

Evangelism — A Proven Method

by Don Martin

Every dedicated Christian is concerned with leading others to the Lamb of God. As a result of this interest, we often find ourselves wondering what is **the best method** of turning people to God.

In advertising their product (church directories), the United Church Directories asked the question, “Why do people choose a church?” Of course, their language and reasoning are in keeping with their sectarian viewpoint. Their aim is gaining people to denominations; our aim is to turn people to Christ and true Christianity. Nonetheless, I believe they present a method which has been proven time and time again as the most practical, prolific way of reaching others with the gospel.

According to United Church Directories, Inc., 18% choose a “church” because of the convenience to their homes, 14% due to previous church affiliation, 3% from a minister’s personal visit, and 56% because of direct or indirect contact from a member of that church. Thus, 56% are influenced by the direct or indirect contact of a member of the church.

The point is: **the most proven method of teaching others is personal contact by Christians who care.** Acts 8:4 says the disciples went everywhere preaching the Word. Let each and every one of us busy ourselves with contacting others with an aim to the salvation of their souls!

Editor’s Note: Especially contact with your friends, family and co-workers who respect you from their knowledge of you. “Cold contacts” are difficult to convert.

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