

The Evangelistic Sermon

1. The target audience is non-Christians and back-slidden Christians. Preach for repentance and faith.
2. Show that you care about them and that you are glad to be there with them. No-one cares how much you know until they know how much you care!
3. Talk to the people, not just about a topic or “about salvation”. Preach to the person in front of you!
4. Tell them why they need to be saved, what will happen if they are saved, and what will happen if they are not saved. Be very clear that faith in Jesus Christ is the only path to salvation.
5. Explain what sin is (use the Ten Commandments) and is not. Make clear how we have broken God's laws and that being a Christian will involve the cost of obedience and holy living.
6. Do not use “church jargon” such as theological terminology. Use ordinary plain language.
7. Build bridges – make links from their world, the world they know, to the bible/spiritual world that they do not yet know, use illustrations, analogies, metaphors, similes, and so on. Be clear, be clear, be clear!
8. Understand the questions they might be having in their hearts and minds and address them e.g. “Am I just too bad to be saved?” or “Will the preacher ask me for a lot of money ...”
9. Preach to the felt needs of the unconverted: eternal life, forgiveness, fear of death, a clear conscience, freedom from sins and addictions, inner healing, physical healing (if you have the gift) etc.
10. Assume they are intelligent – give reasons for the mind to believe. Be accurate and be credible.
11. Supply motivation for action – why should they agree to become a Christian today?
12. Application: the practical steps they will need to take – tell them exactly what they need to do.
13. Do not use too many bible verses. Just make a few very clear points and drive them home with force.
The Roman Road: Romans 3:23, 6:23, 5:8, 10:9-13
14. Put the bible verses on a handout or on PowerPoint, having to look up verses can be embarrassing. Do not expect non-Christians to have a Bible or know how to use it.
15. Do not embarrass people or make them feel awkward, foolish or uncomfortable, do not belittle any group of people or imply that unbelievers are fools in any way. Cultivate an atmosphere of love and acceptance.
16. Always clearly explain everything that will happen during the service. Make it clear that giving is totally optional. Explain the prayer in detail before praying it. Do not leave people in doubt about whether to stand up, sit down etc. Tell them their friends will wait for them after the service. Tell them to take their purse or handbag with them down the front. Explain the packet that they will be given.
17. Make people feel safe, do not apply high emotional pressure, do not leave people feeling tricked, conned or manipulated, do not make them do unexpected things. Do not ask them to change their denomination.
18. Do not get into theological debates, your goal is salvation of sinners not education of the saints. Do not get into social and political controversies in an evangelistic sermon