



Leads People To Jesus

"They said to the woman, 'It is no longer because of what you said that we believe, for we have heard for ourselves, and we know that this is truly the Savior of the world.'" | **John 4:42**

Hey! Ready to grow this week?

If I asked you what the ultimate goal of Evangelism is, what would you say?

Would the goal be to increase membership?

Would it be to increase the number of leaders in your ministry?

Would it be to convert people to your faith?

While all of these are good things, if you answered yes to any of them, I want to challenge you to dive in with me because evangelism is a lot simpler than that, and yet, so deeply profound.

The answer might surprise you, but understanding evangelism through this lens, can have a major impact in the way we do ministry.

Ministry Shift: a video resource

"I cannot help but wonder – was the goal of their evangelism simply to get me to show up to church and eventually become a leader in the youth group or was it about something bigger?" -**Fernie Rivera**

The end goal of evangelism matters. That is why it is important we do not confuse evangelism with growing our ministry setting. Check out [this weeks video](#) as we tackle The Way of Evangelism and why it needs to be about something much deeper.

[Watch Now](#)

Industry Insight

"Discipleship, not membership or even attendance, is the goal of evangelism; and yet, we frequently aim at growing our membership or increasing attendance." | [The Goal of Evangelism by James T. Reuteler, Ph.D.](#)

Growth in membership and attendance is absolutely important to the life of the church, but we cannot confuse them as the goal of evangelism. The ultimate goal of evangelism is to help people encounter Jesus and walk with them on that journey, until they can claim that relationship with Jesus for themselves. And it is in them claiming what God has already offered, that deep transformation takes place.

For more clarity, take a moment to [read this article here](#).

Weekly Freebie!

While everyone grows in their faith at different rhythms, almost every faith journey begins with an invitation. I created [this worksheet](#) to help create a general understanding of what the journey looks like from the moment the invitation is accepted to when a proclamation of faith is made. Use it to modify your own discipleship strategy, to see where you are at on this journey, or to help people understand what a faith journey looks like.

You can [download the free worksheet here](#)! Feel free to share it!

Want to learn more?

As always, if you are intrigued by this conversation, I would love to partner with you. I truly believe that in doing so, we can help more and more people experience heaven on earth, Here and Now.



If you are interested, you can email me at coachingforhereandnow@gmail.com or visit hereandnowcoaching.org!

Hope this has been helpful!

Now go and give the world a glimpse of
heaven!



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