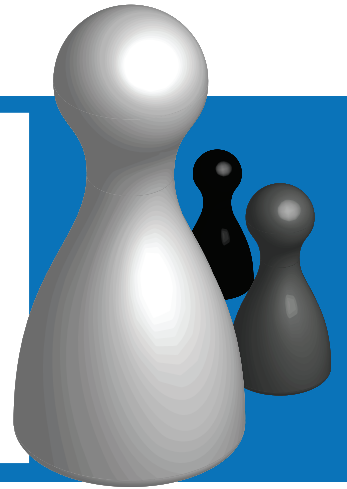


THE
EVANGELISM



MAGIC BULLET

by Nelson Searcy

TRANSCRIPT



MEET DR. NELSON SEARCY

Nelson Searcy is an experienced church growth strategist, pastor, church planter and coach, serving in ministry for more than 25 years and consulting with churches around the world. As founder of Church Leader Insights and the Renegade Pastors Network, he has personally trained more than 50,000 church leaders in over 45 denominations through live events, seminars and monthly coaching, helping them break common growth barriers like 125, 250, 500, 1000 and beyond, all while maintaining personal life and ministry balance. For more accelerated growth, pastors also participate in Nelson's Renegade Pastor Gold, Platinum and Titanium networks. Nelson is also the Founding and Lead Pastor of The Journey Church, with locations across New York City and in Boca Raton, FL. Nelson and his church routinely appear on lists such as "The 50 Most Influential Churches" and "The 25 Most Innovative Leaders." He is the author of over 85 church growth resources and 15+ books, including *The Renegade Pastor: Abandoning Average in Your Life and Ministry* and *The Difference Maker: Using Your Everyday Life for Eternal Impact*. Nelson is the recipient of the prestigious Donald A. McGavran Award for Outstanding Leadership in Great Commission Research. His continued mission is to help church leaders around the world cooperate with God in creating healthy, thriving churches. He divides his time between NYC and South Florida. He and his wife, Kelley, have one son, Alexander.

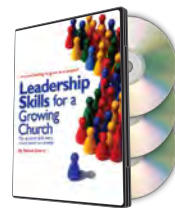
THE EIGHT SYSTEMS OF THE CHURCH:



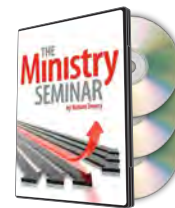
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THE
EVANGELISM

MAGIC BULLET



PART

Nelson Searcy: I've entitled this talk something that I hope is intriguing. I've entitled it "The Magic Bullet of Evangelism." It's built on this idea that for years, people have asked me about all of the eight systems really. So whatever system I'm teaching, whether it's assimilation or small groups or stewardship or any of the eight, when it's time for Q&A, there's always somebody whose hand goes up and they say, "In that system, so in the evangelism system, what is the one thing that I should do that would make the biggest difference?"

In some ways, I hate that question. I want to sort of be a little strong in my response, and say, "Look there is no one thing. If there was one thing, we would have figured it out by now. It's 50 things, and I don't know what these things are, but you're going to have to try a bunch of different things, and somewhere along the way, you'll find a combination to a multi-numbered lock that will work to help you open up that system." It's a little bit of a fallacy to ask the question of the one thing, but it is something that we all want to know. We all want that answer. What is that one thing that works?

Now if you've been around for a while, and this is kind of getting into some in depth stuff for some of you that have been around for a long time. If you've been around and you've been to the church systems boot camps and you've heard every year, I try to bring something new to the bootcamp, when I teach the systems. A few years ago, I did try to define in each of the systems, what I called the Keystone of the system.

The keystones are sort of in my definition, it's the little thing that you can do that kind of puts you on the right path toward implementing the bigger system. That's kind of what the keystone is. It's small. It's something little. It gets you started. It gets you moving down the path. For example, with assimilation, there's a lot of stuff with the assimilation system, but you got to start somewhere. The keystone is the handwritten note. By a show of hands, how many of you do a handwritten note to your first time guests? Fantastic. That's the keystone.

It seems like if you start there, then you can add another piece, and then you can add another piece. You really get this momentum and the flywheel begins to turn or the snowball begins to build, or whatever the mixed metaphor is, wherever you're from. Eventually you can get to implementing the full system. I have been able to identify those little things that make a big difference, but those little things are generally not the one thing. It's not the powerhouse. It's not the workhorse. It's not the big engine in the middle of the system that drives everything else.

I've been thinking about that. Another way to phrase that is, when it comes to evangelism, which is the system we're talking about today, the keystone is the new believer process, because if you don't have a new believer process, which is simple to implement, if you don't have a new believer process, it seems to me that God never blesses you with new believers, that you're never in the place to move forward. But it seems like if you start with that new believer process, something small that you can do. It doesn't cost a whole lot of money, then you can begin to implement the other big chunks of the evangelism system, the full four hour system that I teach.

That's the keystone, but I don't think it's the Magic Bullet. I don't think it's the one thing that like drives everything else. I don't think it's the heart of the system. I've been trying to figure that out. This talk that I'm doing, it's going to grab a little piece of the evangelism system, and then we're going to really just try to unpack it in a big way.

With that in mind, and having already lost the audience because of my wonkiness, let me just play with the title for just a moment, this idea of a Magic Bullet. I'm always interested where phrases come from. So all of you have heard that. You've all heard the Magic Bullet. It was probably made most famous during a very tragic event in American history, that probably some of you are thinking of now. Some of you were alive during the time, or we've probably all been to the book depository, and gone to the library in Texas when we've been there.

The word Magic Bullet really made its way into the culture with the JFK assassination. If you follow the conspiracy theories, or if you believe them, and I know there's some of you in the room who believe these extreme conspiracy theories, like the fact that we didn't put a man on the moon, but it was shot in the Arizona desert. I get that. I have an aunt who believed that. I don't really believe that the Magna Carte was written when they say it was. I think it was written much later, and I think I could try to prove that some time in a PhD dissertation.

The word Magic Bullet really entered our culture because somehow or another there was this bullet that was shot by Lee Harvey Oswald from the Texas Book Depository, and somehow it not only killed President Kennedy, but it also injured Texas Governor John Connolly. I know it has to be true because Oliver Stone did a movie about it, and Kevin Costner played the guy who discovered it and everything Kevin Costner says, I believe. I mean I think there's a Waterworld somewhere, and I'm like one of six people who actually saw that movie, so I know that's very obscure, but if you can't sleep tonight, I'm sure it's out there and you can find it.

That's where it entered the culture, but it actually goes back further than that. Magic Bullet is actually in the dictionary. Merriam Webster defines it as something providing an effective solution to a difficult or previously unsolvable problem. So that's what I'm going for. I want to give you something that provides a solution, which is how do we reach more people for Jesus? How do we have a strong evangelism system? How do we double our baptisms, double our new believers, whatever the metric is that you use, I want to give you something that is an effective solution to what we have said maybe previously was an unsolvable problem.

Maybe you're in a church and you think, well we're stuck. We're not able to reach a lot of people, or we're in a dying community. I'm not sure we can reach a lot of people. My people would never go out and share their faith. I'm not sure I can turn this around. Maybe you think, well we kind of reached the saturation point. I think that sometimes at Journey, we were doing some stats the other day at The Journey, and over the history of our church, we've averaged baptizing 200 people a year. That's been our average.

The great news is we baptized 200 people a year. The thing that bothers me about that is we seem to be stuck at 200 a year. I'm thinking, okay, what do we need to do to baptize 250 a year, or to double that and baptize 400 a year. Obviously I know new believers and evangelism and all that goes into it, so you maybe have what you would consider a strong evangelism system, and you might even feel stuck with that, and you might be saying, so what's at the heart? What could I do that would bring an effective solution to this?

The Cambridge dictionary says it's a quick and simple solution to a difficult problem. I'm going to give you some things in this talk that are simple. I'm going to give you some things that are quick. They will impact a difficult problem, but I'm also going to give you some things that are going to take some time. They're going to take some work. In fact, one of the reasons I'm dividing this talk up between multiple days is I've got some homework for you to do between now and Friday, in order to set up the last part of this talk.

Then the other word that ties in, just again for fun, the other word that ties in with Magic Bullet is not Magic Bullet but what kind of bullet? Yeah, silver bullet. Yeah, I heard somebody say that. Before Magic Bullet, you had silver bullet. Silver bullet by definition is a magical solution to a confusing problem. I didn't really like using that word, but silver bullets have a long reputation as being the only ammunition that can kill what? Werewolves. I'm a little disconcerted that so many of you knew that. They can kill a werewolf, and I don't know if it's a full moon tonight, but if it is, get your silver bullets out.

This actually is traced back to the 18th century. Prior to that, there was no silver bullet. It became popular in our culture in 1933, with this fictional masked Texas Ranger who roamed the old west, with his faithful friend Tanto, and his name was the Lone Ranger. So long before Johnny Depp blew it, we actually had a really good character named the Lone Ranger. It started out in radio and then made its way to TV. I actually remember watching some of those, but his bullets were made of silver.

He also had a horse named silver, but Michael Briggs who studies this kind of stuff ... There's people who study everything. He says that silver bullets are actually slower and less accurate than lead bullets. Apparently on the A-team, every time they were shooting at the van, they were shooting with silver bullets, because I don't know, if you remember on the A-Team, nobody ever got shot. They couldn't hit anything, and I think if you go way, way back in time, to a galaxy far, far away, the stormtroopers, they must be using silver bullets, because apparently those guys could not hit the broadside of the battleship.

So silver bullets go back a long way. Now where it came into play, and Magic Bullet came into play is in medicine. So if you have someone who's in that field, I have a brother who's in that field, this is a medicine or some other remedy that is very specific and efficacious to a diagnosis. This word entered the modern culture in 1906, by scientist Paul Ehrlich, who used the German word, and I'm going to butcher this because I barely speak English, much less German, but Silberkugel, something like that. That's how it looks in English. I'm sure that's totally not what it is.

He used that to describe antibodies that seemed to fly to their specific objectives in what he called a charmed fashion. That word in German is translated into English as Magic Bullet. By 1938 and 1940, the term was common in medical studies and American newspapers. Over time, these have become words in our culture, but they are problematic. Because realistically there is no silver bullet. There's no werewolves, by the way, either. There is no Magic Bullet, but I believe at least when it comes to our talk today, there's a hint at what that might be.

I want to be clear that there is no one thing that is going to guarantee every time you do it, it's going to bring health and evangelism and more new believers and this and that. In fact, we're going to see that sometimes my Magic Bullet brings greater frustration in the church because it doesn't immediately bring results. So you have some people who are more patient than others, so you may implement what I'm going to call the Magic Bullet but then get pushback from that because the Magic Bullet seems to be moving too slow, not like the Zapruder film but really slow in that.

Now, my recent learning is that there is a secret that has been dismissed by many modern pastors, as being maybe too simple or irrelevant or maybe unimplementable, to coin a phrase, but there is a hidden secret that if you study growing churches of various denominations, and if you study timelines of when a denomination grew the fastest, so either you look at churches and you look at their fastest growing period of time. You look at a denomination and you look at their fastest growing period of time, there is a commonality of what those churches did and what those denominations did.

Sometimes it was implemented on a very local church level, by maybe a particular leader with a passion for this Magic Bullet. Other times, it was implemented with big slogans and big fanfares inside of denominations. That's how I kind of discovered this Magic Bullet and how I came at peace with this idea, that there might be something that could bring broad scale results, because I'm generally very skeptical of one thing.

What you find is, many of these denominations did this Magic Bullet, they utilized the Magic Bullet, they grew. Churches used a Magic Bullet and they grew, and then when they stopped using it, especially in denominational worlds, the growth stalled out. Then they might try to revive it later or try to bring it back a little bit later, but definitely with denominations, you can trace the growth of a denomination and generally the Magic Bullet is part of that growth and then they stopped using it.

Now that's not always true in churches, because some of the churches that I studied, they used the Magic Bullet and grew, but then they got big enough and they had such momentum that maybe they didn't need the Magic Bullet as much, but yet they continued to grow. That's an interesting, just an aside about that. In others, the growth continued, but by and large, the denominations and the studies, and the churches that I studied, they have continued, that are growing, they have continued to use this Magic Bullet, and particularly the churches that are using it, they've now made it part of their regular church calendar.

I won't mention a lot of specific churches, just for the sake of this talk because this is going to be recorded, and as soon as I mention a church, it seems like something bad comes out about the church. It's like on TV, when the commentators say something and then they miss the foul shot or the kicker misses and they call it the curse of the commentary. I've resisted. Now, in my books by the way, I hardly ever now get endorsements, because it seems like as soon as I get some big pastor to endorse it, they go do something stupid and then I have to reprint the book. It's on the cover of the book for six years, so I'm not necessarily going to get into individual churches.

With just a handful I will, but I have looked at these churches and I study these fast growing churches and have relationships with many of them and I do consulting with far more of them than I talk about, and I can tell you, if you go to their website, and you can probably think of the large church in your area, or the large church nearby, if you go to their website, and you look at their calendar, once you know what this Magic Bullet is, you will begin to see, here's where they put it. Here's how they're using it, even to this day. That will become more clear as we go along, but right now I'm just trying to get you to be intrigued, and to kind of build trust.

Let me begin to give you some hints as to what the Magic Bullet is. Let's talk about a few denominations that might be represented in here. When you look at the Presbyterian branch, and there's a lot of different Presbyterian denominations, but if you look at the Presbyterian branch that D. James Kennedy was part of. How many of you know the name D. James Kennedy? Very much worth your study. I didn't always like what he was doing in the political world, but I loved what he did with his church and all of that.

D. James Kennedy made famous an evangelism program that was based around two questions. Question number one is if you were to die tonight, help me with it, do you know for certain that you would go to heaven? Do you know for certain that you'd go to heaven when you die? That was diagnostic question number one. Then he had diagnostic question number two, which is, if you're standing before God, and he asks you what? Why should I let you into my heaven, what would you say? That was a program that is still around today. Actually it's being revitalized today by a great new president of that organization, and we're

trying to actually build relationships with them.

That is being revitalized today. It's still around but in its heyday under Kennedy, that program was called what? Evangelism Explosion. Many of you used Evangelism Explosion. If you look at the D. James Kennedy years, not only at Coral Ridge Presbyterian, which is not actually too far from where I live, and then the denomination that he was a part of and the churches that used that, there was rapid growth during that time. That Magic Bullet, not the thing itself, not the two questions or not the evangelism program, but the bigger thing that that represents, to my Magic Bullet, it brought about a growth.

When you look at the early days of the Vineyard. I don't know if we have ... do we have Vineyard pastors in the room? Great. Yup, so I know we got Andy from Cincinnati and I saw a couple of other guys from Texas that have been in coaching before. They're on their way in. When you look at the early days of the Vineyard, the Magic Bullet in the Vineyard Church was kind of hidden underneath John Wimber's idea of power evangelism. I'm not going to go into that, but in the early days, this power evangelism, most people looked at it and just saw the signs and wonders and healings as part of the power evangelism. I never had that gift. I wish I did. I think our church would grow faster if I could do everything Wimber said in power evangelism, but I don't have that gifting.

What they missed is behind that, was some serious Magic Bullet stuff that the kept church, the Vineyard Church focused outwardly. You look at that early growth. I know now, there's some challenges in the Vineyard and trying to bring some of that back. I like the new guy that they have and all that, but you look at those early days, the Magic Bullet was there and some people missed it because they got too caught up in this outward signs and wonder stuff.

When I became a Christian, actually when I went into ministry. I became a Christian in 1989 by reading Peace with God by Billy Graham. Really prayed the sinner's prayer in the back of the book, called the phone number in the back of the book. They sent me the follow up material from Many Apples, Minnesota, which is how kids used to write Minneapolis, but from Minneapolis, Minnesota. Then it was a year later, I was called into ministry.

I got connected with a Baptist church nearby. I didn't have any denominational background. It was just the closest church to where I lived and I really like the preacher there. Truthfully, it was kind of a fundamental independent Baptist but they were reluctantly and loosely associated with the Southern Baptist Convention. One of the things that they taught and that I learned early on. This was during a period of rapid growth in the Southern Baptist Convention. They had a program called CWT. Anybody remember that? Apparently if you're Southern Baptist, everything has to have three initials.

It's CWT, Continuing Witness Training is what that was about. You would go to these classes and you would go to these continuing witness training. That was instituted in massive numbers of Southern Baptist churches. It led to a great period of growth that really ran into the early and late 1990s. I was on the back end of it, but it started in the late '60s and ran up, and you can see the growth in the denomination from this continuing witness training. Now truthfully, and I say this as someone whose ordination papers are in the Southern Baptist Convention.

Truthfully this was nothing but Evangelism Explosion that had been baptized by immersion. That's really all it was. It was the same two questions. They had some, a little different tracts. A little bit more about water baptism because it can't be Presbyterian. They don't do baptism right. This was Southern Baptist



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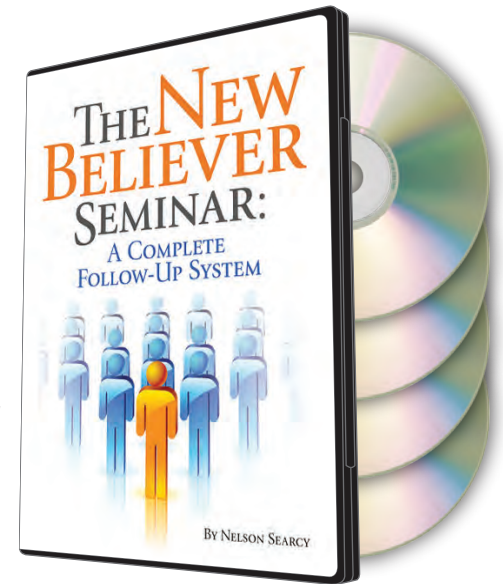
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view. Really they should have been paying Evangelism Explosion some kind of copyright.

Now I could keep going with this and the UMC, some of you might be familiar. The UMC for years at their youth camps taught the Romans Road. They had the lay witness mission. They had the Walk to Emmaus. They had the faith program that was part of that. You go to the Anglican church and you look at their growth. There was some renewed growth in my lifetime through Nicky Gumble and Holy Trinity Brockton, which also impacted the Vineyard here in America. That was based around a course called the alpha course. That led to some renewed growth and continued growth in the Christian churches, in using the covenant and Mot Smith and the Friendship with God. You see the Magic Bullet inside of those churches and I know by the way the Christian Church is not a denomination. It's a loose collection of fellowship of churches, but in general, you see that.

If you go to Central America, you'll find the Magic Bullet there as well. They kind of, it's kind of hidden under their G12 program. If you've ever studied that, we get caught up on the cell groups idea, but then if you look underneath that, there's this Magic Bullet and I could keep going, as you can imagine, but time limits that.

If you go to the top 100 largest churches in America, you will find that this Magic Bullet that I'm going to reveal sometime between now and Friday if I ever get to it. This Magic Bullet is part of their strategy. Let me just give you a couple of more hints at this. If you look behind Willow Creek Church. I think we would agree, one of the things I love about our network is we've got all denominations. We've got high church. We've got Pentecostals. Put your hands down. We've got charismatics. We've got Baptists who are already a little freaked out about that CWT comment I made earlier. We've got it all, you know.

Some people love Willow. Some people are not sure about Willow, this and that, but whatever it is, it's one of the largest churches in America. In my experience, one of the healthiest churches in America. Learned a lot from them. If you look at their growth period that was the fastest, and they're still growing, by the way, by leaps and bounds. The Magic Bullet was part of that. They wrapped it in a program that was led by Lee Strobel. What was that program called? Becoming a Contagious Christian. Becoming a Contagious Christian. You can still get the books. You can still get the workbooks. They don't really do it in that form now, but it's in some other form and it's been instituted into the culture of that church.

I was on the website for a church called Crossroads, and again, I won't mention the pastor's name or even the city, but if you look at that church and it's one of the fastest growing churches in America right now. You look at their calendar. You see strategically they use the Magic Bullet, very regularly in the growth of that church. When I was on staff at Saddleback, I heard stories about the Magic Bullet and how it had been used and where it was. Particularly it was used in a thing that was called Saddleback Area Leadership Training, which had stopped by the time I got there, but I got all the recordings. Some of them still on cassette tape.

They would regularly institute the Magic Bullet, and then even when I was there, in the late '90s, there were other programs that had picked it up, and then today, you see that in that church if you study it. Then even a church that goes to the other extreme on the sort of spectrum of evangelical churches, a church called Grace Community Church, whose pastor I will not name, but he will take you through the bible one verse at a time, if you want him to. Actually a guy I admire in a lot of different ways, and someone that you might think would not necessarily have this evangelism Magic Bullet because this is a church that basically says just teach verse by verse and you're going to grow.

But if you look in that church, and you go to their foundations classes that they require every member to go through, number 11 is the Magic Bullet. It's right there and they teach it just as profoundly as they do in becoming a Contagious Christian, as the Baptist's did with CWT or as D. James Kennedy did with Evangelism Explosion. You just go to think that that is something that drives the growth of that church.

It's all around us, but sometimes we miss it. Now, this activity, this thing that I'm talking about, that I'm calling the Magic Bullet, I want to say again before I give it to you, it's not 100% of the evangelism system. It's only a small piece of the big system, but I've decided from a results standpoint, that if you appropriately implement this Magic Bullet in your church, it can double or triple the evangelistic results in the average church.

I'm going to give it to you in just a moment, but before I give it to you, I got to tell you other options I considered, okay. There are other options that I considered that I thought might be the Magic Bullet. One of them is, I thought it would be the pastor. If you ask me why do these churches grow or why did their denomination grow during certain time, I would say it was the key leader in that denomination or it was the pastor. Now, certainly the pastor must have a role in evangelism. I've said there's a lot of systems you can just keep an eye on, but you can never take your hands out of stewardship. You can never take your hands out of evangelism. You got to keep your hands on with that.

What you also see over time, is this Magic Bullet works even when there's pastor changes or even when there's pastors who would say they do not have the gift of evangelism. The pastor's very important. If you listen and study my evangelism system, the first big area of the evangelism system is about the role of the pastor in the evangelism system. The pastor is extremely important. The pastor must play a role, but that has not been the Magic Bullet.

The Magic Bullet seems to keep moving and moving, even with leadership changes and pastoral changes. The other thing I thought about is maybe these churches are just in good locations. Maybe they grow because they kind of were planted or put in growing locations. Again, that doesn't hold water because some of them are not in convenient locations. Some of them are not right on the highway with the big church. You can find plenty of examples of churches that are growing that are not in these major locations.

Then I thought it would be one of my favorite things. I love teaching about big days. I thought well that's going to be the common denominator. These churches use big days. Certainly a lot of them do, and big days are very important and this Magic Bullet compliments big days, but I don't think that's necessarily the Magic Bullet. Then I thought maybe it's the age of the church, okay. Things tend to grow faster when they're younger. I give all my church planting stuff away now. I just recently did the 10th anniversary edition of my church planting book, and so I thought well, these are going to be fast-growing churches. They're young denominations like the Vineyard, so of course they're going to grow, but again, then there's old denominations.

There's older churches that when they started using the Magic Bullet, there's some really good examples right now of some big names in the news of some younger pastors who have taken over what we call "traditional" churches and have turned those around, and they are becoming megachurches. You've probably got one in your backyard, and I've got some in my backyard. I had to rule that out.

Then being not only a student of Schuler and Big Days and Elmer Townes and all of that, I thought well maybe Jerry Falwell had it right. Maybe it's door to door evangelism. Maybe that's the Magic Bullet, if

you just knock on 30,000 doors like Falwell said to do, the church will grow. That was part of the Crystal Cathedral story as well, but I had to rule that out. Then with apologies to our friends in the back, I thought maybe it's direct mail. Maybe they use direct mail, and I love direct mail, and direct mail is cheaper than it's ever been, and you should be doing massive amounts of direct mail and we'll talk about that on our Easter panel a little bit later in this conference. I thought maybe it's some kind of marketing strategy. If it wasn't direct mail, maybe it's billboards. Maybe it's this. Maybe it's that.

I just keep going, but you've got to know what it is. So after looking at all of that, I've come down to the Magic Bullet of evangelism is evangelism training. Evangelism training. Now that's a little bit of a let down for some of you. I certainly did the best I could to try to build that up, but here's the problem. When you tell people that it is evangelism training, they do what some of you did. They said, oh. That's it? What else you got? Tell me about the new thing. Give me the shiny object. Give me the thing nobody else has ever heard of. Introduce me to something that I haven't read about before. Give me the secret sauce.

Well I'm giving it to you. It's evangelism training. What does the Alpha Course do? It trains people to share their faith. What does CWT do? It trains people to share their faith. What does Evangelism Explosion do? It trains people to share their faith. What's the subtext of Power Evangelism? It's outward focused. It's sharing your faith. What is Contagious Christian all about? It's about sharing your faith. How many times in the Saddleback Area Leadership Training, did the pastor of that great church talk about inviting friends to church and sharing your faith?

If you go to these websites that I was talking about and you look at foundation number 11, what is it about? It's about sharing your faith, inviting somebody to come to church with you, teaching them and sharing the gospel. If you look at some of the other churches and you look in their required membership program, what did they have? It's something about sharing your faith and about bringing your friends to Christ.

If you look behind everything, you will find it, that there is evangelism training. Lots of churches have a lot of programs and they do a lot of good stuff, but they miss this one component. They do not have a regular consistent way to train their people. One of the reasons is because I think it's not as sort of attractive or to use cautiously a word, it's not that sexy. If I come up and introduce some kind of big new evangelism program that was all shiny and bright, everybody could get really excited about it and all of that, but no. I'm talking about the basics of teaching your people how to live out the Great Commission and do evangelism training.

The big thing I've discovered, even in my coaching networks, is how few pastors on a regular basis actually train their people for evangelism. If it's being done, it's being done haphazardly, or if it's being done, it's been done incompletely and not comprehensively enough.

A few thoughts about evangelism training. One is, look the pastor is going to have to drive that. You are going to have to make this happen. By sheer will, you're going to have to implement this in your church. Now the good news is, it doesn't cost a whole lot to do it. We're talking about a training. It doesn't even take that much time. You don't need 11 sessions as I'm going to show you. You can do a lot of it very quickly. I'm going to show you how to do a lot of it in two minutes from the stages. There's pieces of this that can be done very quickly, very easily, but you have to drive it.

Now one of the reasons I think a lot of churches don't drive it is, because there is dramatic spiritual

warfare that happens when you decide to do it. There's a lot of things that the devil doesn't like that you're doing. There's some things you're doing that probably the devil doesn't even care about, but there's one thing that I'm certain that he will fight you on, and that is anything related to evangelism.

I think one of the reasons a lot of churches don't do this is it takes the sheer will of the pastor to get it off the ground. Even though it doesn't cost much money and it oftentimes doesn't cost much time, there is a spiritual warfare component to this, and the devil says, shouldn't you be doing something else? Shouldn't you put a focus on that? Even well meaning leaders might try to dismiss this. Then the final issue with the evangelism training is that, yeah you need a proven model for how to do this.

There's been some, but they're getting dated. I know some of the ones that I mentioned, they're trying to bring back into culture today and I hope they will, and I hope they update them and I hope they become relevant, but you need to have a proven model. I'm actually going to give you one that I think is modern and effective and works. But I'm not the only one that's discovered this Magic Bullet. Plenty of others have talked about it.

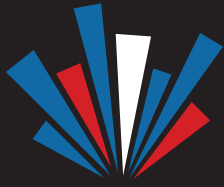
One of my mentors, Dr. Thom Rainer, in one of the very first books I read from him, is a book called *Effective Evangelistic Churches*. He's since updated that. What he did, he did a study of 576 churches that he considered effectively evangelistic. He defined an effective evangelistic church as a church that baptizes one person for every 10 people in the church, or one new believer for maybe every 10 people in the church. I actually drew a blank there for a second. I can't remember if he did baptisms or new believers, but either way you get the point.

If you're a church of 200, and you have 20 new believers, you're a healthy evangelistic church, but Thom is Baptist, so I think it was baptism, okay, because that's what they really want, they count. If you're a church of 300, then it's 30. If you're a church of 1,000, then it's 100. That's what he considered an effective evangelistic church and he identified in this study 576 of them. Out of that study, 242 of those churches or 42% indicated that they had some kind of evangelistic training and they say it "significantly contributed to their evangelistic effectiveness."

Almost half of these effective evangelistic churches were using this Magic Bullet. Maybe for the others, they were being led by an extremely evangelistic, charismatic type pastor. Maybe they were really good at marketing. Maybe they had a really great location. Maybe they had all those other things going for them, and they said that, but actually of the whole group, 76% agreed that evangelism training was important to what they were doing.

Then Rainer asked some of the people in the church. I'm not always a big fan of some of these kind of studies, but I did find some of the quotes interesting. Some of the pastors that were doing the evangelism training said things like, "I don't put any pressure on my people but we continually ask them to be responsible for the lost people who are in their circles of influence." We continually ask them.

Another pastor said, "We place each new convert in," and he specifically mentioned *Evangelism Explosion* and then the name of another class that they do. They put their new believers through that as part of their new believer process. We expect new Christians to share their relationship with Christ immediately. I'm going to talk about that. Contrary to a few studies that have been out there lately, I think some of your most effective evangelists are those who have just become believers. Later on, I'm going to get into that and show you some tactics for how to do that.



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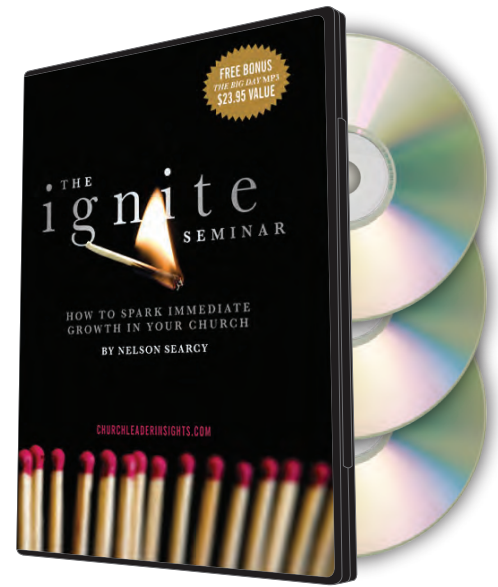
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This is a really interesting one that you can think about tonight. One pastor said we expect at a minimum, all our leadership, “deacons, teachers, directors, staff, et cetera to take our witness training course.” When’s the last time you taught your key leaders? Your elders, your deacons, your small group leaders? When’s the last time you taught them evangelism. He said we expect them to go to that evangelism class. With that it got really quiet in the room, because you’re thinking how in the world do I make that happen?

One church said, “We expect each of our deacons to share their faith weekly.” We talk about it in our meetings each month. Another one says we teach our people to mark their bible with key evangelism verses. We’re going to get into like the Romans Road and some of that a little bit later. He says, “The majority of our adult membership has been trained in this method.” How to share their faith just using bible verses.

We have evangelism workshops twice a year, and we make sure all of our Sunday school teachers are trained in personal evangelism. And on down the line I could go. Some churches had a once a year evangelism training program. 42% affirm the value of evangelism training in their church’s effectiveness. 76% believe that effective evangelism requires training. Even in these fast-growing churches, there’s a gap between those who are doing it and those who believe they should be doing it.

We all believe we should be doing it, but even among them, there was still this lack of sort of intentional will. This also, in this study from Rainer, he raises an issue that he says that they discovered in this, that when they implemented the evangelism training in the church that there were a lot of people, particularly the lay people who went through the training, who thought they would see immediate results of the training.

They went through the training two weeks before Easter, and they expected to have the biggest Easter ever. Then when they didn’t have the biggest Easter ever, they became defeated and they said, “Well that’s proof the evangelism training didn’t work.” Rainer makes the distinction in the book that we have to have a longer term view of this. That we cannot “Expect immediate results.” When I was rereading that in preparation for this talk, it reminded me, and I have this in the evangelism training method I’m going to give you. It reminded me that as we teach evangelism, we have to also teach the law of the harvest.

The law of the harvest. The law of the harvest, at its most simple formula says, number one, that you reap what you sow. If you sow the gospel in the community, if you sow faith in the community, you will reap what you sow. The gospel does not return void. You reap what you sow. But the law of the harvest also says, and this is the crux of this mismatch of expectations in the Rainer study, is number two, you reap after you sow. I mean it is a foolish farmer that plants seeds today and expects to have fruit tomorrow. The only real thing that grows that fast is maybe weeds.

The wise farmer says you plant today and then there will be a season of harvest. We have to teach that when we do this evangelism training, as much emphasis as I’m going to ask you to put on it, and I’m actually going to challenge you to plan one between now and the end of the year, and I want every one of you to have an evangelism training in your church between now and the end of the year, and I’m actually going to give you one, that I think would be helpful for you, that you got to teach them that just because you do the training now, you may not see the fruit til later.

Then the law of the harvest says not only do you reap what you sow, and not only do you reap after you sow, but get this. Eventually you will reap more than you sow. Because you don’t plant one apple seed

and get one apple. You plant an apple seed and you get a whole tree of apples. This thing multiplies. The longer you do it, the further you go, it multiplies, multiplies, multiplies, multiplies. The key verse for the Renegade Pastors' Network is 2 Timothy 4:5. It says, "You must keep a clear mind in every situation." You got to look at things accurately. You got to try to discern, and that's what I'm trying to do. What are these Magic Bullets, particularly in evangelism?

It says, "Don't be afraid of suffering for the Lord." By the way if you go take this and try to implement it, the devil's going to be unhappy. There may be some pushback from some of your leaders. Don't be afraid of suffering for the Lord. "Work," it says, "At telling others the good news." It does take work. It takes energy. It takes effort to do that. It really is not a Magic Bullet per say in that it's not magical. It's not going to just happen now that you know it. You got to work at it.

Then you fully carry out the ministry God has given you. This is also part of our calling. Part of our calling is Ephesians 4, we'll pick it up in verse 11. It says "Now these are the gifts Christ gave to the church, the apostles, the prophets, the evangelists and the pastors." Most likely that translation is pastor teachers. The NLT says pastors and teachers. Verse 12 is our job description. It says, "Their responsibility is to equip God's people to do his work and build up the church the body of Christ."

Now of all the work that we need to equip people to do, and there's a lot of it. Equip them to read the bible, equip them to pray, equip them to live according to the commands of Jesus, to love the Lord their God with all their heart, soul, mind, strength, et cetera, to love their neighbor as themselves. There's a bunch of things that we have to equip people to do, but certainly we can agree that one of the things we must equip them to do is fulfill the most basic commands of the Great Commission. We must equip them when it comes to evangelism. That's what I am challenging you to do. That's what I now want to teach you to do, and I want to break down in very simple, specific ways, how you can do that.



THE
EVANGELISM

MAGIC BULLET



PART II

Nelson Searcy: What's the Magic Bullet of evangelism?

Audience: Training.

Nelson: Training. You've got to train people. You've got to train people. The Magic Bullet of evangelism is evangelism training or witness training or what they used to call soul-winning training. Whatever the phrase is, it's training. Now, in the big Evangelism System, the full system, I do talk about training. Personal evangelism is one of the four major elements in the evangelism system. In the evangelism system, I give what I call a personal evangelism equation. If you don't recall this right off, let me give it to you again.

I give the equation for personal evangelism, and I define it as personal evangelism equals tools — T-O-O-L-S; sometimes with a speech impediment, that word doesn't come out just right — tools plus training, which is what we're talking about, plus timeliness. There's some debate about whether or not timeliness is a real word or not, but I made it up if it's not. I mean, Spurgeon made up words. Shakespeare made up a lot of words. The current President makes up words. I can make up words if I want to.

Tools plus training plus timeliness ... In the basic seminar, I do unpack that, and I talk about how you have to give people tools, but there's only so much I can do in four hours in the basic seminar, so I'm going deeper here on what those tools might be, and then I really say nothing in the basic seminar on training, and so we're going to go deeper into the training. Some people might say it's just tools and training, so I give people tools to share their faith, and I train them how to use those tools. That's important. I'm going to walk you through here, in just a moment, some tools that you can implement in just two minutes, and then also some tools that you can implement in a few hours, and then some that might take you longer than that, and I'm going to talk with you about some training.

I'm a big fan of having a regular, ongoing, two- to three-hour training. It doesn't have to be 11 sessions, but one night of training that you might repeat several times throughout the year for different people. Then, the reason I add timeliness to all of this is because you can give people tools and you can give them training, but people won't use it unless it's time-bound. One of the big principles of human psychology is people don't do what they should do. They do what's urgent, and so you have to create urgency in your evangelism program.

That's why big days are important. When you think about scheduling and as you think about doing your homework over the next couple days, when you think about scheduling your evangelism training, it's best to schedule that maybe two, three, four weeks before what you are doing, your big day. Ideally, you might schedule an evangelism training two to three weeks before Easter, and you give them the training and you put tools in their hands, and then you say, "Now, use these tools. Implement this training, and bring all your friends to Easter services." People need some kind of timeliness on it. Then, you can also structure that in different ways. I'm going to specifically on Friday get into when I think are the best times to do evangelism training, but it ties in with that timeliness.

To go to that equation, what are these tools that we need to put in people's hands? Then, what kind of training do we have to give them? Here's my list, and I'm going to start with what I think is the most simple, and then build up to the more difficult.

The most simple tool, and the most simple training that you can do in your church is to lead your people,

lead your leaders, to pray for the unchurched. Really, evangelism training starts with prayer. You want to lead them to pray for the unchurched.

Just yesterday, I received an email from a group that I'm involved in. They have a new program, where you pray for some church planters. I'd seen it before, but this was the second or third email. That's why I send two or three emails, because sometimes you don't see the first one, or you don't pay attention to the second one. I'd done that with this organization, and I care about them, and I'm involved in them, and I've given some money to them, and our church supports them. I wasn't that involved with it, but it sort of got me. I said, "Okay, I'm going to do that," so I picked a region of the world that I have an interest in.

They sent me a list of sometimes just blank names, because you can't actually give the name of some of the missionaries, because of particular reasons, but they're serving here, and there's a Pastor Blank, and his wife, and all that. I spent some time last night praying for them. It was amazing, just in that one little exercise, just how many times after that prayer time, which was around 6:30 yesterday, that country popped into my mind. I was reading some online news stuff, and normally I would've just swiped on past something that was going on in that country, but I'd been praying for them, so I began to notice that.

You have this piece of your brain that filters out 99% of the stuff that you see or hear, and it only allows through to your brain things that you're thinking about.

Because I had been praying for that particular country, I noticed it in the news sites that I was looking at. I surmised this family that was in this restaurant was probably, at least historically or their grandfather or somebody, was probably from that country. Then, I get back to my room last night, and I'm reading the USA Today online, which is a thing called a newspaper. I know a lot of people now don't know what that is, but before you had blogs and all that, there actually was a newspaper, and there was an editor, and they tried to pick the best stuff for you to read. Guess what was in the USA Today? There was a story about a protest that was going on in that country. Now, this was just in a three-hour span.

This same reticular activator thing, by the way, is why whenever you buy a new car, or you get a new car ... I believe in the Dave Ramsay stuff. Don't buy a new car, but as soon as you buy a certain car type that's different than what you had before, you see it everywhere. Now, it was there all along, but your reticular activator in your brain was filtering it out, because it wasn't top of mind.

The big principle about prayer that I like to teach in regards to evangelism is that people move toward what they pray for. You lead your people to pray for the unchurched in your community. As you lead them to pray in that direction, they start paying attention. They pay attention to their neighbors. They pay attention to the hair stylist that they've had forever, but never had a spiritual conversation with. They pay attention to what we were calling in our titanium meeting this week, divine opportunities, that God's always giving you opportunities to talk about your faith or to make an impact with your faith, but if you're not paying attention to it, you dismiss it.

Everybody's sitting around the water cooler on Monday morning, talking about what they did over the weekend. If you haven't trained your people, they may not work in that they went to church over the weekend. Just even that little comment that they went to church that weekend could open some doors, because now somebody at the workplace has a need, and they know that this person goes to church. They might bring a prayer request to them, or they might even be led to ask about them, or they might say, "We're looking for this church," where they wouldn't even think about that unless you're getting them to

open their mind to it. The best way to do that is you lead them to pray.

How could you work prayer for the unchurched into the fabric of your church? Here's a few things. You have places where you already pray, but how could you add prayer for the unchurched to it. For example, what if the second meeting of the board, or every other meeting of your board, depending on how often they meet, or your deacons' meeting, that meet once a month, what if every other month you said, "We're going to have a prayer for the unchurched." You're going to pray before that deacons' meeting or pray before that board meeting, but now you're taking an extra effort to pray for the unchurched. You might even ask them if they know the names of some unchurched people, or you might say, "There's a new community that's being built just around the corner. Let's pray for those new people that are moving in.

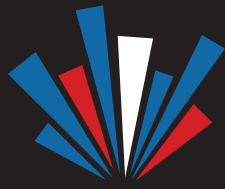
You might say, "Here's a list of our first-time guests." We pray every week on Monday, for our first time guests. That's part of the assimilation system. I don't ... Sometimes they're not always unchurched. Sometimes they're church people looking for a church, but the majority of them are unchurched. You work this prayer into the fabric of your meetings. I was mainly talking about lay leadership meetings there, but also at your staff meetings that you do, if you happen to have a staff, whether it's two people, three people, or a larger church, like The Journey, where we've got 20 or 24 sitting around a table. How do you lead them to pray for the unchurched? You're building that in.

Most of us have some kind of training for our small groups or for our Sunday School teachers. How could you add prayer for the unchurched into that meeting," and they pray. How about from a congregational standpoint? How can you lead your congregation to pray? You may not get up and say, "Today, we're going to pray for the unchurched," but you say, "Today, we're going to pray for the community. Our church is not just a place where Christians are supposed to come. We're a hospital for sinners, in the old way of saying that. We want to pray that God brings people from our community to the church or as it might be."

We were talking at a meeting earlier this week about when you do a direct mail, get the extra leftovers, and you pray over that direct mail. Now, we actually deliver our direct mail to the local post offices, because we don't trust the delivery services. We just do it ourselves. We pray over those mailers, because they represent the homes of unchurched people. How about in your family prayer time? I'm going to come back to this later and talk about how few people it really takes to change the culture of your church, but in your family prayer time, just going around the table.

My family, we make a point to have Sunday night dinner together. We can't always have Sunday lunch together because of church stuff or whatever. We'll just talk about, "Who do you know that doesn't go to church?" My son gets into a new grade. "Who's some of the kids in your church?" We had some people over, or somebody we've just met, and we try to come up with them. I have to work hard to come up with my names, to be what I call a strategic consumer. Anything that I do or I purchase, I try to buy from lost people. I mean, not Logos Software. I'm pretty sure they're saved, but everybody else. I try to buy from ... I try to get my hair cut by a lost person. I try to go to the lost dry cleaner that is in the area, to build those relationships and try to get to know my neighbors. I start walking in their direction, and they start closing the garage on me, but they've got that sensor, so I put my leg under it. Then it goes up, and I'm like, "Hey, didn't you just move in?"

You've got to work at it a little bit, with it, but in your family prayer time, praying for the unchurched. See where I'm going with this? Then, in your personal prayer time. I mean, this is under-utilized in most churches, and it is in our church, too. We have to struggle with it and be intentional about it. Most of you



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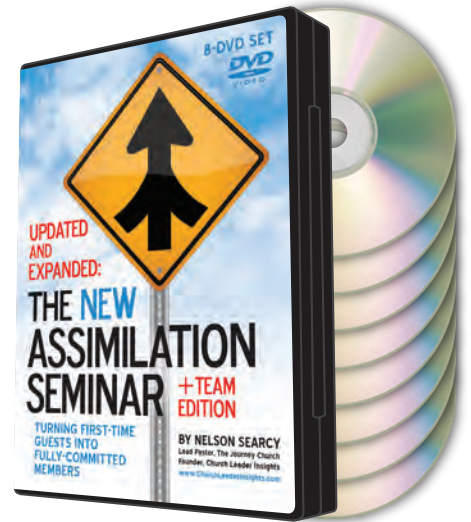
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know that our most intentional effort, when it comes to our staff, is about two or three weeks before Easter, I'll bring out a big whiteboard. It's about the size of our photo booth over here. It's the big board. One side of the board is where we put all of our numbers from all of our locations and what our first-time guest ratio were and how much the giving was and everything.

Then the other side's blank, so I flip it over from the numbers, and I write all the staff members names on there, and we put one, two, three, four, five, under each name, and between now and Easter, they have to come up with five people that they're going to pray for and seek to invite to our services. The first time we do it, we only have two or three, but then little by little people come in, and they write their names, and they build a relationship, and they think of somebody else, and they interact with somebody else. By the time we're done, most people have five. They've got the five names under there, and they're praying for them and inviting them to church. Those who don't get their five, they get fired after Easter, and we find somebody else.

"Well, we had to let you go, because you only had two names. Sorry about that. Should've had you come up with some more names." People have figured that out. Now they just make up names. They're not really smart about it. They use the first name of a staff member, and the last name of another staff member, so it's like Kerrick Searcy. I'm like, "I know that doesn't exist. There's nobody named that." I mean Kerrick's the only Kerrick in the whole world. There's only 150 Searcys, so I doubt that's a real name, but they don't want to get fired, so they try to trick me on that, but I'm onto them, in spite of the chemo.

Prayer for the unchurched, I mean, how long does that take? It takes minutes, but you have to think about it. You've got to have your reticular activator activated. Then, what happens is that begins to change how people see things, even the most hardened people, that you think they're against you or working against you. It does things in the spiritual world. It does things in people's hearts. It does things in your church. It starts with prayer for the unchurched. That's one training tool that you put in people's hands. The tool is prayer, but you train them how to pray.

Then another tool that you train people on is a very simple one. You train them to invite their friends to come to church with them. This is called invitational evangelism. Study after study shows that this is probably the most powerful way to get unchurched people to come to your church. It is the only study I know in my lifetime that the statistic has gone in our favor. Most of the statistics about evangelism and about culture and about how resistant people are, it's gone in the other direction. It's gotten harder out there in my lifetime.

When I first went into ministry, the statistic was something like one out of seven people would come with you if you invite them. Today it's one out of four. The most recent studies have found that if you make an invite — the first time a friend invites someone to church — that one out of four people will do that.

Now, I'm convinced that if you add prayer to that, and it precedes that invitation, and then you add persistence maybe after the invitation to circle back around and say, "Are you sure?" you could probably get that down to one out of two, because you're praying for them in advance, you're making an invitation, and a no doesn't always mean never. Maybe it means, "I don't have enough information," or a lot of people just say no immediately off the top of their head, but you circle that back around and say, "Now, are you sure? Because we've got this really cool thing going on at our church," or, "We're kicking out this really new series," or, "Here's some of the service times, and here's a little card about our church." Then they think about it, and you circle back around, maybe they say yes. Maybe you get that down a little bit.

Studies have shown, by my friend, Dr. Gary McIntosh, and others, that 95% of people can do this kind of evangelism. Now, I think 100% of Christians can pray for the unchurched, if they're properly reminded, but 95% will consider this and be open to this as an evangelism tool. That's very different than some of the strategies we're going to look at. I'm going to show you one later that only 5% will ever do. This is something that a lot of people in your church can do. If you have been trained in some of the Billy Graham type ways, and of course we've all been thinking and remembering him this week ... The Billy Graham organization, they put a name to this invitation process. Some of you help me with this. They called it Operation-

Audience: Andrew.

Nelson: Andrew. Operation Andrew is what they called it. If you have ever worked at a crusade, or you went to their Christian Life in Training classes, they had a program called Operation Andrew. Now, theoretically, biblically, it should be called Operation Andrew and Philip. Andrew shows up first, but Philip does it best in the Scripture. This is ... Where is that found in the Scripture? I think, is it in Matthew? Matthew 42 ... It's in one of the Gospels. It's either in Matthew, Mark, Luther, or John. I can't remember which one it's in, right off, but the story goes like this.

Andrew brought Simon to meet Jesus. I know it's verse 42. I just can't remember the ...

Audience: John.

Nelson: What is it? John? John 1?

Audience: One.

Nelson: John 1, I should know that, because that's where my ... I'm in John in my devotional life right now. I should know that. John 1:42, "Then Andrew brought Simon to meet Jesus. Looking intently at Simon, Jesus said, Your name is Simon, son of John, but you will be called Peter. The next day, Jesus decided to go to Galilee. He found Philip and said to him, Come, follow me." Philip was from Bethsaida, Andrew and Peter's hometown. Then, Philip went to look for ... Do you remember who?

Audience: Nathaniel.

Nelson: Nathaniel, and told him, "We have found the very person Moses and the Prophets wrote about. His name is Jesus, the son of Joseph from Nazareth." Then Nathaniel said, "Nazareth! Can anything good come from Nazareth? Then Philip said, Come and see for yourself."

Now, Andrew got the yes on the first invite. Philip had to circle around and get the yes on the second invite. He had to do a little explanation, because he had to overcome that objection about Nazareth. This come and see for yourself idea, this invitation idea is so powerful. I'm going to show you and talk with you about some things you can put in people's hands to make invitation easier. You can give them little cards that they can use to invite their friends, and different things like that, but you want to train people to invite their friends. The best time to do that is when you have a big day coming up.

When you've got an Easter service coming up, you've got the kickoff of a really interesting series coming up, like I would say in February ... We just did this with a series called, "This is Jesus." I've done it a lot

in February with relationship series or marriage series. You can do it in the summertime, if you've got something big and fun going on for families or kids, to make an invitation. You can do it for your fall spiritual growth campaign. It's best tied to big days with that, that you give out invite cards, and you invite people to give out five invite cards or 10 invite cards to their friends, to bring them to the big day. It's very, very powerful.

A lot of people won't show up, but a lot of people will. A lot of people who get invited to this big day won't show up until the next big day. You have to circle back around with it. Let me just say parenthetically, there are some other places you can use invitational evangelism. That is, one is with your new believers. From the first time you have a new believer ... I have a new believer book that we offer the rights to for you to publish your own new believer book, and the folks at Liberty Press will help you with that, but you can buy the rights to my new believer book, and then edit it and put your name on it, and you have your own new believer book. I think there's an ad in your program or in your course pack about that.

One of the things you want to do right from the start with your new believers is to get them to think about who they know. Who has more relational connections with lost people than somebody who just got saved? I mean, the longer you're a Christian, the less relational connections you have with lost people. By the way, there was a big study that came out a number of years ago, now, and it tried to argue the opposite, so they asked people who had been Christians for 10 years, how many relations do you have with the unchurched. They rated more, like on a scale ... Do you have one relationship? Do you have 10 relationships? They rated themselves very highly. They asked new believers, how many relationships do you have with unchurched people? They rated very highly, as well.

This study tried to make the point that new believers and people that have been Christians for a long time have the same number of relationships. Here's the problem. The people that had been around for a long time, they knew what the answers should be on the survey. They later found out that it was actually bias in the survey that led to that, because what person that's been a Christian for 20 years wants to admit they don't know any unchurched people.

I mean, that's my problem. I spend all my time with Christians. I'm fairly convinced that most of you in this room are Christians. There are a couple of guys that I met at the break that I'm not so sure about, but I'm going to do the Romans Road shortly, and I'm hoping that there's going to be some conversions before we go to lunch.

I spend all my time with Christians, going to Christian growth groups I have to work really hard at it, but a new believer ... I mean, when I first got saved, everybody I knew was lost. I mean, I immediately ... I had two friends named Dave. One preferred David, but we still called him Dave. I had two friends. I actually tried to get them. I had success with one. I didn't have success with another one. Guess what I found out? The other David, when I moved to South Florida, he found out, and he was living in South Florida, and he became a Christian at Saddleback in California. We just barely missed each other as part of that. Then he took a job with a tech company. He's in tech. If you can't get your Microsoft phone to work, he can fix it for you. Really, if you have a Microsoft phone, it ain't ever going to work, so you might as well get something else.

He connected up with me. Lo and behold, he's now a tremendous follower of Jesus. His whole family goes to church and all of that. I mean, that was a seed that was 20 years in the making. I wasn't the only one. I just may have been one of the first. Somebody else added water and somebody else cultivated that, and

he eventually became a Christian. Back then, everybody I knew was unchurched. I got involved with a Campus Crusade type group on campus and tried to get my friends to come to that. I got involved in the church, tried to get my friends to come to that.

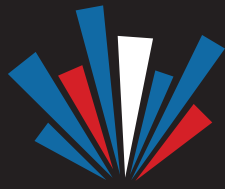
Train your new believers to say, “Look. You can’t believe what I’ve found. You can’t believe what I’ve discovered. Come with me to church.” Then there are other places that you can do this. One is when it comes to baptisms. When you have a candidate who is going to be baptized, and this particularly works well with adults who are being baptized, give those adults some invitations that they can give to their friends to their baptism. Particularly in certain cultures, it is almost considered impolite not to go to their baptism. We’ve created these little invitation cards that says, “You’re invited to my baptism.” They can write in their name, and they can write in their date, and they can give it. Now, you’re doing this baptism, either on a Sunday or maybe at the lake or something like that, and guess who’s in the audience? All these unchurched people.

I structure baptism so that I have time to talk to the audience. The way I normally do that is I tell them, “Don’t change yet. Come in your regular clothes, and we’ll take a picture of all of you in your regular clothes.” Then they have to go change. While they’re changing, I’ve got a pastor over there telling them how we’re going to do the baptism and how to hold their nose and don’t fight us and go all the way under the water or else you won’t really be really saved, and stuff like that. He’s over there telling them all that. Well, while they’re doing all that, guess what I’m doing? I’m preaching the Gospel to the crowd, but I’m doing it. I’m saying, “Here’s why your friend is being baptized. They learned that God loved them. They learned that Jesus died for them. They learned that He came back from the dead. They’re going to get in the water and profess that Jesus is the Son of God. Maybe some of you need to do that.”

It hasn’t happened often, but I’ve actually had some impromptu baptisms. Somebody gets saved right there on the spot, and they just get in the lake in their street clothes or get on the beach with their street clothes. You’ve probably seen that. Some of your heads are nodding. There’s ways to maximize this invitation time, and I’m sure you can sit down and think of others that I don’t have time to go through, but I rebel a little bit against this idea that the longer you’re a Christian, the more unchurched people you know. I think, maximize those new believers when it comes to invitational evangelism. Again, 95% of your church is at least willing and open, according to studies, to invite a family member or a friend or a coworker to the church, but you’ve got to train them a little bit to do that.

Now, this is some training that you could probably do in a few minutes. Let’s say it’s two Sundays before Easter, and you’ve created some invite cards. It’s kind of like two business cards, folded over. I can’t fold this example. This is a John Calvin card, and I just feel a little guilty. I’m sure it was predestined for me not to fold this card, but you take a little invite card like this, and you fold it. On the front side, it says, “You’re invited.” On the inside, it tells where your church meets, and got the times and a little map, and then the back of it tells some of the benefits of the church, about your kids’ program or whatever.

You create a little invite card. You give them 10 of those, and then during your hosting time, you take about five minutes and you say, “You’ll notice today you had 10 of these that we gave with you, with your bulletin,” — or we call it the program — “when you came in. Here’s what I want you to do. I want you to think of some people, and in just a moment I’m going to pray, and I want you to think of some people that we’re going to pray for them, and you pray for them, and then I want you to give them the invite cards.” You help them do the concentric circles. “Maybe you’ve got a family member, a brother or sister, or a relative that you can invite. Maybe you’ve got a coworker or somebody in your neighborhood that you can invite.”



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- The reasons why people are saying "No" to being baptized (hint: it's not because they're not spiritually ready)
- The power of your preaching to mobilize people to sign up for baptism
- How to help people overcome their fear of being baptized (and what those fears are)
- The specific steps you can take to ensure that every candidate is prepared to be baptized
- All the details and logistics that will make your baptism celebrations run smoothly
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You have them think about who they could invite, and then you say, “We’re going to dedicate these cards to the Lord,” and you have a prayer. I mean, that takes five minutes to make that happen. Will there be some who won’t? There’s always some who won’t. Even in the parable of the sower, the birds got some. The birds are going to get some. I mean, there’s going to be some people who won’t, but there are going to be a lot of people who will. Don’t focus on who won’t. Focus on who will. Big principle of leadership ... Move with the movers, so focus on who will.

The old Amway sales process, it used to be, “Some will. Some won’t. Who’s next?” Just focus on those who will. Some people will leave the cards behind. Don’t worry about it. Some of the cards are going to get left behind, but some of the seed is going to be scattered on good soil, and it’s going to bring about a harvest, sometimes immediately with it, and you’re going to see people who show up with that. This is something you can do in minutes with just very little money. I mean, these invite cards are very inexpensive to create.

We mail invite cards to people before Easter. We have them out on the Easter table. For our big days, we do it. We don’t do it for every series. We just do it for our big days, but then we have a general invite card that you can use anytime, and it’s available at our resource table. The most famous one we’ve done that is not applicable, that would be hard for you to recreate is we have one that’s a subway map. It’s the size of about two business cards stacked together, and it’s got the Manhattan subway map on one side. Even people that have been around forever, if they have to go to a different part of the city, they still have to reference the subway maps. They know the green line, or they know the red line. They don’t know the other lines. It folds over and it fits in your pocket.

I saw they were selling these one time at a local little vendor for 99 cents, and I thought, “Man, I could print those.” I got permission from the MTA, which that was a whole story in and of itself, that I don’t have time to discuss, but I finally got permission to print the subway map. They fold it over, well, guess what’s on the fold? An invite to our church and information about our church. That invite is out there all the time, and people take them by the dozens, by the hundreds. We use it for servant evangelism. We stand at the subway station and, “Would you like a free map?” At first, people thought, “Well, only tourists would take that.” No, everybody wants that.

Now, you could take that idea and you could do it with the high school football schedule. You could do a servant evangelism project on the first night of the high school football, and maybe a keynote event on your city, or all of that. You have to be a little strategic about this. I’m a big fan of asking forgiveness versus asking permission. I’ve been kicked out of a lot of places doing servant evangelism. I have a little card that says, “If you have a problem with the way I’m doing evangelism, here’s the number,” and it’s the number for the Church of Jesus Christ of Latter Day Saints. I just give it to them. I figure, if I can’t win one for our side, at least I’ll take one from the other side. They’d be calling up. “You had somebody here. Elder Nelson was out there doing servant evangelism.” Yeah, well, yeah, you tell them it was me at that.

You can do the high school football. One side’s the high school football schedule for the big team. The other side’s got information about your church and family members. You have people save that kind of stuff. I mean, you’ve probably saved that kind of stuff. Then, put it out there. You can be as creative as you want to with that. There may not be a subway or a bus route in your city that would be appropriate for what I’m talking about, but there’s something that you could do that people would want to save, and they would have it.

My longest standing story on this is we had a lady that we baptized at the church. It was at least seven

years that she had had this subway map. The reason I know is because she showed it to me. She brought it to me at her baptism and said, “I got this from you,” and she didn’t even know how many years ago, but I knew, because I knew where we were meeting at the time. I could look at the map on the back of where we were meeting. It actually even had an old web address, which is a little tip, by the way. Every time you change your website, make sure the old address forwards to the new address, because you’ve got stuff out there. Sometimes you church ... You get a better address or you buy a dot-church extension or something. You have all the old websites still forward to the new website.

She’d gone on the website and found us. I mean, how long did that seed have to germinate? Some seed of invitation will happen immediately. Some people that you invite to Easter services, they’ll show up to Easter services next week. Sometimes they don’t show up until later. As I teach in the evangelism seminar, and you have to get it, they don’t really think about it until they’re under tension, in transition, or in trouble, and then they say, “Wait, I have that card from the church,” or, “I had that church that gave me that thing.” You’ve got to train people in Operation Andrew to invite their friends.

Another training that’s very powerful — and studies have shown about 35% of your church, if they’re trained, they will use this model — is to teach people and train people to give their testimony, to give their testimony. I wish I had time to do an exercise in here. It could be really powerful, if we had time to take a few minutes and let you draft out your testimony and to have a few people stand and share their salvation testimony. It could be really powerful.

When I talk about presenting their testimony, you want to teach people to present it in a very concise fashion. Not a 40-minute buildup, like I did, to get to the Magic Bullet. They’ve got to get to the point quicker. They’ve only got about three minutes.

The Apostle Paul, when he gave his testimony in Acts chapter 26, it’s a good model. He’s standing before King Agrippa. If you look at that story, he does exactly what I just did. Here’s my life before Jesus. Here’s how I came to Jesus. Then, here’s the difference that it made in my life. He worked in the resurrection as being central. Now, Agrippa, he wasn’t quite converted at that moment. In fact, in verse 28, Agrippa said to Paul, “In such a short time,” short time, “are you persuading me to become a Christian?”

Then Paul said in verse 29, “I pray to God,” — there’s our prayer thing again — “that whether in a short or a long time, not only you, but also all those who are listening to me today” ... I’ve been to the spot where most likely he gave that testimony there in Caesarea, “but also all of those who are listening to me today could become such as I am, except, of course, for these chains, and I don’t want you to be a prisoner like I am, but I want you to know about the resurrected Jesus.”

You train people to give their “conversion” story, their testimony, and that can be really powerful. I’ll talk a little bit more about this in the latter half, but we do it in our evangelism training, our three-hour class that we do. It’s actually two and a half hours. It’s a two hour training, but it has a break and different things. We have people write out, sketch out, their testimony and then turn to their neighbor and share it. I mean, it’s not unusual for people to be in tears by the time they hear their neighbor share their testimony, or for them to be in tears in sharing their testimony. Wall Street brokers, grown men, who are just sharing their testimony with somebody in a safe place for the first time.

Then we also do it at other places, where we teach them to share it. We do it in membership class, and we have a section about it in our Class 301 and different things, where we teach people to share their

testimony. We've done it from the stage. I've done a sermon where I preach on this passage from Acts 26, and then right there in the sermon I have people sketch out the basics of their testimony. Somebody in Titanium was talking about doing that. I think it was you, Paul, if you don't mind me saying. Paul just did that this Sunday. He preached on the passage, and he talked about writing the testimony. He gave them a little cheat sheet on how to do it, and he said, "Email me your testimony." I've had people email it to me. I've challenged them then to post it on their social media, put it on their Facebook or Instagram page, their testimony. It can be really, really powerful.

There was a quote that came across my desk, or came across my eyes rather, in reading the other day, that has had a profound impact on me. I wanted to give you that quote. It's had such a profound impact that, when something like that happens, I have a sheet made that I can give to all the staff. I know you can't see this from where you are, and we don't have the projector on at the moment, but this is Jonathan Edwards right here. I think he and I look a lot alike. He's got the wig, but we've got the same eyes.

Jonathan Edwards, a true genius intellect, he wrote a book about The Great Awakening. I'm taking a book in the footsteps of Whitfield and Edwards this year. We were going to start in Savannah, but now we're going to start in Philadelphia, and we're going to work our way up to Edwards' grave in Massachusetts. I've been doing a lot of study, and this year my focus is on Whitfield. In previous years, it's been Luther and other people. I'm reading Jonathan Edwards' book about The Great Awakening, called The Faithful Narrative, is how we usually call it. I should've looked it up, because it's like 18 words. Back then, the titles were really long. Faithful Narrative of the Surprising Work of God that Happened in New England Between This Time Period and That Time Period, Through the Eyes of One Pastor in the Middle of Massachusetts: We Hope You Like it, or something like that. I'm sure it sounded better in the British accent.

I'm reading along with this, and then here's the quote that just jumped off the page for me. Edwards says this, and again, if it was a lesser intellect who had said it, maybe I would've just passed over it. I mean, if you had read this in one of my books, it wouldn't have been a profound, but this is Edwards. This was Jonathan Edwards. Here's what he said. He said, "There is no one thing that I know of that God" ... The Magic Bullet, okay? "There is no one thing that I know of that God has made such a means of promoting His work amongst us, as the news of others' conversion." That's going to be on the blog. We'll post it for you. "There is no one thing that I know of that God has made such a means of promoting His work amongst us as the news of others' conversion."

I'll lay the poster here on the corner of the stage. Don't take it, but you can come up and snap a picture of it or get the quote if you want it. It'll also be in the leader's guide for this resource. During The Great Awakening and actually in Edwards' book, he shared two conversion stories, one of a little girl, but it basically has been the framework for conversion stories since then. I don't have time to go into all the history of that today and how that worked, but there's something powerful about conversion stories. Actually, during the great awakening, little pamphlets would be created about people who had been converted under Whitfield's ministry. They would be sent to newspapers or distributed in cities, before Whitfield would go in and do his speaking. These conversion stories spread, not only here, but also across the Atlantic.

In the UK or Britain at that time, they were publishing these conversion stories, and Edwards said, that's the thing that's keeping the awakening going. That's the thing that's keeping the fires of revival going, so a couple of questions for you. How are you going to train your people to share their testimony? How

could you integrate more testimonies into your services? Remember the old days when you used to have a testimonial service? Remember how powerful those were?

First church I pastored, we had Sunday morning, Sunday night, Wednesday night. In fact, the first church that I served at, the first chance I got a chance to preach at, they had Wednesday night services, and the senior pastor hated doing Wednesday night, so he gave it to me. As bad as I was as a preacher, at least he didn't have to do it. I remember when I was pastoring, and you had to do three sermons a week, I would look for anything to do, besides having to write that third sermon. We sometimes would just have hymn night. Remember that, where they'd just call it out, and it was kind of like trick the organist?

We would do hymn night some nights, but then, on the fifth Sunday, I believe it was, because that's a sacred apparent thing, something with the moon — I don't understand it all — but on the fifth Sunday ... That's a little inside joke. It makes me laugh. Sometimes I just say stuff to entertain myself. I've been sitting up here for a long time. I deserve a little brief break. On the fifth Sunday, we would have testimony night. Remember how powerful that was? We would have almost as many people rededicate their lives or make a decision for Jesus on testimony night.

I remember one year, I didn't have anything for Father's Day. I didn't know what I was going to preach on Father's Day, so I just asked some of the men in the church that I knew were godly men. I brought them up on stage, and I interviewed them. The first question was, "Tell me how you came to Christ." Now, I prepped them. They were prepped on that, but they told their conversion stories.

When I was on the staff at the big church out in California that most of you know, I mean, that was a regular feature of our services, testimonies. We didn't go more than three or four weeks without a testimony about something that was being done. I'm much different than ... In that church, they would do 7-, 10-, sometimes 12-minute testimonies. Of course, the sermons were 45-50 minutes. If you were as smart as that pastor, you could preach that long, too, but I'm not, so I can only preach 30 minutes, so I have to do shorter testimonies.

We are totally revamping things at our church. I don't have time to go into it, but we're actually working to have a conversion story of some type shared in our church 30 times a year. It may be just a pre-service video. It may be just a two-minute conversion story, before we go into hosting, or it may be something that we work into the sermon, but what if Edwards is right? What if this is the thing that God uses to open people's heart to conversion. I know Edwards would say, "The preaching really matters." Edwards believed in preaching. It's all a part of the process, but here's a big principle for you. In a day where people want to argue about everything regarding Christianity ... They want to argue about who Jesus is, and the reliability of the Bible, and church, and evangelicalism, and all these debates that people have. In a day when unchurched people want to argue about every possible thing that we do, the one thing that is impossible to argue with is somebody's personal story.

Audience: Amen. That's right. That's right.

Nelson: You may disagree with it. You may think they're crazy. You may think they've bought and drunk the Kool-Aid or something like that, but the personal story of somebody's testimony is still one of the greatest tools that we have when it comes to what Edwards called "promoting the work of God amongst us," bonus points if you can work in "amongst us."

The other challenge that I would give to you before I move on, and I have to move on ... The other challenge that I would give to you is to share your story from the stage. We hire a lot of staff. We have new people come on our staff, and for a while, when we had a new pastor join our staff, or even someone relatively high up on the administrative ladder join our staff, we would present them to the church, particularly a pastor of small groups or a new worship pastor. I mean, obviously we'd have a bigger presentation. We would pray for them, bring their family up on stage.

For a while, we also had them share their testimony. We had them share their conversion story. It was the first chance they got to speak to our church. We would train them. They only had three minutes. It's at the end of the service. It's after the offering. Everybody's ready to go, and they feel a little held hostage there at the end, but we would bring the family up. I'd introduce Pastor Jose, and Pastor Jose would share his testimony, and we would pray for his family.

Now, somehow or other, along the way, maybe just by sheer volume, we got away from that, but I'm moving back to that. In fact, we're doing an initiative in the next few months, where we're going to record the testimonies of every one of our staff, and we're going to put it on the staff page for our staff, so when they go there, they're going to be able to hear the conversion story of that staff member. If it's a pastor, by the way, I'm going to do two. I'm going to do the conversion story for three minutes, and then the call to ministry story for three minutes, but that's another talk for another day about that, because I'm serious about trying to raise the water level of people being called to ministry. I don't think we're calling out the called, but again, we're not talking about the Magic Bullet of that. We're talking about evangelism.

How about your conversion story? The second most visited page on most websites, and we can ask the folks back here if they've found this to be true, as well, but in studies I've seen about this, the second most visited page on the website is the Meet the Pastor page. If you don't have one of those, get one of those really quick, and then, for those of you that do have it, think about what you want to put on that page.

We all have some stuff about our family and our education and different things. Maybe we try to put some funny stuff on there about books that we like or movies that we think are interesting, but put some videos on there. Put a three-minute video of your conversion story on there. Put a three-minute video about your call to ministry on there. Put a three-minute video about your heart for the church. We're living in a video world.

Also, share your testimony from the stage. Here's one story, then I've got to move on. It has been estimated that Charles Spurgeon ... Ever heard of him? Charles Spurgeon pastored in the late 1800s in London, one of the first modern day megachurches, pastored in one of the poorest areas of town, but grew a great megachurch. It's been estimated that in his volume of sermons ... I have a collection. It's not from the 1800s, but it's from the 1920s. It was one of the oldest ones that I could find. I have all the sermons. They're all available online now for you to read. I like to study Charles Spurgeon. I think he's a very interesting character in history. He also liked to smoke cigars, so I like that about him.

Somebody asked him one time, "Mr. Spurgeon, I believe you smoke cigars to excess." It happened to be a Methodist minister. He was Baptist. It was a Methodist minister who chided him. He said, "Mr. Spurgeon, I believe you smoke cigars to excess."

He said, "Young man, apparently my definition of excess and yours are different."

The young Methodist minister said, “Well, Mr. Spurgeon, what’s your definition of excess?” He said, “Well, of course, smoking two cigars at once.”

It has been estimated that, in his preaching, and he has more words in the English language than anybody, even more than Shakespeare. It’s been estimated in his preaching that he shared his conversion story at least 250 times during his brief pastoral ministry, because he died young, as you know. If you don’t know his conversion story, it’s a snowy day. He can’t make it to his regular Baptist church, so to make up for my Methodist story, he actually went to a Methodist service, a Wesleyan service, because he couldn’t make it to his church because of the weather.

He sits in the back, shivering, trying to stay warm. They didn’t have a regular preacher. They just had somebody who preached Wesley’s sermons, so they had a lay preacher as part of that, preaching Wesley’s sermon. Somewhere in the middle of that, that lay preacher called him out, pointed at him, and said, “Young man, it appears (I don’t remember the exact quote) that your heart’s not right, and you’re having trouble, and there’s problems in your life.”

He was like, “Well, that’s right.”

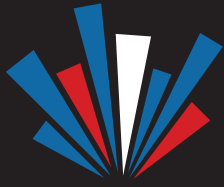
He tells him, “You need to get saved.” These are modern words. You’ll have to read the story yourself. If you search it, you can find it. Did I mention there’s this thing called Google? You can just search Spurgeon’s conversion story, but I mean, he was converted right there on the spot. He opens his life up to Jesus, and it changes him.

He told that story just over and over and over in his sermons. How many times are you telling your conversion story, telling your testimony? Again, this is in the main evangelism seminar, but you’ve got to model the way in some of this. Okay, I’ve got to move on. I’ve got one more here before we go to recognize some of our special guest coaching members.

Let’s see what we’ve talked about. Let me review. We talked about how to use the Magic Bullet. In case I didn’t give you the header, this talk, since we’ve come back from the break, has been how to use the Magic Bullet. You use it to train people to pray for the unchurched, to invite their friends, to present their testimony, and then another way that you can use it is you use it to teach people to share a “simple” Gospel presentation.

One of the things that you want to train your people to do, and studies have shown about 15% of people will do this ... Remember, you can get everybody to pray, at least bow their heads with you as you pray. You can get about 95%, according to studies, to be open to inviting a friend; 35% will share their testimony, according to studies; 15% — so the numbers are getting smaller, as I mentioned — will share a simple Gospel presentation, given the opportunity.

There’s some basic simple Gospel presentations that I really like. There’s some I don’t like, that I won’t mention, but I came to faith in Christ through the bridge diagram. That’s what was in Peace with God. If you’ve ever seen the bridge diagram, you know it’s a simple little diagram. You’re on one side, and there’s this cliff, and then God, He’s over here on the other side of the cliff, and you can’t get to Him through your good works, or you can’t get to Him through various means, and all of those fail to bridge that gap. Then Jesus dies on the cross, and the cross bridges the gap between you and God, and so the cross becomes the bridge. It’s called the bridge diagram between you and God.



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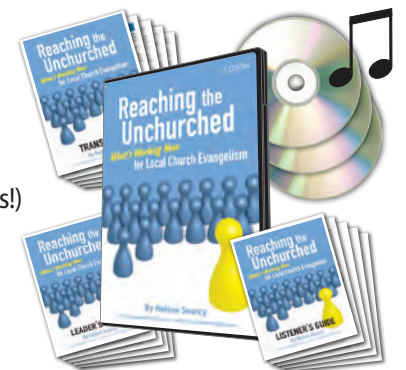
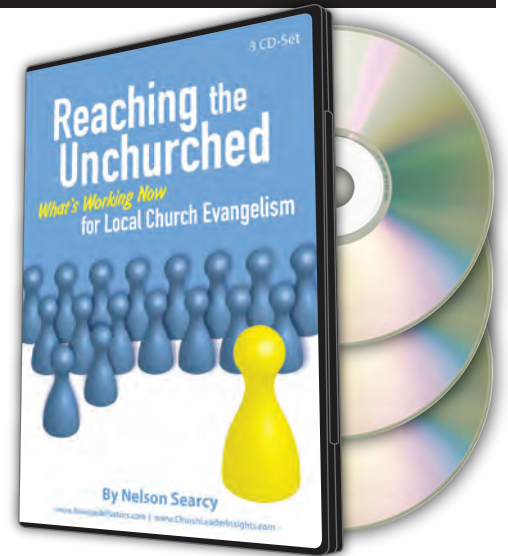
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- Why and where language matters most (the unchurched may need more explanation here)
- A **personal evangelism method** that is critical to maximizing with your team
- The actual ABCs of planning an **effective evangelistic event**
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Then there's some other points about you turn from the way you were living. You trust in Jesus and step out onto the bridge, and then you follow the Lord for the rest of your life. That turn, trust, follow ... That was the thing that got me, the bridge diagram. They still have Peace with God little booklets, and you can teach it. I've done it many times. I bring the whiteboard up on stage, and I teach the bridge diagram. You can find it in other places, as well. Randy Raysbrook, from the Navigators, he took it even more simple, and he created one-verse evangelism. I believe it's he takes Romans 6:23. He takes Romans 6:23. He dissects it. You can, again, find it on the Google. One-Verse Evangelism by Randy Raysbrook. You can see it. I mean, it's something you can draw out on a napkin. He does Romans 6:23 and takes each word in Romans 6:23, and he uses that word to build the bridge diagram. It's very powerful. It's basically the same kind of thing.

I'm sure there's other simple Gospel presentations that you can think of. One that recently has come back on my radar, and I referenced it earlier, but I had dismissed it, is what we commonly call the Romans Road. I'll tell you a story about that. We like to bring in guest speakers from time to time. We've had some big days over the years by bringing in some local celebrities or even some national celebrities. We've had Darryl Strawberry to come give his testimony at the church. I ran an ad about Darryl Strawberry speaking at our church, and I put in the ad something to the effect of, "Limited seating, we will fill up. Come early."

I remember the first time we had him ... It wasn't quite as big the second time, but the first time we had him, we had a 10 o'clock service, and we don't open the doors until 9:55. Well, there was a line down the block. First time we'd ever had a line down the block, and people, I mean, they literally took that serious, and they came early. He could only speak live in the 10 o'clock service, because he had stuff, so we had to share the video of him in the other services. They were lined up down the block, and, I mean, he has a powerful testimony, to hear his story. You've probably read his books or watched him online.

Then, sometimes, we've used testimonies that we find online, through Life Church, or I Am Second type videos. We've shown celebrities from that. We don't actually have them there, but I've co-taught messages with Dave Ramsey before, and he's never even showed up at our church, through these videos that are there. Then, the other week, we had a guy ... We actually had him a couple times. This was the second time he was there, a golfer, named Bernhard Langer. Do you know him? He's on the Champions Tour now. He often wins. He's a German guy, and he lives in Boca Raton, where I live. He's a great Christian guy. He does a lot of stuff with Christian athletes organizations and all of that.

He came, and he'd been with us before, so we'd heard his testimony. He came a second time, and he did something different. Then, at the end, he said, "I want to conclude my talk by sharing four verses with you." He said, "All four verses come from the Book of Romans." He basically did the Romans Road and gave an invitation. People marked it, and we followed up with people. We had a number of people make decisions from that, but here's what was also interesting. I had a lot of long-term members in the church come up to me afterwards and say, "Can I get those four Scriptures? I didn't have time to write those down." I realized, our people don't know the Romans Road, so I decided I'm going to teach about it.

The Romans Road, we won't go through it now, because ... Well, maybe we should, because some of you may not be yet followers of Jesus, but the way I learned it was from the King James, so you'll forgive me here for the language, but Romans 6. It starts with Romans 3:23, I believe. Romans 3:23, it says, "For all have sinned and fallen short of the glory of God." You start there, then you go to Romans 6:23, and you can add some verses in. You can go to Romans 3:10 if you want to. You can go to Romans 5:12 if you want to, but usually the shorter version is Romans 3:23, and then it goes to Romans 6:23, where it says, "The

wages of sin is death, but the gift of God” — and I like the New Living Translation better, because it says “the free gift” — “but the gift of God is eternal life in Christ Jesus our Lord.” That’s sort of a paraphrase of the King James.

Then you go to Romans 5:8, which is a little weird, because you have to go backwards, but you do it. Romans 5:8, “But God demonstrates his own love to us, in that while we were yet sinners, Christ”-

Audience: “Died for us.”

Nelson: “Died for us.” Then you take them to Romans 10:9 and 10, I believe it is, “That if you confess with your mouth and believe in your heart”, oh, no. “If you confess with your mouth the Lord Jesus and believe in your heart that God raised him from the dead, you will be”-

Audience: “Saved.”

Nelson: “For with the heart, one believes unto righteousness” — I believe that’s how the King James says it — “and with the mouth, confession is made unto”-

Audience: “Salvation.”

Nelson: “Salvation.” Then you can, by the way, add one little last verse, which is Romans 10:13, and it says, “Whoever,” or “Whosoever,” ... That’s a powerful phrase. “Whoever calls on the name of the LORD” — capital L-O-R-D — “whoever calls on the name of the LORD will be saved, shall be saved.” That’s how the King James Version does it. I just walked you down the Romans Road. “Faith comes by hearing, and hearing by the Word of God,” Romans 10:17. If you’re not yet a follower of Jesus, I can lead you in the sinner’s prayer. We will have counselors in the back. The buses will wait for that. I’m only half joking. If this was the Bootcamp, I might actually do it, because I’ve seen some of those staff members you bring, and I’m not sure about them.

The point is, you’ve got to teach this stuff. You teach them how to pray. You teach them how to invite. Teach them how to share their testimony. Teach them simple presentations of the Gospel. If you don’t like any of those, find your own. The Vineyard’s got some new stuff that they’ve come out with. Your denomination probably has some stuff that they’ve come out with. Come up with it. I wrote a book, *The Difference Maker*. That was my attempt at all of this. The little book, *The Difference Maker*.

I do a couple chapters on what it means to share your faith, and why you should share your faith, and the difference you can make in somebody’s life. Then I have a chapter, and I usually ... I have a couple of other things in there. I have the morality ladder, which I didn’t have time to go into, which is a really modern way to share your faith. All that’s in there, and then I’ll give you one last way here that is the most in-depth of all of these.

Train people to sustain an ongoing Gospel conversation. You want to train them to sustain an ongoing conversation. This is the more in-depth training. This is where you get into handling objections, you get into witnessing to certain types of people that maybe are more hardened to the Gospel. This is the big six-week training or the big eight-week training that you might do, and it’s probably best done as a small group study or maybe a multiple course over time. About 2% of the people, usually those who have the gift of evangelism, will show up for this kind of class. I mean, they really want to dig into it. They really

want to go deeper.

This is a little bit beyond my talk today, so I'm not going to give too many examples, but you can think of these kind of classes. You can find these kind of classes. There's small group studies on this. We just had a guy come to our church, who had written a book about this kind of thing. If you study his book, I mean, it really goes in-depth into how to share your faith in the postmodern world. I won't say his name publicly, but if you want his name, I'll share it with you privately, and the name of his book, and it's good.

Not everybody's going to come to a class like that. They're not going to read a book like that, where you get into proofs of the resurrections and verses about is Jesus the Lord, and eternal security or not, or whatever these things might be, or how to share your faith with a Jehovah's Witness, or how to share your faith with an atheist, or whatever, I mean, that in-depth, broad kind of thing. A lot of people would never go to a class like that, but some will, and you should offer that kind of training in an in-depth way.

I want you to think about what it would look like for you to put together a training. I wrote a book called *The Difference Maker*. This was my attempt to try to do what I've just been talking about. It was a little book that I wrote, where I try to train people to pray, to invite their friends, to share some simple Gospel presentations. I don't get into the big Gospel conversation and ongoing stuff there at the end, but I do get into all of that. You can take a look at that. It's a little tiny book. It's not designed as a giveaway. It's designed to be used as part of a training.



THE
EVANGELISM

MAGIC BULLET



PART

Nelson Searcy: Now we're up to why, W-H-Y, why use the Magic Bullet? I just want to remind you of how powerful this Magic Bullet is. The first reason I would tell you is it's biblical. Why use the Magic Bullet? Well, it's biblical. You find that it's biblical that Andrew went and found his brother. You find it's biblical with the Great Commission, where Jesus said, "Go into all the world," and if you've studied that translation and used your Logos software to look at it, it could be literally translated, as you are going. Not just go into all the world, but as you are going. That may mean into all the world.

You want to teach your people, as you are going to share your faith. Go into all the world and make disciples.

Then Acts 1:8, Jesus said you shall be my what? Witnesses. He did some geography lessons with them. Start right where you are in Jerusalem, and then Samaria, which we could define as either the country next door or across cultural, or you could twist that a little bit and say Jerusalem is your city or your county or your state, and then Samaria might be like your entire state or the region, and then eventually expanded that out to we go to all the world.

Then in Ephesians 4, I believe it is, we find what we are told to do, which is we are to be equippers of people. The Magic Bullet of evangelism training, that's part of the equipping ministry of the church. You equip people for a lot of things, just make sure you are equipping them for evangelism.

Why use the Magic Bullet? Well, it's biblical. The other thing I would say is it's easy. What I'm challenging you to do is not that difficult. In fact, I would say it's easy and fun. Most of you will have a good time teaching the Magic Bullet. I love to teach people on evangelism. I love to teach them how to share their story. We did it in Titanium. With our coaching network, we did a little thing on testimony, and then we had two or three people in there share. That was fun. It was easy. It was even inspirational, just as we did the practice on that.

What I'm asking you to do is not something that's terribly complicated. It's not going to require you to change your systems. You're probably not even going to have your elders vote on it. You're just going to put a date on the calendar, and if you do the training like I give you, the free training, that's two and a half, three hours. It's fun to teach this kind of stuff. It's easy to teach this.

Not only is it easy, it's also effective. If you teach people how to share their faith, people will do that. We looked at how 95% or so said they would invite a friend to church with the right motivation and the right tools and the right urgency. You can get everybody at that seminar to pray for the unchurched, and you can do it right in the seminar and have them pray for the unchurched. I gave you some stats, and I double checked these. One in four friends say they will come if a friend invites them.

I also want to give you some research on the Magic Bullet that I think is apropos to what we've been thinking about this week, what's been in culture this week, but I have to tell you it's not something that I can prove, but anecdotally, it's been true. It's also based on some conversations that I've had with some people who know a lot about the thing I'm about to tell you about, but they won't give me permission to say their name or to share it. This is sort of a hypothetical situation, to use some lawyer speak. But I want to tell it to you, and it's something that goes all the way back to my very first encounter with Billy Graham.

I was saved in 1990 by reading a book by Billy Graham. Actually, I was doing a lot of speaking at that time in the secular world. If you know my story, I started a computer business when I was 13, sold my first big

major program to the United States Post Office when I was 16. I went to school on a full scholarship for engineering, and actually that summer I taught classes to their professors on computer programming as part of my scholarship, and then that fall I became a Christian in 1989.

By 1990, I was beginning to sense that I didn't want to be an engineer for the rest of my life. I began to sense that God was calling me into ministry, but I was still speaking on the circuit. Just parenthetically, the reason I ran across that Billy Graham book a few months later is because I had a speaking engagement coming up because I had been voted as one of the young entrepreneurs in the country. I was number nine. I still feel like I was in the top 10. I wasn't number one, but I was number nine. The guy who was number one was like a genius, probably runs Twitter or something now.

But, anyway, I was speaking and I was going to buy a book by one of the speakers on the tour. His name was Harvey Mackay, which you've probably heard me talk about. Harvey Mackay influenced the personal note idea from Assimilation. He wrote some great books. One was called *How To Swim with the Sharks Without Being Eaten Alive*. That was the book I was going to buy. He later wrote a book called *Beware the Naked Man Who Offers You His Shirt*, which is just a great title. And one that's greatly impacted me on relationships is called, *Dig Your Well Before You're Thirsty*, and it's about having a network of relationships. God has certainly blessed me with that. My wife says my car could break down anywhere in the country and I'd be within 20 miles of a coaching member. That's been about true.

I went to buy *Swim with the Sharks* because I had a speaking engagement coming up, and I was going to do my little 10 to 15 minute speaking engagement, and then Harvey was the keynote speaker so I was going to have him sign the book. They sold the books in the back, but it would be so crowded I could hardly ever get it, and then he would be gone. I learned you had to buy the book in advance. That's also when I bought *Peace With God*. There was a bookstore in downtown Raleigh that actually sold new books and used books. I think I paid \$14.95 for Harvey's new book, and I paid \$5.95 for the Billy Graham used book.

Somewhere along the way, I've lost Harvey's book, but if you come into my office, I've got the *Peace With God* book prominently displayed. The cover was pretty worn, so we put some cellophane around it, like they do in the library to try and protect it. Then I was reading it in a park called Pullen Park, and I had a local artist in Raleigh do a watercolor of the park. It's a portrait about this wide and about this tall, and I've got the portrait with the date I was saved and my Billy Graham book and my green monster. Do you know what the green monster is? It's the *Living Bible*, because that was the first Bible that I had. Remember the old green one with the puffy cover or whatever? So that's my little remembrance of how I was saved.

Then I changed my talk that I was giving from, I started a business, I made a lot of money, God bless Ronald Reagan. That was like my little talk. I started changing that to, I started a computer business, I did pretty well, but I didn't find fulfillment until I gave my life to Jesus. Well, that went over for about three talks. Then somewhere in there, two people came up to me.

One said, "You know, you maybe should be giving that talk to churches or maybe to Christian business groups. Maybe you have a slight gift of evangelism, so why don't you try to pursue some of those speaking engagements?" That was very profound, and he was a Christian and it moved me in that direction. He said, "I can make you some connections to do it," and that's actually how I got into full-time evangelism for the next seven years, doing revivals, doing little mini crusades, speaking at Christian organizations.

Then the other person was the person who was over the tour and said, "If you do that speech one more time, you're out." I said, "Well, I'm going to do the speech, so probably my time has come to an end." 'Cause God had radically changed me and I began to realize I had this call to ministry.

Very quickly, I was speaking to a lot of groups. I began to think of myself as an evangelist, kinda teacher more so than anything. I got invited to the Billy Graham School of Evangelism in 1992. They paid my way to go to the Grove Park Inn, put me up for two or three nights of hotel.

We were actually doing a conference in this room about six years ago, I believe it was, and my roommate from that School of Evangelism who pastors in Miami, he actually was in the room. He's part of the Church Leader Insights family, and he had come and we reconnected, and all that was really cool. Now we live just a few miles apart, and he's in a Seventh Day Baptist Church. I can hit his church on Saturday and then go to church on Sunday. Just a great guy, but he was really big in the African community and was doing a lot of crusades and evangelism with refugees from Africa that were coming to America, and that opened my eyes just spending the week with him.

In the hallway, I had a conversation with someone who I can't name, and I was asking them about how the crusade stuff kinda worked. This is where it gets into some sort of uncertain areas. I've had this conversation multiple times, and I've studied it in multiple ways, and I think I can present it to you as very close to being true, if not 100% true. I was asking this person, how do the crusades work? What's going on? There's actually a book about it. It's out of print now, but they actually had a book about how they do crusades and have them.

But here's what he told me that was interesting. He said, "We've learned that there is a correlation," maybe it's causation, but "we've learned that there's a correlation between the number of counselors," that's what they called them then, later they changed it to decision encouragers 'cause they didn't want to use the word counseling. They said, "We've learned that the number of counselors we train is very much equal to, or slightly more or less than, the number of people who will make decisions for Christ at the crusade."

Think about that. Somewhere around that time, if I recall, they were doing a crusade in Jacksonville, and I may have the city wrong, but I went to it. I did the counselor training and served at the crusade, and by my recollection we had about 2,500 counselors, and that was about the number of decisions that was made during the crusade. It was higher than that. I think it was like 3,300 or something like that. But if you look at that, that's sort of how it works, that there's this correlation. You train this many people to be ready to equip people, and then you have about that many people saved.

Occasionally, it violates that rule. The last one that I worked with was the one in Pasadena when I was on staff out at Saddleback. That crusade, I've got the actual stats on this one, that crusade there were 5,000 people who were trained in what they call the Christian Life and Witness Course, but they had over 12,000 people make decisions for Christ. It was exceptionally larger than the number of people trained, but the number of people trained was also larger than the average crusade there as well.

I think that's a really interesting thought, that what if the number of people who are going to give their life to Christ in your church next week is equal to the number of people you trained to share their faith. Then it's been studied by many people who have done sometimes negative evaluations of the Billy Graham crusades and other type crusade evangelism, and many of the early church growth guides, I won't

name their names, but some that I recommend their books, I talk about them, some of them who have passed on now, but many of the traditional early church guides were very anti-crusade, because they said if you would just take the same energy and effort and put it into each local church training them to do evangelism, that they would reach more people and keep more people, because really in a crusade evangelism you're lucky if two years later, 30% of the people who made decisions are assimilated into a local church.

It's not a problem with intent. The Graham organization and all that, they try really hard. It's sort of the matter of where they get saved at is kind of where they stay at. This kind of goes into my thinking, that I'm chasing a quick rabbit here, but this is why I don't like churches to do Easter services somewhere outside of their church. I think it's okay to do like once every five years. You've got this huge crowd, so why not rent the football stadium and do one big crowd? It's really cool to do it, but you will see less assimilation when you do the services off campus than you will if you had done five services on campus. I think there's something to that. They got saved at the stadium, and then it's a big leap now to go to the church.

What these even critical students of like the Graham crusades have discovered is that the lasting impact of the crusade from a long term standpoint may not be the people who made decisions at the crusade, it may be the people who were trained to share their faith at the crusade. It may end up being more of an evangelism training for the believer versus the evangelistic effectiveness of the ones making decisions. Does that make sense?

I chased that rabbit because one of the things I can't explain but I've seen over and over is when you make the initiative to train people in evangelism, you will see your number of new believers go up. You will see your number of first time guests go up, but they may not be correlated to those people. It may not necessarily be those people who are bringing these friends. It may not be those people who are winning these people to Christ, but because you by faith took the initiative to train, God in his sovereignty blesses you with more new believers because you are now ready. I call that over and over in different ways the Principle of Spiritual Readiness. So it is effective.

What if you said, "Lord, give me the number of new believers next year according to the number of people I train in evangelism." I'm not saying he will. God's not obligated in any of this, but I'm saying it seems like there's a correlation between that. We did this Difference Maker training, the one that we have for you on the download training, we did it in the early fall of last year. I think I told you we had 10% of our church in all of our locations show up for the training, which was much bigger than we expected. We expected like 2% or 3%, or something like that, but we had much bigger crowds than we expected. When I look at the assimilation report, like from February, we had our strongest first time numbers and our strongest new believer numbers last fall than we've had in several years. We had a couple of falls like five years ago that were really exceptional because of some things we were doing, but on average, it exceeded our average.

Now we're still seeing fruit of that into January and into February. I think it goes back to the faith to do that training. I don't know if all those people brought friends or invited friends, I don't know, but there's a correlation between the number trained and the number of people who show up and make decisions. So it is effective.

Then another reason that I think you should use the Magic Bullet is it actually grows Christians as much as it does in reaching the lost. This ties into the same principle that I was just talking about. When somebody finishes a training, like the Difference Maker training, whether they ever go out and share

their faith or not, and they should, and they should pray for sharing their faith, they should share their testimony, they should invite people to church and most will, but just by getting that training, it grows them.

Those of you who were in Titanium, when we did the exercise on Tuesday and we just had two or three people share, how many of you felt like your faith grew just to hear those testimonies that were in there? I'm certain the people who shared their testimony had a moment where their faith grew. In fact, I was sort of surprised at how emotional it was in a group of high level pastors just to hear a few of their testimonies. We were pretty confident everybody in that room was saved. We've all been together for a long time, some of us for years, but just to stand up in front of a group of your peers and give your testimony, or to turn to a friend and share your testimony, to learn the Roman's Road and memorize Scripture, that grows Christians.

This is why I don't like this divide between evangelism and discipleship. They go together. Evangelism is part of discipleship. Discipleship is part of evangelism. You don't have to be much of a disciple to share your faith. You can be a one day old disciple, and then you can share your faith with somebody else who's not yet a believer. Then when you're two days old, you can teach them to be one day old. The process can go out from there. So, yes, you want discipleship, but it grows your people. Also, that's just if they don't do anything. But then if they do something based on the training that you give them, it can dramatically grow their faith.

Someone who takes the risk, and it's really not much of a risk as we know, but they take the risk to invite their friends to church, it makes them a better Christian. We have bumper stickers at our church where we have cars. A lot of our locations, they don't have cars, and they don't like us putting the bumper stickers on the subway trains. You ought to try that maybe one time where it's like plaster a whole subway train with our stickers, Servant Evangelism Project. We're going to go down to the L train. Nobody cares about the L train. It's a reason it's called the L train, you can fill in the H-E double, never mind before that. Whenever we do a Servant Evangelism Project, we have like a hundred people on both sides of the train, and as soon as it comes up, we slap those bumper stickers on there and see how long it lasts. If Giuliani were still mayor, it would last about five minutes, but under this new guy, we might be able to get buy with it for a few months.

Anyway, in the locations that we have cars ... Sorry, don't mean to be political. In the locations where we have cars, we have bumper stickers. If you see my car out in the driveway, my Ford Explorer, I have a bumper sticker on it. I tell people all the time, the bumper sticker promotes the church, but it will also make you a better driver. I'm not sure it always works for me, but you're kinda thinking, "I've got this bumper sticker on my car, it's like I gotta now be a little nicer. I can't be telling people they're number one. I can't be blowing my horn as much, 'cause I got the church bumper sticker on the back." Sometimes when things get a little out of hand and somebody gets mad at me, you can just contact me at that website on my bumper. I'll be the number one name, just go see the website with that.

Same thing when sharing your faith. When a person prays for the unchurched, that raises their discipleship level. When they invite their coworker to church, they become a better Christian in the workplace. Do you agree with that? When they invite their family member, when I'm sharing at the family reunion with Cousin Eddy, I become a better Christian because now he's looking at me, he's watching me. It automatically grows me, and I'm not talking about in a fake kind of way, but it makes me more conscious of it. It makes me focused on the second greatest commandment and different things like that.

So I say very boldly to our people, if you're not sharing your faith, you're limiting your spiritual growth. You're never going to become all that God wants you to be, because a growing Christian is a sharing Christian. Same principle we talked about in our break time with the Dead Sea and the Sea of Galilee, which I won't repeat here, but it grows Christians. One of the push-backs that you'll get when you try to train your church is, well, we should just be focused on growing the people that we have. You say, well, this is going to grow the people that we have. You also say it's also going to get us outwardly focused, and you inwardly focused nitwit who says we shouldn't be doing evangelism, I'm going to show you.

I don't worry about the critics. You just try to reach more people, and eventually you have more people than you have critics, and you keep moving on. You're going to get criticized. Read my Twitter post last night from George Whitefield who just reminded us that you're going to get criticized for doing evangelism. That's okay. I'd rather be criticized for doing evangelism than not doing evangelism. The only people that criticize you for doing evangelism or trying to promote evangelism are the people who aren't doing it. They're complacent in their Christian walk.

Okay, number next, why use the Magic Bullet? It can change the church's evangelism culture. I want to remind you of that, that by doing this training, even if you have only a small percentage of your people show up, it can change the evangelism culture. I talk in the big seminar about the evangelistic temperature. I'm using these words interchangeably, evangelistic culture and evangelistic temperature of your church. Studies have shown that you only need 5% of your church sharing their faith and doing outward focused evangelism for it to take a stagnant church to a growing church. That's a startling stat for me. It just takes 5%, not 50%, not 35%, but 5%.

Let's put that in real numbers, for example. Let's say you're pastoring a stagnant church, and let's say it's a church of 100. How could you train 5% of your church to be outwardly focused? I picked the number 100 'cause the math's easy. I was an engineering major, but that was 27 years ago, so some of that's kinda faded along the way, but I can still do this math. 5% of 100 is what? Five people. There's you, there's your wife, we're almost halfway there right there with that. Surely you can find one other person that could be outwardly focused. If you get your worship leader saved, it could be them. Then if they're married, surely you can convince their spouse. Now you're like, what is that, 80% of the way there. You got four people. Now you just need to find one. Is there not one, Lord? Is there not one? Surely you can find one, one outwardly focused person. Maybe they won't ever do anything but pray, but at least they'll pray.

Now you got your 5%. You sit down with that 5% and you say, "We're going to start praying. We're going to start inviting people, and if nobody else invites people to Easter services, we will invite people to Easter services." You have them make their list of people they're going to invite. You train them in the Roman's Road. You have a little movie night over at your house, and you pop some popcorn and other things, and you all watch the Jesus video and then download the app, and talk about how you can use it. It's free online, by the way, to watch and stream.

A church of 100 can turn the tide with five people. That's incredible. A church of 200, I can do that math, 10 people. Are there not 10, Lord? Are there not 10? A church of 300, not it's getting a little harder, 15 people. That's what you need. You don't want to stay there. You want to move beyond the 5%. My goal at The Journey is 20%. That's what we've set as our goal, 'cause we don't want to be average. We want to be above that. Now do we hit it most weeks? We don't, but we hit 12%.

You say, "How do you know from that?" Well, we know who invited people on their connection card,

'cause we have a line for who invited their friends. We know who was involved in the Servant Evangelism project. We know who's taken the challenge to pray for their unchurched friends. There's different ways that we can figure that out that are a little deeper than what we have time to get into now, but we track it every week. If that number drops down too low for many consecutive weeks, I start doing something about it, get another training on the books. Let's get another Servant Evangelism project on the books. Let's remind people from stage about it. Let's work it into a sermon. You want to keep that number up, that percentage up. A little bit of training to a little bit of people can have a big difference.

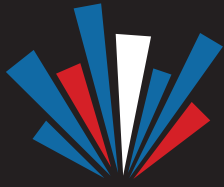
Then, of course, the obvious reason you want to use the Magic Bullet is that it actually does reach people for Christ. As much as I've said if you train them and they don't ever do anything or if you train them and they only do a little bit, more than likely the people that you train, they're going to take action, especially if this becomes part of your church's culture, where people know big days are coming and they're going to invite their friends. It reaches new people.

Gary McIntosh has a brand new book out. We interviewed him about it on the Equipping Call. I can't remember the name of the book. The subtitle was How People Are Actually Coming to Faith Today. Gary McIntosh, sort by newest book, it'll be there with that. Gary says in his book about 60% of people in the church said they came to Christ because family or friends or a church staff member invited them and led to them to faith in Christ.

Now Gary dissects that just a little bit. Of that 60% that said they came to faith in Christ through family member, friends, or staff member, interestingly enough, 17% of that 60% came because a staff member invited them. Gary found that really profound. One of it is we're living in kind of a culture where people haven't been trained to share their faith anymore, so we're seeing less family and friends share their faith 'cause we haven't been training them. But then 17% of the 60%, which I didn't do the math on that, but that's about a third. A third of the people who came to faith in Christ because of an invite to church was through the staff, so you can hold your staff accountable for this. We go into more detail in that in other training, but I just found that fairly interesting.

It's also interesting that 60% came to faith in Christ through this kind of invitational, come with me to the church, assimilation process that we talk about. 40% just found the church on their own. In fact, there was a lot of reasons people came to church for the first time, but in Gary's research, he makes two comments that are interesting. He says the research indicates that people are coming to church before they come to Christ, so that goes to the attractional invitational evangelism argument that we've been having. Yes, I wish missional evangelism worked better, but there's so few people in our churches that are trained to share their faith and have deep conversations with people that if we can just get them to invite them to church, they will hear the Gospel. At least I'm confident most of you are preaching the Gospel. Some of you are preaching another testimony of Jesus Christ, but we'll talk about that a little bit later. Don't talk about the Western Jesus, talk about the Jesus of Nazareth. Anyway, I got a bunch of Mormon jokes, but I don't have time. Mitt Romney seems like a fine man.

So, 60% came because a friend, family member, or staff member, whoever, invited them, and then there's a bunch of reasons why the other 40% came, and you'll have to read the book for all that, but the big chunk of the 40% that was left over, the big chunk of those indicated that no one influenced them to come to the church. They found their church on their own. Gary makes the point, by the way, he says, "Connecting ministries are more important in churches than ever." He talks about that, like outreach, what I talk about with the event outreach or Servant Evangelism outreach, but the big thought I had is Google AdWords and



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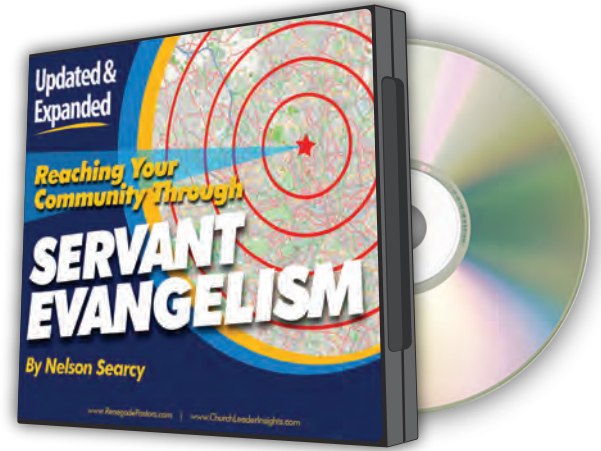
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having a presence in social media.

I don't know if you've talked about this on the Easter panel yesterday. I unfortunately had to miss that for a meeting that I had, but right now if you don't own on Google AdWords Easter Services in your city, so Easter Services in Chesapeake or Easter Services in Suffolk, or wherever you're drawing people from, go buy those AdWords, because there's a large percentage of people, 25% of the 40%. What does that work out to be? 10% of people are finding their church on their own, so how are they going to find you if you don't do direct mail? How are they going to find you if you don't do Google AdWords? This is beyond the Magic Bullet, okay? I'm getting into something here. I'm chasing this rabbit.

If you remember in the Basic Evangelism seminar, again, many of you have picked that up, but you need to train your people in this, it's both attracting a crowd to worship, which is what I'm talking about now, and mobilizing your people to share their faith, which is the Magic Bullet. But I just have to parenthetically say, there are more people who are finding it on their own than ever before. You have to create these connections.

Direct mail can be a connection, AdWords can be a connection, Servant Evangelism can be a connection, what I call special evangelistic events that we go into in the Platinum evangelism coaching, that could be a connection. That would be like a movie night at the church or Christian comedienne at the church or something like that, that might draw in the community. Family day at the church, things of that nature. I don't have time to go into that right now. The bottom line is when you train people and you train your staff, 'cause 17% came from the staff, you are going to reach new people. That's really what this whole thing is about, reaching new people.

The last thing I would say under why use the Magic Bullet is it helps fulfill the Great Commission. It's really what we're all about. Matthew 28:18, "Jesus came and told his disciples, I have been given all authority in heaven and on earth." 19, "Therefore, go and make disciples of all the nations, baptizing them in the name of the Father, and the Son, and the Holy Spirit." Number 20, "Teach these new disciples to obey all the commands I've give you and be sure of this, I am with you always, even to the end of the age."

People never share their testimony alone. They never offer an invite alone. That invite that people give to church is empowered by the Holy Spirit. It's done with Jesus, the promise of his presence. When somebody is sharing their testimony, even if they're sharing it one-on-one, there's a third person in the room. Jesus is there with you. When you're praying, you're never more in the will of God than when you're praying for the Great Commission and praying for the unchurched. There's a lot of reasons I'm sure you could come up with, with why do you use the Magic Bullet. Why is a very powerful word. Reasons is a very powerful word, so I try to give you some reasons.

Now when to use the Magic Bullet? When do you use the Magic Bullet? This won't take long 'cause we've covered it in passing. When to use the Magic Bullet? One, use it in regular classes that you offer throughout the year. That's what I'm challenging you to do. Between now and the end of the year, do a class.

If you do it like I give you in the free resource, it's about a three hour class. You can start at 7:00 and you can be done by 9:30. With it, if you do it on Saturday morning, you can start with bagels and breakfast and start at 9:00 and you'll be done by 11:30, or you start at 9:30 and be done by noon. You can do it after your last service on Sunday and provide lunch and do it in two and a half, three hours. Offer regular classes.

Ideally two to three times a year you're offering these classes. Start for one with the rest of this year, and then if that goes well, you can do a second one with it. Ideally, you would do them tied around your Big Days. So if you've got a Big Day coming up in February, do your evangelism training early in January. If you've got a Big Day at Easter, then do it three or four weeks before Easter. Then when you're talking about inviting your friends to church, you can give them invite cards to that particular Big Day that's coming up. So it's two to three weeks away. You got a big day in the summer, this year we couldn't do our evangelism training before Easter because, Lord help us, our schedule was too busy, but we're going to do it in May because the first of June we kick off a big series that attracts a lot of people, so tied in with that. Try to tie it together with it, but a couple of times a year. You tie it in before Easter, tie it in before your fall special focus.

Then when to use the Big Day? Add it into your new believer training. Make it part of your new believer process. I haven't had a chance to say a whole lot about it, but in your book you have an opportunity to get my new believer book. That's part of it. Make it part of your new believer training. We've talked about how new believers have more connections with unchurched than anybody else. You can make it part of your baptism that we talked about, give your baptismal candidates invites to bring their friends. We looked at that earlier.

Then teach it in your membership class. Take a moment in your membership class and do some basic evangelism training. We just try to really do two things in the membership class. We try to teach them to pray for the unchurched and we try to teach them how to invite their friends.

If you've seen this in the evangelism training, or you've seen other churches do it, I don't think it was original with me. Lord knows I've had plenty of my stuff stolen, but I don't think this was original with me, is an invest and invite card. We used to call it like a prayer card or an invitation card, but it's a little business card. On the front side it says, these are people that I will be praying for and I will seek to offer an invitation as God opens the door. It has a little Scripture on there about make the most of every opportunity. There's an example right there if you want to see it at lunch. Then on the back it's got three to five blanks, depending on how small you want them to write. It's got three to five blanks, so they write in the names of the people.

We do it right in membership class. We give them an invest and invite card. I talk to them about thinking through the concentric circles. Think about friends that are lost. Think about family members that are lost. Think about coworkers that are lost. Think about people that you encounter day-to-day in business relationships or strategic opportunities at the gym or the barista or whoever, any of these concentric circles. Then write down the names of three people. We do it right there in membership class. A little evangelism training right there. This reaps fruit.

Early on when I first tried it, I remember wondering if it was working, and I was standing at the back of the church, and a guy came up and he had his invest and invite card and all the names were scratched off. He said, "I got them all. Can I have another card?" I said, "No, those things are expensive. You think we're just rolling in cash around here? Get your own index card." No, I gave him like a handful of them. "Here, take 10 of them. You got more people you can reach." So teach it right there.

Then related to big days, you not only can have these classes before your Big Days, but you can utilize other ways with the Magic Bullet as a buildup to the Big Days. That's the point, as a buildup to the Big Day. Before your Big Days are coming, so, yes, you can have those classes before your Big Days like I talked

about, but then you can use little pieces of the Magic Bullet as a build up to the Big Day, and this doesn't require a class.

For example, you could preach on it. If you know you got the Big Day coming, preach on inviting their friends. We're not doing it this year, but at least every two or three years, we don't go too long without doing it. We'll do that on Palm Sunday. We ensure that the Palm Sunday message is something about inviting their friends and we work it into that Palm Sunday message.

If you can't work it into the message, you can give a challenge from stage, like in your announcements, in the hosting time. "We've got this coming up. I want you to think of three to four people that you can invite." You can even put a blank on the back of the connection card, where people can write down the name of their friends and you say, "You write down the name of your friends that you're going to invite and we'll be praying for those friends with you." Write it in your notes, but then write it on the card and we'll pray with you.

You can have special prayer times leading up to the Big Day. This works really well again with Easter, but the Sunday before Easter, Palm Sunday, or the Sunday before that, I'll often invite all of our members to stay between the services, and between every service we'll have a 10 to 15 minute prayer time. We've got 30 minutes between the services, so we don't have too long to do it, but we invite members to stay. We dismiss everybody, but we say if you're a member, and I invite all of the members, but then when I get ready to dismiss them I say, "We're about to have a members' prayer time, so I want to invite all the members to stay here and if everybody else can vacate really quick, but if you love our church and you want to stay and pray with us, you're welcome to do that, too. Just make your way down here to the front."

Very quickly, I lead them in a guided prayer time where we pray for the Big Day, we pray for the unchurched, and at least once a year, I'll have them get out of their seats and get down on their knees if they want to. Again, some people can't physically do that, but if they want to, they can do that. There's something powerful about that. For a lot of people, they don't pray on their knees anymore, and they certainly don't do it in our church like that.

Then other times, I'll have them spread out around the room. So if it's a room this size, you put some people over there, some people here, some people there. You can't fill every seat 'cause you don't have that many people stay, but you fill the gaps. You say, "You pray for the people that are going to be sitting in that area, and you pray for the people that are going to be sitting here. Lord knows, nobody's going to sit down front, so don't even pray for that. Just pray over here, or whatever." Have them pray over the whole auditorium. There's different ways you can do that. If you got really bold, you can have them call out names of people that they're going to pray for.

Then during the service for the Big Days, you can do a little bit of training. You can give them five invite cards and train them how to use them. Clip them to the bulletin or put them in the seats when they come in and tell them how to use that. You can hand out invite cards as they leave. You do a little training from the stage and have a basket as they leave, and they can pick them up and take them.

There's all kinds of ways you can do pieces of the Magic Bullet leading up to the Big Day, in addition to the big training. Another time that you can use the Magic Bullet is you can have a special small group emphasis that just focuses on evangelism. You could have a small group that just studies the Difference Maker. We have some people who are doing that. It's a little thin, so you probably have to put maybe

something else with it on that, or you can take it slow and have exercises and drag it out. You could do two weeks on testimony, two weeks on how to share the Bridge Diagram. I think there's enough stuff in there. We've done it. We've made a 12-week class out of it, 'cause there's more ways to share their faith than I've mentioned here in *The Difference Maker*, but you could do that as a group emphasis. You could pick other books on evangelism. They're not as good as *The Difference Maker*, but you could pick other books. That's a little joke just for me.

Then the other thing you can do is a lot of times we have a spiritual growth campaign in the fall, so maybe we're going to do the Beatitudes as a big spiritual growth in the fall. Actually this year we're doing the Lord's Prayer. The fall for us starts in October and it goes for us until the middle of December. We only have eight messages, so there's eight messages and it usually ends at Thanksgiving, so we're preaching on it and they're studying it, we're preaching on it and they study it, but they we get down to Thanksgiving and we're not preaching on it, but their group still has two weeks left.

So we created a two-week evangelism campaign. That's actually in the resources of the big revised evangelism seminar. It's just two weeks. One week is just about general evangelism and prayer, and the next week is about their testimony. On the last night of their growth group in the second week of December, they share their testimony in the growth group. Many leaders have told me that's been one of the most powerful sessions that they've had by having their group end by sharing their testimony around. They've even had people get saved in their groups. You can tack it on to the end of the group semester here or there. You could lead a group around it. There's a lot of ways you could tie it in with the group system.

Then when to use the Magic Bullet for evangelism, the last thing I would tell you is anytime. You can use it anytime. Any opportunity that you get it. You say, "Well, we can't do evangelism training that's tied to a Big Day or we don't do the Big Day system or we don't have any space on our calendar," just put it in wherever you can. You can plant seed now anytime. It's not like planting crops. When it comes to evangelism, you can plant harvest seeds, evangelism seeds anytime.

Here's some concluding thoughts. Just remember, you only need 5% of your congregation to take action for your church to grow, 5%. 20% is our goal at The Journey, but start with how could I train 5% of my church. Then you do that, you add a little bit more, you add a little bit more. You know, it's like football, it's a game of inches, but you do that.

Next, as you do this you will face spiritual warfare. The Bible says, "We wrestle not against flesh and blood, but against principalities and powers in the high places." But sometimes it is a person who will confront you and tell you, "We shouldn't be doing that or we shouldn't be spending our time on that." That's just spiritual warfare in their lives, but you'll face spiritual warfare in trying to put this together. You'll test the projector, but then it won't work. You set aside to make the copies on Tuesday afternoon for your Tuesday night seminar, and the copy machine will break down. This is just how it works. By the way, don't be afraid of this.

One of the things that one of my early mentors told me, you may have heard me tell the story. I try to tell new stories now 'cause some of you have heard the old ones so many times, but I had a great mentor early on, particularly in stewardship, but he taught me a lot more as well. He told me, "Nelson, if you go too long without meeting the devil head on, it could be because you're traveling in the same direction." Spiritual warfare's a good thing. It says that you're doing something. The devil doesn't want you to do certain

things. There's plenty of things you could do the devil doesn't care about, but evangelism and Great Commission stuff, you're going to face spiritual warfare.

Next concluding thought, the pastor has to initiate this training. You're going to have to by just sheer will get this done the first few times. After that, you can raise up other people to help you with it. I personally believe the gift of evangelism is not just a gift that God gives people in the church to share their faith. I think primarily it's a gift that God gives people in the church to train others in doing evangelism. Eventually you can raise up other people to lead the small groups on evangelism or to maybe help you with the training. Or if you have a staff member, eventually you can have staff do this training, but you're going to have to through just your pastoral will get this thing going.

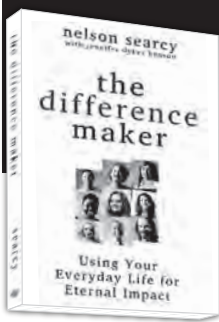
Next, make it part of your regular training. What the average church does is haphazard. It's inconsistent, but you want to be consistent in your evangelism training. So if it's once a year, just make it once a year. If it's going to be twice a year, make it twice a year. Consistently offer this training.

Final concluding thought before we pray is you've got to model this in your own life. Start by praying for the unchurched that you know. Start by inviting the people you know. Start by sharing the Bridge Diagram or the Roman's Road with unchurched people that you know. Model it. Tell your stories from stage. When you tell your stories from stage, don't just tell the stories where you led them to Christ. Tell the stories where it didn't work. Tell the stories where you were too shy to do it or not bold enough to do it. Tell the story like I did about you got a new neighbor moving in, you see them get out of the car, you go running over to try to share your faith and they start closing the garage door on you. It had a sensor, I could put my foot in it, made the garage door go up, "Hey, I need to talk to you." Anyway, model it in your own life.

THE
EVANGELISM

MAGIC BULLET

APPENDIX



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STEP 2:

Download all your **FREE** resources available once you sign in

Log In to Access Your Difference Maker Seminar Resources

Name *

First

Last

Email *

Church Name *

Job Title *
Senior Pastor

Any Comments or Questions for Nelson:

* REQUIRED FIELD

Take me to the resources

Lead Your Own Difference Maker Seminar with Your Church

Use these free resources to plan and lead a seminar to mobilize your church to share their faith!

Please see below for resources and sample teachings for you to plan and lead an effective Difference Maker Seminar. I hope this helps you mobilize your people to share their faith.

If you have any questions please email me at info@churchleaderinsights.com

Nelson

Step 1: Download Your Sample Teaching Audios

- Journey Faith and Life Seminar - Difference Maker - Jason Halsey (93.9 MB)
- Journey NYC, Faith and Life Seminar - Difference Maker - Jeremy Brock (159.5 MB)

Step 2: Download Your Documents

- Journey U - Boca Raton - The Difference Maker - Leader Notes (DOC)
- Journey U - NYC - The Difference Maker - Leader Notes (DOC)
- Journey U - Boca Raton - The Difference Maker - Arrested outline (DOC)
- Journey U - NYC - The Difference Maker - Arrested Outline (DOC)
- Journey U - Boca Raton - The Difference Maker - Student Notes (DOC)
- Journey U - NYC - The Difference Maker - Student Notes (DOC)

Step 3: Download Your Event Promo Plan

- Difference Maker Seminar Event Promo Plan

Step 4: Download Your Event Preparation Checklist

- Difference Maker Seminar Event Preparation Checklist (DOC)

Step 5: Download Your Event Timeline

FREE Resources include Sample Teaching Audios, Leader Notes, Outlines, Student Notes, Promo Plan, Checklists, Sample Timelines, Sample Promotional Emails and Multiple Sample Promo Graphics (Not all available resources shown above)

See next pages for sample documents that you can download on this web site and also how to order copies of The Difference Maker at our cost!

Difference Maker Seminar Promotion Checklist

6 – 8 Weeks Out

- Decide on the date and time for the Difference Maker Seminar.
 - Some Suggestions:
 - Tuesday, Wednesday, or Thursday night from 6:30 pm to 8:30 pm
 - Saturday Mornings from 10:00 am to 12:00 pm
 - Sunday's after the last morning service (could even promote lunch)

4 Weeks Out

- Order Difference Maker Books to give to everyone who attends
 - The best way to wrap up a Difference Maker Seminar is by giving everyone a Difference Maker book so that they can continue exploring ways to share their faith. To order books (or to get more info about ordering in Bulk) go to www.ChurchLeaderInsights.com/Impact or see the flyer below for more details. You can order the books at any time by emailing info@churchleaderinsights.com or calling 561.921.8488 ext. 2.

3 Weeks Out

- During the Week
 - Send First Promotion Email (Sample Emails on Training Page)
 - Sample emails on training page
 - Promote Event on Your Website
 - Promote Event on Your Social Media (one post)
- Sunday
 - Include Flyer in Program on Sunday with details on the event and a way to sign-up
 - Use the connection card for people to request information
 - Promotion slide for pre/post-service (Sample Slides and Flyer on Training Page)

2 Weeks Out

- During the Week
 - Send Second Promotion Email
 - Promote Event on Your Website
 - Promote Event on Your Social Media (one-two posts)

- Sunday
 - Include Flyer in Program on Sunday with details on the event and a way to sign-up
 - Use the connection card for people to request information
 - Promotion slide for pre/post-service
 - Include in announcements during all services (f you can tie into message, promote it there as well)
 - Have Info Cards on tables in the lobby (coffee, resources, etc.)

1 Week Out

- During the Week
 - Send Third Promotion Email
 - Potentially Send Fourth email (Last Chance or Don't Miss This)
 - Promote Event on Your Website
 - Promote Event on Your Social Media (one-three posts)
 - Send Reminder email to all people registered
- Sunday
 - Include Flyer in Program on Sunday with details on the event and a way to sign-up
 - Use the connection card for people to request information
 - Promotion slide for pre/post-service
 - Include in announcements during all services (f you can tie into message, promote it there as well)
 - Hand out invite cards as people leave the services with the info on the seminar

Day Before

- Last Chance Email
- Send Reminder email to all people registered

Difference Maker Seminar Promotion Sample Email #1

Subject: [Special Journey U Seminar] You're Invited to The Difference Maker

Hey [Name]

If you haven't already, I wanted to give you another chance to sign up for **JOURNEY UNIVERSITY** on Tuesday or Wednesday of next week!

This Fall, our Journey University seminar will focus on Journey Founding Pastor Nelson Searcy's book *The Difference Maker* and how you have been uniquely positioned to influence those around you for God. This seminar will show you how you can begin to use your everyday life to make a difference in the lives of those who don't know Jesus.

*Plus - everyone who attends will receive a FREE copy of the book *The Difference Maker*.*

So, you don't want to miss out on this opportunity! Here are the details...

1) THE DIFFERENCE MAKER - Tuesday, September 26 from 7:00 - 9:00 PM at [Location]

2) THE DIFFERENCE MAKER - Wednesday, September 27 from 7:00 - 9:00 PM at [Location]

*All Journey University seminars will be held at [Location]. Both Journey University seminars are identical - so just choose 1 to attend.

All you have to do to reserve a spot at The Journey University class of your choice is **click on the button below...**

[Insert Link to Sign-Up Page]

Or...just reply to this email with the class of your choice and I'll reserve a spot for you.

I look forward to hearing from you soon!

See you on Sunday and God bless!

Pastor [Name]



JOURNEY UNIVERSITY
SEMINARS

“THE DIFFERENCE MAKER”

A 2.5-HOUR SEMINARY-LEVEL COURSE

LED BY LEAD PASTOR **Jason Hatley**

Wednesday, September 27 | 7:00PM – 9:30PM

THE JOURNEY OFFICE

7300 N. Federal Hwy, Suite 100 Boca Raton, FL. 33487

Journey University offers seminary-level courses on biblical studies featuring teaching from Journey pastors and special guests. This fall’s seminar will focus on **“The Difference Maker”** by Founding Pastor Nelson Searcy. Our entire church will be studying the best-selling Experiencing God Bible study this fall, and **“The Difference Maker”** Journey University will help prepare you to know and do God’s will in your everyday life.

Join us at Journey University and walk away with:

- A deeper understanding of the Theology of Salvation
- A greater awareness of how God desires to use His people (the church) to impact our fallen world
- An urgency to help others come to Christ,
- The ability to share your faith without fear
- Practical and proven methods for talking to someone about Jesus that are simple and effective
- An understanding of how God wants to use you to be a difference maker

SPACE IS
LIMITED
SIGN UP
TODAY!

FREE BOOK!

**Everyone who attends will receive a FREE copy of
“The Difference Maker” by Nelson Searcy!**



Check the “Journey University” next step on the back of your Connection Card to RSVP today. Got questions? Contact Pastor Marty at marty@bocajourney.com or 561-420-0606 x8

The Difference Maker Seminar Timeline

7:00pm – 9:30pm

7:00pm – Welcome & Opening Prayer

7:10pm – Introduction & Goals for Seminar

7:25pm – Why God Wants Me to Be a Difference Maker

7:40pm – Why is It Important to Share My Faith

7:55pm – The Easiest Way to Make a Difference

8:10pm – Break (Stretch & Restrooms)

8:25pm – Three Tools for Sharing Your Faith: Romans Road

8:40pm – Three Tools for Sharing Your Faith: Personal Testimony

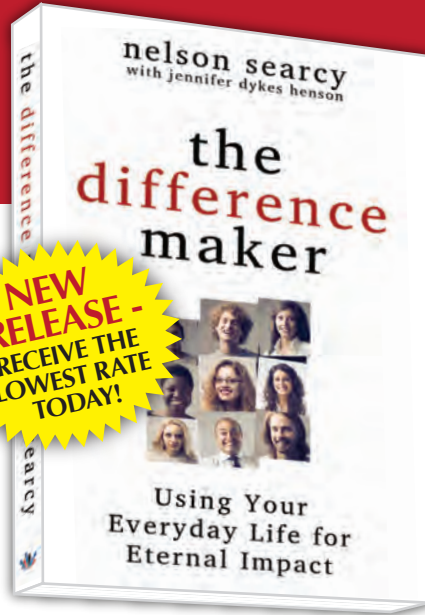
9:00pm – Three Tools for Sharing Your Faith: The Bridge

9:15pm – Special time of prayer: Will You Answer the Call?

9:25pm – Conclusion

GOING FAST! PLACE YOUR BULK RATE ORDER TODAY

Don't Wait -
Quantities are Limited!



The Difference Maker: *Using Your Everyday Life For Eternal Impact*

Nelson Searcy's *The Difference Maker* is a powerful tool to motivate and equip your people to share their faith. Get one for every person in your church!

This book is designed for you to use as part of your evangelism system and "Big Day" process. You can give this book to your people before a Big Day to encourage them to share their faith and invite their friends to church. It gives a detailed plan for how they can invite their friends and share their faith in a non-threatening way.

This practical guide will equip your church to:

- Know the power of their personal story and how God can use it to transform others
- Be ready to be used by God, no matter where they are
- Avoid feeling intimidated in talking about their faith
- Understand what it means to be a difference maker for Jesus right where he has placed them



BONUS - FREE SERMON SERIES WITH EVERY ORDER!
(\$99.95 VALUE)

Plus, when you place your bulk book order today, you will receive a FREE download of Nelson Searcy's sermon series of the same name, *The Difference Maker* (\$99.95 value)!

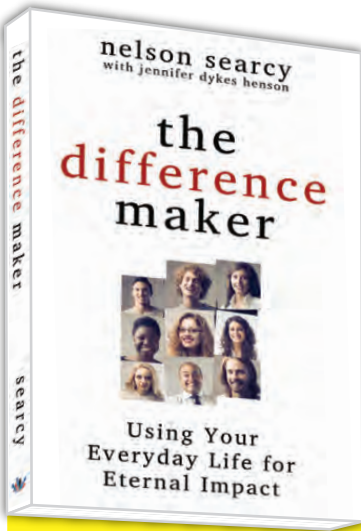
ACT NOW - QUANTITIES ARE LIMITED - PLACE YOUR ORDER NOW BEFORE RATES INCREASE!

3 Easy Ways to Order Today:

- 1) Visit www.ChurchLeaderInsights.com/Impact
- 2) Or call 561-921-8488, Ext. 2
- 3) Or email us at orders@churchleaderinsights.com

SPECIAL BULK RATE AVAILABLE - ORDER NOW!

The Difference Maker:
Using Your Everyday Life For Eternal Impact
BULK RATE: ONLY \$4 PER BOOK (REGULARLY \$6.99)



Here are just 8 ways you can use *The Difference Maker* in your church (and how Nelson and his staff will be using it at The Journey):

- 1 Study it with your staff
- 2 Study it with key leaders
- 3 Teach a series on it and give it as a free gift to everyone
- 4 Teach a message on evangelism leading up to a Big Day and give it to everyone
- 5 Give it as a gift to those who regularly invite their friends – equip them to share their faith.
- 6 Use it as a gift for a membership class
- 7 Hold a one night class and give it to everyone who attends
- 8 Sell it at your resource table

*Equip Your Congregation
to Share Their Faith*

Just \$4 per book! (92 books per case)

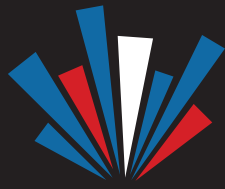


Nelson Searcy is the Founding and Lead Pastor of The Journey Church, with locations in New York City and Boca Raton, FL. He is also the founder of Church Leader Insights and the Renegade Pastors Network, where he coaches and equips thousands of pastors. He is the author of over 80 church leadership resources and 15 bestselling books, including *The Renegade Pastor: Abandoning Average in Your Life and Ministry*.

**ACT NOW - QUANTITIES ARE LIMITED -
PLACE YOUR ORDER NOW BEFORE RATES INCREASE!**

**3 Easy Ways
to Order Today:**

- 1) Visit www.ChurchLeaderInsights.com/Impact
- 2) Or call 561-921-8488, Ext. 2
- 3) Or email us at orders@churchleaderinsights.com



RELATED RESOURCES FOR ADDITIONAL STUDY

Updated & Expanded: The Evangelism Seminar + Team Edition

Attracting the Unchurched to Your Church and Mobilizing Your Church for Evangelism

Super-Low Investment Options to Fit Your Budget — Choose from
Download, CD or DVD — Save Over 87%!

Bringing together EVERY key strategy and tool — Nelson Searcy presents his most powerful evangelism resource to date — Completely UPDATED and EXPANDED! This Proven, Step-by-Step Resource contains EVERYTHING you need to maximize the Evangelism System in YOUR church!

No matter what your church size or location, by making **just a few small steps** you can dramatically increase the number of unchurched you reach in your community. In this brand new resource, your coach Nelson Searcy guides you through a **step-by-step plan to challenge your church to both:**

- **Attract a crowd to your worship service — particularly the unchurched**
- **Mobilize your congregation to share their faith**

Nelson wants to help you realize your true evangelism potential as a pastor and as a church. So he went back into the studio and completely updated his best-selling Evangelism Seminar. All new learnings and strategies.

FOR THE FIRST TIME, you have a Team Training DVD option! Nelson will be right there on the screen walking you and you team through each of the six sessions of training.

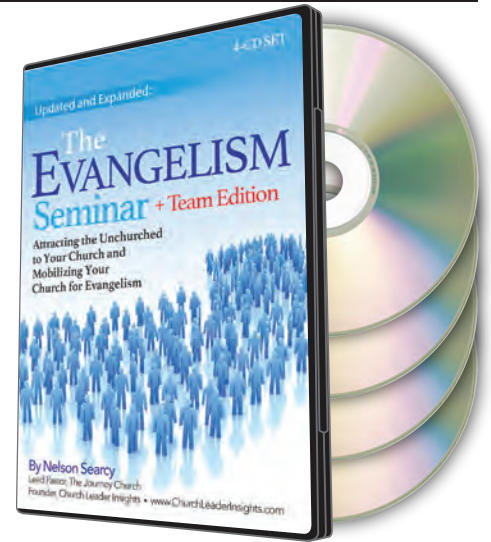
Organized for team training, each of the six 30-minute sessions will have specific action steps from Nelson, so you're building your process each week in a repeatable, sustainable way for visible results. You'll discover numerous insights, such as:

- **The three key elements of an Evangelism System** that you need to master — and that will be covered in this seminar
- **6 key evangelism measurements** you need to know and be tracking on a regular basis (and the ONE key indicator that matters the most)
- Special evangelistic events that you can use to mobilize your people to share their faith
- **The main responsibility** you have as lead pastor when it comes to evangelism (hint: it may involve some heat!)
- How to create a thriving evangelism-focused culture
- **The fastest way** to bring in more unchurched in your community
- **The power of a personal invite** (and how many would say YES if just asked!)
- The secret to how your church can truly **DOUBLE** in just one day
- **11 effective invite tools** to make it easier for your people to share their faith!
- The promotional focus you must embrace and never see as a "dirty" word
- **The 5 C's you need to know** and apply to your marketing materials
- **8 proven tools to reach the maximum number** of people possible in your community
- And much, much more!

Available: Fully downloadable \$599.00 - Just \$199.00 — You Save Over 67%!

Four-CD set \$699.00 - Just \$229 — You Save Over 67%!

Eight-DVD set (CD included plus FREE download!) \$899.00 - Just \$299 — You Save Over 67%!



Includes: Six sessions of audio training, option for DVD video of the six sessions, fill-in-the-blank listener's guide, leader's guide, complete transcript, new believer follow-up letter and email samples, plus templates for newspaper ads and inserts, invite cards and additional promo materials and evangelism documents!

To Learn More or Secure Your Resource Visit:

www.ChurchLeaderInsights.com/Evangelism