



Sharing  
IS  
Caring

1



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Evangelism Do's and Don't's  
Colossians 4:5-6

2



**EVANGELISM IS SHARING  
THE GOOD NEWS OF JESUS**

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3

## Popular Evangelism Strategies

### 1. Bring People to Hear a Professional

- Tent Revivals
- Billy Graham Crusades
- Church Service

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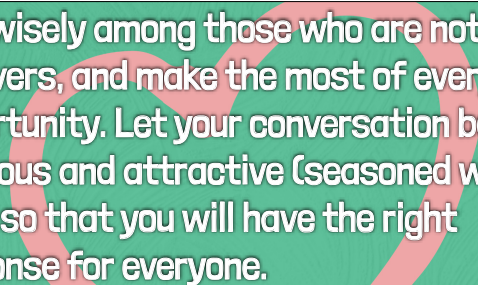
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## Popular Evangelism Strategies

1. Bring People to Hear a Professional
2. Tell People About a Polished Model
  - Romans Road
  - Four Spiritual Laws
  - The Bridge Illustration
  - Evangelism Explosion

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5




Live wisely among those who are not believers, and make the most of every opportunity. Let your conversation be gracious and attractive (seasoned with salt) so that you will have the right response for everyone.

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Colossians 4:5-6

6



**WHAT YOU SAY  
+ HOW YOU SAY IT  
YOUR EFFECTIVENESS**

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7

## Effective Evangelism

1. Content – Your Main Focus

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8

Let me now remind you, dear brothers and sisters, of the Good News I preached to you before. You welcomed it then, and you still stand firm in it. It is this Good News that saves you if you continue to believe the message I told you...

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1 Corinthians 15:1-2

9

I passed on to you what was most important and what had also been passed on to me. Christ died for our sins, just as the Scriptures said. He was buried, and he was raised from the dead on the third day, just as the Scriptures said.

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1 Corinthians 15:3-4

10

## Content Do's and Dont's

### DON'T

- Focus on Church
- Focus on Behavior
- Focus on Theology
- Fail to Speak

### DO

- Focus on the hope of Jesus, crucified for your sin and raised to new life

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11

## Effective Evangelism

1. Content – Your Main Focus
2. Language – Your Specific Words

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12

## Language Do's and Dont's

### DON'T

- Only Say "God"
- Speak Christianese
- "Be a Christian"

### DO

- Talk about Jesus
- Speak Simply
- "Follow Jesus"

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13

## Effective Evangelism

1. Content – Your Main Focus
2. Language – Your Specific Words
3. Motivation – Your Reason for Sharing

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14

## Motivation Do's and Dont's

### DON'T

- Begrudging Duty
- Bigger Church
- Earn Rewards

### DO

- Genuine Care for Their Best
- Joyful Obedience

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15

## Effective Evangelism

1. Content – Your Main Focus
2. Language – Your Specific Words
3. Motivation – Your Reason for Sharing
4. Attitude – Your View of the Other Person

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16



Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect...

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1 Peter 3:15

17

## Attitude Do's and Dont's

### DON'T

- Indifferent
- Coercive
- Superior

### DO

- Gracious
- Gentle
- Respectful

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18

## Effective Evangelism

1. Content – Your Main Focus
2. Language – Your Specific Words
3. Motivation – Your Reason for Sharing
4. Attitude – Your View of the Other Person
5. Approach – Your Method for Sharing

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19

Live wisely among those who are not believers, and make the most of every opportunity. Let your conversation be gracious and attractive (seasoned with salt) so that you will have the right response for everyone.

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Colossians 4:5-6

20

## Approach Do's and Dont's

### DON'T

- Project to "Flip"
- What to Say Next
- Rigid Program

### DO

- Sincere
- Listening
- Personal

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21

**EFFECTIVE EVANGELISM ISN'T  
COMPLICATED:  
CARE ENOUGH TO LISTEN AND  
RESPOND TO WHAT THEY SHARE**

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22