

# 10 BEST TIPS FOR EVANGELISM

Enhance Your Witness

# INTRODUCTION

There's nothing on earth I'd rather do than evangelize. God, in His gracious kindness, has allowed me to present the gospel to hundreds of thousands over the last forty-plus years.

As I have done so, under God's guidance, I've learned tips through Scripture and experience. I can sincerely say that God has used them to make me a more effective evangelist. Along the way, I've often thought, "Wow! I wish I would've learned that sooner." But God knows what He is doing and in His own time, He has enabled me to earn and grow.

I hope as I share these tips with you your love for unbelievers is enhanced and your desire to reach them increases. If that happens, this book will be worth all the time and effort. Most of all, thank you for cultivating a heart for the people who need to hear the greatest message of all: Christ died for your sins and rose from the dead.

-R. Larry Moyer

The following is an excerpt from R. Larry Moyer's book, *101 Tips for Evangelism: Practical Ways to Enhance Your Witness*. This booklet includes 10 of the most important tips for new or veteran evangelists. We hope you find this resource a valuable tool in your ongoing mission of spreading the Gospel. If you want to learn more or to purchase the complete book, visit: [Christianbook.com/101tips](http://Christianbook.com/101tips)

## **The tips included in this free resource are:**

- #1 - Evangelism starts with obedience.
- #8 - You don't have to know the whole Bible to Evangelize, just the Gospel.
- #50 - Sharing the Good News is one of the best ways to meet your obligation to love.
- #51 - Because people differ, there is one message but many ways to evangelize.
- #63 - View your next opportunity as a person, not a project.
- #69 - Prepare yourself for mixed responses in evangelism.
- #71 - Truth must be accompanied by grace, and grace must be accompanied by truth.

- #83 - Always make your goal approval from God, not men.
- #86 - Learn from your experiences; don't just pass through them.
- #99 - Don't confuse salvation and discipleship.

## **Some tips that are not included but available in the full book are:**

- #11 - To be consistent in evangelism, you must master a method.
- #68 - Current events illustrate biblical truth.
- #87 - Fear in evangelism is helpful because it drives you to your knees.

# TIP #1

## EVANGELISM ALWAYS STARTS WITH OBEDIENCE.

### *First Things First*

Trite, isn't it? How many times have you heard the phrase used? It may refer to items for an agenda or activities for the weekend. It may be used for the five-year plan we have for our vocation or the five-day plan we have for our vacation.

*First things first.*

Nowhere is that more true than the area of evangelism. Without the right starting point, we let fears and insecurities keep us from fulfilling the Great Commission (Matthew 28:19–20). How many times have you heard the following remarks in evangelism or used them yourself?

- “I wish I knew how to turn a conversation to spiritual things. That would help me so much in evangelism.”
- “I’m so afraid. If I could deal with rejection, I’d evangelize more.”
- “Once I learn how to answer questions and objections I know I will be more consistent in evangelism.”
- “I’m going to study what the New Testament says about evangelism. I think that will increase my concern for the lost.”
- “I am going to spend more time in prayer before evangelizing. I think that will help me a lot.”

All of those are appropriate. Learning how to turn conversations to spiritual things is a good skill to develop.

Overcoming fear instead of letting it overcome you will make a difference in evangelism. Learning how to answer questions and objections will make you more confident in talking to the lost. Every believer is helped by knowing what the New Testament says, but that should never be a block to evangelizing. Prayer is an essential part of effective evangelism, but even prayer needs to be followed by obedience.

None of these, though, is the starting point. The starting point is obedience. After all, that is where Christ started with the disciples. In Luke 5, after a fruitless night of fishing, He said to them, “Launch out in the deep and let down your nets for a catch” (v. 4). Peter responded, “Master, we have toiled all night and caught nothing; nevertheless at Your word I will let down the net.” Even though an entire night had not produced one fish, they were resolved they would do what Jesus said. After taking in a net-breaking, boat-sinking load, Christ drove his lesson home. He said, “Do not be afraid. From now on you will catch men” (v. 10). He wanted to teach them to do what he said when he said to do it no matter how crazy it seemed. Everything starts not with knowing how or training, but with obedience.

Do everything you can to learn and grow in evangelism, but be careful to put first things first—obedience.

# TIP #8

## YOU DON'T HAVE TO KNOW THE WHOLE BIBLE TO EVANGELIZE, JUST THE GOSPEL.

*Share the Gospel, Not the Bible*

Ever notice how we have a way of making many things more complicated than they need to be? It may be directions on how to get a permit to build a house or on how to return a pair of pants.

Sadly, we often do the same thing when explaining the plan of salvation. One way we complicate it is we explain the Bible, not the gospel. We seem to want to explain Genesis through Revelation to an unbeliever. They haven't even come to Christ. At this point, it's not the Bible they need; it's only the gospel.

You might say, "But the Bible is the gospel." No, the Bible *contains* the gospel. But the Bible is a whole lot more than the gospel. It contains vital information on how to raise your children, how to spend your money, how to love your enemy, how to participate in a local church, how to understand end-time events, and much more. The historical elements of the gospel are contained in 1 Corinthians 15:3–5:

For I delivered to you first of all that which I also received: that Christ died for our sins according to the Scriptures, and that He was buried, and that He rose again the third day according to the Scriptures, and that He was seen by Cephas, then by the twelve.

Note the four verbs. Christ *died*, He was *buried* (the proof that He died), He *rose* again, and He was *seen* (the proof that

He rose). So the gospel can be reduced to ten words: “Christ died for our sins and rose from the dead.” *That* is the message we have for unbelievers. That is what God calls, “the power of God to salvation for everyone who believes” (Romans 1:16).

So why not get excited about evangelism! We don’t have to be a seminary student with a thorough knowledge of the Scriptures. We don’t have to be an intellectual who can refute every argument or answer every question. We don’t have to be a person gifted in evangelism. All we have to be is someone who explains the simple message of the gospel.

Your lost acquaintance doesn’t need the sixty-six books of the Bible. He can learn those later. Right now he needs the ten words of the gospel—Christ died for our sins and rose from the dead.

# TIP #50

## SHARING THE GOOD NEWS IS ONE OF THE BEST WAYS TO MEET YOUR OBLIGATION TO LOVE.

*The Best Way to Say “I Love You”*

The Scriptures do not encourage debt; they discourage it because you become a slave to the person from whom you borrowed (Proverbs 22:7). The Bible even says, “Owe no one anything” (Romans 13:8).

But there is one kind of debt that is encouraged, though you might call it an obligation to love. Paul speaks of this debt in Romans 13.

After speaking of the obligations we have toward those in legal authority over us, Paul expresses an obligation we have to all men. Romans 13:8 tells us, “Owe no one anything except to love one another, for he who loves another has fulfilled the law.” The one obligation we should feel toward our fellow man is the need to love him. As we meet that requirement, we meet every requirement the law expresses in terms of the responsibilities we have before anyone and everyone. Love sums up how we should be toward others.

Let’s take that a step further. If we sincerely love our fellow man, is there a better way to express that than to share the gospel?

Think about this. If we love them enough to tell them where they can buy the home of their dreams at a price they can afford, we have affected their happiness on earth. If we tell them of the one doctor that has been successful in curing their otherwise incurable disease, we have affected their health and maybe their longevity. If we tell them of a person

who has overcome the same handicap their son suffers with, we have affected a family. If we tell them of a firm looking for their expertise and the firm hires them, we have affected their income. But in no way, as important as those are, have we impacted their eternal destiny.

What will happen if we love them enough to tell them how they can live forever with God? We will share the gospel. Should they accept His free gift, we have impacted their *eternal* home. They have received something they can never lose because the giver of that gift—God—never takes it back. Whatever changes about their lives—that is one thing that will never change. Through the way God used us, we have just made the biggest impact on them we could ever make.

So see yourself as having a major obligation, one that is very rewarding to fulfill: love others by telling them the good news of Jesus Christ.

# TIP #51

**BECAUSE PEOPLE DIFFER,  
THERE IS ONE MESSAGE BUT  
MANY WAYS TO EVANGELIZE.**

*“One Size Fits All” Does Not Work*

You’ve seen the ads—“one size fits all.” What a relief! Now I don’t need to worry about whether I’m small, medium, or large. Whatever I am, the particular item is made to fit.

Sometimes we wish that were true in evangelism—one method reaches everyone. Unfortunately it’s not. Methods of evangelism are as varied as people to whom we are talking.

One caution. We are not talking about the *message* we have for the lost. That never changes. Our message is that Christ died for our sins and rose from the dead (1 Corinthians 15:3–5). The means or ways by which we get the message out varies.

The New Testament not only allows us to vary our means to evangelize, but it also shows variety in one verse. Acts 5:42 reads, “And daily in the temple, and in every house, they did not cease teaching and preaching Jesus *as* the Christ.” “In the temple” could be called proclamation evangelism or what is called mass evangelism. “In every house” could be called one-to-one evangelism or what is called personal evangelism. The thrust of the New Testament is, “Just get the gospel out. Christ died for our sins and rose from the dead.” Use every means to get that message to any and every person.

Why are so many methods needed? The recipients of that message, lost people, are so diverse. One may be a person who hates crowds and is reluctant to attend an evangelistic event or even go to church. But a one-to-one conversation from a person who has shown interest in him may cause him to open up and respond to the gospel.

Another person is a talker, so much so that he gives you little chance to say anything. At a public gathering where the gospel is clearly explained, though, he has to sit and listen. That public proclamation of the gospel could bring him one step closer to the cross.

Still another is an avid reader. Loaning her a book that causes her to think about spiritual things may open up the door to a conversation about who Christ is and why He came.

Another acquaintance may enjoy drama. A play of some sort that acts out the gospel story may cause her to think and respond.

God saves people from all backgrounds, cultures, interest levels, and ages. “One size fits all” may work in the department store. It does not work in evangelism.

# TIP #63

## VIEW YOUR NEXT OPPORTUNITY AS A PERSON, NOT A PROJECT.

*Treat People Like People*

Do you know what stuck out to me when I read the Bible as a new convert? Christ treated people as people—individuals who needed His help. Each one was different and each one had his own set of baggage, yet still they were people, not projects. Special categories or groups didn't seem to exist with Him. So individualized was He that when teaching a multitude, He was attracted to particular people. Note that I said attracted to, not distracted by.

For example, in Matthew 9, He's speaking with many people, but He sees a paralytic on a bed and says, "Son, be of good cheer; your sins are forgiven you" (v. 2). He sees Matthew sitting in his tax office and says, "Follow Me" (v. 9). He readily accepts an invitation to come to a ruler's house to help his daughter who was presumed dead (v. 18). En route, He heals a woman who had a hemorrhage for twelve years (v. 20). He doesn't stop there. He takes the time to heal two blind men (v. 29) and one who is demon possessed (v. 32). Jesus gave each person individualized attention. They weren't projects to Him. He didn't categorize them. He never saw the situations as another healing to do, another difficulty to solve, or another duty to fulfill. They were people with real needs, different hurts and feelings, and varying backgrounds.

That's how non-Christians whom we meet every day must be viewed—as people, not projects. All of them have varying needs, different backgrounds, assorted hurts and feelings. Often as I train believers in evangelism, they ask, "If a

non-Christian said or did this (example) what would you say?" I respect the fact that they would like to learn from someone who has had extensive experience in evangelism. But each time I am faced with that question, I feel a bit frustrated. Until I have a chance to talk to that person, ask them questions, and get more information, I don't know for sure what I would say or do. Each situation varies because each person varies.

How are you viewing your next opportunity to evangelize? Is it just another obligation to meet, another presentation to make, or another outreach event in which to participate? Or do you see the loneliness of Joe, the hopelessness of Holly, Bill's marriage and family struggles? People need to be to us what they were to Jesus—people, not projects.

# TIP #69

## PREPARE YOURSELF FOR MIXED RESPONSES IN EVANGELISM.

*Not Everyone Responds the Same*

On almost any subject, people disagree—education, politics, investments, child-rearing, and a host of other items. People have differing ideas. That is most certainly true when it comes to spiritual matters. Whether it is over the person of Christ, the trustworthiness of the Bible, or the reality of the hereafter, people disagree. That is one reason that we should not be surprised in receiving mixed reactions to our message as we evangelize. It happened in the day of the New Testament, and it happens today.

In Acts 17, Paul is brought to the Areopagus, otherwise called Mars Hill, where the political leaders of the city met to discuss the latest ideas. Mars Hill was the place to go to understand all matters of religion and morality. Paul was brought there because he had “preached to them Jesus and the resurrection” (Acts 17:18). The leaders questioned, “May we know what this new doctrine is of which you speak?” (Acts 17:19). So what was the response? The same thing that happens almost every time the gospel is preached. Acts 17:32–34 explains,

And when they heard of the resurrection of the dead, some mocked, while others said, “We will hear you again on this matter.” So Paul departed from among them. However, some men joined him and believed, among them Dionysius the Areopagite, a woman named Damaris, and others with them.

Some must have thought the message or even the messenger was a joke. They had no desire to hear more. Others said, "Let's talk some more." Their interest was aroused. Still others believed. It's interesting that one of those who believed was Dionysius, a member of the political council.

Having the right expectations as we evangelize can be a great help. Expecting a variety of responses can make us better prepared to receive them. It prevents us from setting ourselves up for disappointment or having unrealistic expectations. We should hope that all of those we evangelize will come to Christ, but we also have to be realistic in realizing that not all will. Because of where they are and to what degree the Holy Spirit has softened their hearts, there will be differing responses. We can expect to meet everyone from those who have little or no concern for spiritual matters to those who are prepared to trust the Savior.

A declaration or discussion of spiritual matters brings mixed responses. Expect them and you will prepare yourself emotionally and spiritually for them.

# TIP #71

## TRUTH MUST BE ACCOMPANIED BY GRACE, AND GRACE MUST BE ACCOMPANIED BY TRUTH.

### *Christ-Like Balance Is Critical*

Have you ever noticed that some people don't seem to know what T-A-C-T means? They sometimes pride themselves on being "in your face." They have truth but little grace.

Others are so tactful they never confront people with their need for Christ. It appears all they desire to do is build a friendship. The brevity of life is of little consideration. They are polite to a fault. They have grace but are afraid to confront people with the truth.

The answer is contained in two words—Christlike balance. In any conversation truth and grace must come with balance. No one in the entire Bible demonstrates a balance between those two approaches better than Christ Himself. In a conversation with an unbeliever He could practice tender directness.

Take the example of the Samaritan woman of John 8, a woman caught in the very act of adultery, an act punishable by stoning. The scribes and Pharisees brought the woman to Jesus and publicly asked him, "Teacher, this woman was caught in adultery, in the very act. Now Moses, in the law, commanded us that such should be stoned. But what do You say?" (vv. 3–5).

How did Christ demonstrate truth? He never denied her sin. He called her sin what it was—sin. "He who is without sin among you, let him throw a stone at her first" (v. 7). He never denied that she had sinned.

How did He demonstrate grace? He pointed out to her that the only one with a right to condemn her was the one

with a passionate desire to save her. “Neither do I condemn you; go and sin no more,” He said (v. 11). While the Pharisees were only interested in sentencing her, Christ wanted to save her. She experienced truth and grace from the One she most needed.

It is that Christlike balance we all need. The non-Christian needs to know we are all sinners and without Christ, we are facing an eternal hell. To soften that message is dishonoring to God. They also, however, need to know that we genuinely care for them and want the very best for them—life with Christ.

Pray a simple prayer as you evangelize—God give me a Christlike balance. If you have truth filled with grace and grace filled with truth you have the tender directness that honors Christ.

# TIP #83

## ALWAYS MAKE YOUR GOAL APPROVAL FROM GOD, NOT MEN.

### *Whose Approval Matters*

Approval can be a good thing, as long as you seek it from the right person. Seeking it from the wrong person could hinder your involvement in evangelism or even cloud the message you have for the lost.

Suppose you seek to witness to a non-Christian relative who highly respects you. That relative also takes pride in his good deeds and church attendance and assumes those will get him into heaven. He becomes annoyed when someone speaks with him about the need of a personal relationship with Christ. Not wanting to lose his respect could make you hesitate to confront him with the truth of the gospel and his lost condition. It could cause you to water down the gospel to be a more palatable message to him.

A friend has stuck by you through good times and hard times, and you've stuck by him. But you've never discussed spiritual matters. Frankly, his need of Christ is something that should have been addressed years ago. To bring up the matter now, regardless of how tactfully it is done, could make him feel you are no longer his friend. After all, friends don't discuss divisive issues, do they? Instead of saying something, you say nothing, concerned that you would lose your approval from him.

Answer? Seek approval, but seek it with the only person who really matters—Jesus Christ. Let Galatians 1:10 be a verse you master, not just memorize. Paul said, “For do I now persuade men, or God? Or do I seek to please men? For if I still pleased men, I would not be a bondservant of Christ.”

Paul was concerned for the purity of the gospel in the church of Galatia. There were those who, in attempting to win the acceptance of the legalizers (an influential group in the church who were adding to the gospel of grace), taught a salvation message of Christ plus, not Christ period. Paul argued that such an addition resulted in a totally different gospel, one apart from grace. Anyone who distorted the gospel of grace was deserving of God's discipline (Galatians 1:8–9). Paul was more concerned about God's approval than the approval of a group of people.

The goal must always be to please God, not men. Approval matters greatly, as long as we seek approval from Christ. It will help us tell people what they need to hear. It will also help us keep the gospel as pure and clear as God made it. Their approval could not matter any less; His approval could not matter any more.

# TIP #86

## LEARN FROM YOUR EXPERIENCES; DON'T JUST PASS THROUGH THEM.

### *Your Best Teacher*

We all have experiences. One followed by another. Some easy, some hard. Some excite us. Some exhaust us. The difference is some people learn from them, and others don't. To those who learn from them, experiences are some of the most valuable assets they can possess. Nothing can replace them. For those who don't learn from them, experiences are wasted. Instead of becoming experienced people, they are simply people who had experiences.

Examine Proverbs 10:14: "Wise people store up knowledge." Does that mean that wise people put knowledge in a container as one would place unused items in the basement or attic? Just the opposite. They gather it and store it so that it is available to them as they walk through life. The wise want to profit from what they've learned. It is like a well from which they draw daily.

Where does that knowledge come from? Proverbs would argue that much of it comes from life experiences. Examine a thought-provoking verse like Proverbs 19:20: "Listen to counsel and receive instruction, that you may be wise in your latter days." Note the phrase, "That you may be wise in your latter days." Experience takes time. Time brings experience. As you apply what you've learned, you become wiser and better at what you do.

Don't waste your evangelism experiences. After each person and each opportunity ask, "What did I learn? What can I do or not do next time?" Person by person, encounter

by encounter, you build up tremendous wisdom in evangelism. The more you evangelize, the more you learn *how* to evangelize.

For example, you may have once hurried a conversation. You talked too much and listened too little. As a result you scared her off. She couldn't wait to escape you and the unpleasant conversation. Did that teach you something that will help in every conversation forthcoming? Take your time and listen.

Maybe another person once wanted to talk to you. The problem was you didn't want to talk to him. You were much more interested in reading the sports page of the newspaper. Your agenda became more important than his. What did you learn? Things of eternal significance are always more important than those which aren't.

"Christians are hypocrites." This is the tenth time you've heard it. What have you learned in terms of how to handle that objection? Learn what to say and that's one objection conquered. The more objections you hear and learn from, the more effective you are in evangelism.

Don't waste one of the most helpful commodities in evangelism—experiences. Each one makes you a spiritually wiser evangelist.

# TIP #99

## DON'T CONFUSE SALVATION AND DISCIPLESHIP.

### *A Helpful Clarification*

Confusing what is free with what is costly can be dangerous and detrimental. My wife and I once received an invitation to a free vacation in the mountains. If we didn't understand it was free, we could've missed out on a refreshing few days in the outdoors. Had it not actually been free, though, it could've cost us money we were not prepared to spend. Clarity was essential.

Nowhere is there more danger in confusing what is free with what is not than in the area of salvation and discipleship.

Our salvation, God's offer of eternal life, is completely free for us with no strings attached. Revelation 22:17 says, "And the Spirit and the bride say, 'Come!' And let him who hears say, 'Come!' And let him who thirsts come. Whoever desires, let him take the water of life freely." In this verse, "water of life" is a metaphor for eternal life. Eternal life is free to us because Christ took the punishment we deserved and rose again. The price having been paid, God can now extend eternal life free.

At the same time, discipleship costs. A disciple is a learner, someone who follows after Christ and learns more about Him. Christ was quick to encourage those who wanted to be His disciples to consider the cost before enlisting. Christ specifically stated the cost in Luke 14:26–27:

If anyone comes to Me and does not hate his father and mother, wife and children, brothers and sisters, yes, and his own life also, he cannot be My disciple. And whoever does not bear his cross and come after Me cannot be My disciple.

The costs are threefold: loyalty to Christ must have priority over any earthly ties, Jesus Christ must have the ownership of our lives, and we must be willing to suffer humiliation, hardship, and even death for His sake. For those willing to bear that cost, there is great reward. Christ promised, “And behold, I am coming quickly, and My reward is with Me, to give to everyone according to his work” (Revelation 22:12).

A failure to see that salvation is free could cause one to depend on his own efforts to save him and thus be separated from God forever. A failure to see the cost of discipleship can cause one to consider too lightly what it means to follow after Him.

Salvation and discipleship, one free, the other costly. Don't confuse the two. The first cost Christ His life, the second may cost you yours.