# World Video Bible School®

Established 1986

# Personal Evangelism Two

*This set of notes is designed to be used by non-credit students of World Video Bible School®and correspondent students enrolled in the Video Bible Institute (VBI). VBI students should pay particular attention to the syllabus. Students not taking the course for credit may bypass the syllabus and use the notes as they see fit for their spiritual enrichment.*

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**Personal Evangelism Two**
**Syllabus**

## I. GENERAL INFORMATION.

A. Instructor: Bobby Bates.

B. This course consists of 9 lessons on 3 DVDs.

C. Each class is approximately 38 minutes long.

## II. DESCRIPTION AND PURPOSE.

A. This course is an in-depth study of the methods of evangelism, with much attention to practical application.

B. Students will learn the proper use of various techniques of persuasion.

C. Students will be better able to present the gospel to honest hearts.

## III. INSTRUCTIONAL MATERIALS.

A. Required.

1. Bible (ASV, KJV or NKJV).

2. 9 video lessons.

3. Course Notes.

B. Optional: Any books on other (scriptural) methods of evangelism.

## IV. REQUIREMENTS.

A. View each video lesson in its entirety.

B. Read the course notes in their entirety (it is good to go through the notes at the same time you view the lessons, adding your own notes as needed).

C. Complete all memory work (explained below).

D. Submit a term paper (explained below).

E. Take one written test.

F. Have a combined grade average of at least 70.

## V. MEMORY WORK.

A. Memory verses must be written (or typed) from memory, then mailed to VBI for grading. Verses must come from the ASV, KJV or NKJV, according to what you indicated on your original VBI application.

B. All verses must be written out or typed at one sitting. You may study more and start over if you make a mistake, but you must still start again from the beginning and write all the verses at one sitting.

C. For *Personal Evangelism 2*, the following verses must be memorized:

Luke 13:3
John 8:32
John 14:6
Acts 2:38
Acts 22:16
Romans 6:4
Romans 10:9,10
Romans 10:17
Galatians 3:27
Hebrews 11:6

D. Memory work is due when you mail VBI your written test.

E. Hint: A good method of memorizing is to write the verses on flash cards that can be easily reviewed throughout the course.

## VI. TESTS.

A. There is one comprehensive test at the end of the course.

B. After you view the last lesson (or shortly before), you may contact VBI and request that the test be mailed to you.

C. When you receive the test, you have permission to look at it and study it.

D. However, when you take the test, you must do so completely from memory, with no help from notes, Bible, etc.

## VII. TERM PAPER.

A. Choose ten closing techniques (for a personal Bible study) and write a paper elaborating on their proper use.

B. The paper should be a minimum of five pages, typed and double spaced. If handwritten, the paper should be a minimum of seven pages, single spaced.

C. The paper is due when you mail VBI your test and memory work.

## VIII. GRADING.

A. Memory work, term paper and test will be graded separately.

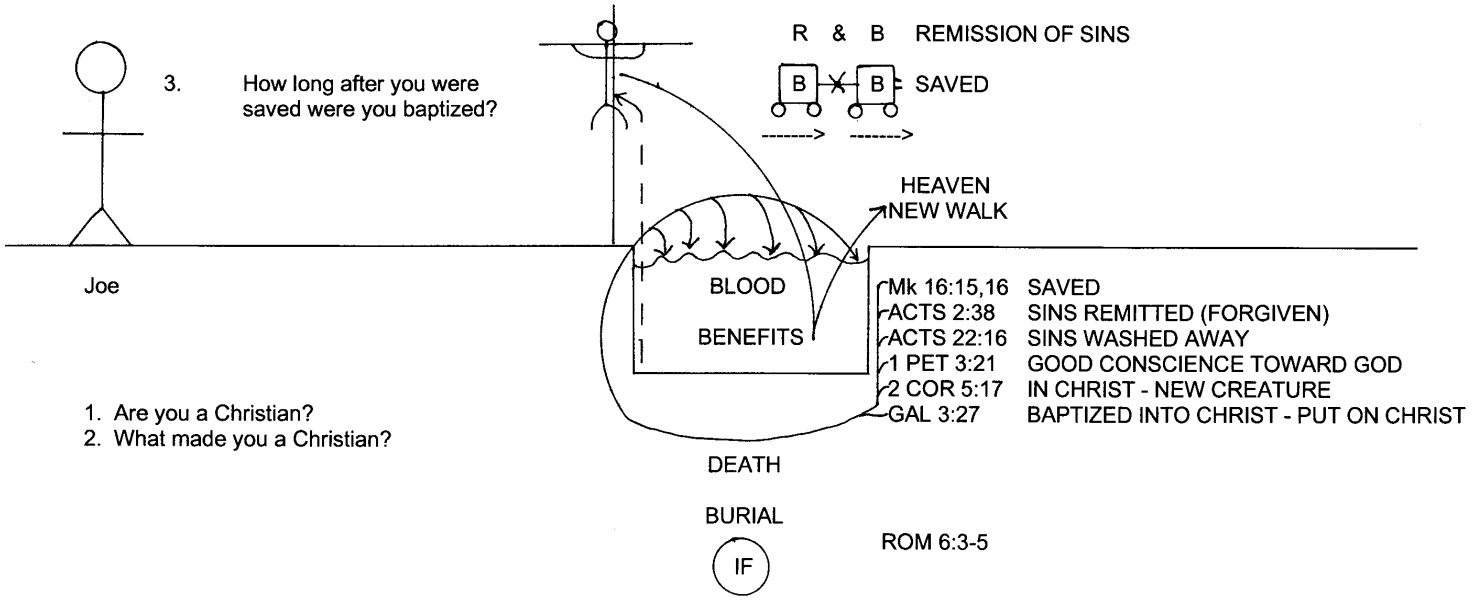
B. Final grade is based on an average of all assigned work, with the written test counting twice.

C. You may request that a grade be explained or reconsidered, but in any case VBI will have the final say.

**PERSONAL EVANGELISM II**
STUDENT CLASS NOTES

I. The comparison technique:

| | |
|---|---|
| SAVED | |
| SINS REMITTED (FORGIVEN) | GOSPEL |
| SINS WASHED AWAY | |
| GOOD CONSCIENCE TOWARD GOD | Rom 1:16 |
| IN CHRIST | 1 Cor 15:1-4 |
| NEW CREATURE | 2 Thess `:7-9 |
| NEW WALK | |



II. Evangelistic Persuasion:

A. You Must Use The Secret Passages.

B. Is It Wrong To Use Persuasion?

1. People use it when applying for jobs.

2. Men use it when “courting.”

3. Parents use it when trying to get their children to make good grades.

4. Naaman’s servants used it, 2 Kings 5:13.

5. Peter used it, Acts 2:40.

6. Paul used it, 2 Corinthians 5:11.

C. What Persuasion Is Not:

1. Manipulation - using unfair or insidious means to accomplish one’s own purpose.

2. Force or coercion.

3. “Hard-selling.”

4. Out-talking the other person.

5. Convincing someone to get something he does not need.

6. Badgering.

D. What Persuasion Is:

1. Being persistent.

2. Working with the sinner until he understands the full import of the Gospel message.

3. Helping the sinner to feel about the Lord the way we do.

4. Helping the sinner to make a wise decision.

5. Encouraging the sinner to do what he knows is right.

6. Impressing upon the sinner the urgency of the situation.

7. Emphasizing the uncertainty of “tomorrow.”

8. Convincing the sinner that he has a desperate need.

E. God Wants The Response Of The WHOLE Man (including Emotion), Mark 12:30.

F. Closing The Study:

1. Closing the study is not a separate part of the study. It is interlaced with all the steps in the study. Build agreements throughout the study.

2. The odds are stacked heavily against an effective close if we leave the prospect in any mode other than friendly/talkative.

3. Closing the study with a positive response is an “I win / you win” proposition.

4. If we meet hostility and lack of communication and leave it unaltered, we will have to deal with it at the close.

5. The good close is closing all along (see #1).

6. There are generally two closes in each sale. The first has to do with a commitment to the product or service that is being sold and the second has to do with the price and\or terms of the sale.

7. The successful closer aims at getting as much affirmative feedback as possible all through the study.

8. Closing is the ultimate response to little agreements throughout the presentation (see #1 & #5).

III. Essentials To A Successful Close:

A. Laying A Foundation For Receptivity In Others.

1. You must believe with all of your heart that other people are important.

2. You must pay attention to them:

    a. Listen to them when they talk.

    b. Look at them when they are talking and concentrate on what they are saying.

    c. Encourage them to talk.

    d. Ask questions that are pertinent to the conversation.

    e. When you want to make a point, repeat what the prospect has said using his words and then elaborate upon them.

3. Be generous with honest praise.

4. Remember the importance of small courtesies.

5. Let them know they have made a good impression on you. Every one wants to feel important.

6. Dress neatly.

7. Do not try to top their stories.

8. You must be genuinely interested in THEM.

B. Enthusiasm.

1. One of the most important ingredients for selling anything is enthusiasm.

2. One well-known sales manager said that if he had a magic lamp that would allow him only one wish for each salesman, it would be that he be enthusiastic.

3. You cannot expect people to get excited over it if you are not excited over it yourself.

C. Attitude.

1. An equally important preliminary to a successful close is the personal workers attitude. The soul winner must BELIEVE he is going to baptize the sinner.

2. Why is it that one person can walk into a room and it seems as if the whole room brightens, whereas another person can have the opposite effect?

D. Eliminate Objections Before The Close.

1. Another important preliminary to a successful close is the elimination of objections before the close.

2. Suppose the soul winner has tried to close the study and the sinner has an objection. Before the soul winner attempts to handle the objection:

a. He should re-state the objection, making it into a question.

b. Then the soul winner says, “George, if we are able to handle this question to your satisfaction, is there anything else that would keep you from being baptized tonight?”

c. When the soul winner has gotten the commitment that there are no more objections, then he should handle the questions as briefly and quickly as possible.

d. Then he should try to close again.

E. Make A Thorough Presentation.

1. If you leave too many questions unanswered, you will have to keep “patching-up” your presentation and may lose a precious soul in the process.

2. The presentation should be made thoroughly enough that most questions will be handled before they ever arise.

3. We are mainly interested in tearing down the barriers that would keep the sinner from becoming a Christian.

F. Establish A Need.

1. Before the sinner can be led to obey the Gospel, he must first realize he is a sinner, doomed to the fires of Hell.

2. To establish this need, you can go to passages such as Isaiah 59:1, 2; Ezekiel 18:4; Romans 3:23; 5:12; 6:23.

3. But you must also make them personal.

IV. Closing Techniques.

A. Be Gently Persistent.

1. In our use of the word “persuasion”, we are not referring to “hard sell” tactics.

2. Rather, you must be gently persistent in your efforts.

3. If you have a love in your heart for the lost, it will not be difficult for you to practice this.

4. Generally, the sinner will not say “yes” the first time you try to close, but it should not be taken as a definite “no”.

a. Find out what the objection is.

b. Restate the objection in question form.

c. Get the commitment that this is the only question he has.

d. Handle the objection as briefly as possible.

e. Do a little more teaching.

f. Try to close again.

5. Do not give up until you have tried everything you can imagine.

6. If you see you are not going to be able to convert him, try to set up another study.

7. People who do not respond are not necessarily disinterested; it may mean that you have not yet found the right key to their response mechanism.

B. Silence - an extremely effective technique in the art of persuasion is silence. However, it is imperative that you make a thorough presentation before applying it. Once you have made your presentation of the Gospel and you are sure the sinner understands, go through your close, ask the sinner to respond and then remain completely silent until the sinner breaks the silence. This technique will put more pressure on the sinner

than you can possibly imagine, and the longer the silence, the greater the pressure mounts.

C. Close In The Affirmative.

1. It is often very effective to close in the affirmative.

2. Have your close arranged with a series of questions.

3. That will make it easier for the sinner to say, "Yes," when the personal worker asks him to respond to the Gospel.

4. The following dialogue between the personal worker and the sinner illustrates what is meant:

P.W.: "Have I made myself clear about the purposes of baptism?"
Sinner: "Yes."

P.W.: "Then it is your understanding that one has to be baptized to be saved?"
Sinner: "Yes."

P.W.: "2 Corinthians 6:2 says, 'now is the accepted time; behold, now is the day of salvation.' God is telling us we should not put off obeying Him, isn't He?"
Sinner: "Yes."

P.W.: "The reason God wants us to obey Him as soon as we learn what to do is that we may not have another opportunity. Isn't that right?"
Sinner: "Yes."

P.W.: "In John 14:15 Jesus says, 'If ye love me, keep my commandments.' If we really love Him, we will want to obey Him, won't we?"
Sinner: "Yes."

P.W.: "Do you love Jesus?"
Sinner: "Yes."

P.W.: "Do you want to please Jesus?"
Sinner: "Yes."

P.W.: "Since Jesus wants you to be baptized, and now that you understand the importance of being baptized right now, wouldn't it please Jesus for you to be baptized right now?"

Sinner: "Yes."

P.W.: "Fine! Let's go right now."

D. Close On A Minor Point.

1. Sometimes it is more effective to close on a minor point.

2. Instead of asking the sinner if he wants to be baptized, ask him to make a decision on a minor point.

3. If you have made your presentation well, the sinner is fully aware of his spiritual condition and his need for baptism.

4. Therefore, if you have encountered no objections from the sinner, then just presume that he is going to be baptized.

E. Summarize.

1. An excellent closing technique is the summary.

2. Summarize, pointing out the blessings and the dangers so the sinner will realize he needs to respond NOW, and then ask for a response.

3. Objection? Handle it as briefly as possible, do a little more teaching, summarize AGAIN, and then ask for a response.

4. The summary can be used as many times as necessary.

F. Change Places With Him.

1. If you have made your presentation and have pressed for a decision a number of times and still the sinner refuses to respond, switch roles with him.

2. Use an illustration which places the sinner in your role as the soul winner and you assume the role of the sinner.

3. Example: (See the video)

G. Emotional Close.

1. An emotional close should be used when the sinner clearly sees what he should do, but still refuses.

2. If possible, relate an incident with which you are personally acquainted in which a sinner hesitated to obey the Gospel and was lost.

3. It seems that a personal acquaintance with the incident makes it much more effective.

H. Ask The Sinner To Respond.

1. Sometimes we “beat around the bush” and expect the sinner to know what we expect him to do.

2. However, due to his denominational background, he may not realize that he can be baptized that very hour.

3. If after the presentation and some trial closes, the sinner has not responded, ask him to respond.

I. Soft-Hardsell Pressure.

1. Sometimes when you are trying to lead the sinner to respond, you can tell he feels like you are being a little too forceful.

2. You can soften the effect and still apply the pressure.

3. This tactic will not work unless you are genuinely interested in the person you are trying to convert.

J. Help The Sinner Face The Consequences.

1. Suppose you have made a very thorough presentation, have asked the sinner to respond and he refuses.

2. Pause for a moment, stare at the sinner in unbelief, and help him face the consequences.

3. Example: (See the video)

K. Physical Action.

1. Have you ever noticed how one person's yawn will start a chain reaction?

2. Try standing up and asking, "Are you ready to go?"

3. If the sinner is not ready to be baptized, you can always sit back down and do some more teaching.

4. Act out some of the Biblical illustrations.

L. Start To Leave.

1. Sometimes, an effective technique when the sinner will not respond is for you to gather up your things and start to leave.

2. The sinner feels that the study is over and the pressure is off, so he relaxes.

3. As you walk toward the door with the sinner exchange some small talk with him.

4. However, during this time, you should be concentrating upon another approach to use.

5. When you get to the door, with your hand on the doorknob, launch into another approach.

M. Use Illustrations.

1. People love to hear illustrations.

2. The Lord used vivid illustrations that have lived through the centuries.

3. When you use an illustration, use one that will allow the sinner to see himself as he really is before God.

4. We must sell ideas in which the sinner is the main character.

5. The more gestures and facial expressions you use, the more effective the illustrations will be.

N. Reassurance.

1. Sometimes the sinner will refuse to respond to the Gospel because of fear.

2. Therefore he needs reassurance.

3. You can communicate reassurance to the sinner if you yourself appear to be well poised, confident and one who knows his business.

4. Try to communicate reassurance to the sinner by helping him to realize that we have gotten these precepts out of the Bible and that the conclusions that lie before him are the ones he has come to.

0. Testimonials.

1. Testimonials can be used to tear down prejudice and gain a fair hearing.

2. Any evidence you can submit in the way of testimonials, letters, facts and figures will help in persuading the reluctant sinner to accept the Gospel.

3. For example, I have begun a file on denominational preachers who have been led to the truth to use in such circumstances.

P. Repetition.

1 A very valuable tool in the art of persuasion is the use of repetition.

2. Often, the sinner's first reaction to a new idea is rejection, even though it may be steeped in Scripture and logic.

3. But if the same idea is presented again and again with Scripture, logic and vivid illustrations, the sinner's resistance will be broken down.

4. Example: (See the video)

Q. Draw Pictures.

1 In personal work we are teaching and if we can let the sinner see what we are saying, we will be far more effective.

2. People retain a small percentage of what they hear, more of what they see and even more of what they see and hear.

3. Whenever I study with someone, I always have a pencil and paper on hand so I can draw stick figures, circles and write down important words or conclusions.

4. Another value of drawing pictures and writing down conclusions is that when you start trying to close the study you can refer back to them.

5. The pictures you draw during the presentation will be of invaluable assistance to you when you start to summarize.

R. Intelligent Persistence.

1. When trying to lead the sinner to respond to the Gospel, you should be persistent.

2. We should anticipate a “no” answer when trying to close the study.

3. We personal workers should be persistent because we are dealing with lost souls that will spend eternity in a Devil’s Hell unless we can rescue them.

4. However, you should use intelligent persistence.

5. This is the kind of persistence which submits new ideas, new reasons and new arguments.

S. Comparison.

1. Make a comparison between what the sinner believes and what the Bible teaches.

2. For example, on one side of a sheet of paper list what the sinner’s denomination teaches in regard to the organization, worship, name and plan of salvation.

   a. Then on the opposite side of the page, list what the Bible teaches.

   b. Help him find the passages, have him read them out loud and get his agreement that this is what the Bible teaches as you write them down.

c. Then, ask the sinner to choose the church Jesus is going to save.

3. Another approach would be to list what the sinner has done to be saved.

a. Many times they do not know, so you will have to help them.

b. There are three things you must establish:

(1) What did he do that made him a Christian?

(a) Emphasize that there had to be a time that he was not a Christian and something had to have happened that made him a Christian.

(b) Find out what it was and write it down.

(2) Pinpoint the time, right down to the very day and hour, if possible. Write it down.

(3) Find out how long after he was "saved" that he was baptized and write it down.

c. Then on the opposite side of the page write down what the Bible teaches as you and he search it out together.

d. Then show him what he said he had done in contrast to what the Bible teaches and ask him to choose.

4. Sometimes it is effective to list all of the benefits of baptism on one side of the page and the dangers of not being baptized on the other side, then ask the sinner to choose.

T. Help Him Sell Himself.

1. Most people do not like to feel that they are being high-pressured into anything.

2. So, if you can arrange your presentation in such a way that the sinner sells himself, you will win more souls.

3. That is one of the benefits of the "comparison" technique.

4. You share the pros and cons with him and then let him choose.

5. With a little effort, you can work out a line of inquiry that will help the sinner to “sell” himself.

U. Sell The Benefits.

1. It is good to emphasize the terribleness of disobedience, but it is also effective to show the benefits and blessings of becoming a Christian.

2. Show the sinner the benefits he will receive both now and in Eternity.

3. Becoming a Christian will bring him happiness, joy, pleasure and peace of mind that no one can take from him and that nothing can destroy.

4. He will be a better husband, father, brother, friend, associate and companion.

5. He will be a blessing to his nation and his fellow-man.

6. There are the eternal blessings he will receive on the other side of this life.

V. Decision Card.

1. Some prefer to use a decision card much like a salesman would use an order blank.

2. They present the card at the conclusion of the study and ask the sinner to sign it.

3. Naturally, the cards would be printed ahead of time with the appropriate wording.

4. You would read over the contents of the card with the sinner, asking him if he believes these things, and then hand him the card and a pencil and ask him to sign it.

W. Canceled Order. If the sinner refuses to obey the Gospel after you have gone over the decision card with him, ask him to write “cancel” on it.

X. Note To The Lord.

1. Another method that has been used effectively is to have the personal worker have the sinner write down his reason for refusing to obey the Gospel.

2. Putting it in words on paper will help the honest of heart to see how ridiculous their reasons are.

3. When the sinner writes out his excuse, the personal worker takes it and hands it to the sinner and says, “I want you to present this to Jesus on the day of Judgment.”

Y. Impending Event.

1. The sinner must be made to realize that not only is death certain, but that it could be right around the corner, James 4:14; Psalm 90:9,12.

2. Help the sinner to realize that Jesus could return at any moment. (Matthew 24:36-39; 1 Corinthians 15:51,52; 2 Peter 3:10-12; Revelation 6:14-17; 14:11,12).

V. Handling Objections:

A. In door to door work, do not try to handle the objection at the door.

B. Establish the Bible as THE authority in religious matters.

C. Anticipate objections.

D. Postpone when necessary.

E. Welcome objections:

1. Shows he is interested and involved in the study.

2. Reveals how well the study is progressing.

3. Lets you see how near he is to responding.

F. Do not magnify an objection.

G. Handling an objection in the course of the study:

1. Listen carefully and hear him out completely.

2. Act delighted.

3. Pause a moment before answering.

4. Make the objection into a question.

5. Handle it briefly.

6. A moment of silence at the end of your answer means to proceed with the study.

H. Handling an objection at the close of the study:

1. Listen carefully.

2. Act delighted.

3. Pause before answering.

4. Make the objection into a question.

5. Get his commitment that this is the only question he has.

6. Get his commitment that if you are able to answer this question to his satisfaction that he will be baptized.

7. Answer as briefly as possible.

8. Do a little more teaching.

9. Try to close again.

10. Answer a question with a question.

11 Do not attack his person.

12. Do not try to judge his motives.

13. Let the Bible answer.

I. Exoneration:

1. If the sinner has an objection based upon a misunderstanding of something you said, or if he is trying to twist something you said, take the blame yourself for the misunderstanding.

J. Concession:

1. If the sinner makes a good point, or there is some validity to what he has brought up, give him credit.

K. Praise:

1. Closely associated with the above is the giving of tribute to the sinner.

L. Hidden Objections:

1. There are times when the sinner will appear to be so close to responding, but nothing seems to bring him around.

2. Very likely, he has a hidden objection that must be dealt with before he can be led to obey the Gospel.

3. Ask him to be honest with you.

VI. "Persuasion" Is Not Force.

A. How To Win An Argument:

1. Don't let argument deteriorate into a shouting battle. Be calm.

2. Don't attack the other person's ego.

3. Don't reduce argument to a personal level.

4. Let him state his case completely.

5. Listen to him carefully.

6. Pause a moment before answering.

7. Don't gloss over his arguments by saying, "yes, but" and lunging into him with your own ideas.

8. Acknowledge his idea.

9. State own case:

    a. Moderately.

    b. Accurately.

    c. Don't "hard-sell" your ideas.

10. Use 3rd person endorsement:

    a. Accredited source.

    b. Famous person.

11. Bring out areas of agreement.

12. Let the other person "save face."

B. Explicit Conclusions:

1. Explicit conclusions are more effective in changing attitudes than presenting the facts and letting the audience draw its own conclusions.

2. It was found that the speaker will be more persuasive if he will explicitly state his conclusions at the end of his presentation.

3. In personal evangelism, we must help the sinner to see that he is a sinner, lost and standing outside of Heaven's grace.

4. I am a strong believer in drawing stick figures, diagrams and writing down major conclusions to portray as dramatically as possible the sinner's spiritual condition.

5. In the close, I point to these pictures and conclusions and tell him, "Based upon the information you have given me, here is where you are (lost) and if you die in this condition God only has one choice, and that is to send you to Hell."

C. Pleasant Distraction:

1. It has also been learned that efforts at persuasion are enhanced when coupled with moderately distracting stimuli aimed at winning the good will of the prospect.

2. A good example is when we invite a sinner (prospective Christian) to eat a meal with us, or invite them to attend some form of entertainment with us as our guest.

D. Active Participation:

1. Persuasive appeals are much more effective if the prospect plays an active part.

2. Therefore, for the soul-winner to be more effective, he must in some way enlist the active participation of the sinner in the presentation and especially in the close.

E. Novel Arguments:

1. Persuasive efforts are more effective when the prospect believes they contain novel arguments rather than familiar ones.

2. The persuasive communication may actually contain old arguments dressed up in new clothes, but it will still be forceful.

3. Example - many different ways of telling a sinner he is going to Hell.

F. Present Both Sides:

1. One can often be more persuasive if he will present both sides of an issue.

2. It leaves the implication that the persuader is objective.

3. It makes the prospect feel mature and informed.

4. The persuader can anticipate counter arguments and handle them in his presentation.

G. Information Alone:

1. Information alone, without any efforts to bring the prospect to a commitment, almost never changes him.

2. Persuasion is helping the prospect to make a decision.

H. Each Person Is Unique:

1. We must bear in mind that people are different.

2. Persuasive communication that appeals to one person will not necessarily be effective with someone else.

3. This is the reason we teach our personal workers a number of effective closes.

4. No one will be able to resist every persuasive appeal, but neither will he be vulnerable to all of them.

5. Therefore, it is left to the personal evangelist to find the right close.

I. Intelligence:

1. People with a high degree of intelligence tend to be persuaded with impressive logical arguments.

2. Others tend to be moved with emotional appeals.

3. A good presentation and a good close will contain both logical arguments and emotional appeals.

J. Authority:

1. There are those who have a deep respect for authority and tend to be swayed by authority figures.

2 In such cases the soul winner can present evidence from authority figures, lexicons, dictionaries, commentaries, encyclopedias, etc.

K. Great Change:

1. Communications which advocate a greater amount of change produce more change than communications that advocate a position not much different from the one already held.

2. Perhaps this is the reason a vile sinner becomes such a dedicated Christian when he obeys the Gospel.

3. He has had to give up a whole way of life to embrace Christianity.

L. Suggestion:

1. The conscious mind is the reasoning mind, but the subconscious mind believes what the conscious mind tells it.

2. A suggestion can be extremely effective in persuasion because it “sneaks” past the reasoning mind into the subconscious.

3. If it is merely a suggestion, the conscious mind does not have to deal with it, but the idea has been implanted into the subconscious anyhow.

4. Positive suggestions are found to be more effective in changing attitudes than are negative ones.

5. The effectiveness of a suggestion is increased when it is repeated in the position of last impression.

6. Effective speakers close their speeches in such a way that suggestions are repeated in the conclusion to leave a last impression of desired action upon the audience.

M. Music:

1. Music can be a powerful force in motivating people if it is properly used.

2. Every persuasive speaker understands the impact of a lively song service prior to his speech.

3. The mood is set, the emotions are stirred and the response mechanism activated as the audience participates in the singing.

4. Then, at the end of a persuasive sermon, an invitation song is led which helps to motivate the audience to respond to the message.

N. Familiar Perceptual Patterns:

1. Communication cannot be effective unless the listener can attach a meaning to the message.

2. Therefore, the teacher must use a language, illustrations and concepts familiar to his audience.

3. Jesus used the ordinary things common to the life and culture of the Jews of his time on earth to teach the people God's will.

4. However, the mast teacher and personal evangelist taught in language so simple, illustrations so common and concepts so familiar that the majority of Israel was swept off their feet.

VII. Things That Discourage Obedience To The Gospel.

A. If the personal worker does too much talking, it will keep the sinner from responding to the Gospel.

1. Some think that by out-talking the sinner, they can be effective, but that is not the case.

2. A good personal evangelist will get the sinner to do the talking and help the sinner talk himself into obeying the Gospel.

3. Another form of doing too much talking is when the sinner asks a question and the personal worker attempts to impress the sinner by showing how much he knows about the subject.

4. He loses a soul because he is trying to impress him with his knowledge instead of the Gospel.

5. Just give him enough to satisfy his need and move on to the essentials of obedience.

6. Most sinners' knowledge of spiritual things is so shallow that a thorough explanation would leave them somewhat bewildered, leaving them to believe the Gospel is far more difficult than it really is and thus discouraging them from giving their lives to the Lord.

B. Being too eager will hinder the sinners obedience to the Gospel.

1. That does not mean we are to act disinterested or unexcited.

2. Showing an interest in them and being enthusiastic about what we are doing are vital ingredients to winning souls.

3. But, people do not like to be rushed into anything.

4. Moreover, they want the decision to be theirs.

C. The failure to make a thorough presentation before trying to close often results in a rejection of the Gospel

1. The sinner needs to understand that he is lost.

2. The member of a denomination must be made to realize that he is not a member of the Lord's church and he has not done what the Lord commanded for salvation.

3. We must establish a NEED.

D. Poor high pressure methods will ruin a good presentation and hinder the sinners response to the Gospel. People must be taught and persuaded in such a way that the decision to obey the Gospel will be theirs.

E. Wandering away from the subject is another device of the Devil to keep souls from escaping his clutches.

1. Do not let the sinner get you sidetracked on less important issues.

2. Your first obligation is to get him into a saved condition and then you can deal with any other questions he might have in the follow-up.

F. Taking a negative approach rather than a positive one will discourage obedience to the Gospel.

1. Some seem to think they can win souls by condemning the denomination with which the sinner is associated.

2. It will be far more effective when the soul-winner presents the New Testament church and the plan of salvation from the Scriptures and let the sinner make the comparison between the Lord's church and his denomination.

G. Talking at the wrong time can hinder obedience to the Gospel.

1. Sometimes, silence is more persuasive.

2. Sometimes it is necessary to help the sinner make the comparison, but even then we should not condemn his denomination.

3. We let him do it by well phrased questions and illustrations.

a. For example, write down what his church teaches.

b. Then write down what the Bible teaches.

c. Then ask him which one is acceptable to God.

4. If we simply present the Gospel, most people will recognize the conflict.

VIII. Safe-guards Against Persuasion. When a person is exposed to information he does not want to believe, he may react in one or more of the following ways:

A. Angry.

B. Not able to understand the message.

C. Minimize the source of the information.

D. Reinterpret old information.

E. Search for new information in his favor.

F. Avoid the information with which he disagrees.

G. Aggressive.

IX. Credibility Of The Persuader:

A. Total Stranger:

1. Those who have worked in campaigns for Christ have been able to lead total strangers to commit their lives to Christ the first time they met and studied with them.

2. Moreover, strangers can be very effective in persuading an individual when many of them exert pressure on the prospect at once.

3. The psychology of this is seen in incidences where a person will do things with a crowd that he would never do as an individual.

4. The crowd may or may not be trying to force the individual to go along with them, but, nevertheless, the individual feels compelled to participate.

B. Mutual Friend:

1. Some salesmen have learned that they can be more successful more often if they and the prospects have mutual friends.

2. This same concept will work in saving souls.

3. Obtain from people the names of their friends whom they want taught the Gospel.

4. Many souls have been led to Christ because a friend arranged the study or gave the name of a dear friend.

C. Personal Acquaintance:

1. Naturally, the better people know us, the better our chances will be in persuading them to accept new ideas.

2. One who has already established a friendship with the prospect can get right down to the business at hand.

3. This is one reason a new convert can be so successful in converting others.

4. He has friends he wants to reach with the Gospel, so he gets right to the task of teaching them without first having to build a friendship and a rapport with them.

5. The majority of Christians have been led to the Lord by a friend or relative.

D. Relative:

1. Paradoxically, the most difficult person to convert is a close relative.

2. The closer he is, the more difficult it becomes, because he will take offense more quickly than a total stranger would.

3. If he is a real close relative, it would probably be better to bring in someone else to do the teaching and you can serve as the SILENT partner.

4. One of the best ways to win a close relative to Christ is to live in such a way he can see Christ living in you.

5. Then watch for opportunities to do a little subtle teaching.

6. When he begins to ask questions about our beliefs, he is beginning to open the door, but do not try to rush in or you may see him slam the door in your face.

7. Proceed gently and cautiously.

E. Biblical Examples:

1. The first disciples who followed Jesus were John and Andrew.

a. They had been pointed to Jesus by a man for whom they had a great amount of respect: John the Baptizer.

b. After they investigated for themselves and were convinced that Jesus was the Messiah, they searched for their own brothers and brought them to Christ.

2. The next disciple who followed Jesus was Philip who was of the same city as Peter and Andrew.

a. Evidently there was an acquaintance here.

b. Then Philip ran and got his friend, Nathaniel.

3. The people Jesus had the hardest time convincing and converting were his own family.

a. It was not until after His death, burial and resurrection that His brother, James was converted.

b. Even the master personal evangelist had to proceed gently and cautiously with His own family.

X. Crowd Behavior:*

A. A communicator who wishes to attain maximum suggestibility and strong emotional response often tries to seat his audience elbow to elbow and to fill clusters of vacant seats or vacant rows between the audience and the rostrum.

B. A standing audience is superior in this respect to a seated audience, since the members of it can be more tightly compressed and thus exposed to an even greater number of facilitating stimulations.

C. A speaker may use music to good advantage in focusing the attention of the audience and creating emotional responses favorable to the action he desires.

1. Music focuses the attention of all members of an audience on a shared emotional response.

2. It builds a consciousness of acting together.

3. And it creates a spirit of unanimous response which is easily exploited by the speaker.

D. Another way of creating an emotionally facilitating perceptual field around an audience is to display objects or symbols on the stage or in the hall.

1 Flags, uniforms, crosses, posters, printed slogans, photographs, etc. may help produce an emotion or mood favorable to the speaker's aim.

E. If the communicator seeks a thoughtful, intellectual response, close seating seems to be disadvantageous.

1. Thus, the speaker who plans to use emotional appeals should have the listeners sit close together.

2. But the one who plans to use facts and reasons would seek a reasonable segregation of his individual hearers.

*(From The Art Of Persuasion by Wayne C. Minnick)

XI. Types Of Questions To Ask.

A. Disarming questions – "Do you feel I can help solve this problem?"

B. Bridge-building questions – "I'd like to help you. Why don't we try to solve this problem together?"

C. Patience generating questions – "Why don't we take a little more time to think about it?"

D. Questions that foster understanding – "I am sure you have many good reasons for thinking the way you do ... But since I don't see it your way, won't you share them with me?"

E. Truth-revealing questions – “You seem to be better informed than I. Where and when did you get this information.”

F. Tolerance-producing questions – “I still can see another side to this. May I share my thoughts on this with you?”

G. Questions that may point up your opponent’s weaknesses and disadvantages – “Do you see any dangers that could arise if we followed your suggestions?”

H. Questions which put your opponent in your shoes – “What would you do if you were in my position?”

I. Questions which create an atmosphere for compromise and negotiation – “What, as you see it, are the alternatives? Could we ask someone else for an opinion?”

J. Questions that beg for time – “if what you say is true, we will have to take the time to re-examine our policy (or attitude or position). Let me study over your findings so that we can get together soon to explore various solutions.”

K. Always bear in mind that many of these people who seem to oppose you and are troublesome may become very valuable.

1. It is important to have patience in dealing with them.

2. Patience is an invaluable tool in dealing with problem people just as it is extremely valuable in facing many apparently unsurmountable barriers.

XII. Closes:

A. In Christ:

Eph. 1:3; 1:7

Rm. 8:1

1 Jn. 5:11

2 Tim. 2:10

Gal. 3:27

B. Church:

Eph. 5:23

Eph. 1:22,23

Col. 1:18

Noah & the Ark

1 Cor. 12:13

C. Eternal Punishment: 2 Thess. 1:7-9; Rev. 6:12-17; 14:11; 20:12-15; 20:6; Rom. 6:3-5.

D. Baptism: Eph. 5:26; 1 Cor. 6:11; Titus 3:5; Heb. 10:22; 1 Jn. 5:8.

E. Matt. 7:13,14 - Narrow Way:

1. Only two roads to eternity:

a. Broad way - Hell.

b. Narrow way - Heaven.

2. Which will you choose?

F. Matt. 7:24-27 - Wise Man:

1. Wise man built on the rock.

2. Foolish man built on sand.

3. On which are you building?

G. Jesus or Satan:

1. Take two small sheets of paper.

2. On one piece write “Jesus” and on the other piece write “Satan.”

3. Ask the sinner to choose which one he wants.

4. If he says he wants “Jesus”, ask him if he is ready to be baptized.

5. If he says he isn't give him "Satan" and tell him he can't have "Jesus" until he is ready to obey Jesus.

H. Matt. 12:30 - For Jesus:

1. Jesus says that if we are not for Him we are against Him.

2. Do you want to be for Him or against Him?

I. Luke 7:30 - God's Counsel:

1. The Pharisees and lawyers rejected God's counsel by refusing to be baptized.

2. Will you reject God's counsel?

J. Heb. 5:9 - Eternal Salvation:

1. Is Jesus the author of eternal salvation to them that obey Him?

2. Do you want Jesus to save you?

3. Does Jesus command you to be baptized?

4. Will you obey His command to be baptized?

5. When?

K. Holy Spirit:

Rom. 8:9,16

Gal. 4:6

Acts 2:38,39

J n. 3:5

Titus 3:5

1 J n. 5:8

L. Examples Of Conversion:

1. Eunuch, Acts 8; Mt. 28:19.

2. Jailer, Acts 16: Mk. 16:16.

3. Paul, Acts 22:16; Acts 2:38.

4. Incorrect baptism, Acts 19:1-5.

M. God's Love:

N. God's Grace:

O. Do You Understand?

1. If you understand this you should obey it.

2. If you do not understand it, you should not obey it.

3. Do you understand it?

P. Draw Near To God, Hebrews 10:22:

1. How does one draw near to God?

a. True heart - sincere.

b. Fulness of faith - faith.

c. Heart sprinkled from an evil conscience - repentance.

d. Body washed with pure water - baptism.

2. Do you believe?

3. Do you want to turn from your sins and live for God?

4. What else must you do to draw near to God?

5. Do you want to draw near to God? When?

XIII. Keeping The New Convert:

A. In a study of group pressure, it was learned that those who made it written commitment, whether public or private, were less likely to be influenced by group pressures than those who had not.

1. Ask the new convert to write a letter to himself stating:

a. What he has done (to become a Christian);

b. Why he did it;

c. What he felt at the time he did it.

B. Have a brief, pointed reassurance talk to review the blessings and joy of being a Christian.

C. It is vital that new converts be followed up upon immediately and that a part of that study deal with a review of their conversion.