

Six Effective Approaches To Evangelism

In Luke 5, Jesus walks upon his disciples who were at the end of an unfruitful fishing expedition. He commanded them to lower their “nets” again. By doing so, they caught so many fish that they asked their partners to “help”. The “net” is our symbol for using others to be a “fisher of men”. We use others to help win the lost through personal evangelism.

When a Christian hears the words “personal evangelism”, there are typically three responses: fear (which shouldn’t be the case), indifference, or excitement. Many who respond with fear often compare themselves to gifted evangelists who have a commanding knowledge of the Scriptures and the natural ability to enter life-changing spiritual conversations and think, “I can’t do that!!!”

While you may not have the special gift of evangelism, all Christians are called to reach out to others with the Gospel of Jesus Christ. In *Becoming a Contagious Christian*, Bill Hybels and Mark Mittleberg share six different approaches to evangelism that will expand your view of evangelism and help you find the right style to fit your personality.

1. Direct Approach (Confrontational) - This is the Apostle Peter’s approach in Acts 2, boldly proclaiming the Gospel to whoever would hear.
2. Intellectual Approach - The intellectual approach to evangelism is what Paul modeled in Acts 17 when he reasoned with philosophers and the deep thinkers of Athens and is today practiced by apologists and other logical thinkers.
3. Testimonial Approach - Evangelists who thrive with the testimonial approach tell powerful stories of Christ’s saving work in their lives. This is clearly seen in the blind man of John 9 who was healed by Jesus and then testified about Christ, “Whether he is a sinner, I do not know. One thing I do know, that though I was blind, now I see!”
4. Interpersonal Approach - For those who have the natural ability to relate to people and love being with others, the interpersonal approach to evangelism is a natural way to share Christ. You know you can be effective with the interpersonal approach when you are able to share your faith with others out of a growing friendship. In Luke 5:27-29, Matthew serves as the perfect example.
5. Invitational Approach - The invitational approach is similar to the interpersonal approach, but as its name suggests, thrives on inviting people to events like a church service, a retreat, or a Bible study. The Samaritan woman Jesus met at the well in John 4 is an example.
6. Service Approach – If you naturally notice the needs of others and enjoy serving them, you might prefer the service approach to evangelism. People who prefer this approach often enjoy sharing the love of Christ through deed over word. Acts 9:36-42 is an example of a woman who was “full of good works and acts of charity,”. She used her gift of making clothing for God’s glory.