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INTRODUCTION

An ambassador is “the highest-ranking person who represents his or her own government while living in another country.” As Christians we are ambassadors for Christ (see 2 Corinthians 5:20). We represent the government of Heaven. Such a thought makes me tremble. It causes me to have very sober thoughts, because an ambassador can do a great deal of good for his country, or he can start a war with unwise words.

God has entrusted us to be His representatives, to implore the lost to be reconciled to Him. Each of us must diligently study so that we use the wisest of words in the most sobering of tasks—that of reaching a Hellbound world with the gospel of salvation.

I often liken evangelism to swimming. We can talk about it until we are blue in the faith, but if we don’t dive in and do it, we will never swim. This book, with Q&A from fellow ambassadors, will give you confidence to dive in.

I remember the first time I ever drove a car. I was terrified. I had to remember to do what seemed like a dozen things all at once. Steer straight. Watch the yellow line. Watch the rearview mirror. Keep your foot near the clutch. Be ready to brake. Watch for other cars. Be on



THE BLUE BOOK ON EVANGELISM

the lookout for pedestrians. Watch for cyclists who may swerve. Keep an eye on the speed. Watch for the law. Don't tailgate, etc. However, after driving for too many years to remember, I could do it blindfolded. My problem now is that I could easily become overconfident, and that's not good when you are driving something that could kill people.

The same principles apply to evangelism. The first time you approach a stranger you will be terrified. There are so many things to remember. Be ready to stop and listen. Use the Law. Watch for distractions. Make sure you head for the cross, etc. But after you do it again, then again, and again, your confidence will grow, and you will learn to steer the conversation anywhere you want. And if you will let love be your driving force, before you know it, evangelism will have become a way of life.

Of course, you will have to battle fear continually to do it, but once you step out and witness, you will be so confident that no atheist, evolutionist, intellectual, agnostic, gnostic, or even caustic person, will intimidate you.

May God give you great wisdom, a consuming zeal, and a love that will swallow your fears.

PREPARATION

(Who & Why)





“Save some, O Christians!

*By all means, save some. From yonder flames
and outer darkness, and the weeping, wailing,
and gnashing of teeth, seek to save some! Let
this, as in the case of the apostle, be your
great, ruling object in life, that by all means
you might save some.”*

—CHARLES SPURGEON





Question 1

I watched some of your open-air preaching and got a real sense of conviction. I was familiar with many of the principles you were teaching and my wife was involved in your ministries, but nothing ever clicked in me. I always thought that was for people older than me (I'm 20 years old), but after watching your videos I felt a certain dread come upon me that I really didn't even know if I would make it to an old age. A change has come upon me such as I have never felt before, and I can't listen to enough of your preaching or radio show or read enough of the Bible since then. Still, I struggle with having confidence to go in front of someone and share like you do. I just don't know if I know enough to go out and do that.

You can't use that as an excuse, because what is "enough"? All you need to know is the basics of the gospel. Never worry about some intellectual stumping you with a question you can't answer. You can always say, "I'm sorry. I don't know the answer to that." The truth is, you will never know how to do it, until you do it. So you must ignore your fears; they will leave the moment you begin. (I still have fear after all these years.) Start in the natural (maybe the death of a famous actor, or some news item, or trivia), swing to the fact that we will all die and be judged by the Commandments. Go through the Law, preach the cross, repentance, and faith. Then say, "Thank you for listening." Look on it as a learning experience at first. You are needed. People are going to Hell and the laborers are few.



Question 2

I know God wants me to share my faith, but I feel that if I don't, God doesn't love me and that I cannot maintain a relationship with Him. If we are saved by faith and not by works, why can't I have that relationship with God without witnessing?

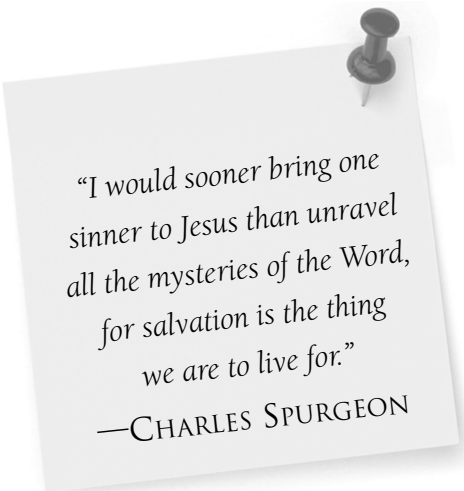
This is an honest question. Here is the problem. We know that we are saved because the fruit of God's Spirit

begins manifesting through us. God is love, therefore we should be filled with love, if we have been truly saved (see Romans 5:5).

Think of this scenario.

You are in Africa. A child is lying on the ground in front of you starving to death. You have food in your hand. You know God wants you to share the food with the dying

child. So the question is, "Why can't I have a good relationship with God, without sharing the food?" You have to answer that yourself.



"I would sooner bring one sinner to Jesus than unravel all the mysteries of the Word, for salvation is the thing we are to live for."

—CHARLES SPURGEON

Question 3

I want so much to share my faith and testimony, to speak in churches and share God's Word in the evangelist field. However, I haven't written a book (yet) and my name isn't known. How can I do this?



Ask God to open doors for you, and in the meanwhile, busy yourself doing menial things. Be a servant. My first international invitation to speak came when I was painting a restroom at a church. The second came when I was pushing a stranger's car because it wouldn't start. That spoke volumes to me about God honoring us when we are servants. So wash feet.

Question 4

Why do Christians have so much fear and hardship proclaiming the truth, when the cults and other religions have no troubling proclaiming lies?

It's important to remember that we fight a spiritual battle. Whenever we approach someone with the gospel, we battle the spirit of fear. However, those in cults and other religions are not wrestling against demonic forces. There is no battle for them. Instead of fighting against the enemy, they are fighting for him. But they also have another incentive. Their public agenda is to spread what they believe is the truth, but their *motive* is one of self-advancement. They don't believe that they will enter the kingdom unless they add works to their faith, so that becomes a strong incentive and energizer. The Christian, however, has a nobler motive. We reach out to the lost because we love God and because we are deeply concerned (horrified) at the fate of the unsaved.

Question 5

As a married woman, am I supposed to zealously witness the way that Paul and the other apostles did? I am refer-



ring to scriptures like 1 Timothy 2:9–15 and 1 Peter 3:1–6. I do believe that the husband is the head of the wife.

Just don't get into a position where you are exercising authority over men. Dress modestly, obey your husband, and make sure that you share your faith whenever and wherever you can. If your husband's not a Christian, then be a prayer warrior, and give out tracts and witness as much as you can without offending him and harming your relationship.

Question 6

Thus far I'm alone in my efforts in biblical evangelism in my city. Other Christians say they appreciate what I'm doing by going out on the streets but think it's because I have a "gift" for evangelism. They say it's not their gift or calling so they'll just stay in their comfort zone and pray for me. They hide behind Ephesians 4:11: "He Himself gave some to be apostles, some prophets, some evangelists, and some pastors and teachers."

Point out to them that some are called to be evangelists "for the equipping of the *saints* for the work of ministry." All Christians (*saints*) are commanded to evangelize. We have a moral obligation to do so. How can any person who professes to love God have no concern that sinners are going to Hell? To encourage and equip other believers to step out of their comfort zones to reach the lost, you may want to invite some to study the "Way of the Master" Basic Training Course in your home or church. Pray that God would raise up laborers, and see what you can do to help.



Question 7

Is it wise to send new converts out into the battlefield before they are grounded in the Word and apologetics?

It is the best thing you can do for them. The woman at the well didn't go to a seminary before she testified of the Savior, and she brought a whole village to Him. After finding Christ, Andrew immediately told Simon Peter. The first thing Philip did was find Nathanael and immediately tell him about the Savior (see John chapter 1). If new converts came to Christ under the sound of the Law, they know enough to go and do likewise with the lost. They will make mistakes. They may get bruised. But that is how we learned to walk in this life, and the same is true spiritually.

Question 8

I got saved three years ago after listening to "Hell's Best Kept Secret" and since then have been bent on soul winning, but I've not been received well by my local church or really anyone in the Christian family (though I am by the lost). Still, I pray God gives me strength to push myself to witness in the steps of Christ. Do you have any advice?





You are not alone. Many find themselves almost isolated, simply because they are burdened to reach the lost, and they want to do it biblically. You may gain encouragement from our daily Living Waters podcast and the *Way of the Master* television program, or gather a couple friends and go through the Basic Training Course to learn how to share your faith with confidence.

Question 9

How would you deal with a church staff and members who are not compassionate about soul winning or who do not believe in this type of winning the lost? Should I leave the church?

That, ultimately, has to be your decision. But I would add that you should hang in there as long as you can. Who knows what changes God could bring in your church through your prayers and perseverance. If you find yourself getting bitter or too frustrated, find another church that has a love for the unsaved. Ask God to give you wisdom so that you make the right decision, keeping in mind that you want a church to have a positive influence on your family.

Question 10

I have been a pastor for six years. God has given me the honor of leading a number of people to the Lord in my office when they come onto my turf for counsel. However, your show has inspired me to take the gospel to the streets. How can I overcome my fear of witnessing on the sinner's turf?



There are a number of ways to overcome fear. First, realize that it is spiritual. The Bible speaks of it as “the spirit of fear.” You are going to have to fight it every time you step out of your comfort zone. So don’t listen to the enemy. Instead, be prayerful, and let love for the unsaved swallow your fears. See yourself as a brave firefighter who beats back fear because he wants to rescue a child from the flames.

Question 11

What should I do to prepare myself for going out witnessing?

One way to keep yourself always prepared is to constantly think about the fate of the unsaved. Think of yourself as a person living in the midst of a terrible drought. You have been given a supply of food and water to share. So how do you prepare yourself? You make sure you have food at hand for when you see someone who is starving to death. Our “food” is the gospel. That’s what we want to get into the heart of dying humanity. You can use gospel tracts to get their mouths open. So, here’s a summary: 1) Be prayerful. 2) Carry tracts. 3) Go over the gospel in your mind until you know how to present it biblically in three minutes, or in thirty minutes.

Those who use the excuse that they don’t know what to say are perhaps those referred to in Scripture as being “ashamed” of the gospel. They are usually those who have never studied to show themselves approved as “a worker who does not need to be ashamed” (2 Timothy 2:15). Don’t let that be true of you.



Question 12

I sometimes seem to “offend” people when I share my faith. They say that I am “attacking” them. How can I effectively share the Good News without offending? I realize that Jesus offended a lot of people, and I’m not worried about the effect of Truth, but I would just like to be more effective for my Lord.

You are right about there being a natural offense with the gospel, but perhaps it could also be your tone. Are you an “intense” person? We’re called to speak with gentleness and respect, so be sure your attitude is one of humble compassion. Do you take a moment to build a bridge with an unsaved person before you swing to spiritual things? Do you use a little humor before you transition to the things of God? (Some of our tracts can do that for you, if you are not personally inclined that way.) Ask a close Christian friend to listen as you witness to someone and see what he thinks.

Question 13

I’ve been out on the street witnessing for about three years now, one-to-one, and I can’t say confidently that I have seen anyone “saved.” I’ve seen so many cry and appear convicted, but none of them have ever called me or written about how their new faith is going. So the question is: What do you do when you feel like you’re not doing anything at all?

This is such a good question, because you are going to have people come up to you and say things like, “I led



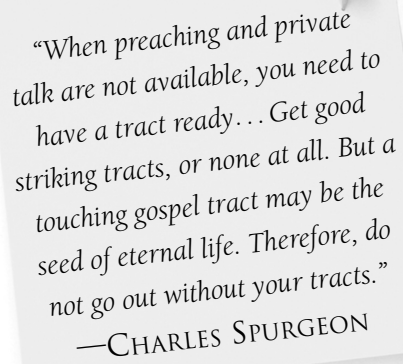
169 people to this Lord last week, praise the Lord. All glory to Him for what He's doing!" And there you are, faithfully laboring away, and you haven't seen anyone come to the Lord.

More than likely, the main reason that you don't see "decisions" for Christ is that you fear God. And because of that healthy fear of the Lord, you don't want to lead a single soul into a false profession of faith. We know how easy it is to get decisions and impress people with numbers, but we also know better. It would be easy to say to those who have heard the gospel, "Do you know for sure that your name is written in Heaven?"

Would you like to have that knowledge? I could lead you in a sinner's prayer right now, so you can know that when you die you will go to Heaven. Would you like to pray?" God forbid that you and I would contribute to the numbers of tares that are sitting among the wheat in the contemporary church.

I preached the gospel for twelve years almost daily, and hardly saw a soul come to Christ. However, after I left New Zealand and came to the United States, I started to hear of ones surrendering to Christ who had listened to the gospel so long ago.

So here is the way to keep yourself encouraged. See yourself as sowing in tears, then read these verses over



"When preaching and private talk are not available, you need to have a tract ready... Get good striking tracts, or none at all. But a touching gospel tract may be the seed of eternal life. Therefore, do not go out without your tracts."

—CHARLES SPURGEON



and over, until you are familiar with them and understand them:

“And he who reaps receives wages, and gathers fruit for eternal life, that both he who sows and he who reaps may rejoice together. For in this the saying is true: ‘One sows and another reaps.’ I sent you to reap that for which you have not labored; others have labored, and you have entered into their labors.” (John 4:36–38)

Therefore, my beloved brethren, be steadfast, immovable, always abounding in the work of the Lord, knowing that your labor is not in vain in the Lord. (1 Corinthians 15:58)

Never be discouraged. Keep asking God that you may see fruit for your labors, but don't let seeing fruit now be your source of encouragement and motivation. Let it simply be the fact that God is faithful to watch over His Word. There's nothing wrong with the seed of the gospel and it's up to God to cause it to bring life, in His perfect timing. You will see fruit *in eternity*, where it counts.

Question 14

Our motive for sharing and reaching out to the lost must be the love of Jesus. If it is anything else, our motive will be exposed and we'll be ineffective. How can we be sure our hearts are in the right place before hitting the streets?

Ask God to search out our motives. However, I would add one thing. Even if your heart isn't in the right place (I'm not talking about sin, but that you are going because of a sense of guilt), you should still go. If you were



rescued from a burning building by a fireman who left the firehouse because he felt guilty not coming to the fire, as far as you are concerned, his motive for rescuing you is a non-issue. He did it. That's all that matters. So don't get hung up on why you reach out to the lost, just do it, while there is still time. What's important is that Christ is preached (Philippians 1:15–18). The quality is in the seed, not the sower.

Question 15

Can you describe your prayer life and what role that plays in your evangelism—that is, do you do any kind of prayer walking before evangelism, etc.?

For the last twenty-five years, I have gotten up most nights of the week (around midnight) to seek God in prayer. It hasn't been easy. The key is to go to bed early. When I get up to pray I wrap a blanket around me and pray for about thirty minutes. Then I write for a couple of hours, read the Word and go back to sleep. I always have a pen and paper beside me when I pray.

When we leave to do an open air, we pray for God's help and His care for us driving the freeways. Just before we get up to preach, we pray. Then, after the preaching, we pray for those who heard the Word that day.

Question 16

How do you specifically pray for the lost?

I pray almost daily that God would raise up laborers. That's what Jesus told us to do: "The harvest truly is



great, but the laborers are few; therefore pray the Lord of the harvest to send out laborers into His harvest” (Luke 10:2). That’s the key to reaching the lost—more true and faithful laborers.

Question 17

How do you keep yourself primed to reach the lost?

The Scriptures say, “But sanctify the Lord God in your hearts, and always be ready to give a defense to everyone who asks you a reason for the hope that is in you, with meekness and fear” (1 Peter 3:15). I thought that I was “always ready” to give an answer, but the other day I found that I wasn’t.

I was riding my bike to work when I saw a gentleman walking on the sidewalk. As I rode past him I offered him a Ten Commandments coin and said, “Did you get one of these?” He grabbed it from my hand and said, “Hey! Thank you very much!” He didn’t know what it was, but he was so enthusiastic I immediately wished I had stopped and engaged him in a conversation about the things of God.

All the way to work I was kicking myself for not stopping, and I spent some time thinking about the incident. I came to the conclusion that I was not “always ready.”





I had a subconscious mentality of “hit and run.” I needed to have a predetermined mindset to engage in a conversation, before I encountered anyone.

A few days later I was riding to work when I saw a teenager on a skateboard heading for me. Suddenly, he slipped and sent the skateboard flying onto a busy road. He quickly ran out and retrieved it, and jumped back onto the sidewalk. I said a friendly, “That’s was close!” and followed with, “Here’s a million dollars for you.” He smiled, then I said, “It’s a gospel tract. What do you think happens after someone dies? Do you think there’s a Heaven?” There was no offense on his part. He said, “I’m not sure.” “Do you think there’s a Hell?” “Definitely.” That reply was interesting. So we went through the Commandments, opening up their spiritual nature.

It turned out that he had lied, stolen, lusted, and blasphemed God’s name. He became rather sober, and it concerned him that because of his sins he was heading for Hell. I then shared the good news that Jesus paid his fine and rose from the dead, and upon his repentance and faith in Jesus, God would grant him everlasting life. We shook hands. He went on his way, and I went on mine.

So if you are a chicken like me and you fight inner fears, do yourself a big favor. Deal with your fears in the prayer closet, and predetermine to be ready. Always.

GETTING STARTED

(When & Where)





“If you never have sleepless hours, if you never have weeping eyes, if your hearts never swell as if they would burst, you need not anticipate that you will be called zealous. You do not know the beginning of true zeal, for the foundation of Christian zeal lies in the heart. The heart must be heavy with grief and yet must beat high with holy ardor. The heart must be vehement in desire, panting continually for God’s glory, or else we shall never attain to anything like the zeal which God would have us know.”

—CHARLES SPURGEON





Question 18

When you started to witness, did you take baby steps like first getting comfortable handing out tracts then on to a bit more confrontational witnessing, . . . or did you take a giant “big boy” step and just start open-air preaching? What was the process you went through? Did you have someone there to mentor you?

Yes, I did take baby steps, and I did fall over and get bruised. However, right from the moment of my conversion I was giving out tracts. If that’s considered baby steps, I’m still taking them. Rather than using the baby analogy, I would rather liken evangelism to swimming. My flesh still hates diving into a swimming pool. The moment I do so it is very uncomfortable, but my flesh adjusts in seconds. It’s the same with witnessing and open-air preaching—you have to will yourself to do it. Just do it. Dive in. It will make you grow like nothing else. No, I didn’t have any mentor. My conscience was my coach. It drove me to do it.

The first time I open-air preached in the US was off a trash bin at Waikiki in Hawaii. Shortly after that I wandered among the sunbathers and said, “Hello, folks. My name is Ray. It must be a dream to lie on this famous beach and enjoy the warmth of the Hawaiian sun . . . and it would probably be a nightmare for a preacher to suddenly stand up and preach to you. But I have something extremely important to tell you, and I will be as quick as I can.” I preached for about twenty minutes before a police officer approached me and said, “I have had eight complaints. You had better wind down.” He was a Chris-



tian, so he patiently waited as long as he could, to give me more time to share the gospel.

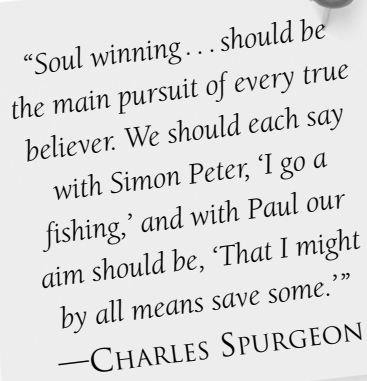
Question 19

Is it best to go out as Jesus sent the apostles, by twos?

You can, but it's not a rule. It seems that Paul preached by himself (such as on Mars Hill). There is no mention of Stephen having a team or a partner. I've preached by myself for many years. If you're open-air preaching, sometimes it's easier to go by yourself, so if you have a hard time at least you don't embarrass yourself in front of your friends. But if you're just getting your feet wet in witnessing, it's often helpful to go with a friend so you can encourage one another.

Question 20

My friend and I go to the local mall to witness for a few hours every week. Is it better to give out tracts to a lot of people, or to talk to only a few people but in more depth?



“Soul winning... should be the main pursuit of every true believer. We should each say with Simon Peter, ‘I go a fishing,’ and with Paul our aim should be, ‘That I might by all means save some.’”
—CHARLES SPURGEON

Both are good. However, if I was to choose only one approach I would lean toward one-to-one. Jesus went out of His way to talk one-to-one with the woman at the



well (John chapter 4). He could have spent His valuable time preaching to multitudes, but He used it to speak to her personally, and alone. The problem is that we have a lack of laborers. I know of some people who find one-to-one difficult, but they can pass out tracts like a machine. These are the type of laborers you and your friend should take with you so your nets can be cast further.

Question 21

What do you do if you live in a smaller town where there are only a few people at a time who walk down the street?

That's a difficult place to open-air preach. It may be best to hand out tracts and concentrate on witnessing one-to-one, or one-to-two. Make sure that you are rich in good works. Perhaps in winter you could stand somewhere giving out tracts with free hot chocolate, or with cool drinks in summer. Be sure to take advantage of any gatherings such as parades, citywide picnics, football games, etc., as well as county fairs and events in nearby cities. Even if these events are not conducive to open-air preaching, they're wonderful opportunities to give out plenty of tracts and witness one-to-one.

Question 22

Do you go to certain planned events, such as air shows, parades, etc., or do you stay away because you are competing with them?

Any gatherings like parades and air shows are perfect for giving out tracts, especially our Giant Money tract. These



tracts are so large that each person who gets one becomes a walking advertisement for them, and you will soon have people approach you and say, “So you’re the one giving out those big \$100 bills. May I have one?”

Question 23

At public events, how do you witness to people individually? I’ve been to fairs, concerts, and downtown celebrations to witness and everybody there is with friends. I have witnessed to groups, but I think it’s more effective one-to-one. What do you say when you approach a couple or a group of adults?

As you approach a group of two or more people and begin talking, often one person will be more friendly and responsive to you. To talk one-to-one, I simply address that person directly. It takes boldness to do this, but it seems to work, without offense. I say, “Let him speak. I want to know what he has to say.” Often the rest of the group will get the hint and leave me to it. Speaking with a cooperative, interested person will allow you to share the gospel more effectively, while his companions can listen in.

Question 24

How can I set up a debate against an atheist at our local college campus? I have watched you do it and it is wonderful how you preach Christ and don’t stray once.

Check out the college website and see if you can find any atheist or evolution group, and challenge them to a



debate. Make it worth their while by offering them \$100 for their time. All they have to do is give their evidence as to why God doesn't exist, and you will give evidence as to why He does. Let the audience decide. Ask a Christian group on campus to promote it. You may even get the atheists to promote it also. They will want it to be a success.

Question 25

We go into a youth detention center to minister once a month, and the staff restricts our message so we can't mention Hell, homosexuality, or sin in general. Even though I have pushed the limits a few times, I'm careful to try to stay within their guidelines. How would you handle this situation?

Perhaps you could fill your message with analogies—about a criminal having his “fine” paid by a

loving judge, etc. Maybe you could give them applicable verses by saying, “Here is this month's memory verse,” and offer a free Bible to those who recite the verse(s) correctly the next time.

