



12 KEYS

to

Successful Evangelism

1. Don't Debate 2. Be Nice to Other Churches and Evangelistic Outreaches 3. Receive Rejection Personally 4. Don't Stay Too Long in One Place 5. Don't Be Too Busy 6. Don't Be Too Friendly with Employees 7. Be Friendly and Smile! 8. Stick to the Card 9. Leave Them With Something 10. Trust God for Your Needs 11. Don't Overuse Christian Jargon 12. Don't Make Promises You Can't or Are Not Willing To Keep

RILEY STEPHENSON



12 KEYS

to

Successful Evangelism

RILEY STEPHENSON



KENNETH
COPELAND
PUBLICATIONS

Unless otherwise noted, all scripture is from the *New King James Version* of the Bible © 1982 by Thomas Nelson Inc.

12 Keys to Successful Evangelism

PDF ISBN 978-1-60463-261-3

30-8821

© 2012 Riley Stephenson

All rights reserved under International Copyright Law. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without the written permission of the publisher, excepting brief quotations used in reviews. This e-book is licensed for your personal, noncommercial use only and may not be re-sold or given away to other people. If you would like to share this book, or sow a copy into another's life, please purchase an additional copy for each person you share it with. If you are reading this book and did not purchase it, and/or it was not purchased for your use only, please visit kcm.org and purchase your own copy.

Kenneth Copeland Publications
Fort Worth, TX 76192-0001

For more information about Kenneth Copeland Ministries, visit kcm.org or call 1-800-600-7395 (U.S. only) or +1-817-852-6000.



to

Successful Evangelism

Many books have been written and courses assembled on techniques for soul winning, and some of it is great material. However, some is so complicated it scares people away from sharing the gospel. But, testifying about the Lord—being a witness for Him—is *easy*.

Some Christians have said to me, “Well, Riley, it’s easy for you; you have the gift of evangelism. You have a special anointing to win souls.”

I always answer, “I *do* have a special anointing; I’m a *believer!* You have that same anointing!” In Mark 16, it says that certain signs follow those who believe (*believers*, or *believing ones*, verse 17). If you’re a *believing one*, signs will follow *you* when you’re proclaiming God’s Word and testifying about the Lord.

My Simple Method: Speak the Word and Pray

As I said, there are various methods or techniques for winning souls. I’ll share with you what has worked for me for years. I witness the same way

every day, using a pocket-sized card that contains the following script:¹

Hi, my name is _____
[GIVE YOUR FIRST NAME].

I want to ask you a few questions.

Do you live in the area? Do you go to church in _____

[NAME THE PERSON'S TOWN]? _____

[REPEAT THE PERSON'S NAME], I have another question: If you died right now, where would you go?

[IF HE OR SHE RESPONDS, "TO HELL," "I DON'T KNOW" OR GIVES ANY OTHER ANSWER BESIDES "HEAVEN," GO STRAIGHT

¹ You may download the soul-winning reference card (*Pocket Reference for Soul-Winning*) at: rileystephenson.com. Click on "Resources" to download the Adobe Acrobat (PDF) document.

TO THE SCRIPTURES THAT FOLLOW—ROMANS 3:23, ROMANS 6:23 AND ROMANS 10:13.]

[IF HE OR SHE RESPONDS, “TO HEAVEN,” say:] That’s great, _____. Let me ask you—if God were to say to you, “Why should I let you in?” what would you tell Him?

[IF THE PERSON GIVES ANY OTHER ANSWER THAN THE FOLLOWING, RESPOND:]

There’s only one reason why God would allow anyone to stand in His presence, and it’s because Jesus took our place and died on the cross for us so that we could be saved.

[NOTE: IT’S IMPORTANT

TO NOT ARGUE WITH THE PERSON. IF HE/SHE SAYS, "I'M A GOOD PERSON," "I GIVE TO THE POOR," "I GO TO CHURCH," ETC., YOU SHOULD SIMPLY SAY SOMETHING LIKE, "THAT'S GREAT. WE NEED MORE GOOD PEOPLE IN THIS WORLD." THEN, REDIRECT HIM/HER TO THE SCRIPTURE. NEVER ASK IF YOU MAY READ THE SCRIPTURE TO THE PERSON. SIMPLY REDIRECT THEM TO THE WORD.]

[CONTINUE:] The Bible says, "All have sinned and come short of the glory of God" (Romans 3:23) and, "The wages of sin is death, but the gift of God is eternal life

in Christ Jesus our Lord” (Romans 6:23). But, Romans 10:13 says, “For ‘whoever calls on the name of the Lord shall be saved.’”

[CONTINUE:] _____,
pray this prayer after me: “Heav-
enly Father, I believe Jesus died
on the cross for me and rose again
[RESPONSE]. I give You my life
[RESPONSE]. I want Jesus Christ
to come into my life and into my
heart. Amen [RESPONSE].”

[NOTE: IT’S EXTREMELY
IMPORTANT NOT TO ASK
THE PERSON IF HE/SHE
WOULD LIKE PRAYER. SOME
REAPERS AREN’T COMFORT-
ABLE JUST SAYING, “PRAY
THIS PRAYER WITH ME,”
SO, INSTEAD, THEY’LL ASK,

“WOULD YOU LIKE TO PRAY WITH ME?” IT’S IMPORTANT TO GUIDE THE UNSAVED PERSON IN PRAYER INSTEAD OF ASKING IF HE’D LIKE TO PRAY.]

If the person says they’re already a Christian, I don’t just walk away, saying, “Praise God, Brother (or Sister)!” I never assume someone’s a Christian just because he says he attends church. And, often, even if he/she says, “I’m a Christian,” I continue asking questions to be certain. People have various definitions of “Christian,” or what it means to be a Christian.

The idea behind evangelism is to leave the people with whom you come into contact in a better place

spiritually than before you met them. Use the following script with those who say they are a Christian:

_____, let me ask you a question. On a scale of one to five—"one" being lukewarm and "five" being hot, or totally sold out to God—how would you rate your walk with God? [IF THE PERSON SAYS ANYTHING OTHER THAN "FIVE," CONTINUE:] I want to pray a prayer with you to reaffirm your faith today. Just pray this after me: "Heavenly Father, I believe Jesus died on the cross for me and rose again [RESPONSE]. I affirm, once again, that I give You my life—spirit, soul, and body. I want Jesus Christ to live big in my heart, and I want to be on fire for You. In

Jesus' Name. Amen.”

Most believers are pleased to pray that prayer and will thank you for taking the time to minister to them. However, every once in a while, you'll encounter a fellow believer who tries to engage you in a debate over doctrine, such as water baptism, the baptism in the Holy Spirit, heaven, hell, etc. The following 12 keys for maximizing your street-evangelism campaigns, as well as your one-on-one witnessing will help you avoid some of these pitfalls so you can successfully lead people to Jesus.

1. Don't Debate

As we've already seen, our job as reapers or “sent ones” into the harvest (Mark 16:15) is to reap a harvest of

people's souls, not to debate with other religions or even other Christian denominations. Many believers feel it's their responsibility to "defend the Lord" when they're witnessing. But, our job is simply to give out His Word and to allow the Word to do the work. Remember, His Word is His power (Romans 1:16). Going beyond that by arguing and debating is a distraction and a time-waster and should be avoided. The enemy will try to use people—even other Christians—to stop what God wants to do. Don't ever allow strife and debate in your witnessing efforts.

2. Be Nice to Other Churches and Evangelistic Outreaches

In your evangelism outreaches,

you'll likely encounter other churches doing similar outreaches, and some may not like or approve of the way you're doing it. There's no need to take offense. Offense is another distraction that can keep you from successfully fulfilling your commission to witness and evangelize.

One time, a member of another church was handed one of our *You Are Loved* tracts and complained about it. He approached me, saying, "Riley, did you write this?"

"Yes," I answered.

"Well, there's nothing here about repentance. This is just the bare nuts-and-bolts of getting saved."

"Praise God!" I responded. I wasn't going to get into a debate about how

to convert someone to Christ. I know in my heart that I am giving out the simple Word of God that produces the power of God to get people saved.

The man persisted, “But you don’t even say anything about sin.” I simply said, “I believe the Lord might be telling *you* to write a tract.” And I left it at that. He wanted a debate, but I wanted to get on with what God had called me to do. I wasn’t going to debate him. I chose to be nice, instead.

You need to recognize that anytime a person starts doing something good, there will always be those standing by who will criticize. Just write that down somewhere and remember it, because it’s true! To illustrate this fact, you may have tried

a hundred different diets, but then, finally, you find one that works for you, and you start losing weight. Before long, someone comes along to tell you, “No, no, no. You have to do this and that, too, or it won’t work”! You’d discovered a key, but then someone wanted to “mess with your success.”

So, in evangelizing the lost, realize and recognize what you will inevitably find yourself up against, and be prepared. *Don’t allow yourself to become distracted.* Be nice, and keep moving along the path God has for you. The following passage of Scripture provides great wisdom for keeping yourself focused when “naysayers” challenge you and try to frustrate your plans:

“Let your eyes look straight ahead, and your eyelids look right before you. Ponder the path of your feet, and let all your ways be established. Do not turn to the right or the left; remove your foot from evil” (Proverbs 4:25-27).

3. Refuse to Receive Rejection Personally

I’ve had people actually yell at me for giving them a tract that contains the good news of the gospel and of their redemption in Christ! When that happens, I just laugh. I don’t mean I laugh in front of them. I simply mean I can laugh because I have the revelation that they’re not rejecting me, they’re rejecting Christ. And, it’s the blindness of their hearts

that's causing them to do it.

If you saw someone driving on a road you knew had a bridge out—yet he missed the warning signs and continued driving toward a steep cliff—you would try to warn him, wouldn't you? You'd wave your arms, make a lot of noise, and do whatever you could to get the driver's attention. Why? Because you know you could probably get him to stop if you could just get his attention. You know a person would have to be out of his mind to continue down that road if he knew the danger and destruction that awaited him.

Similarly, many are heading down a wrong path spiritually because they're unsaved. They haven't accepted Jesus Christ as Lord. And the god of

this world has blinded their minds to the truth (2 Corinthians 4:4). But, that doesn't mean we're just to give up and quit. A person isn't thinking straight or seeing things clearly if he rejects the good news of the gospel. Yet the light of God's Word is his only hope for having his darkness penetrated with God's glorious light.

Remember that:

We do not wrestle against flesh and blood, but against principalities, against powers, against the rulers of the darkness of this age, against spiritual hosts of wickedness in the heavenly places (Ephesians 6:12).

We must always keep in mind that our “fight” is not with human flesh but with the enemy who tries to influence human flesh. So, when someone comes against us as we’re presenting the gospel, it’s not really him coming against us as much as it is the enemy coming against the gospel. So the person is not rejecting you, he’s rejecting Jesus. He is being influenced by spiritual darkness.

4. Don’t Stay Too Long in One Place

I rarely go to a place and ask for permission to be there. Usually, when you bring attention to yourself like that, it makes people nervous, and they’ll say no. But, when you go to a place, “hang out” for 20-30 minutes, and then leave, you’re not attracting attention to yourself. You can hand

out tracts and witness at Walmart®, shopping malls, and so forth, without making a scene.

We usually separate into small groups at a certain time, and then have everyone meet back at our cars, or at the church bus, at a designated time—usually around one half hour later. We never stay at one location for hours at a time.

5. Obey Civil Authorities

Wherever you're witnessing, if a policeman approaches you and says, "You can't do that here," don't argue. Simply say, "All right. God bless," and leave the area. Even if you have a legal right to be there, don't debate the issue. We must show respect for those in authority (Romans 13:1).

One time, we were witnessing on a college campus, and after about 20 minutes, four security guards showed up and said, “You can’t do this here.” I could tell they were nervous. They were expecting a response from us that they’ve probably received before from other groups that sometimes contend with authority.

We simply smiled and said to them, “OK, that’s cool. We understand.”

We started to leave, but one of them said, “Hold it! Wait a minute!” They had called for backup, and about that time, a couple of police cars pulled up and sort of barricaded us in by blocking the exits. It was almost like a scene in which a special-forces team descends on a group of terrorists. We just

stood there, feeling shocked. I had my hands in my pockets. I had one hand on my phone, because I actually wanted to take a picture of all of this! Suddenly, an officer said to me, “Get your hands out of your pockets!”

Stunned, I raised both hands in the air like I was under arrest! Then he said, “No, get your hands down—just keep them out of your pockets.”

Throughout this situation, we were totally friendly and cooperative. They asked for our driver’s licenses to check us out. (The fact that none of us had any outstanding traffic tickets was probably a testimony, in itself!)

Soon, they let us go, and they ended up being very nice. The security guards had sort of sounded an

alarm and made the situation out to be something serious. The responding police officers were just doing their jobs. We treated them respectfully, and they treated us respectfully. However, I never did get the photo I'd wanted! (We also learned that at that particular campus, we needed a permit to hand out fliers and talk to people—something we will obtain in advance before going back there in the future.)

So, if you attract the attention of authorities when witnessing, walk in love. Be gentle and friendly, not contentious and hard to deal with. And, obey them with a smile! You won't win anything by fighting with authorities, but you may win a convert by leaving a good testimony

and being the right kind of witness for the Lord.

Also, never place tracts or church advertisements under windshield wiper blades in parking lots. They can be such a nuisance when you're already in your car before you notice the "litter" on your windshield. They could actually block the driver's vision when the car is started—or they could simply fall off the car and litter the parking lot, which is also a nuisance.

You don't want to give your church or your own personal witness a bad name by being inconsiderate and annoying people!

6. Don't Talk to Busy Employees

Common sense should dictate

here, but sometimes we need to state the obvious just to keep people from making trouble for themselves unnecessarily. Let's say, for example, you're in a Starbucks®, and there are three people in line behind you. You're placing your order with the barista. That's not the time to start sharing the gospel with that person while she's busy and other customers are waiting. Doing that would be obnoxious.

On the other hand, if it's a slow night, and there's no one behind you in line, you could witness. I understand that people are working, and I am by no means encouraging you to distract workers from their jobs. But, as I said before, you could do what's on the soul-winning card in less than

three minutes. That's about as long as having a casual conversation—but you're not making small talk; you're sharing words of eternal life!

When I'm talking to someone who's working on the job, if he will give me a minute or two, I'll use that opportunity to share the gospel. But if the person asks me not to talk to him while he's on the job, I won't do it. I won't force the issue. I never want to hurt someone's conscience or get him in trouble with his boss.

Another key in witnessing to employees is to call the person by name, if he or she is wearing a name tag. We all love to hear our names spoken out. So, take advantage of this truth when approaching an employee

to share the gospel.

7. Be Friendly and Smile!

Have fun sharing the Word of God with others! After all, it's not you saving the person or doing the work. God's Word is His power, and *He* does the work, not you. Your only job is to share God's Word and pray. God will do the rest, transforming people's hearts from darkness to light!

Proverbs 18:24 says, "A man who has friends must himself be friendly...." People will not be open to you or your message if you are unfriendly toward them. So, determine to smile and allow the joy of Jesus to shine from your heart outward to others. Your joy will be contagious and difficult to resist!

8. Stick to the Card

I've already made reference to the pocket card, or the "soul-winning card" we use in our evangelism outreaches. Whether you download it from my website and take it with you—which I recommend—or memorize it, it's important to stay with it and not allow yourself to become sidetracked from the simple words and scriptures on the card.

I have trained evangelism groups and overseen soul-winning outreaches for more than 10 years, and I can tell you, from personal experience that *less* really is *more!* You may be tempted to share your own testimony of salvation when you're witnessing—and God can certainly bless that at the right time—but His Word is the most

anointed tool you have. And, you must be mindful to keep what you share very, very simple.

Because your spirit is alive to God as a believer, when you share His Word with others, you can almost feel the anointing to preach come on you! You have an audience, so the temptation may be great to start sharing other scriptures.

That's not wrong in itself, but to an unbeliever, hearing your testimony and scripture after scripture can feel overwhelming. So, take it from me, you will be more effective more often by simply "staying with the card"! After you get the person saved, you can take time, as you're led, to further share with him or her. That kind of sharing falls under the category of

discipling or mentoring.

9. Leave Them With Something

As I said, we hand out tracts as we're witnessing to people so we can place something in their hands they can read later. I keep these tracts in my car and encourage team members to do the same—or in their purses or briefcases. Remember, tracts are not a substitute for sharing the good news, personally, and praying the prayer of salvation with others. Nevertheless, they are an important evangelism tool.

There will be times when you will not be able to share what's on the pocket card or pray with the person. For example, you might catch a businessperson on his or her way

to a meeting. In a case like that, it's wonderful to be able to give the person a tract and say, "Read this when you get a chance."

On our tract, we list our church name, service times, contact information and a map to the church. There's also a portion that can be torn off on which the person can write his or her name and contact information for follow-up, if the person prayed the prayer for salvation. You keep that portion, but the new convert gets to keep the tract for future reference. (We'll discuss the topic of follow-up in greater detail later.)

10. Trust God for Your Needs

Many believers become so distracted by anxieties, worries and the cares of

life that they are rendered ineffective as reapers. But, there is a principle that, if you'll put God and His kingdom first, He will take care of your needs (Matthew 6:33; Luke 19:10). So, rest assured when you become involved with what interests God, He will involve Himself with your needs and concerns.

“But seek first the kingdom of God and His righteousness, and all these things shall be added to you” (Matthew 6:33).

11. Don't Overuse Christian Jargon

When witnessing to the unsaved, it's important not to speak “Christianese.” In other words, using a lot of words that are familiar only in Christian circles, or using too many Christian

“catch phrases” is almost like speaking a foreign language to them!

Remember, we saw that the natural man—the unsaved or unspiritual man—is unfamiliar with the things of God, or with the things of the Spirit. The unsaved have difficulty enough understanding or discerning these things without confusing them with words like “hallelujah” or, “I’m saved and sanctified” or, “I’m redeemed.” But, the Spirit of God can minister life to them if we’ll keep our message very simple and direct, delivering it with compassion instead of as a sermonette or in a “preachy” way.

12. Don’t Make Promises You Can’t or Are Not Willing to Keep

One time, we were witnessing in

the downtown Fort Worth area, and a certain woman came out with us for the first time. She came across a homeless couple and had so much compassion toward them that she just blurted out, “I want to introduce you to Riley. He’s going to get you some food tonight and arrange some transportation to church. And he will connect you with some housing.”

When I met up with this woman, and she repeated what she had promised this husband and wife, I had to set her straight in front of the couple. I simply said, “I appreciate _____’s heart of compassion. Yes, I will feed you tonight. In fact, let’s go right now and get you something to eat. But our church doesn’t have a transportation program in place at

this time, and the best I can do for you in terms of housing is to provide you with some contact information for a couple of local shelters I know about in this area.”

I basically had to “undo” almost everything this very kind but misguided woman had said. But it’s better to have integrity before people than to promise something you can’t or are not willing to deliver. And, it’s equally wrong to promise that *someone else* is going to make good on your promise if you haven’t talked to that other person first!

We must be very careful how we handle the unsaved. We don’t want to do or say anything that might color their view of God and the good news of the gospel, even if we mean well. We may be trying to impress them,

but the simple truth always speaks volumes.

The *how-tos* of soul-winning are not complicated. In fact, the simpler we can keep things, the more effective we'll be at communicating the very simple truths from God's Word that will save and change people's lives. Using these 12 scriptural guidelines for witnessing, when we "keep it simple" and speak the truth in love, gives the Lord room to work His wonders in the hearts and lives of the people He came to save!

Prayer for Salvation and Baptism in the Holy Spirit

Heavenly Father, I come to You in the Name of Jesus. Your Word says, "Whosoever shall call on the name of the Lord shall be saved" (Acts 2:21). I am calling on You. I pray and ask Jesus to come into my heart and be Lord over my life according to Romans 10:9-10: "If thou shalt confess with thy mouth the Lord Jesus, and shalt believe in thine heart that God hath raised him from the dead, thou shalt be saved. For with the heart man believeth unto righteousness; and with the mouth confession is made unto salvation." I do that now. I confess that Jesus is Lord, and I believe in my heart that God raised Him from the dead.

I am now reborn! I am a Christian—a child of Almighty God! I am saved! You also said in Your Word, "If ye then, being evil, know how to give good gifts unto your children: HOW MUCH MORE shall your heavenly Father give the Holy Spirit to them that ask him?" (Luke 11:13). I'm also asking You to fill me with the Holy Spirit. Holy Spirit, rise up within me as I praise God. I fully expect to speak with other tongues as You give me the utterance

(Acts 2:4). In Jesus' Name. Amen!

Begin to praise God for filling you with the Holy Spirit. Speak those words and syllables you receive—not in your own language, but the language given to you by the Holy Spirit. You have to use your own voice. God will not force you to speak. Don't be concerned with how it sounds. It is a heavenly language!

Continue with the blessing God has given you and pray in the spirit every day.

You are a born-again, Spirit-filled believer. You'll never be the same!

Find a good church that boldly preaches God's Word and obeys it. Become part of a church family who will love and care for you as you love and care for them.

We need to be connected to each other. It increases our strength in God. It's God's plan for us.

Make it a habit to watch the *Believer's Voice of Victory* television broadcast and become a doer of the Word, who is blessed in his doing (James 1:22-25).

About the Author

Riley Stephenson has shared the love of Jesus with thousands of people over the past decade. As Minister of Evangelism for Eagle Mountain International Church and Kenneth Copeland Ministries, his mission is threefold: win the lost, mobilize the Body of Christ and bring in the harvest. Riley accomplishes his mission through instruction, training and equipping teams to go into their world to bring in a harvest of souls for God's kingdom.

Jesus said in Matthew 28:19-20, "Go...make disciples...and teach." Through training materials, tracts and personal witnessing tools, Riley leads you on a journey where confidence builds, souls are won and Jesus will turn and say, "Well done, good and faithful servant."

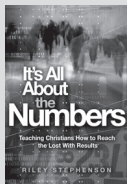
Riley and his wife, Kim, reside in Fort Worth, Texas, with their two daughters, Kiley and Katie Grace.

For additional resources or to schedule a ministry engagement, please contact:

Riley Stephenson
P.O. Box 327
Newark, TX 76071
rileystephenson.com

Additional Books by Riley Stephenson

It's All About the Numbers



I Sent You to Reap



Passion for Souls *(minibook)*



Go to kcm.org

Or call: 1-800-600-7395 (inside the U.S.)

1-817-852-6000 (outside the U.S.)



When The LORD first spoke to Kenneth and Gloria Copeland about starting the *Believer's Voice of Victory* magazine...

He said: *This is your seed. Give it to everyone who ever responds to your ministry, and don't ever allow anyone to pay for a subscription!*

For more than 40 years, it has been the joy of Kenneth Copeland Ministries to bring the good news to believers. Readers enjoy teaching from ministers who write from lives of living contact with God, and testimonies from believers experiencing victory through God's Word in their everyday lives.

Today, the *BVOV* magazine is mailed monthly, bringing encouragement and blessing to believers around the world. Many even use it as a ministry tool, passing it on to others who desire to know Jesus and grow in their faith!

Request your FREE subscription to the *Believer's Voice of Victory* magazine today!

Go to freevictory.com to subscribe, or call us at
1-800-600-7395 (U.S. only) or +1-817-852-6000.

JESUS IS LORD



We're Here for You!®

Your growth in God's WORD and victory in Jesus are at the very center of our hearts. In every way God has equipped us, we will help you deal with the issues facing you, so you can be the **victorious overcomer** He has planned for you to be.

The mission of Kenneth Copeland Ministries is about all of us growing and going together. Our prayer is that you will take full advantage of all The LORD has given us to share with you.

Wherever you are in the world, you can watch the *Believer's Voice of Victory* broadcast on television (check your local listings), the Internet at kcm.org or on our digital Roku channel.

Our website, **kcm.org**, gives you access to every resource we've developed for your victory. And, you can find contact information for our international offices in Africa, Asia, Australia, Canada, Europe, Ukraine and our headquarters in the United States.

Each office is staffed with devoted men and women, ready to serve and pray with you. You can contact the worldwide office nearest you for assistance, and you can call us for prayer at our U.S. number, +1-817-852-6000, 24 hours every day!

We encourage you to connect with us often and let us be part of your everyday walk of faith!

Jesus Is LORD!

Kenneth & Gloria Copeland

Kenneth and Gloria Copeland