

# *Preface*

One of the greatest needs that constantly exists in the church of the Lord is for members to be personally involved in evangelism. I believe that *two of the biggest drawbacks to consistent involvement in personally teaching others are in knowing HOW to approach people and then keeping ourselves stimulated to TEACH them!*

It shouldn't seem strange that these two things adversely affect working for the Lord, because the business community is constantly offering seminars to their salespeople on these very subjects! While the basic principles of approach may be the same today as in former years, the society in which we live is just different enough that it takes awareness on our part and constant adjustments to keep getting positive responses from our prospects. It is to this end That this effort is addressed.

The thoughts and material herein has been gleaned from many sources over the years without always knowing the true authors. While I have tried to be somewhat original in arrangement and format, much credit still must be given to other lessons by Lloyd Moyer, Glenn Reagan, Ken Sterling and Jerry Bassett. And I'm sure their credits may also extend to others, and back, ultimately, to the Lord. It is our prayer that He may be glorified in the efforts we all put forth to stimulate the growth of His body!

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Carmichael, California  
January 15, 1995

# Assignments

## to be completed before each class session starts

### Before lesson # 1.

1. Be sure to go over lesson before the class period in order to be aware of any questions it may bring to mind. Be sure to write them down for discussion time. Look up the scriptures.
2. Make a list of the people with whom you're now actively engaged in (a) trying to set up a class, (b) whom you're inviting to services in an ongoing manner, (c) whom you're expecting to convert because of the continuing efforts you're expending on them.
3. Memory verse: **Matt.22:29.**

### Before lesson # 2.

1. Be sure to go over lesson before the class period in order to be aware of any questions it may bring to mind. Be sure to write them down for discussion time. Look up the scriptures.
2. Make a list of no more than 50 people who know you by name and who are not members of this local congregation.
3. Memory verse: **John 4:35.**

### Before lesson # 3.

1. Be sure to go over lesson before the class period in order to be aware of any questions it may bring to mind. Be sure to write them down for discussion time. Look up the scriptures.
2. Please think of something you *perceived*, *planned*, and then *performed!* An illustration [to self and to others] that you ARE a success!
3. Memory verse: **2 Peter 3:9.**

### Before lesson # 4.

1. Be sure to go over lesson before the class period in order to be aware of any questions it may bring to mind. Be sure to write them down for discussion time. Look up the scriptures.
2. Be able to share ideas on some of the best ways to "get us off the dime" and get started in personal evangelism.
3. Memory verse: **Romans 12:1-2.**

### Before lesson # 5.

1. Be sure to go over lesson before the class period in order to be aware of any questions it may bring to mind. Be sure to write them down for discussion time. Look up the scriptures.
2. Be able to discuss your thoughts on some of the excuses people use to STOP classes after they've attended two or three.
3. Memory verse: **1 Tim.4:16.**

### Before lesson # 6.

1. Be sure to go over lesson before the class period in order to be aware of any questions it may bring to mind. Be sure to write them down for discussion time. Look up the scriptures.
2. Try to think of one of the "hardest objections" you ever heard of and be able to resolve it in your own mind.
3. Memory verse: **Acts 2:40.**

# **PERSONAL EVANGELISM**

## **1. A Great Need in the Church**

### **INTRODUCTION:**

Since the salvation of every soul is predicated on *the teaching of the gospel* we cannot overstate it's importance! And, regardless of the answer to the question "Why?", the fact remains that the gospel is not being taught as effectively to as many readily responsive souls as in former years. We CAN be successful in personal evangelism today!

### **I. A DIAGNOSIS**

- A. An unhealthy condition that exists in many congregations demands investigation. The SYMPTOMS:
  - 1. Indifference toward the work of the congregation by many within the membership.
  - 2. Ignorance of the Scriptures leading to religious error. **Matt.22:29.**
    - a) Spirit of compromise and fanaticism
    - b) Worldliness in the church
    - c) Difficulty in exercising discipline
  - 3. Inadequate supply of elder, deacon, and teacher prospects.
  - 4. Apathy regarding the lost.
    - a) No real concern for them and FEW efforts toward saving them.
    - b) No real enthusiasm toward changing this!
    - c) Largely a result of losing a sense of priorities.
  - 5. Inherent attitude of "Let George do it!"
    - a) Can allow/cause a one-man-domination of the congregation ["Pastor" system].
    - b) Spills over into other responsibilities [such as attendance/ giving/ enthusiasm in worship/ care and concern for each other].
- B. WHAT ABOUT THIS CONGREGATION?
  - 1. What seems to be our weaknesses?
  - 2. What caused them?
- C. The **recognition** of a decline in a congregation may be good or bad . . . depending on what is done about it! A **right attitude** is VITAL!
  - 1. Some congregations ...
    - a) Blame extraneous circumstances ["This is a hard place"].
    - b) Fire the preacher!
    - c) Criticize the elders and deacons.
    - d) Just wait and hope things will "pick up"!
  - 2. Other congregations ...
    - a) Analyze the problem.
    - b) Determine the cause of decline.
    - c) Take necessary steps to remove the cause!

### **II. A PREFERENTIAL REMEDY: PERSONAL EVANGELISM!**

- A. Personal evangelism has definitive effects on the individual, involved Christian:
  - 1. A person who works for the Lord cannot remain indifferent!
    - a) He is forced to study and study eliminates ignorance.
    - b) Knowledge creates concern and compassion and this, in turn, forces activity, which takes TIME, and that involves PRIORITIES!

2. One ambitiously involved with the Lord will become a more efficient teacher with greater spirituality.
  3. Men will further acquire and enhance their qualifications for being elders and deacons.
  4. A greater love for the lost will infectiously involve others in evangelizing.
- B. Personal evangelism will also have tremendous effects on the congregation:
1. The unhealthy symptoms mentioned above will be replaced by healthier attitudes and more productive activities. [viz., *positive attitudes, care & concern, spirituality*]
  2. God will be glorified, the church will grow, individuals will develop into mature Christians and lost souls will be saved!
- C. It'll help those who are VISITED, also!

### **III. THE MOTIVATION: A STIMULATION TO PERSONAL EVANGELISM**

- A. The CALL FROM ABOVE: the Great Commission. **Matt.28:18-20.**
1. This commission was placed in the hands of earthen vessels. **2 Cor.4:7.**
  2. It is a personal commission and it is our personal responsibility to see that it is done: “Go *YE* into all the world...” **Mark 16:15 = “Go ME”!**
    - a) The house next door to us is a part of that world!
    - b) The heathen is sometimes just around the corner.
  3. We are commanded to love our neighbors - **Matt.22:39.** If we really love them we'll want them to enjoy the blessings in Christ! **Eph.1:3; Jas.1:17.**
  4. Our responsibility to TEACH involves us just as personally as the commands to pray and worship.
    - a) **2 Tim.2:2; 4:2; Matt.28:19-20; 1 Pet.3:15; Matt.5:13-14.**
    - b) Christ was not just talking to apostles and preachers in these verses!
- B. The URGE AND CRY FROM BENEATH.
1. The story of the rich man and Lazarus illustrates this. **Lk.16:19-31.**
  2. Every soul in torment would urge us to go and teach if he could!
- C. The PLEA FROM WITHOUT.
1. “**What must I do to be saved?**” **Acts 16:31; 2:37.**
  2. The story of the Macedonian call in Paul's dream is an example. **Acts 16:7-10.**
  3. While on earth Jesus tried to portray the terrible condition of a lost soul.
    - a) The story of the lost sheep. **Luke 15:3-7.**
    - b) The story of the prodigal son. **Luke 15:11-32.**
    - c) People who go to psychiatrists for help are crying out for someone to show them a better way. We need to point to the great Physician. This certainly comes under the heading of our responsibility. cf. **Acts 8:31.**
- D. The PLEA FROM WITHIN.
1. An example of this is the Lord's compassion and His love for souls that were lost ... He once looked on a city and wept. **Matt.23:37; Luke 13:34.**
  2. We're also moved by the Spirit, Who makes intercession for us. **Rom.8:26.**
  3. The Psalmist voiced a yearning that's within us all: **Psa.51:10-** “*Create in me a clean heart, O God, And renew a steadfast spirit within me.*”

### **CONCLUSION:**

Before any problem can be solved we must know what the problem is! It's just as true today as it was in the first century that we need to “count the cost” before entering any endeavor! We can certainly understand this in addressing ourselves to personal evangelism. It's a job that must be done and we can surely see that we need to know where we're going before getting started!

## QUESTIONS ON LESSON ONE

1. In your opinion what is the value of personal evangelism in today's society and how can this value best be effected?
  
2. How do you feel personal evangelism involvement could be more rapidly advanced in this congregation, and who should see to this?
  
3. Please list five (5) things you think Christians who are 65 or over can do in personal evangelism and tell how effective you feel each thing might be in our area.
  - a)
  - b)
  - c)
  - d)
  - e)
  
4. Name three of the greatest strengths you feel this congregation possesses it can use in personal evangelism.
  
5. What, in your thinking, might be considered as hindrances to our effectiveness in personal evangelism and how might they be remedied?
  
6. If you teach someone who obeys the gospel, tell whom you think would be benefited. (Make your list as comprehensive as possible.)
  
7. What are some things you feel would increase personal evangelism activity in most congregations that you're aware of.
  
8. Tell what you think about "earthen vessels" of today.

# PERSONAL EVANGELISM

## 2. Sources of Prospects and Enlistment Procedures

### INTRODUCTION:

We cannot expect a fulfillment of our desires to convert people to Christ if we don't have a source for prospects or know how to get them enlisted. (A lonely monk on a hilltop in Tibet with a vow of silence certainly can't make many contacts!) Too often I'm afraid we try to sell ourselves short and don't do as well as we could/should in leading others to Christ. Of course, we must always remember that even when we're trying to help people understand the gospel for their own salvation --- they are still free moral agents. They must make up their own minds. The purpose of this lesson is to remind us of some of our **SOURCES** for prospects and how to get them involved in their salvation.

### I. WE MUST BE ABLE TO RECOGNIZE A PROSPECT! [*What's a sinner look like?*]

- A. There are very few "*ideals*" just waiting around for us:
1. **Someone who is lost, or a young convert who is about to fall away and needs encouragement/ knocks on your door and asks you for spiritual help/ will listen anytime you desire/ hears gladly with no argument/ receives the word happily/ ready and willing to obey immediately.**
  2. How many of these traits would one have to have to be a prospect? ***JUST ONE!***
  3. How can we determine a prospect? By a certain "*look in their eye*" or maybe a "*spot on their forehead*"? It's just by our own **JUDGMENT!** And we DON'T violate **Matthew 7:1-2** [*"Do not judge lest you be judged....For in the way you judge, you will be judged; and by your standard of measure, it will be measured to you."*] when we determine that someone needs the gospel!
- B. It necessitates that we be ON THE LOOKOUT! [**And this is habit forming!**]
1. Ever go deer hunting? You **WATCH** for deer; **WATCH OUT** for rattlesnakes!
  2. There are people all around us! Some of them would make excellent prospects. Some points of recognizing a prospect might include:
    - a) **External or physical:** If you don't recognize them from church services, they're a PROSPECT!
    - b) **From their activities:** Drinking, cursing, unholy actions, etc.
    - c) **People with problems:** Marital, children, family, job, etc. [Information can come from personal knowledge, the paper, other acquaintances, etc.]
    - d) **Other points** of recognition could include: Being despondent or depressed, lost job, family sick or injured, or other situations that might cause them to be vulnerable. Remember, **Christians really do care, and we must show it!**
- C. HERE'S THE PURPOSE for your list of at least 50 people of your acquaintance who recognize you by name. It can really be a viable and productive list if you'll:
1. Transfer the names to a card file with all the vital statistics you can come up with that would be pertinent for me to teach them if I'd never met them before.
  2. **WRITE DOWN** what you expect to **DO FOR** this person and specify the steps for getting it accomplished (short term and long term goals). ***It is VERY IMPORTANT YOU UNDERSTAND AND COMPLETE THIS POINT!***
  3. Select your five best (or, most urgent) prospects and be able to tell ***why*** you consider them to be so. Again, it's just a matter of **JUDGMENT!**
  4. Set a time for a positive response from your efforts toward these people (might suggest four weeks).

- a) If not getting anywhere with someone by that time, bring up your next best prospect to your “top five”. Keep working with FIVE PEOPLE simultaneously. Of course, some of them will demand more time and work than others, but there needs to be SOME RESPONSE on their part!
  - 1) The one you “drop out” of the top five you might keep in another place if you think “limited communication” might do some good.
  - 2) Or, you could “trade” with someone else and both of you try working with a “stranger”.
- b) Keep adding to your list as you meet or hear of other people, or as others come to mind.
- c) Realize the values of good record keeping. Remember, God scrutinizes and is aware of our records --- MUCH MORE SO than even the IRS. It is really important to keep good records.
  - 1) It gives system and organization to your work.
  - 2) It prevents forgetting or neglecting a prospect.
  - 3) It keeps you aware of how much (or little) you are doing.

## II. WHERE CAN I LOOK FOR A PROSPECT? cf. Jno.1:41; 4:35.

- A. First, don't anticipate that THIS is a hard job! Why? Because you usually FIND what you look for!
  1. Most have more contacts all ready than they'll ever have time to convert!
  2. **ALL AROUND US!** Nearly every one of your acquaintances needs to obey the gospel!
  3. Our seeing the lost requires more than good eyesight!
    - a) It requires **HEART-power**. Must LOVE souls, **Matt.16:26.** Will not find anyone if we don't have a burning love for the welfare of the souls of others!
    - b) Must have **HEAD-power**. **Jno.8:32.** Can't teach what we **don't know!** **Heb.5:12ff.**
    - c) Need **FOOT-power**. We have to GO! Saving souls is going to COST us! **2 Sam.24:24.**
    - d) Finally, it involves **SPEECH-power!** Need to have something to SAY; need to SAY IT with a right, loving attitude, and need to be sure that our LIFE and SPEECH is in agreement!
- B. If you had trouble thinking of 50 prospects, and, to help get the NEXT 50, consider the question of this section: “Where can I look for my prospects?” **START WITH relatives, friends, in-laws!**
  1. Can do a door-to-door religious census. May not like it but it's not obsolete. Many people have to make a living going door to door!
  2. “Brainstorm” with spouse/kids/others in making list. **Make it a family project!**
  3. ASK for referrals ... LISTEN to what people are saying for clues.
  4. Visitors cards from those who've come to services! [Make a *special personal effort* of being friendly with visitors. Service to God is not over when “AMEN” is said!]
  5. Relatives of members, your own included.
  6. New converts have friends and family. Meet them.
  7. Service people you do business with.
  8. New people moving into the area. [One out of four families move every year. Initiate your own “Welcome Wagon”, of sorts.]
  9. Families of your children's playmates, school chums, team members, et al.
  10. Co-workers, neighbors [*remember neighborhood watch programs or neighborhood newsletters, etc.*], delinquent members, hospital and jail calls.
- C. **WHEN** is a good time to talk to prospects?
  1. ANYTIME you can show your interest in them by offering to be of service to the sick or bereaved or needy. AGAIN, Christians CARE!
  2. Whenever ANYTHING happens to open that door of opportunity:
    - a) Something notable about them appears in the paper [send the article or picture to them with a congratulatory note].
    - b) Some great change has happen in their life: getting married, job promotion, new baby, etc.
    - c) Someone they know has made a spiritual commitment
  3. Can you think of other ideas? [viz., if they get new clothes/ car/ house/ etc.; when you get gas, ride a bus or plane, in an elevator, face to face with anyone; **when the refrigerator light burns out!**]

### **III. HOW'S THE BEST WAY TO GET PROSPECTS ENLISTED [Signed up]?**

- A. The “best” way is **HOWEVER YOU CAN DO IT!** “Different strokes for different folks”.
1. Establish a common interest as a bridge for communication.
    - a) It’s terrible to be trapped with someone who shows no interest in your point of view ... so we must make sure that WE’RE not like that!
    - b) Theodore Roosevelt always prepared for his guests by “reading up” on subjects of THEIR interest. Equip yourself, especially scripturally. {Prophecies/ rapture/ unpardonable sin/ life of Christ ... are things often brought up by “casual” Bible students.}
  2. **Arouse interest!** Jesus startled the woman at the well in **John 4:9-15**.
    - a) Need to gain attention/interest so that we might be used by/for God!
    - b) “ODD-BALLS” aren’t really all that useable! [viz. Sign or T-shirt: “*I’m a Christian, Ask Me!*”]
  3. Cultivate, don’t condemn. cf. **Jno.8:11**.
  4. Don’t get side tracked. Salvation is the most urgent need for anyone. Controversial issues can be dealt with at a later date.
  5. Try to set a definite time and place for a class ... **right then** if he’s willing!
- B. **The only way to move anyone to action is to help them see a problem of staying still!**
1. Everyone is faced with the problem of reconciliation to God, but few will admit it!
  2. Must get prospect to realize the problem belongs to us ALL ... even him!
    - a) Can relate that we must all stand before God in judgment. **Rom.14:12**.
    - b) Can also impress that we’re the only hope that some of our loved ones have of ever learning the truth!
    - c) Too, can weigh alternatives: “*What if I’m right and you’re wrong?*” Vice-versa.
  3. Use the word of God ... THAT’S what convicts people of their sins! **Jno.16:8**.
- C. One of the most useful tools is to SHOW that you’re a Christian in the way you live, in your attitude, and in your concern for others! **This is easy if you’re truly committed!**
1. Must be genuinely sold on the product we’re promoting --- the GOSPEL OF JESUS CHRIST!
  2. Continue to demonstrate the love of Christ as you are involved with the prospect, whether they obey God or not!
  3. Keep on ASKING!

### **CONCLUSION:**

As in nearly all activities, the MORE you DO SOMETHING, the EASIER it becomes, and this is definitely true as we’re learning to express ourselves in this activity of serving the Lord. This compares with going to work on a new job and getting acquainted with procedures, vocabulary, needs, and the service you can expect to render!

## QUESTIONS ON LESSON TWO

1. What's the single best piece of advice you ever received on how to get people to study the Bible with you?
  
2. Is it easy or hard for you to first bring up a Bible topic with someone who's a friend or relative --- and WHY?
  
3. How many people could you realistically expect to get into a Bible class this year (\_\_\_) and what are the first three things you think are necessary to make it happen?
  - a)
  - b)
  - c)
  
4. HOW do you suppose good record keeping can enhance greater personal evangelism and WHY?
  
5. What do you feel is the best way to be *persistent* in seeking a class with a prospect without being *overbearing*; to be *sincere* without suggesting their *dishonesty*; and to be *caring* without trying to *take control* of them?
  
6. Converting from sin must be predicated on recognizing the consequences of sinfulness: how's the best way to convince someone that they're a sinner?
  
7. What do you feel is your most valuable asset in personal evangelism?
  
8. List ***1-2-3*** in order of preference:
  - ( ) Taking people to Bible classes that someone else teaches
  - ( ) Teaching class for someone else's prospects
  - ( ) Teaching a class of my own prospects

*Please tell why you picked number (1).*

## **PERSONAL EVANGELISM**

### **3. How to Get Started**

#### **INTRODUCTION:**

It has been said that the best teacher in personal evangelism is experience. But, of course, experience requires a starting point. Instead of just blundering in into a “sink or swim” situation, it’s much better to know “how deep the water is” so as not to get in “over our heads”. This lesson is designed to furnish us with some starting procedures.

#### **I. WORKING UP THE NERVE.**

- A. All the learning in the world is not sufficient ... finally we have to GET STARTED!
  1. And that requires **NERVE** on my part! [**nerve:** “*firmness or courage under trying circumstances*” -- *American college Dictionary*]
  2. What is there that demands **COURAGE?**
    - a) **Fear** of rejection ... of commitment ... of fear itself.
    - b) Combating **procrastination** ... whether indefinite or a specified future date.
    - c) **Ashamed** to show dependence on God ... of my life ... the congregation ... the building ... the preacher ... being considered as a JW or a Mormon.
    - d) **Changing** our priorities: Decision Making Time!
- B. Even when convinced we have the courage we still have to **MOVE! / BE MOTIVATED!**
  1. It’s a great asset to have a work partner to bolster our commitment.
    - a) Primary choice would be your spouse ... because this serves several special needs:
      - 1) First, there is the togetherness.
      - 2) Confidence -- OF and IN each other.
      - 3) It’ll help bolster each other’s egos, to know you’re the personal choice of the other.
      - 4) Such association in the work of the Lord is much better than any marriage counseling!
    - b) If small children are involved, each spouse may need another partner while you trade off keeping the kids. [The BEST solution is to trade off with another couple and keep each other’s kids!]
    - c) Children have important needs, but **so do the lost!** [*Don’t let parenthood negate your spiritual usefulness!* This also helps kids understand what priorities are!]
  2. Be honest and open in talking with God [pray often] about **getting started, success,** what you consider to be your **weak points,** and especially pray for **the lost!**
    - a) Have your **specific goals** in mind and get them accomplished.
    - b) Always keep foremost in your mind that (1) primarily you’re *servicing God* first, and (2) you’re also doing a service to benefit the prospect!
    - c) **View all obstacles** to your success as stumbling blocks Satan is using to thwart your efforts!
    - d) **BE CONFIDENT** that God wants that sinner saved and is “*on your side*”! **2 Pet.3:9;**  
**Rom.8:28, 31.**
  3. **SEE** yourself being **SUCCESSFUL!**
    - a) This is an important part of goal setting.
    - b) Don’t be unrealistic in what you “see” ... one step at a time!

- c) Don't be overly discouraged if what you "view" doesn't come to pass. Just keep in mind that Jesus and the apostles didn't **QUIT** because of setbacks!
- d) Can help to remember what OUR job is: present the truth to others in the best way we can! **We can't make their decisions for them!**

## **II. WITH GOALS IN MIND IT'S IMPORTANT TO ESTABLISH PROPER HABITS!**

- A. By setting goals we are activating our COMMITMENT! By WRITING DOWN our goals we're giving ourselves a much better chance of being successful! [About 3% **write down goals specifically**; about 10% have their goals *in their minds*. the 3% does from **40% to 100% MORE** than the 10%!] *If we really believed this, what do you suppose we'd be doing in our service to God?*
  - 1. Strange activities are not easy to engage in consistently!
    - a) So, goals must be approached easily ... one step at a time.
    - b) For example, may have a goal to teach ten people this year.
      - 1) Have never done anything like this before.
      - 2) Must start with something we CAN DO and grow along the way.
      - 3) Establish a "visiting night" and call on members you're well acquainted with/ then reach out to some LESS familiar with/ then some who are SICK/ some who may be weak spiritually/ visit some older members/ call on some who have VISITED with us/ etc. ***This doesn't just happen in a week's time!***
      - 4) Get used to bringing up BIBLE topics, even using innovative ways ... and we can even practice on each other!
  - 2. The more your commitment to Jesus Christ is manifested the easier it becomes ... you begin "telegraphing" your intentions and others HELP YOU.
    - a) Start pursuing Bible topics with non-Christian acquaintances ... there's LOTS of opportunities all around you! [Examples]
    - b) This requires a feeling of SECURITY as to where you are in your development.
- B. When such goal oriented activities become habitual the first hurdle has been surpassed!
  - 1. Just like attending services on Sunday and Wednesday nights, we realize we're obligated at these times because of long established practice! [Don't have to STOP each week and consider whether or not we're going to attend!]
    - a) FINDING THE TIME is a big obstacle in initiating or upgrading any new endeavors in our lives, and this is especially true in personal evangelism.
    - b) Setting a regular night helps remove it and is just a way of prioritizing.
  - 2. Persistency will bring **SUCCESS**, and **that** is what cements us into any program!
- C. Our "habits" normally concern our "comfort zone".
  - 1. "Rote" or "repetition" is what establishes our habit patterns.
  - 2. After doing a thing consistently for a while it becomes a habit; we're "in the groove"; it's "second nature"; et al.
  - 3. THIS is what we're trying to do with personal evangelism.
    - a) FIRST, just getting ourselves involved, turned on, activated!
    - b) Then, some definite, productive, assertive evangelizing.
- D. How do we find/ MAKE time for doing evangelistic work? [We ALL have the same amount of time: 86,400 seconds per day!]
  - 1. It's back to the basics of PRIORITIZING!
    - a) What if your child got a broken leg?
    - b) It's unplanned! Unscheduled! Would you SEND him to the hospital or TAKE him?
  - 2. Only thing most of us have to stop doing in order to do personal evangelism is "WASTING TIME"!

3. Seminars on “*TIME MANAGEMENT*” teach us that every minute we spend in **PLANNING** will save **twice that amount of time in execution!**

### **III. NOW THAT WE'RE MORE AWARE IN SOME OF THESE THINGS, HOW DO WE GET STARTED?**

- A. What if you've just moved into a new area ... don't know many people?
  1. Might be better. No problem in deciding who goes on the list.
  2. Start meeting neighbors, especially those with whom your children play; the postman; service people; clerks where you trade. [Name some others.]
  3. USE that list/ card file. How to enlarge it.
  4. Trade cards of casual acquaintances if it's easier for you to talk with those you don't know!
  5. Deacons and group leaders have cards for those who just can't come up with anyone!
- B. *For those who HAVEN'T just moved*, and after years on the job with some of the same people, how can you then initiate conversation with neighbors, co-workers, and relatives on what you now believe to be the “most important part of your life”?
  1. Bad examples of the past, poor attitudes, and procrastination are certainly hard to overcome.
  2. FIRST THING TO DO is make sure your OWN life is set in the right direction! THEN, you can begin with others.
  3. Even if you've been a “dead head” in the past, you can now **SHOW that you're excited about something!** Must try to be an “extrovert” with the gospel!
- C. Congregationally organized plan of action **VS.** Individual plan of action.
  1. Which is best? Discuss.
  2. What alternatives if the “congregation” doesn't have a plan?
  3. Does the plan accomplish the goals desired? If not, then IT'S THE WRONG PLAN!
  4. In every group of God's people there needs to be several “plans” in operation at the same time!

### **CONCLUSION:**

DOING THE WORK we have the knowledge and ability to do is one of our hardest tasks. The only way to really get it done is to address it and DO IT! Anything that can make it easier can be used:

1. Several couples can start at one place, separate and make their calls, then all meet back at the same place to talk over successes and to give help where needed.
2. Have prospects to your house for a visit (or a meal) and feel more confident by being on your “home ground”!
3. On vacation together have a Bible study every day and include them in it!
4. Design activities for kids and have a study while the kids play.
5. Always be open and let them know what you're trying to do!

OTHER THOUGHTS-----

## **QUESTIONS ON LESSON THREE**

1. From the things you know about personal evangelism, **where** and **how** would you say you have picked up most of your information?
  
2. If you have ever refused to talk to someone about the Bible because you just didn't have the nerve at the time, how did it make you feel, then and later?
  
3. Do you feel like you have the nerve to bring up the Bible in conversation with others now? If so, **what happened** to make you feel so confident?
  
4. What part do you think PRAYER plays in your successes in personal evangelism? [Also tell what you think you can really pray FOR in this situation.]
  
5. What traits and abilities do you feel are necessary for one to be considered a "success" in evangelization?
  
6. What part do you think that allegiance and commitment play in our efforts of personal evangelism and, if it's possible to increase them, tell how you think that can be accomplished.
  
7. What do you feel is the greatest help in being persistent and consistent in setting a regular night every week aside for visiting and doing personal evangelism?

8. What's a good way to overcome the embarrassment and still stress the urgency when you are mentioning how important the gospel is to your thinking to an old friend for the first time?

## **PERSONAL EVANGELISM**

### **4. Where Do We Go From Here?**

#### **INTRODUCTION:**

Before embarking on any journey we always have to be aware of **two** things: 1) Where you want to get TO.... 2) Where you're starting from! First question should be pretty uniformly answered by all: ***We want to be so involved in personal evangelism as to be winning souls to Christ!*** Where our starting point is pretty much determines the answer to the question of this lesson.

#### **I. WE FIRST MUST MAKE SURE WHERE WE ARE: SPIRITUALLY/ EDUCATIONALLY/ ATTITUDINALLY.**

- A. Self-evaluation will help determine if I'm ready. cf. **2 Cor.13:5.**
1. Must have a love for the lost! **1 Thes.2:7.**
  2. Need to REALLY BE COMMITTED to their salvation! **Jas.5:19-20.**
  3. MUST recognize the power of TRUTH, as well as its necessity and exclusiveness. **Rom.1:16; Mk.16:15-16; Jno.8:32; 2 Thes.2:10.**
  4. Must teach CHRIST and not SELF! **1 Cor.2:1-2.**
  5. For the most effective influence and work, MUST BE A GENUINE CHRISTIAN! **Rom.12:1-2; Rom.2:21.**
- B. **We need to know from the beginning WHAT we are setting out to accomplish.**
1. Must be able to recognize where our responsibility begins and ends.
  2. People must make their own decisions regarding the gospel.
  3. WE ARE NOT FAILURES if we do our job the best we can!
    - a) Regardless of your knowledge or your love for the lost or your sincerity or your own personal godliness, you can be most convincing with the best logic and the most touching story of the ages and SOME STILL WON'T BUDGE!
    - b) It's NOT "automatic salvation" for **YOU** to teach people ... ***and we need to realize this now!***
    - c) That's why Lord said to go on to someone else! **Matt.7:6; Lk.10:10-11.**
- C. NOW, where do we go from HERE, *right now, TONIGHT?*
1. Two ways we can go that aren't really acceptable:
    - a) Can **deny our responsibility** and disclaim any part in saving others.
    - b) Can admit to the truth of our responsibility, but just **continue to procrastinate!**
  2. The only acceptable plan for us to pursue in reaching our PERSONAL EVANGELISTIC goals is to plot a proper course of action and MOVE!
    - a) Urgency should dictate our course.
      - 1) What if convinced only had five days to make a convert?

- 2) Wouldn't worry about being called a religious fanatic, would we?
- 3) Most of us spend YEARS proving that we're NOT!
- b) What about our lists of prospects/ classifying/ actions?
3. Review thoughts on "How to Get Started" [Lesson 3:III].

## **II. WE MUST ALWAYS KEEP OUR PERSPECTIVE BY VIEWING OUR WHOLE PROJECT AND NOT GETTING BOGGED DOWN!**

- A. It takes a constant updating of our records and card files.
  1. Know who your best prospects are ... **every week!**
  2. Must always stay abreast of their needs and our capabilities.
    - a) Call on others for help when necessary.
    - b) GIVE HELP to co-workers when possible!
    - c) **REMEMBER:** This is NOT a "Lone Ranger" situation. We're trying to save souls! Must not be so full of personal pride that we can't **receive** or **give** assistance!
- B. In making contact with the prospect the way we present ourselves will greatly determine our success. Best way is **face to face**, of course. [May be harder for us to do this, but **it's also harder for prospects** to say "No" when we're face to face!]
  1. Usually best for them to know something about you!
    - a) A letter is a good way to express yourself.
    - b) If it's an old acquaintance, you may have to explain why you haven't talked with them before **since you're now telling them that it's so very IMPORTANT!**
  2. Be as natural as possible, let your sincerity show, and stay COOL!
  3. Have a definite objective in mind and a tentative plan for accomplishment [NOT vice-versa!]
    - a) Work toward your goal as smoothly as possible, not allowing unforeseen obstacles to deter you!
    - b) TIMING is important: *NOT* at meal time, or before antagonistic friends or a blaring TV.
    - c) DON'T BE **TOO WORDY!** Let the gospel convert, NOT your "abundance of words".
    - d) EXPECT to be successful!
- C. Even with groundwork (or, maybe because of it) sometimes it's hard to broach the subject. [It gets easier with **practice and confidence**. **cf.** Can you bring up the Bible with an 8-10 year old neighbor child? Can you invite him to services?]
  1. cf. Talking with someone who says, "*Boy, I'll be glad when my kids are grown! Just never know what they'll be getting into next!*" **Your reply might be something like:** "*Isn't that the truth! But, you know, I was reading in the bible about some kids who were so rebellious that their parents had them stoned to death!*" **Dt.21:18-21.** Now don't you know that would open up some dialogue?
  2. Or, you could initiate an introduction with the thought: "*Say, we were studying a topic in a Bible class the other night I'd like to ask your opinion on .....*". **Nearly everyone is an authority on the Bible, so it's pretty easy to get someone's opinion.**
  3. Even though it's very serious, with some you can lighten the load with a little humor: "*Do you have a free night next week? I need your help real bad.*" "What for?"
    - > "*I want you to go with me to an AA meeting and we're supposed to bring a prospective member.*" **Then you hasten to add:** "*No, seriously, we're have a gospel meeting at church every night and we're supposed to bring our best prospect.*"
    - > "*But, I'M NOT a prospect!*"
    - > "*But you're the best I've got ... see how desperate I am? Can you come to dinner before church? And afterwards I want you to look at some house plans I just picked up...*" OR, "*And afterwards I want to talk to you about driving up to the Redwoods with us...*" etc.

## **III. WHAT DO NEXT AFTER WE'VE HAD AN INITIAL, POSITIVE RESPONSE FROM THE PROSPECT?**

- A. Realize that it's necessary to stay up with the desire of the learner.
  1. As always, every case is independent and different.
  2. Some need to be pushed a little constantly, others left to own pace, and some even need to be "bombarded", it seems. **ALL, however, must be allowed to make their own decisions about serving the Lord!**
  3. How do you determine how to deal with someone?
- B. "Classes" are easier to follow up on [can suggest having next class at their place], but what about someone who's accepted an invitation to attend a service of a gospel meeting, and they DO attend ONE service --- what then?
  1. Are they now "on their own"? What can we do? HOW can we follow up? By PERSONAL contact, by PERSONAL correspondence, or by PERSONAL intercession. Do you note a "common thread" in all these thoughts?
  2. The whole picture now shifts to OUR ATTITUDE to the LOST, to the CHURCH, & to the TRUTH!
    - a) It is VITAL [for us and for the prospect] at this point to reevaluate our commitment and to reaffirm our goals. Need to use plenty of PRAYER at this time.
    - b) WHOSE side are **WE** really on and what do **WE** really want to accomplish?
      - 1) This is another strategic point where we can be embarrassed by the building or the preacher or other members, **or just about anything!**
      - 2) What can we do if the preaching wasn't really "all that good"? [Forget the presentation, no preacher is perfect, but was it SCRIPTURAL?]
      - 3) Must consider: **WHAT** is the focal point toward which we're aiming the prospects? Toward a "social club" or a "lodge" or "just another religious group" or **JESUS CHRIST?**
  3. Their whole spiritual future could very well hinge on our next action!
    - a) A reason this is such unfamiliar territory for most of us is because we don't reach this point often!
    - b) What do we WANT them to do, for their *very next action*?
      - 1) Attend again?
      - 2) Have a class at home (one or a series)?
      - 3) Continue to get better acquainted with other members?
      - 4) Obey the gospel?
    - c) HOW can we help get this set in motion?
      - 1) Invite them home with us after this first service?
      - 2) Invite them over the next evening to attend again?
      - 3) Invite them to a "party" to meet other members?
      - 4) ASK them to start attending a class?
      - 5) ASK them to start attending regular worship services?
      - 6) ASK if their kids can start attending classes with you?

## **CONCLUSION:**

The secret to success in any selling situation is to ASK, ASK, ASK! Always stay aware of your commitment to Christ; keep that awareness of Whom you serve! Know WHERE you are! KEEP ASKING people to become prospects and keep asking the Lord for success. WHERE are you going from here?

## QUESTIONS ON LESSON FOUR

1. WHY is it important to know where you're going and what difference does it make in a lesson like this?
2. WHO is the most important person in a lesson on personal evangelism, and why?
3. What difference does it make "WHERE WE ARE" so long as we're just trying to serve the Lord by spreading His word?
4. Is it better to have a designated, planned, followed procedure in reaching the lost through personal evangelism than it is to just let things happen, and WHY?
  - a) What do "spontaneous" opportunities do to planned procedures?
  - b) What SORT are most of the opportunities we have?
5. WHOSE fault is it if people around us are LOST, and why?
6. Have you started your card-file yet?\_\_\_\_\_ How many names are in it so far?\_\_\_\_\_
7. ***"To know me is to love me"*** and also, ***"To hear me teach is to automatically believe, accept, and obey"***. Could either or both of these statements be made about you?  
Or, anyone you know?                      What can we learn from this?

8. Can you share an example of how to bring up the topic of Bible Study with someone?
9. What do you usually try to do after someone has attended services with you?
10. Do you feel if someone attends with you they then become someone else's responsibility? Explain.

## **PERSONAL EVANGELISM**

### **5. Getting the First Study off to a Good Start**

#### **INTRODUCTION:**

By the time you get to this point you've really gone through a lot of work and agonizing, so you surely don't want to "blow it all" now! Too, you have to realize that your prospect has also probably agonized over this, so this first class is going to set the tone for what he's anticipating every future session to be! You WANT everything to be exactly RIGHT. Success demands forethought and planning, work and accomplishment. After you've done everything you have so far, don't "burn this lead" by trying to just "shoot from the hip"!

#### **I. PREPARATION FOR THE FIRST CLASS:**

- A. Be certain you have given thought to where the prospect is in understanding and the attitudes he has regarding spiritual matters.
- B. You've all ready been considering what his needs are; you've compared the ability you have with these needs and have determined you can meet them. In other words, you are aware of what you need to emphasize in the lesson.
- C. Prepare an introductory statement to set the tone of the class and to also let the prospect know what to expect. It's important to open with a word of prayer.
  1. Define the attitude that ought to prevail between people who are studying the Bible: mutual respect for feelings and ideas, a sincere desire to learn, an intention to have a profitable study.
  2. Inform all who are in the class that decision making regarding accepting or rejecting the Lord's will is the responsibility of each person for himself! Also, that no undue pressure will be brought on anyone to do anything they don't really want to do!
  3. Inform all that questions, discussions, and even disagreements stimulate the learning process, but that finally and ultimately there is a **BOTTOM LINE AUTHORITY**, and that's the Bible.
  4. With this idea in mind, everything should be **AIMED** at a Bible solution. Assert that **BIBLE** answers should be given to all Bible questions, and pledge yourself to that end!
- D. Study the lesson thoroughly. Be prepared to *TEACH WHAT GOD SAYS* about the topic under consideration.
- E. Prepare **your attitude** toward the class: confident, positive, and optimistic. Begin by assuming that those who are willing to study the Bible are honest, and sincerely want to know God's truths! What can you do if they prove to be otherwise? What's going to happen if **YOU** prove to be otherwise?

## **II. ORCHESTRATE THE FIRST FEW MINUTES OF YOUR CLASS:**

- A. Open with your introductory statement. Make it concise and pertinent.
- B. Be certain of the prospect's attention and interest before going into the class.
- C. How can you be sure of this? Don't just "allude" to your purpose, SAY IT!
  1. Talk about the need for reconciliation with God and that, even though it's personal, it is a situation that EVERYONE must deal with: NOW, while there's still time to do something about it; or LATER, after nothing more can be done!
  2. Impress the prospect that it is, in fact, HIS problem, along with yours and everyone else's! Point out that THIS IS the purpose for the study of God's word!
- D. Avoid controversial questions as much as possible. They WILL come up and they WILL cause some consternation. Realize this now!
- E. Start the class with as little delay as possible. There's no reason to sit around discussing the weather or kibitzing about something and wasting time. The expressed reason for meeting is to study God's Word.

## **III. SOME GENERAL POINTS THAT WILL MAKE FOR A BETTER AND MORE PROFITABLE CLASS:**

- A. There are some things that definitely ought to be avoided:
  1. **Wrong attitudes** toward the prospect.
    - a) The **DOGOMATIC** approach. *"I'll cram this down your throat whether you like it or not!"*
    - b) The **EGOTIST** approach: a "know it all".
    - c) **SELF-RIGHTEOUSNESS**. You're there to help the prospect come to the righteousness of CHRIST, not of self!
    - d) The **APOLOGETIC** approach, *ASHAMED* of everything God wants us to do in **changing!**
  2. **High pressure tactics:**
    - a) There is more to baptism than pushing someone into the water.
    - b) Persuade by teaching! Do the very best TEACHING you can and let the power of the message work on the prospect's heart. THEN, when you ask for action you're still allowing the candidate to make the decision.
  3. An **extended argument:** PROVE your POINT from the Bible and be certain it is clear to the prospect, then give him time (even perhaps till the next lesson, if he needs it) to think about it and come to his own decision.
  4. **Loss of temper. James 1:19.**
- B. Some things with which you may have to contend:
  1. A forgotten appointment. Reschedule it - once.
  2. A ***"lost"*** TV control! Do NOT try to compete with the TV when teaching a class. If you have someone who just CAN'T turn it off [or, won't allow you to], for whatever reason [maybe that's how they entertain the children in the same room while you're trying to teach], then either have the next class at YOUR house where YOU know where the "off" switch is, **or else use the visualized Bible study series that SHOWS ON THE TV!** [*If THAT'S where people are going to focus their attention, then give them something to focus on!*]
  3. Noisy children.
    - a) Try to have someone who will take care of them. Might arrange this ahead of time with the prospect-parents.
    - b) If (a) is not possible, ***do not attempt to teach while parents are distracted.*** Wait until they are through caring for a particular situation with their children before proceeding.
  4. Unexpected events: visitors, work, sickness, etc. Reschedule study for following week. However, if drop-in-visitors are sincerely interested proceed with the lesson inviting them to study also.
- C. Some distressing attitudes the prospect may manifest:
  1. Indifference

2. Skepticism
3. Criticism

**NOTE:** Such attitudes are **usually** only “skin deep”. They are a front, or defense, used by the prospect against an unfamiliar situation. It is usually best to ignore them and proceed with the lesson in a calm, reassuring, and confident manner. These attitudes will probably disappear very soon.

## **QUESTIONS ON LESSON Five**

1. In your own previous experiences with class teaching, either as a teacher or a student, how would you equate the success of a class with previous planning and preparation?
2. If you have the truth and a real desire to teach it, what difference do you think it makes regarding a prospect’s thinking and attitude?
3. Why do you feel it’s so important to get the first class off to such a good start?
4. Please name four things you can think of that might alter a personal worker’s preparation methods before facing a prospect in a class situation.
5. Since controversial questions gender such stimulated participation and expressions of deep convictions, why is it always stressed that they should be avoided?
6. Why should anyone who **loves the truth and the lost** and is trying to **bring them together** need to be cautioned about *avoiding wrong attitudes* toward either of them?
7. If the sole purpose in studying with a prospect is NOT **to get them baptized**, then what is it and why spend the time and energy?

8. After *many* forgotten appointments, *lots* of noisy children, and *loads* of unexpected events, how & when is it to be decided to terminate the class?

## **PERSONAL EVANGELISM**

### **6. Teaching the Bible**

#### **INTRODUCTION:**

I don't mean to be presumptuous nor too fundamental, but a beginning teacher and ESPECIALLY some of us more experienced teachers need to be reminded from time to time to just "TEACH THE BIBLE"! Years of experience do not give us the latitude of teaching our own opinions! My "experience" is not more important than the Word of God. ALL OF MY KNOWLEDGE, or "brilliance", or perceptions, or comprehension, or anticipation of direction does not give me, **nor anyone else**, the right to try to "**just get by**" in a teaching situation! Restudying old lessons or perceptions before every class allows us fresh insights and approaches that will "show through" and excite a class!

#### **I. SO, WE BEGIN WITH SOME BASIC AND GENERAL PRINCIPLES OF TEACHING THE BIBLE**

- A. Teach the Bible, not opinion. **1 Peter 4:11**. If you do not know the answer to a Bible question be honest enough to admit it, and promise to try to have the answer for the next class.
- B. As nearly as possible, stay with the subject under study. You can "note" questions that are off the subject and cover them after the regular class time, or at a different time and situation if that would be better.
- C. "Take the prospect with you" during the discussion and answering of any Bible question or point you have under consideration. And don't leave the point until he understands, unless you set a time to come back on it!
- D. Get the prospect to agreeing with you as you go along, make him say "Yes". That way, each succeeding point is built on something he can "see", or understand!
  1. **Example:** "*You see, then, that Christ commanded men to be baptized to be saved.*" **Ans: "YES"**.
  2. Start with points of agreement, and work through the points of disagreement.
- E. Let the prospect read the answers to questions from the Bible for himself. ***This is VERY important!***
- F. Present a complete lesson, but do not attempt to cover too much at one time. You must be in control of your lesson, not the other way around. If you've prepared four pages of notes and in the time allotted have only covered TWO pages, skim the last part real quickly.
  1. It's better to present a little that is remembered, than a lot that is forgotten.

2. Remember, the Bible may be NEW to the prospect, although he may have been in a denomination all his life so far!
- G. Expose error!
  1. A prospect attempting to be saved by a system of error must be shown its inadequacy. **Acts 26:16-18**
  2. Be kind but firm. Take it all away from him by substituting TRUTH in place of the ERROR. Remember, a person will not leave an inadequate system unless there is something BETTER! It is the teacher's job to stir up dissatisfaction and to provide an answer to their religious problem.
  3. This is done by disputation and persuasion. cf. **Acts 19:8.**
- H. Create an awareness of personal responsibility. **Acts 2:40.**

## **II. MEETING OBJECTIONS:**

- A. First of all, Learn to not take objections too seriously.
  1. They are a part of accepting something new. [Just like the objections you make outwardly to a salesman's build-up, even when you want what he's trying to sell.]
  2. They come from persons who are unqualified to criticize the Bible!
  3. They're usually only a defense, or "smokescreen".
    - a) It's a diversion from being disturbed out of a complacent mind.
    - b) Or, it's trying to avoid exposure of ignorance of the Bible.
- B. Always strive to meet objects fairly and squarely!
  1. Anticipate objections as soon as possible in order to be prepared for them!
  2. Answer them as completely as time allows and sufficiently to remove them from the way to a clear understanding of the TRUTH!
  3. If and when possible, have the prospect answer his own objections. Provide him with a verse to read, let him read it and then ask him to apply it to the situation. You may have to help along the way.

## **III. MOTIVATION IN BIBLE TEACHING --- MAKING THE PROSPECT MOVE:**

- A. Moving one to act upon what he knows depends on an appeal to emotions.
  1. **Examples:** one may not know that fire burns, but if he has no fear [*emotion*] of it he will not be moved to escape it. A child may know that its parents act in its best interest but without love [*emotion*] for the parents he will not be moved to appreciate their actions.
  2. Likewise, one may know the consequence for sin and how to escape it, but without fear of God's wrath and love for His goodness he will not be moved to escape.
- B. Propriety in appeal to emotions:
  1. The gospel appeals to man's emotions: **Love, John 14:15; fear, Heb.12:28; hate, Rom.12:9; hope, Titus 1:2.**
  2. Emotion must result from teaching the truth. Feeling without knowledge will not save. **Jno.8:32.**
  3. Use appeal to emotions wisely and sincerely, else it will sound sentimental, sloppy, hypocritical, melodramatic.
- C. Motivating by appeal to the emotions:
  1. The best foundation is your own sincere conviction, interest, and enthusiasm for the gospel and the salvation of the one you are teaching.
  2. Be thoroughly wrapped up in the task of converting the prospect.
  3. Use appropriate Bible stories and perhaps life experiences. [Be very careful with the latter. Make sure they're short and poignant. Don't ramble!]

## **IV. PRESSING FOR A DECISION:**

- A. Pressing for a decision assumes two things:
  1. That you have taught the prospect what he must do and he understands there are no alternatives.

2. You have motivated him to do it. He has all the tools necessary.
- B. WHY press for a decision?
- NOTE:** Use caution not to make the decision for the prospect --- it is HIS soul and he alone must answer for it!
1. As in all major decisions the prospect will be arguing within himself: “*Should I or should I not? or, Should I just wait a while?*” Your words of encouragement could very well make a difference.
  2. Your responsibility in encouraging him is to make the prospect realize he is committed to one side or the other, either God’s or Satan’s.
- C. WAYS to press for a decision:
1. Assumed consent. [Only when you are sure the prospect is convinced and ready to obey.]
  2. Series of questions: *Do you believe in Jesus Christ? Do you know what you must do to become a Christian? Are you ready now to do what you have agreed is right?*
  3. Summarize the reasons why one should be a Christian, then ask the prospect to become one.
  4. Contrast good of Christ with evil of Satan and ask prospect which he wishes to serve.

### **CONCLUSION:**

Put the responsibility squarely on the prospect as to whether he obeys immediately or defers until the future. He alone must decide whether to be eternally in heaven or in hell. At this point you have accomplished your responsibility. Sometimes it’s better just to be silent for a while. “*The first one to speak loses!*”

## QUESTIONS ON LESSON SIX

1. If you've been teaching for many years, why not just let your experience guide you in your personal evangelism efforts? Why a class like this that obviously is very fundamental in its approach?
2. If you have studied the truth and your lesson adequately you'll probably have a lot too much material to cover in a specified time [cf. *these lessons on this topic*], how do you determine when to quit the lesson?
3. Why is it important for us to understand that we don't have to expose every error we know about in every class period?
4. If people are objecting to the things you are teaching shouldn't you just "shake the dust off your feet" and go on to someone else?
5. How do you personally determine how much to let "emotionalism" weigh in a prospects decisions? [Remember, his decision to have/not have a class is probably based on emotionalism.]

6. Should teaching the gospel to a person be a completely unemotional experience? [Please explain your answer.]
  
7. Is “pressing for a decision” really a necessary part of presenting the gospel? If I’m just really uncomfortable with that, why should I really bother? Why not just let him decide in his own good time?
  
8. What words would you use to introduce a prospect you’ve taught and just baptized into Christ to other members of the church? [Do you think it really matters?]