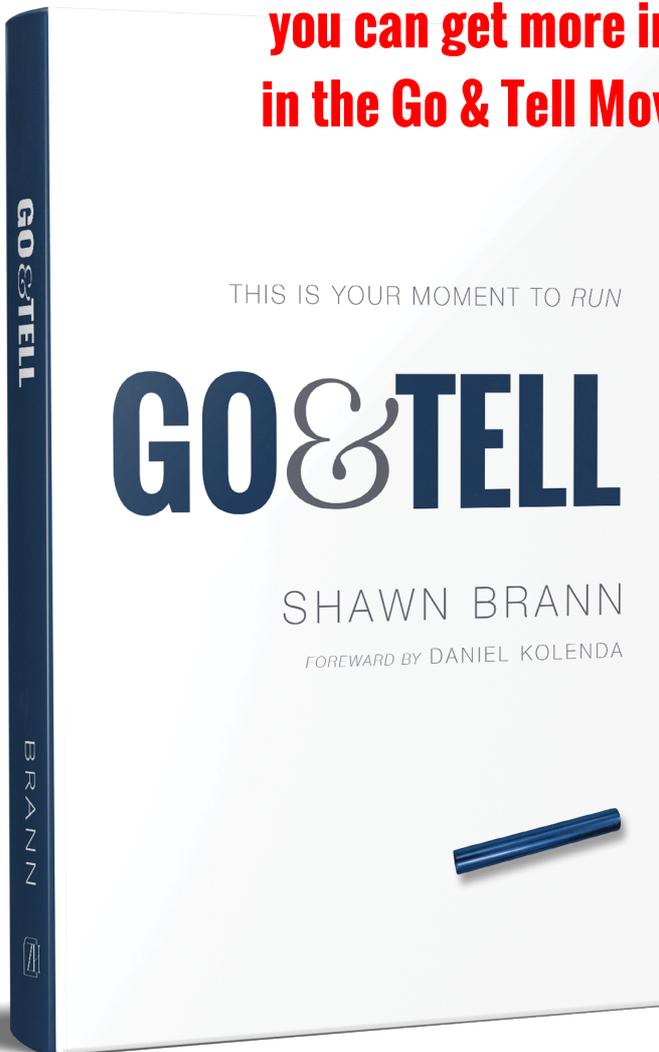


We hope you enjoy these two free chapters out of the book. Sign-up for our e-newsletter to find out how you can get more involved in the Go & Tell Movement.



What others are saying about ...

GO & TELL

I love this book! The testimonies will inspire you. The call to missions and evangelism will challenge you. And the Holy Spirit fire burning inside Shawn will remind you that now is the time to seize the Gospel Baton and *Go & Tell!*

STEPHEN EVANS – PRESIDENT, LIGHT OF LIFE INTERNATIONAL

“*Go & Tell* is a shocking reminder of the price so many people who passed the Gospel Baton in the past! In this book Shawn Brann forces us all to look inward to the magnificent work Jesus has done inside us as followers of Christ, and dares us to stay silent with so much good news to shout about to all the world!”

DR. RON LUCE – FUTURIST AND GLOBAL CHURCH STRATEGIST; FORMER PRESIDENT OF TEEN MANIA

“Shawn Brann was my student 20 years ago at the Brownsville Revival School of Ministry. But now he is my friend. In his book, *Go & Tell*, he has masterfully addressed all the reasons we don’t share the Gospel—the excuses we make. I’ve made them all. Shawn addresses these, not with a stick, but with story, history, humor, passion and powerful insights from the Scriptures. You will come away equipped ... and excited to share with others your testimony of this man, Jesus.”

RON CANTOR – PRESIDENT, SHELANU TV, ISRAEL; ISRAEL DIRECTOR, GOD TV

“I read Shawn Brann’s *Go & Tell—This Is Your Moment to Run*, and I was moved by such a powerful, passionate, targeted book that addresses some urgent needs in the Body of Christ. Shawn clearly convinces us of the dire need for all serious believers in Jesus to take seriously our individual callings to fulfill the Great Commission—to go, share our faith, and make disciples. He does so with a rare combination of sound biblical story-telling, modern and relevant illustrations, and recollections of some of the greatest heroes and heroines in the history of Christianity. Inspired by these spiritual fore-parents who did not allow the reality of persecution or even martyrdom to prevent them from sharing the Good News, with Shawn’s help we can all summon up courage, take steps of faith, and offer our own expressions of the greatest story ever told.”

DR. DAVID COLE – PROVOST AND DEAN OF GRADUATE STUDIES, THE KING’S UNIVERSITY

“This book is hard to put down. *Go & Tell* immediately captured my attention with its exciting actual stories of believers from Christian history, each chapter representing a different century. This book is jam-packed with inspiring Scriptural insights and contemporary illustrations, many of which were taken from the author’s own ministry encounters. In an age of coffee-bar churches and armchair Christians, *Go & Tell’s* refreshing and motivating message offers the potential of raising up an army of modern believers passionately in love with Jesus and armed with the strategy to share the Gospel with power and effectiveness. *Go & Tell* is ideal for group study and discipleship training.”

DAVID W. DORRIES, PH.D. – PRESIDENT AND FOUNDER, KAIROS MINISTRIES INTERNATIONAL; FORMER CHURCH HISTORY PROFESSOR AT ORAL ROBERTS UNIVERSITY

THIS IS YOUR MOMENT TO *RUN*

GO & TELL

SHAWN BRANN

FOREWARD BY DANIEL KOLENDA



GO & TELL—THIS IS YOUR MOMENT TO RUN

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Details in some anecdotes and stories have been changed to protect the identities of persons mentioned.

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FOREWARD

I'm so excited you've picked up this book. I know it will encourage you greatly.

If I had to choose just one thing this book's author, Shawn Brann, and I have in common, it would be that evangelism burns in both of our hearts.

Beyond that, we have other things in common as well. Shawn and I both attended the Brownsville Revival School of Ministry in the late 90s, where God ignited our love of evangelism and set us both on the course of our lives: to tell anyone and everyone who will listen about Jesus.

Over the years (now decades!), many people have watched Shawn in his personal life and in ministry. Whether as a student, husband, father, or serving as a pastor, chaplain, or the founder of his own evangelistic ministry, he's a blessing to those he works with and serves.

And now, with this book, *Go & Tell*, you'll be blessed by his ministry as well.

The great evangelist and author Leonard Ravenhill said, "The opportunity of a lifetime must be seized during the lifetime of the opportunity." In *Go & Tell*, Shawn reminds us that this is our opportunity of a lifetime—our moment to run with the gospel!

Years ago, I was preaching at a conference in Germany with my mentor Reinhard Bonnke. When we met for breakfast one morning, he was unusually silent. I could tell something was stirring in his heart. Then he said, "I had a dream last night. Actually, I'm not sure if it was a dream or a vision—it was so vivid. I was projected years into the future, and

I heard two personalities talking about things happening in the world in their time.” All of what he had heard was significant, but it was the final question and answer that most impacted him. “I heard one ask the other ‘what ever became of Reinhard Bonnke?’ He replied, ‘oh, Reinhard Bonnke was just a forerunner for a whole new generation of Holy Spirit empowered evangelists.’”

The last decade of his life, Reinhard lived with a burden to see that new generation of evangelists birthed, equipped, and launched out. He foresaw them not only preaching on platforms, but on street corners and permeating every corner of society. I believe we are going to see the fulfillment of that vision in our day—an army of laborers unleashed on the world to bring in the end time harvest. Indeed, as Jesus said, the harvest is plentiful, but the workers are few. Every believer must be equipped to run the race of sharing Jesus with everyone around them. But, as I’ve found in my own work as a pastor and evangelist, some believers don’t know how, don’t know where to start, or have a million excuses and reasons for not sharing the good news.

In *Go & Tell*, you’ll find the antidote to apathy, the courage to overcome fear or hesitancy, and the tools you need to be an effective evangelist in your context. This book is packed with practical applications, powerful stories, and valuable insights into the Scriptures. Page after page is filled with humor, passion, solemnity, sound doctrine, and vivid stories from believers throughout the centuries, making it not only rich in theology and history but enjoyable and exciting to read.

Shawn masterfully reminds us of what it has cost for the gospel to advance through the ages. You’ll be inspired as you walk through each century and meet great heroes of the faith who laid it all down (often including their own lives) in order to fulfill the Great Commission. Then it gets real, and hits the heart of the modern-day believer, because all believers are evangelists, sent into the world to share the good news of Jesus. Whether in a stadium or street corner, a corporate office or a daycare, the gospel should be proclaimed by everyone who follows Christ.

I know you will love reading *Go & Tell* as much as I did. It’s a game changer for all believers and churches wanting to be equipped to share the gospel. I highly recommend you (and your church) not only go through this book and the companion workbook, but let the words of the

book to go through you. We are on the brink of a worldwide harvest, and the Gospel Baton is in our hands.

Be encouraged, brother or sister, this is our moment to run.

Daniel Kolenda

President

Christ for all Nations

Jesus said to them, “Go into all the world and preach the gospel to all creation...Then the disciples went out and preached everywhere, and the Lord worked with them and confirmed his word by the signs that accompanied it.”

—Mark 16:15; 20



THE 1100s—DO GOOD

But ... I Don't Know Where to Begin

“God divided the hand into fingers so that money could slip through.” — Martin Luther

The Gospel Baton entered the height of the middle ages. The twelfth century was a time of social, political, and economic transformation. The first two universities were established in Paris and Oxford. The windmill was invented in England, paper began to be manufactured in Spain, and the magnetic compass was first used for navigation. Most importantly, faithful followers of Christ pointed people to the hope of the gospel no matter the consequences.

Men like Arnold, an abbot at Brescia, stood up for the truth of the gospel and were executed by fire as a result. Bernard of Clairvaux, during a time of war and sorrow, would make a decision as a young man to wholeheartedly follow Christ, which in turn would lead to many men and women who, too, would unswervingly follow Christ. And then there's Waldo.

In 1160, a wealthy unbeliever named Peter Waldo lived in Lyons, France. One day, Peter heard a French song of a wealthy youth who left his riches to follow Christ. Deeply moved by the song, Peter hired two priests to translate portions of the Bible for him to read. It didn't take long for the gospel of Jesus to radically impact Waldo, who became a devout follower of Christ. Peter saw himself as the foolish rich man who was busy laying up treasures on Earth, becoming truly poor, instead of

One of the easiest starting points is just using what you have to meet the needs of those around you.

being rich towards God. He knew he could not serve both God and money.

Although it is not wrong to have money as a believer, it is important that money doesn't have you. Peter used his money to impact the kingdom and advance the good news he had discovered. After setting some money aside for his wife and two

daughters, Peter began giving his money away to help the poor and those in need.¹ Not only did his generosity impact people's physical lives, but it opened up their hearts to hear the gospel. It was not long before the masses were drawn to Peter. Many were not content with mere existence, but desired to really live as disciples of Christ and make a difference in their world for him. These new believers became known around Lyons as Waldensians due to the impact the gospel had on them through the life of Peter Waldo.

These Waldensians would Go & Tell the gospel beyond Lyons to Lombardy, Austria and Germany before spreading out around the world. Going out two-by-two, the Waldensians visited the marketplaces and everyone in their cosmos, preaching the gospel to the common people.

It's said that by the end of the century there was hardly a country that had not been reached with the gospel through the Waldenses. Waldo's leading principle was this: What Christ commanded must be done and his word must be supreme. Many historians consider Peter Waldo one of the four church "reformers before the Reformation."² His life and example of generosity launched an evangelistic movement that boosted the gospel around the world.

IF YOU'VE GOT CABBAGE, GIVE IT!

In 2019, our ministry was doing evangelistic outreaches in villages across southern Ukraine. We were asking God to give us favor in sharing his gospel in one of these small villages when he reminded us of a local gift from a farmer. A farm in the region had an abundance of cabbage and instead of trashing the leftovers, he gave our ministry one ton of cabbage. Literally, one full ton of cabbage.

An idea came to one of our staff evangelists to give three hundred kilograms of the cabbage to the local hospital. This gift allowed us to

preach the gospel in the hospital where six people committed their lives to Christ while many others received prayer for healing.

I often hear believers say that they would love to share the gospel, but they don't know where to begin. I've found that one of the easiest starting points is just using what you have to meet the needs of those around you. The need may be food. It may be time. And, many times it may be money. Look what God has given you and then look to see who needs what you have.

Not only do these resources meet an immediate need but they can also open hearts to hear about the great giver, Jesus Christ.

JESUS THE PHILANTHROPIST

Peter, the one who spent the most time with Jesus, gives us a unique insight we often miss in the narrative of the four Gospels. In Acts 10, Peter has a conversation with a man named Cornelius and his friends. As he is talking about Jesus he reminds them how,

“God anointed Jesus of Nazareth with the Holy Spirit and power, and how he went around doing good and healing all who were under the power of the devil, because God was with him.” — Acts 10:38

I've often read this verse through the lens of Jesus's power in regards to the advancement of his gospel. And, in one way, that's right. Jesus heals and he resurrects the spiritually dead. He did then. He does now. That's all part of the good news. I also like this verse because it reminds us that the Holy Spirit was with Jesus to perform the supernatural. As mentioned in Chapter Two, we also must have the Holy Spirit living in us if we want to be fruitful.

But, this isn't all Jesus did. Look at this verse again.

Peters tells Cornelius and his friends that Jesus also, “went about doing good.” This is fascinating because the words, “doing good” are one word in Greek, *euergeteo*. In those days, *euergeteo* was the action of a philanthropist, one who financially supported charitable works, or a person who used his resources to meet the needs of others.

To be more like Jesus doesn't mean we only walk in love and in the supernatural, it means we are givers.

Peter was revealing to us that one way Jesus was strategic in sharing the gospel was by being a great philanthropist.

To be more like Jesus doesn't mean we only walk in love and in the supernatural, it means we are givers. We make it a lifestyle to use the resources and finances available to us to advance his kingdom and bring physical relief to those in need. This may look like buying groceries for a neighbor who is going through a rough time, giving clothes to a charitable organization, or financially partnering with ministries and churches that use those resources to help those you may not physically be able to reach yourself.

When we were given a literal ton of cabbage by a local farmer in Ukraine, we couldn't wait to *euergeteo* with it. We knew it has always been in the nature of God to look after the wellbeing of his people on earth while also giving them hope for eternity. And, he uses us to do this.

We've all been the recipient of God's loving kindness in a tangible way. As a believer, you received the greatest gift in Jesus, when God "gave" him to us.³ And, you most likely also know what it is like to receive a physical blessing as well.

When Tanja and I began to feel the reality that God was calling us to Europe for ministry, we simply didn't have the funds to go. We knew we needed around fifty thousand dollars. We reminded the Lord that if he wanted us to go, he would need to use someone to meet the financial need to make it happen.

A couple weeks later, we were invited to dinner with some of our closest friends, who are family to us. We hadn't shared with them the financial need we had or the amount. But at dinner, they surprised us with two checks that totaled fifty-five thousand dollars! We were shocked. That is a lot of money.

After giving tithes on the money we had forty-nine thousand five hundred dollars left. Their *euergeteo* was the exact amount we needed to get to Switzerland.

We moved to Europe. And, many people in Europe have heard the gospel as a result.

SOCIAL WORKER OR GOSPEL DELIVERER?

Jesus used philanthropy to share his message; but he wasn't solely a philanthropist. Jesus did not come to the world to feed the hungry or

give to the poor. No, he came to seek and to save that which was lost. When it came to giving a resource to an unbeliever, generosity was a tool Jesus used to reach their hearts and came as an overflow from the love he had for them. Helping an unbeliever is very important.

Richard Wurmbbrand said, “Churches assert their wish to save men from a future hell. Then they should prove their love toward men by helping save the world from today’s hell of illiteracy, hunger, misery, tyranny, exploitation, and war.”

If we only give but never preach, we are sending people to hell on a full stomach and a mouth of clean water.

But it is even more important that we share the gospel to those in need. Meeting physical needs is only a temporary relief. When the crowds came to Jesus, in love he fed them. But, he also preached to them.

As followers of Christ, we are to do the same. We give. But, we also preach. If we only give but never preach, we are sending people to hell on a full stomach and a mouth of clean water.

During one of my speaking engagements in Switzerland, I looked on the wall of the church in Geneva and saw a plaque dedicated to Henri Dunant. This was the church Dunant attended in the late 1800s. It was here where Dunant founded the Red Cross and the Swiss branch of the Young Men’s Christian Association (YMCA). As much good as the Red Cross and the YMCA have done for humanity since they were founded, I couldn’t help but think that when social movements stop preaching while doing their humanitarian projects they face the danger of losing the Church’s mission altogether.

WHO’S YOUR KING?

Many people remind me of the banks in Switzerland. Not particularly because they are loaded with money but rather because when it comes to the topic of money, they are sealed shut. Money is a topic that you simply don’t talk about. However, when it comes to evangelism, money is a topic that has to be discussed.

Jesus talked about money more than he spoke about faith and prayer, combined. Of the forty parables of Jesus in the four Gospels, he used money to teach spiritual truths in eleven of them. Jesus uses money as a

tool to reveal our true priorities. People's budgets can often be considered as a theological document. It indicates who or what we worship.

*Martin Luther said,
"Every man needs
two conversions.
The first is his
heart, the second
is his wallet."*

Martin Luther said, "Every man needs two conversions. The first is his heart, the second is his wallet."

At the center of Christianity lies the premise that God created everything, and it all belongs to him. We are only stewards of his resources. It's not wrong to be rich, but it is wrong to think it is all

for your pleasure only.

In English, we often use the word currency as a substitution for "money." Why? Maybe because it is supposed to flow like a current. Let it flow, and watch God use you to advance his kingdom in your cosmos.

WHERE'S WALDO?

Our greatest fear as a disciple of Christ should not be of failure, but in succeeding at things in life that have no eternal significance. Once Peter Waldo understood he was to steward the resources God had given him for eternal purposes and not just for his own pleasure, God was able to use him as a significant runner of the gospel in the middle ages.

Peter is no longer here. God is looking for Waldos to use today. When he looks at where you are, will he see a Waldo or just another person in the crowd more interested in increasing your bank account more than impacting as many people with the gospel as possible?

Can I ask you a tough question? Are you greedy or are you generous? Greed is a condition of the heart and not the value in a bank account. It is

*Our greatest fear
as a disciple of
Christ should not
be of failure, but
in succeeding at
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have no eternal
significance.*

OK if you are wealthy as long as you are also a good steward and generous with what God has given you for the advancement of the gospel. I have many friends that are both financially well off and passionate followers of Jesus. They are wealthy because they are good stewards of the resources God has given them. But to have money and no generosity is a sad reality for many people.

Do you remember what Simon Peter said to the crippled beggar at the temple gate in Acts 3?

“I have no silver and gold but what I do have I give you. In the name of Jesus, rise and walk.” I wonder why Peter had no money. Maybe he was just short on money that morning. Or, perhaps, he had no money at all because he was using what he had for the advancement of the kingdom.

Either way, I find something interesting. For many believers in first world countries, we can no longer say, “I have no money” but we also can’t say, “rise up and walk.” Is it possible that miracles and greed can’t work together in a believer’s life?

“You can never out-give God.”

God wants us to be rich in what matters for eternity. He wants us to walk in the supernatural, representing Jesus on this earth. Oftentimes, we get our eyes off what matters most and focus on our earthly success. We store up our savings, but we forget the words of Jesus,

“Do not store up for yourselves treasures on earth, where moths and rust destroy, and where thieves break in and steal. But store up for yourselves treasures in heaven, where moths and rust do not destroy, and where thieves do not break in and steal. For where your treasure is, there your heart will be also.” — Matthew 6:19–21 (ESV)

Whether you have money or no money is not the point. What matters is understanding that you can’t take money with you to eternity. It is a resource to be used for the gospel.

You may not be able to take it with you, but you can send treasures ahead of you by *euergeteo* for the advancement of the gospel.

GOOD DEEDS

Jesus went around “doing good,” and so should we. The resources he’s given you can change a sinner to a saint. “Let your light shine before others so that they may see your good deeds and praise your Father in heaven.” (Matthew 5:16)

What has God given you to use for those in need around you? Perhaps the very resource you have may be the key to opening a hardened heart that has been closed to Jesus for many years.

Be a giver. As Billy Graham would often say, “You can never out-give God.”

Paul tells the Corinthians that the God who, “gives seed to the sower and bread for food will also supply and increase your store of seed and will enlarge the harvest of your righteousness.”⁴ I’ve learned that as I sow both financially and with resources into the lives of people and ministries, God often gives me more to sow. And, as a result, the harvest increases.

You’ve only got one chance at this thing called life. Learn the principle of giving now. It’s an incredible starting place in sowing the gospel message to those around you.

You have what you have for a divine purpose. Give, and watch God’s kingdom advance. Peter Waldo did, and the gospel moved on with great momentum into the thirteenth century.



THE 1200s—SIMPLICITY

But ... I Don't Know What to Say

*“Educators take something simple and make it complicated.
Communicators take something complicated and make it
simple.” — John Maxwell*

The thirteenth century had begun. Marco Polo was exploring the world. William Wallace would lead Scotland. And the Mongol empire took root under its founder Genghis Khan. But it was the gospel message that continued to build momentum. Pious men and women, who dearly loved Christ and his word, brought the simplicity of the gospel as a counter to the confusion brought on by the culture, family pressures, and philosophers; no greater example than that of Thomas Aquinas.

Thomas Aquinas sat huddled on the cold prison cell of the family castle tower. Seventeen months had gone by since his parents had imprisoned him for his desire to follow Christ fulltime in the ministry as a Dominican monk. Yet, despite his family's attempts and persuasion, Thomas was unshakable in his resolve. He had a Christ to follow and the gospel to carry.

One night, his brothers arranged for an incredibly beautiful prostitute to visit Thomas in his cell, hoping that he would give in to temptation and change his mind. “With pains in my loins,” Thomas would later write about the experience, he rejected her advances and chased her out of his cell with a burning log he took from the fireplace. By 1244, his family gave in and set him free to go to school to pursue his passion.¹

Although the shy and lumbering Thomas would be nicknamed “the Dumb Ox” from his students, he was everything but dumb. His brilliant mind coupled with the simplicity of his approach to make the Bible comprehensible would lead a revolution in biblical thought and communication. He would help believers and nonbelievers distinguish between philosophy and theology, giving them simple labels like reason and revelation. He made sure that the average person could easily understand the gospel message and the truths found in the Scriptures. The writings of Thomas Aquinas would be a powerful influence on the church over the next eight hundred years serving as a tool to lead people to Christ.

Like Thomas, this century of believers understood that if their message was going to be heard over the philosophical movements of the day, they had to simplify the deep truths of God for all to understand.

They did, and the gospel continued to advance.

BRING IT!

It was early February in 2020. My team and I were feeding the poor in a park in Odessa, Ukraine. To say it was cold is an understatement. This park looked like the inside of a freezer. The trees, the grass, the benches, everything was frozen. Including me.

About fifty locals stood in line for their warm bowl of soup that we offered. The look on their faces when the warmth of the soup touched their frosted lips was priceless. But what came next was even better. My translator asked if the crowd would quickly gather around. The crowd was clearly ready to find warmth somewhere soon as the wind whistled through the park. But they obliged and gathered closely together in a circle.

My translator said a few words to them and then looked at me. “Bring the gospel. You’ve got two minutes before this crowd takes off because of the cold.” I’m not usually good at speaking when I get put on the spot. But, not this time.

I shared the gospel, several of them repented of their sins, and we collected addresses for follow-up discipleship for the ones who were not homeless. All in a couple of minutes with a translator.

How? Because I was prepared. And, when you are called upon, you can be ready, too.

KISS

Have you ever heard of a marketing technique called KISS? When it comes to preaching the gospel, I've learned that utilizing this KISS principle is key. I first heard the KISS principle in a business development and communication class when I was working on my MBA. Let me give you the background.

This principle was started by the U.S. Navy in 1960 as a reminder when designing jet aircrafts. The engineer must remember to KISS, or “Keep It Simple, Stupid” with the final design. This means that a product must be designed to be repaired by an average mechanic in the field during combat conditions. Stupid refers to how stupid easy it is to fix the broken aircraft and not the intelligence of the designer or mechanic. It has to be simple.

So what does this have to do with sharing the gospel? You and I are in a spiritual war. Any time we are given the opportunity to share the gospel, we must remember, like those Navy engineers, to KISS. We have to keep our message simple for the average person to understand. The gospel should not be complicated.

Do you remember all the conversations of Jesus in the Bible? His messages were simple and clear, “Repent, for the kingdom of heaven is at hand”²; “From that time Jesus began to preach, saying, ‘Repent, for the kingdom of heaven has come near’”³; “Jesus came into Galilee, proclaiming the gospel of God, and saying, ‘The time is fulfilled, and the kingdom of God has come near; repent and believe in the gospel’”⁴.

When Paul was closing his letter to the Colossians, guess what he asked them to pray for? You're right! Paul asked to be able to share a clear gospel presentation “which is how I ought to speak.”⁵

The average person needs to clearly understand the gospel we are presenting to them. It's not the time for some deep theological discussion.

Did you know that the book of John is written to unbelievers, but the book of Romans is written to believers? What's interesting is that Romans tells us much about sin and the way to salvation. John, on the other hand, does not. It's simple and to the point. So should our gospel presentation to unbelievers.

Billy Sunday, one of the leading evangelists in the 1900s, saw tens of thousands of people come to faith through his preaching. He believed that was because he never burdened his audiences with theological

*Preparation
is the key to
being ready
to share
the gospel.*

lectures but tried to reduce Christianity to its lowest common denominator so the average person could understand the message.

Effective evangelists follow this one creed: Be simple.

Evangelist Reinhard Bonnke said of the many mass evangelistic messages he presented throughout Africa,

“My sermons might never be homiletical masterpieces. They might never be printed in books and reproduced as examples of form and content. They were meant for the ear and the heart of the sinner, not for professors, or grade books, or classrooms. Before God, the only critic that counted was the man or woman who raised their hand and came forward to receive Jesus. All else counted as dung.”⁶

PUT YOUR SHOES ON

In the Roman era, soldiers had to be ready for war at all times. An unprepared soldier was a dead soldier. One of the items that was important was their shoes. If the soldier had his shoes off, he did not expect to be attacked; wearing the shoes represented his readiness.

Remember Paul’s letter to the Ephesians? He parallels a Roman soldier’s armor with the Christian life. Look at what he says about the shoes: “Stand firm then ... with your feet fitted with the readiness that comes from the gospel of peace.”⁷ Paul told his disciple, Timothy, to “Preach the Word; be prepared in season and out of season.”⁸

If Paul were alive today, he would tell us the same thing he told Timothy. Be ready at all times. We need to always live our lives with our gospel shoes on. You never know when the next opportunity to share the good news of Jesus will come. Expect it to be today at the store, at your office, around the dinner table, over social media, anywhere.

Evangelist Smith Wigglesworth often said, “I don’t get ready; I stay ready.” Are your shoes on? Are you ready to share the good news today?

NO MORE ANXIETY

When a soldier put his shoes on, it did not just mean he was at war, but rather that he was prepared for when, or if, it would suddenly come. Preparation is the key to being ready to share the gospel.

Does your heart feel like it's about to burst out of your chest when you are about to share the gospel with someone? Do dozens of excuses flood your mind why it is a bad idea?

When I was just starting out in ministry, I was always nervous to share my faith. My heart would pound, palms would sweat, and wildest excuses often held me back. When I was asked to speak at a church or an evangelistic event, I would nearly have a panic attack.

One evening, I asked evangelist Steve Hill of the Brownsville Revival if he ever got nervous when preaching. I was secretly hoping he would say yes to give me confidence. His response was the opposite. I was incredibly discouraged until he told me why. He said he didn't get nervous because he always came prepared.

Since that time, I've shared the gospel one-on-one and to large audiences. I've realized, like Steve told me, when I'm prepared, I'm not nervous. When I'm not prepared, I'm timid, afraid, and insecure. Preparation removes these obstacles. 1 Peter 3:15 says that we should be ready to give everyone an answer for the hope that we have.

Preparation includes prayer, partnership with the Holy Spirit, knowing the word, and being ready to clearly present the gospel.

BUT I DON'T KNOW HOW

One of the biggest excuses I hear from believers on why they don't evangelize is that they don't know what to say. I get it. I've been there myself. However, I've learned that you have to stay focused on the good news, and not allow the many conversational detours to distract you. Remember, as we saw in Chapter One, that the overall message of the good news is that Jesus has won! He is the king. This reality has three important pieces:

1. *Something happened.* Our world's ultimate king has come. Jesus' life, death, and resurrection won the battle over evil. Creation is being restored and the saving of man from evil or eternal destruction has begun.
2. *Something is happening as a result.* People are called to repent of evil, turn and follow Jesus.
3. *Something will happen in the future.* Jesus is coming again. And, with his return all of creation will be put right. Evil and those not

following Jesus will be put away forever. True followers of Jesus will live in eternal bliss both in this restored world and for all eternity. The final union of heaven on Earth will be established.

I've got exciting news for you. After spending time with the king and relying on the Holy Spirit to equip you, which is most important and a must, there's plenty of additional resources that are available to prepare you to share! There are tools to help simplify your thinking and bring clarity in what you are proclaiming. Over the years, I've used many of these.

Here are a few:

- **The Romans Road:** This is sort of a road map of salvation from selected verses out of Romans. The goal is to start showing the bad news as described in Romans, “all have sinned and fallen short of the glory of God” (3:23) and “the cost of sin is death.” (6:23) Then it moves into the good news “But God demonstrates his own love for us in this: While we were still sinners, Christ died for us.” (5:8) Finally, it ends with a decision. “If you declare with your mouth, ‘Jesus is Lord,’ and believe in your heart that God raised him from the dead, you will be saved. For it is with your heart that you believe and are justified, and it is with your mouth that you profess your faith and are saved.” (10:9-10)
- **The ABCs:** Reinhard Bonnke said it's critical to stick to the ABCs of the Bible for salvation. LifeWay's Vacation Bible School designates the ABCs for evangelism as: A for Admit to God that you are a sinner, B for Believe in Jesus as God's Son, C for Confess your faith in Jesus Christ as Savior and Lord.
- **The Cross Bridge:** Billy Graham used the cross as a bridge over a deep chasm separating God and man. On the man's side is sin and death and on the God side is God and the gift of eternal life. The bridge linking the two is the cross. The verse that goes with this illustration is also Romans 6:23, mentioned above.
- **The Four:** Cru, a ministry in Switzerland, created this tool. It uses four symbols—a heart (for God's love), division symbol (sin has broken us and divided us from God), cross (Jesus defeated evil), and question mark (will you follow Jesus?)—printed on handheld signs to represent four points of the gospel in a clear and easy-to-

remember way. I've seen this used often in villages throughout Eastern Europe. Not only does showing these four symbols on cards help in staying focused on the message but also gives a visual for those they are communicating the gospel to.

These are just a few of the many tools created over the years that can aid you in sharing the gospel. Find a strategy that fits your communication and personality the best. Together with the Holy Spirit, these tools should prepare you to clearly communicate the gospel.

I was on a plane from Zürich to Dublin. There was an elderly Swiss gentleman sitting next to me. I had my earbuds in most of the flight, listening to worship music. As we neared the end of the flight, I suddenly felt the Holy Spirit tell me to share the gospel with this gentleman. Excuses about why this was not a good time to share flooded my mind. So, I turned the volume of my worship music up a bit more to make me feel better. Again, it was clear that the Holy Spirit wanted me to share. I had to share. I knew the Holy Spirit was with me and that it was my time to be God's spokesman.

Prepared with a simple tool called The Three Spiritual Laws I had memorized a few days earlier to help explain the victory of Jesus' life, death and resurrection, I was ready. These three simple steps progress from how sin broke the world separating us from God, to how our sin ultimately sends us to hell, then brings the good news. Jesus won. He came to Earth, died, and rose again to restore what was broken so we can have hope for today and all eternity.

Near the end of the flight, I greeted the man, we exchanged names and within a few minutes we were talking about a political scandal that was in the news that morning. The pilot announced on the loudspeaker that we had begun our descent. Now was the time. I was ready to share the gospel.

"Sir, as we've talked it's obvious that our world is pretty messed up, huh?" I asked.

"Very!"

"As a matter of fact, we are all pretty messed up."

The man slowly nodded.

"Is there any hope for mankind?" I questioned.

"I really don't think so," he whispered back.

“Sir, I’ve got something important to tell you. Our sin is what has broken the world. It has separated us from God and ultimately sends us to hell. This is terribly bad news.”

The man just stared at me. No response. I could tell his mind was turning and his heart was pounding.

“But, I have good news. This is why Jesus came.” The Holy Spirit took over and filled my mouth with words from heaven for that man at that moment.

As the wheels hit the runway, I finished sharing this good news of Jesus to him. I asked if he’d like to know this Jesus I was speaking about. He did.

As we unbuckled our seatbelts, He looked me in the eyes and asked, “When we get back to Zürich, will you come to my house and tell me more about your Jesus?”

The gospel was proclaimed with simplicity.

A life was changed.

The plane landed.

And, so did I.

LAND THE PLANE

Conversations are like a plane in flight. There’s progress. The conversation is going somewhere. There’s a destination in the forecast. Landing the plane is the final touchdown of the conversation. It is the closing sentences wrapping up what has been discussed. When it comes to the gospel message, this means giving someone a chance to respond if the Holy Spirit is drawing that individual to repent of their sins and follow Christ. It’s the point of decision. And, it’s easy to do.

As the conversation is wrapping up, you can end by asking a straightforward question like, “Do you need to get right with God?”, “Would you like to repent of your sins?”, “Would you like to follow this King?”, “What is keeping you from surrendering your life to Jesus?” or “Can I pray with you right now?”

You will be surprised how many people are not only prepared to hear the gospel, but are also ready to begin following Jesus immediately. Always be prepared to reap a harvest from the seeds you sow and the countless seeds sown in the individual prior to you meeting them. This could be their day of salvation.

D.L. Moody told a story when he once shared the gospel at his church in Chicago. Instead of asking people if they'd like to make a decision to follow Christ, he told them to go home and think about what they heard. Before they could gather the following Sunday, the infamous Chicago fire of 1871 blazed through the city that week. Over seventeen thousand buildings were destroyed and many of those very people lost their lives before they made a decision to follow Christ.

You will be surprised how many people are not only prepared to hear the gospel, but are also ready to begin following Jesus immediately.

From that day on, Moody made a commitment to never share the gospel without giving someone an opportunity for a decision to follow Christ. He was reminded of the urgency of the simple, but powerful message he was sharing.

Communicating a clear message is our responsibility in proclaiming the gospel. Jesus set the example for the early believers. Thomas Aquinas and the Middle Ages church followed. And, whether sharing the good news in front of millions of people like Reinhard Bonnke or one-on-one with a neighbor, the gospel continues on today with the simple ABCs of salvation.

A young reporter asked Winston Churchill how he could be a great communicator like Churchill. "When speaking," Churchill responded, "be short, be sincere, and be seated."

I would add one more when you are sharing the gospel: Be simple.



THE 1300s—NOT-SO POLITICALLY CORRECT

But ... I Don't Want to Offend Anyone

“I want to know one thing—the way to heaven. God Himself has condescended to teach the way...He hath written it down in a Book! O give me that Book! At any price, give me that Book of God!” — John Wesley

The gospel was making its way around the world. But, the fourteenth century arrived with a major hurdle. The Black Death (a bubonic plague) would wipe out one third of Europe, while the Hundred Years' War between England and France would devastate the remaining citizens of the two countries. The Friuli earthquake of 1348 in Northern Italy would rock the land. Many people thought that the biblical apocalypse had arrived. But, the greatest threat to the gospel being proclaimed throughout the whole world came not from outside the Church walls but within.

In the centuries leading up to the thirteen hundreds, many church leaders gradually began to think this message of the gospel was about them; what they could get from it. Fame, money, and corruption had slyly entered the Church.

These corrupt leaders proclaimed that salvation could be bought or earned. One could pay the “church” a sum of money to ransom themselves or a loved one from hell. Since the Bible was not available in the modern language, only the church leaders who knew the language could both read it and translate it to the people. As a result, these immoral church leaders could promote their false gospel and get rich and famous in return.

*The gospel
is for all
mankind.*

Gold flowed into the church by sinners desperate to buy their way out of hell. The church gained earthly riches, but it lost its heavenly message. Something had to be done.

The previous thousand years of believers had not given their lives for the gospel only to see it diluted by false leaders who wanted to financially benefit off its popularity; or to become admired themselves. Yet, in one of the darkest periods of the gospel's advancement, there was a remnant of believers who would shine brightly with the true gospel message. One of those men would be nicknamed the "Morning Star of the Reformation."

His name was John Wycliff.

Born in Yorkshire, England in 1329, Wycliff was a quiet, yet passionate man. He earned his doctorate in theology at the University of Oxford and later taught at the school. He lived peacefully at the university and slowly built a reputation as one of the leading philosophers and theologians of his time. But, as his faith matured, he came to detest the errors and abuses by the other church leaders. Wycliff wasn't interested in stirring up controversy or debates. However, the true gospel had to be known.

Against popular culture, Wycliff began to make radical proclamations that the Bible was the ultimate authority and that Jesus' message for eternal life was a free gift. The heart of the gospel was more valuable to him than trying to be politically correct. The gospel is for all mankind.

"Forasmuch as the Bible contains Christ, that is all that is necessary for salvation, it is necessary for all men, not for priests alone," he would write to the people.

In what was politically incorrect at the time, Wycliff set his heart and energy on the immense task of translating the Bible from Latin into English so that the common man could read the good news for themselves. His task threatened the lucrative business of these corrupt leaders and many in his community. The church leaders attacked him with vehemence, stripped him of his position, and set up groups of priests who were formed to harass him or those who sought to aid him in translating the Bible.

Wycliff remained undaunted.

He had a message that needed to be heard. And, in 1382, his many years of perseverance became a reality. The Bible was translated to the common language and available for the ordinary person to read. The gospel would

rapidly pick up its pace once again as it circulated the continent through traveling evangelists sent out by John Wycliff.

Wycliff was convinced that the Bible should be the rule of life, and he imparted this truth to his traveling evangelists. Two by two, believers traveled throughout the land illegally distributing the precious new English Bible. As they entered the towns, they proclaimed the gospel and gave out pages from these handwritten Bibles.

Their enemies nicknamed them Lollards, a term from a word meaning “to mumble.” It referred to their practice of reciting Bible verses and saying prayers. Though many people were offended, it didn’t stop them. These mumblers took the gospel across Europe. One panic-stricken observer claimed that, “every second man” he met was a Lollard.¹ These fourteenth century believers carried the Bible in their hands and the gospel on their tongues. Nothing could stop them or their message.

Thirty one years after Wycliff’s death, the church leaders were still upset at his work. In order to silence the Lollards, these corrupt leaders dug up Wycliff’s body and burned his bones in public ridicule. They also persecuted the Lollards in an effort to inhibit others from reading the gospel. But, this only inspired the Lollards and other believers to share even more. The Bible, and specifically the gospel of Jesus, had touched the hearts of so many people. The institutional church was losing wealth, but the kingdom was growing exponentially around the world during this time.

A HOUSE ON FIRE

The gospel of Jesus is offensive. There, I said it. Share it, and watch how people respond. A few of the remarks I’ve heard: “You’re so old school,” “Holier than thou,” “Stop living in the past,” “Get out of here.” If getting called a name, being laughed at, or losing your job is all that happens to you, rejoice. We’ve seen how countless other Christians gave their lives in order for the gospel to be heard. Jesus was laughed at² and persecuted. Don’t be surprised if it happens to you, too.

But don’t let that stop you from sharing. The reality is they just don’t understand.

Imagine walking down your street at night. You look over and see a beautiful two-story home. The window shades are opened. Inside, a family of five along with their friends are all sitting down at a large table having

a candlelight dinner. The atmosphere is cozy, kids are laughing, and the adults are in a deep conversation. Then you notice something.

As you look at the first floor you notice the entire kitchen is on fire. The fire is rapidly spreading to the living room. Soon, the stairs and the entire second floor will be in flames. The family and friends don't know

You may not be able to bring everyone to Jesus, but you can bring Jesus to everyone.

of the life-threatening situation they are in since the upstairs door is closed and they have no smoke alarm in the house. What do you do?

You would do everything possible to rescue them. It is better to offend them by messing up their cute dinner than it is to ignore the situation because you don't want to bother them. If it's that way in a

physical situation, how much more in a spiritual sense where one's entire eternal destiny is on the line? The gospel is a firehose, a warning signal, a lifeline to those who are on the verge of an eternal, consuming fire.

Jude 1:23 says for us to, "save others by snatching them out of the fire."

The Greek word used for "snatching" is *harpadzo*. This word conveys, not a gentle knock on a door of the house on fire so as not to offend someone, but rather an aggressive attempt of rescuing one from a dangerous situation. One Greek expositor says this word portrays the idea of being "grabbed by the back of the neck and snatched out of danger, just in the nick of time." This same word is used in Colossians 1:13 when Paul writes, "For God has *harpadzo* us from the power of darkness and brought us into the kingdom of the Son he loves."

Sharing the gospel is an urgent matter. We need to do everything within our power to snatch people out of the fire. You may not be able to bring everyone to Jesus, but you can bring Jesus to everyone. Without Christ, everyone's house is on fire. But, like the family, it just hasn't become a reality to them yet. We have to rescue them before it does.

Even if they get offended.

ALL ROADS LEAD TO GOD

Tanja and I had just moved into a new neighborhood and had invited our neighbors, Fahad and Salma³, over for coffee to get to know them. As the conversation developed, Fahad brought up religion. Oh, boy. It was clear that Fahad was a devout Muslim through some of his comments, and he could tell we were Christians by our responses. Strangely, Fahad blurted out, “Well, Shawn, aren’t you glad that all roads lead to God. You believe that, right?”

Always be on the alert to share the gospel. Most of the conversations I have with others about the gospel happens in ordinary discussions like this one. Neutrality or being politically correct is usually not an option in the kingdom. I desperately did not want to offend my neighbor. After all, we were the new family on the street.

¹ Thessalonians 2:4 says, “We speak as men approved by God to be entrusted with the gospel. We are not trying to please man but God, who tests our hearts.”

God had entrusted me with the gospel, and his approval was more important than Fahad’s.

“Yes, Fahad, all roads do lead to God.” I responded. Fahad smiled in approval as I took

*We are not
to be God’s
editors; we
are to be his
messengers.*

a pause. “The Bible says that one day we will all stand before God. But there’s only one road that leads to heaven, and it’s through faith in Jesus Christ.” I took a few minutes quoting scripture verses to explain the ABCs of the gospel.

Fahad got it. He understood.

We became close friends. Although he never said a prayer with me for salvation, every time we met, he would ask me several questions about Jesus and he even began attending a local church. I saw the power of the Word of God changing him as the months went on. When it comes to evangelism and the Bible, being politically correct is not an option. You’ve got to tell the truth.

HIDE BEHIND THE WORD

We are not to be God’s editors; we are to be his messengers. We share his word, not our opinions. Nor do we change scriptures that aren’t in popular opinion at the time.

The gospel flies on the wings of grace and truth. We must show the grace of Jesus in our conversations, but we can't walk away from the truth found in the Bible. Otherwise, the gospel crashes before it can fly into the hearts of the unbelievers.

The scriptures must rule in evangelism.

The gospel flies on the wings of grace and truth.

Billy Graham is remembered in many ways. He was the spiritual counsel for many presidents and world leaders. He hosted some of the largest evangelistic events in world history. He lived a life of impeccable character.

While all these aspects are true, the simple authoritative phrase he used thousands of times may be his greatest legacy of all—"The Bible says." Graham's message was never his message. Jesus won. He is the king. We are sinners. Jesus forgives. We get to join his kingdom for eternity. And, we tell others this good news.

Do you see what Billy Graham was doing? He was hiding behind the Bible when evangelizing. These weren't his opinions or thoughts. His goal wasn't to protest the culture but to preach the gospel. He knew that he was simply the messenger of God's word—a spokesman for the king. He effectively ran with the Gospel Baton in hand simply by quoting God's word. You and I need to be like Billy Graham. We must use scriptures and not our opinions. We must use it always. And, we must use all of it. The written word of God, spoken to unbelievers, has all the power necessary for communicating the gospel.

"For I am not ashamed of the gospel, because it is the power of God that brings salvation to everyone who believes: first to the Jew, then to the Gentile. For in the gospel the righteousness of God is revealed—a righteousness that is by faith from first to last, just as it is written: "The righteous will live by faith." — Romans 1:16–17

RHEMA WORD VS WRITTEN WORD

I've picked something up in my time evangelizing. When I use Scripture verses, God will oftentimes speak through me with a personal word from the Bible for the individual or audience. Have you noticed this too?

The Bible uses two different Greek words to refer to the Word of God. One of those is *logos* and the other is *rhema*. Be ready to use both.

Logos is the written word of God. The Bible.

*“The farmer sows the **logos**.” — Mark 4:14*

*“So the **logos** of God spread. The number of disciples in Jerusalem increased rapidly, and a large number of priests became obedient to the faith.” — Acts 6:7*

Rhema refers to the instant, personal speaking of God to a specific person or audience for a specific situation from the *logos*. The *logos* is like an ocean of water. The *rhema* is like a cup of water from the ocean. It's specific. Let's look at these couple of verses:

*“Immediately the rooster crowed the second time. Then Peter remembered the **rhema** Jesus had spoken to him: ‘Before the rooster crows twice you will disown me three times.’ And he broke down and wept.” — Mark 14:72*

*Jesus said, “The **rhema** I have spoken to you—they are full of the Spirit and life.” — John 6:63*

When we speak the *logos*, it's very possible that God will use you to bring a *rhema* word. And the results can change a city. This happened in 1669 in Frankfurt, Germany.

Every year, Philipp Spener preached the gospel to his small congregation. He sowed many seeds but wasn't seeing much result. Then it happened. As he shared the *logos*, God used a specific text from the Sermon on the Mount as a *rhema* word for the people. That Sunday, a great revival began at his church. Many people were converted and took the gospel around Frankfurt.⁴

Spener started a Bible study in his home with some of the new converts. He began recommending local churches to have Bible study groups in their church where the simplicity of the gospel could be heard and taught. Those who would turn from a life of sin to following Christ, Spener would say they were “converted.” To this day, many people still recall the moment they became a follower of Jesus as their conversion testimony or story.

C.O.P.

Here’s a simple tip to get your evangelistic motor running. Give a Bible to an unbeliever. This is a great jump start in evangelism. In 1899, three traveling salesmen formed an organization to unite other salesmen in evangelism, and Gideon International was born. They strategically placed Bibles in areas where people, who may have never read the gospel, could have access to it. Inside each Bible were multiple translations of John 3:16. They would get other salesmen in on the opportunity to spread the gospel by helping distribute the Bibles to hotels. Help poured in by ordinary people who wanted the gospel available for travelers.⁵

For over one hundred years, almost every hotel room in America had a Gideon Bible. Only eternity knows how many travelers read the good news as they stumbled upon one of the Gideon Bibles in their hotel room. You may have been one of them!

When I was twenty one, I was a youth pastor at a small church outside of the Dallas/Fort Worth metroplex. We started the Reality youth group with only four students. After several months, the youth ministry had only a dozen students. I felt like a complete failure. One evening, I asked God how I could be a better spokesman for him in the small town.

I clearly heard his leading, “Give everyone in the neighborhood a Bible.” “But, God. Really?” I grumbled. “Surely there was a more modern, creative way to grow.”

But, I obeyed.

We started the Community Outreach Program (C.O.P.). One of the youth leaders painted C.O.P. really big on a wall in our small youth group classroom. We bought hundreds of Bibles and mapped out the neighborhood. Each Saturday, we gathered as a youth ministry and

went house-to-house knocking on doors, giving away Bibles, sharing the gospel, and asking the neighbors if they wanted prayer.

Each afternoon when we returned, the testimonies were plenty. Many neighbors were saved, healed, and delivered. Random strangers would give us money to buy more Bibles to reach more homes. Sure, we had our share of slammed doors in our faces, but we were so amazed at how God moves when we move. We were like the seventy-two disciples returning to Jesus after taking his message to villages, rejoicing in the power of his gospel. Our youth ministry may have been small, but the impact for eternity was immeasurable.

I look back on this simple form of evangelism and am reminded of the power the Bible plays in evangelism. Martin Luther once said, “the Bible is alive, it speaks to me; it has feet, it runs after men; it has hands, it lays hold of me.”

*God
moves
when
we
move.*

The living Bible is necessary in proclaiming the true gospel of Jesus Christ. The Lollards took the newly translated Bible to the ordinary people across Europe. Many people were offended. It was not politically correct. But, as the Gospel Baton was passed to the next century, the good news of Jesus was quickly finding its way in living rooms around the world.

ABOUT SHAWN BRANN

Shawn has been in full-time ministry for more than 20 years serving in many areas such as youth pastor, college pastor, evangelist, missionary, professional sports chaplain and a church growth consultant. In the late '90s, Shawn went to the Brownsville Revival School of Ministry in Pensacola where he earned an associates degree in ministry and served full-time on the prayer team at the Brownsville Revival. He went on to become a youth pastor in Texas and Iowa. His youth ministry, Reality, experienced amazing growth—starting with just four students and growing to several hundred students in less than two years, with outreaches topping over a thousand students.

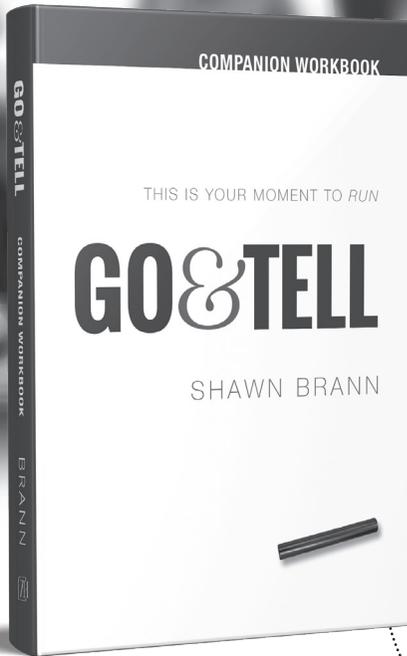


In 2004, Shawn founded Teen Unite, an evangelistic parachurch ministry uniting youth ministries together in cities across America for united evangelistic events. Teen Unite reached thousands of high school students across the United States. Simultaneously, Shawn served as a professional sports chaplain or assisted chaplains for teams such as the Dallas Cowboys, Texas Rangers, Dallas Desperados, Allen Wranglers, Texas Revolution, and several other professional indoor football teams between 2000–2011.

In 2013, Shawn began working on staff at Gateway Church in Southlake, TX as an Associate Pastor and Dean of Students at The King's University. At the same time, Shawn and Tanja started Ignite Europe. Although The King's University was experiencing amazing growth, going from a start-up branch campus to a main campus university with more than five hundred students, Shawn and Tanja made a life move in 2016, leaving everything in Texas to oversee Ignite Europe full time from Zürich, Switzerland.

Shawn has earned several degrees, including an Associates of Practical Ministry, Bachelor of Arts in Biblical Studies, Master in Business Administration (MBA), Master in Practical Theology (MPT), and a Master Degree in Divinity (MDIV). He is also an author and entrepreneur.

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