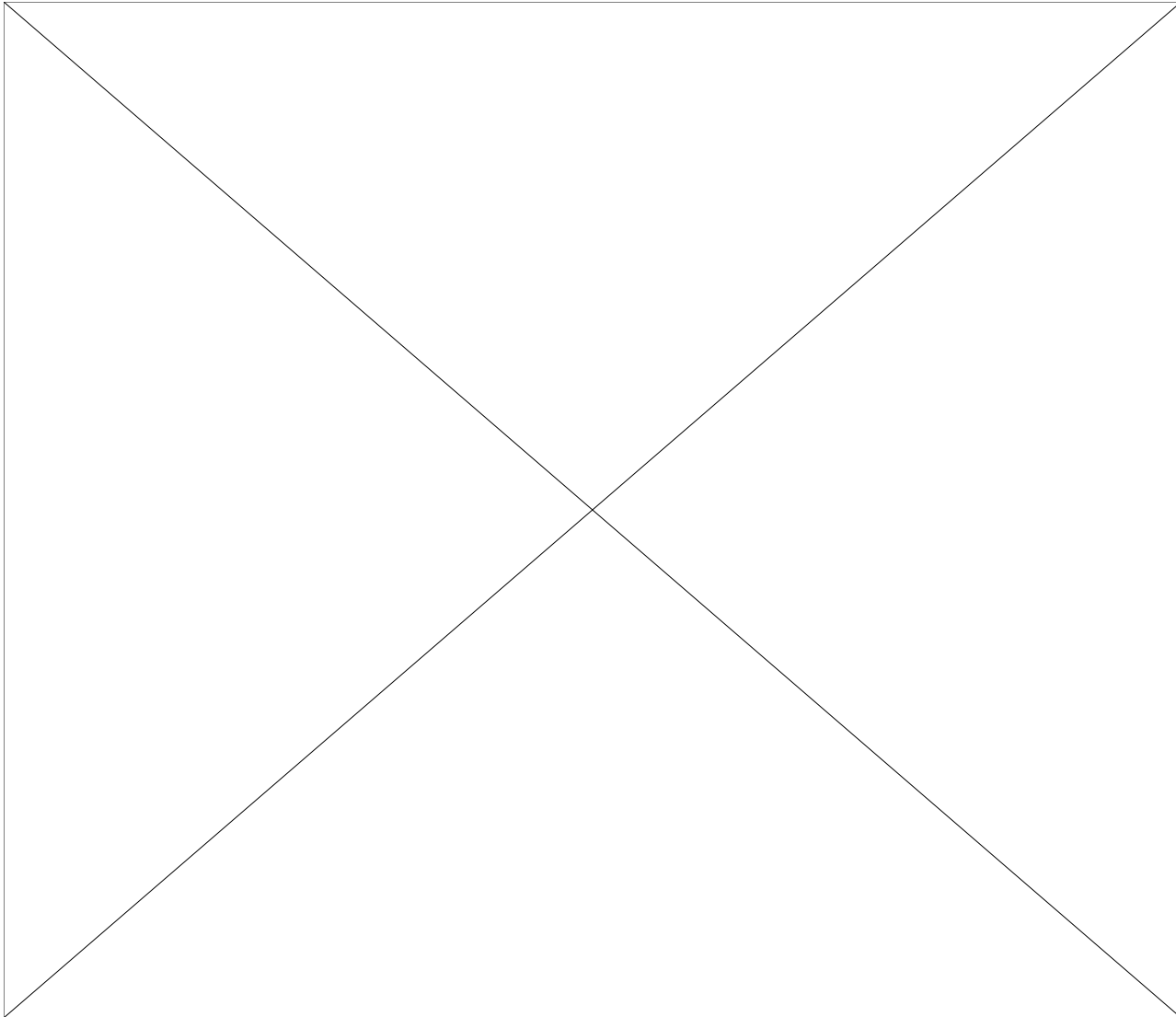
9. Ask if he's kept them. (Admit you haven't.)

10. Agree that breaking moral standards is sin.

11. Two ways to go from here:

- "How does your religion deal with your sin?"
- "Let's see what the author of the 10 Commandments says about sin..."

Persuasion: gospel defense and offense



Persuasion: gospel defense and offense

How do I share with people of another religion?

A note on pluralism

- Refer to examples of arguments given before.
- The goal of religion is not to satisfy our tastes, preferences, culture, etc.
- The goal of religion is to find truth.
- If it all gets muddy, take him back to the claims of Christ and ask him to evaluate, or the 10 Commandments.

Pluralism says, "Religion is like food. A variety is good, and you should choose what you want and what you like."

Christianity says, "Religion is like medicine. Find the cure to the disease of sin or you will die."

Persuasion: gospel defense and offense

How do I share with people of another religion?

Hinduism

- Use the Way of the Master method.
- Hindus often reject logic and accept contradiction
 - Point out that if that's true, then they accept your views, also!
- Hindus often say "everything is an illusion."
 - Point out that if that's true, then even Hinduism can't be known.

Persuasion: gospel defense and offense

How do I share with people of another religion?

Judaism

- Use the Way of the Master method.
- Ask, "How does the Mosaic law deal with your sin problem?"
 - Note that we have lots of common ground!
- Review Old Testament Messianic prophecies.

Persuasion: gospel defense and offense

How do I share with people of another religion?

Islam

- Use the Way of the Master method.
- Ask questions and do your homework.

Persuasion: gospel defense and offense

How do I share with people of another religion?

Mormonism

- Use the Way of the Master method.
- If they're evangelizing you, that means they think their views are true. Therefore:
 - They bear the burden of proof.
 - They can't hide behind pluralism.
 - You can engage them on the basis of truth-finding.
- Again, ask questions and do your homework.

Persuasion: gospel defense and offense

How do I share with agnostics?

- Everyone believes something
 - The agnostic believes in the justifiability of his agnosticism.
 - He bears the burden of proof to justify his uncertainty.
 - Don't let him use agnosticism as a "Get Out of Jail Free" card.
- Morality
- Epistemology
- If he's fair, he should be open to considering whether your views are true or not—so share!

Persuasion: gospel defense and offense

How do I share with atheists?

- It's a Columbo field day! As soon as he says, "I'm an atheist," he's made a claim!
- Use Columbo #1 and #2.
- Question any weaknesses you detect in his views or flaws you find in his arguments.

Persuasion: gospel defense and offense

How do I deal with conflict during evangelism?

General rule: If *anyone* gets mad, you lose.

Putting rational arguments aside,

- emotion,
- prejudice,
- and rebellion against God

can all cause someone to forcefully disagree.

If the conversation gets out of hand, don't just give up and leave. Use the **Steamroller Tactic**.

Persuasion: gospel defense and offense

How do I deal with conflict during evangelism?

Steamroller Tactic

ϣ. Stop him.

ε. Shame him.

θ. Leave him.

Persuasion: gospel defense and offense

8 Quick Tips

If you have a skillful method, your tactics fade into the background and your message shines through.

1. Be ready.
2. Keep it simple.
3. Avoid religious language and spiritual pretense.
 - don't let your style get in the way of your message
4. Focus on the truth of Christianity, not merely personal benefit.
5. Give reasons.
6. Stay calm.
7. If they want to go, let them leave.
8. Don't let them leave empty-handed.
 - your contact info
 - a Gospel of John (let Jesus speak for Himself)
 - a website or other reference material