

An Intelligence Officer's Guide to Christian Evangelism



*Using HUMINT Tradecraft
to Recruit People for Jesus*

By Tom Mann

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An Intelligence Officer's Guide to Christian Evangelism – Using HUMINT Tradecraft to Recruit People for Jesus

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Dear Rev. Mann:

This responds to your July 18, 2019, request for public release clearance of the manuscript titled, "An Intelligence Officer's Guide to Christian Evangelism". The Department of Defense (DoD) has completed its review and the manuscript is **CLEARED WITH RECOMMENDED CHANGES** for public release. Recommended changes are identified on page 7. Recommended changes are clearly identified with red boxes. Acceptable alternative language is provided.

This clearance does not include any photograph, picture, exhibit, caption, book cover, or other supplemental material not specifically cleared by this office, nor does this clearance imply DoD endorsement or factual accuracy of the material. Also, as the author, you are solely responsible for the release of any Personally Identifiable Information (PII) and its legal implications. If you have not done so already, you may wish to consult individuals named in your book and obtain permission to include their PII in the manuscript.

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Enclosed is a copy of the first page of the manuscript, provided as your review receipt, and page 7 with recommended changes. Please direct any questions regarding this case to Paul J. Jacobsmeier, at (703) 614-4912.

Sincerely,

for Kelly McPherson
George R. Sturgis, Jr.
Chief

Enclosure(s):
As stated

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INTRODUCTION

Evangelism.

For some reason, this word has gotten a bad reputation during the past 35 years. Maybe it's because when we hear it, we think of television evangelists – those guys on TV that make a lot of Christians (and non-Christians) cringe a bit. Or perhaps it's because the word has been associated with so-called “right-wing” politics starting in the old Christian Coalition days with Ralph Reed and continuing today with claims that white evangelicals were key in electing Donald Trump. Or maybe it's just a word that conjures up images of pushy, holier-than-thou types telling us that we're going to hell if we don't convert! But whatever the reason, a large segment of Christians recoil at the word evangelism.

But as Christians, here is something you need to clearly understand: Jesus was an evangelist.

Furthermore, Jesus commanded – He didn't suggest, and He didn't ask, He commanded – that those who follow Him all be evangelists, too. You know, that whole, “Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you.” (Matthew 28:19-20)

From my viewpoint, the Christian church sucks at evangelism. I see Mormon kids going door-to-door sharing their faith. I see the Jehovah Witnesses witnessing door-to-door and in Walmart parking lots doing their thing. Islam is the fastest-spreading religion in the world because their believers aggressively evangelize.

Christians? Not so much.

The Christian church has gotten away from evangelism, I think for several reasons.

First, it's rude. In America, we have been taught there are three things you don't talk about in polite society: money, politics and religion. So, being polite and not wanting to offend anyone, we don't share Jesus openly.

Secondly, we don't know how to evangelize so we feel inadequate. I hear Christians routinely say they are uncomfortable sharing Jesus because they are afraid that they will be asked questions to which they do not know the answer. So rather than be embarrassed, they don't share.

Third, Christians are afraid of rejection. We all know that sharing Jesus can result in someone not just rejecting our message, but also rejecting us. Stories abound of people losing friends and even family relationships by trying to share the Good News of Jesus Christ.

Lastly, I'll add this: The Church has stopped caring about the lost. As many as 80% of the population in any given American city is going to hell. The Church's response? Meh....

Church, it should absolutely break your heart that people you know are choosing hell because you haven't shared Jesus with them. In fact, it ought to completely wreck you! But it doesn't. Why? Well, some in the church don't even believe in hell anymore. Some don't think it's their responsibility because evangelism isn't their "gift" according to the spiritual gifts inventory they took last fall. Others simply are so focused on the "ninety-nine sheep" (fellow churchgoers) in the sheep pen and all the programs they have that they've forgotten to care for those outside the pen. Yet others think that writing a check to an organization that does care about the lost is good enough. *Whatever the reason, you're wrong.*

Jesus cared enough about the lost – you and me – that He came to earth to suffer and die in our place so that we could be reconciled to God for eternity. This gift of grace through faith ought to affect you so deeply that you cannot possibly keep it to yourself. Your gratitude to Jesus for your newfound life should so rock your world that you **HAVE** to share it with others so they can be rocked as well! But alas, we don't feel that way. We are grateful to Jesus as our Lord and Savior, but our attention is taken up with work, school, marriage, children, entertainment, and the daily grind. Thank you, Jesus, but I've got to go bring the kids to soccer practice.

If it sounds as if I'm discouraged, you're right! However, I'm one of those guys who likes to do something about the things that bother me. And it does bother me that the Christian church has moved away from the Great Commission (evangelizing the lost). The most selfish thing you can do is go to heaven alone! We all are called to make disciples by sharing Jesus with people regardless of the cost! The only thing that matters in this life is understanding your eternal destination in the next one! The only legacy you have is who you helped bring to heaven with you!

I was sitting in a hip little Christian coffee shop with a buddy of mine from church talking about this stuff when the Holy Spirit interrupted. You know how that goes – you're just yammering away about something and then you hear this voice out of nowhere say something so profound you absolutely know it's not coming from your mind because you're not that smart. That's what happened to me that was the inspiration for this book.

So, I'm sitting there talking when I hear this, "You can use intelligence tradecraft to do evangelism." WHAT? Use the tactics and skills I learned as an intelligence officer when I worked for the Defense Intelligence Agency to evangelize people? You have to be kidding? That stuff is SO manipulative! Yet, I started to think through it and realized that if you take the manipulation part out, you could still use the basics of human intelligence (HUMINT) tradecraft to evangelize.

Then my brain started working. Unfortunately, I'm a big thinker. Some people say, "Aim

small, miss small.” For me that means, “Aim small, get small.” I like to aim BIG and get whatever God allows!! So, I started thinking about this tradecraft thing. I could write a book, explain the process of spotting and assessing people (targets), how to develop them (build relationship), and then how to pitch Jesus to them (recruit them). Then once we’ve recruited them, we would have to disciple them (handle them). Yes, this could work! The book would have to include extensive role-playing models – in the intelligence community, we role-play everything! But imagine if churches, Bible studies, small groups, and individual Christians were given actual evangelism tools that made it not just more comfortable to share Jesus, but also enjoyable!

Now think big with me! Imagine if the roughly 280 million Christians in America were all evangelizing their families, co-workers, neighbors, and communities! What if each one of those Christians just brought one more person to Jesus! Could you imagine the impact that would have on our towns, cities, communities, states, and nation? Just one person each!

I’m on fire for this project. I know we’re losing ground in the culture war...in fact, we may already have lost it. But what a great time to evangelize! The harvest is ripe, but the workers are few! We need more workers! Jesus wants to hire you! But you need some skills that you may not have right now so Jesus has hired me to train you up!

That’s what this book is all about – training you so that you can go out confidently and boldly making disciples for Jesus. I’m going to teach you how to target someone to approach. I’m going to teach you how to start a conversation with that target out of thin air. I’m going to teach you various approaches to use to elicit information from the target so you can learn about them as you build relationship. I’m going to teach you how to use that information to find an opening to talk about Jesus. I’m going to teach you how to talk about Jesus depending on the personality, background, experiences and needs of the target. I’m going to teach you how to guide a conversation in order to move the target toward accepting the Good News. I’m going to teach you how to “pitch” your target on accepting Jesus. Then I’m going to teach you how to develop and disciple that target in their new walk with Christ so that they then can begin their own recruiting efforts!

I get excited just writing that stuff down!

Now one caveat: for some of you, this will not be natural. We all have different personalities and abilities. But for all of you, the information I am going to share can be tailored to your own needs, abilities, and circumstances so that it’s a fit for your personal situation. Remember, evangelism is not an option for a Christian; it is a command. The most unloving thing we can do as Christians is not share the saving grace of Jesus with the lost. The most selfish thing we can do is go to heaven alone!

Last thought before we jump into the training: Jesus told us that we would do even greater things than He (John 14:12-14). Can you imagine that? We will do greater things than Jesus? Yes, because Jesus gave us the job to evangelize the world! He is with us every step of the way and has given us the Holy Spirit and various gifts to do it. We are

not alone, and it is not our message we are giving. We are simply sharing Jesus' message so there is no risk of failure, rejection, or humiliation. If people don't like what you have to say, they are not rejecting you – it's not about you! – they are rejecting Jesus, and He's already been through all that so it's all okay! You just go out there and do your job so that when you meet Jesus face-to-face, He will look you in the eye and say, "Well done, good and faithful servant."

Last thought: I am not an expert by any means in cross-cultural communication. I have studied it but am *very* wary about trying to tell you the ins and outs of it in this context. That means you will not see specific examples about how to engage a Hindu from India, a Muslim from Saudi Arabia, a Buddhist from Tibet, a Jew from Russia, an American Indian practicing native religion, an African practicing Animism or any other faith being practiced by someone in a different cultural setting. It's not that you wouldn't use these techniques, you would. But you would also have to do extensive study on the historical and cultural background from which the person comes and add that into the soup so as to meet that person with Jesus in a culturally appropriate way. That said, if you were to target someone from a different culture, my strong advice is do your homework! Study their culture, their history, their country, their politics, the family institutions, their religion, and anything you can find that could help you better understand what and how they think before you ever starting applying anything from this book! Contextualizing Jesus within the proper cultural setting is vital in cross-cultural evangelism.

Okay, now that that's out of the way, it's time to start training you in HUMINT tradecraft and provide exercises that will allow you to role-play and practice these skills so that sharing Jesus will be as natural as talking to a friend. Let's get started!

CHAPTER 1

THE INTELLIGENCE CYCLE

If you're going to apply intelligence tradecraft to your evangelism efforts, you're going to need a short primer on how the intelligence community works. I promise to make this as painless as possible, but I'm going to use this short chapter to introduce you to the intelligence cycle, some definitions we will be using throughout the book and the basics of intelligence collection.

Intelligence collection starts with something we call "Requirements." I'm going to use the Federal Bureau of Investigation's (FBI) definition of intelligence requirements because I think it's a pretty thorough statement:

"Requirements are identified information needs—what must be known to safeguard the nation. Intelligence requirements are established by the Director of National Intelligence according to guidance received from the president and the national and homeland security advisors. Requirements are developed based on critical information necessary to protect the United States from national security and criminal threats...."¹

These requirements tell intelligence agencies what information the President, our policymakers, military combatant commanders and others need in order to meet potential or ongoing threats. Once requirements are defined, each intelligence agency is given permission to "collect" intelligence on those requirements. Some agencies use satellites and other platforms to take pictures (IMINT) or intercept communications (SIGINT).

Other agencies use very technical methods to intercept electronic information (ELINT), while still others use good old-fashioned human sources (HUMINT) to collect intelligence to meet requirements. All these pieces of intelligence (and others INTs) are collected and analyzed individually, as well as in what we call "All-Source Intelligence Analysis" in order to put together a good picture of what we know about any given intelligence requirement.

Here's an example. For years, finding Osama Bin Laden was a major intelligence requirement for every single intelligence agency. Significant amounts of intelligence were gathered from all sorts of sources. Interrogations of captured Taliban individuals as well as other clandestine sources provided some HUMINT. Radio intercepts provided some SIGINT. Satellite Images provided IMINT. Individually, those pieces of intelligence may or may not have been significant, but when analyzed together with everything else we knew about Bin Laden, the trail of intel eventually led us to him.

Intelligence collection is both art and science! There is clearly methodology behind what intelligence professionals do, but as you can imagine, there is also a very subjective side too, especially when dealing with HUMINT sources.

¹ <https://www.fbi.gov/about-us/intelligence/intelligence-cycle>

To help keep the process moving, the Intelligence Community (IC) abides by what is known as the Intelligence Cycle. There are six basic steps to the Intelligence Cycle:

1. Requirements
2. Planning and Direction
3. Collection
4. Processing and Exploitation
5. Analysis and Production
6. Dissemination and Feedback²



Each step is relatively self-explanatory but let me add a little meat to the skeleton. Requirements, as we've been discussing, are the identified information needs intelligence agency collect against. Once an agency gets their requirements, they begin planning how they will try to collect the intelligence and directing their assets to do just that. Collection plans are developed and collectors, whether they be technical or human, begin their work. Once intelligence is collected – which can be a one-shot image or ongoing operations lasting years – that intelligence is processed and exploited, meaning it is sent back to headquarters in the form of reports or “raw” intelligence. Analysts then add this new intelligence to their analytical process and produce “finished” intelligence which then is

² <https://www.fbi.gov/about-us/intelligence/intelligence-cycle>

disseminated to customers, including the President, the Vice President, key policymakers, military leaders, and others “cleared” to see such intelligence. These leaders then use this intelligence to make decisions affecting policy, diplomacy, and national security.

Once this process is complete, it’s not unusual for the policymakers to issue new requirements (feedback) based on the intelligence that was provided, and then the whole process starts all over again! Ah, job security!

Intelligence comes in three different flavors – Strategic, Operational and Tactical. Let’s take a quick look at each.

Strategic Intelligence – Strategic intelligence (sometimes called STRATINT) can be characterized as the 30,000-foot view of national security. Strategic intelligence is concerned with intentions of other nations; indications and warnings that other nations are planning to do things detrimental to American national security, and other “big picture” and long-term intelligence issues. Strategic intelligence is ongoing collection against fixed targets, such as nation-states, terrorist groups and various world leaders.

Operational Intelligence – Operational intelligence can be characterized as sustained intelligence collection, supporting ongoing operations. This is longer-term intelligence collection but not as long as strategic intelligence. An example might be requirements to collect intelligence against Russian advances in military aircraft air-to-air missile technology or Chinese anti-ship missile technology. Eventually, you will collect all there is to know about this specific operational target and then decide to move on.

Tactical Intelligence – This is the battlefield stuff! Combatant Commanders have what they call “Priority Intelligence Requirements” or PIR – the battlefield intelligence they need to know **right now** to win the day. This intelligence can include the classic SALUTE report (Size, Activity, Location, Unit Identification, Time and Equipment) or more specific intelligence to meet the commander’s needs.

As you start to put all this together in your head, you can see how important it is to understand the following:

1. What information you are looking for
2. Why you need that information
3. The best tradecraft (intelligence collection methods) to use to gather it
4. A plan to engage your intelligence collection methods (what we call “Collection Management”)
5. A way to process the intelligence you collect to determine if you are meeting your needs (Intelligence Analysis)
6. Continued access to the source providing you the intelligence
7. Ability to follow up with the source for more intelligence

There’s one more piece of all this I want to add because it will become important later when we begin applying all of this to HUMINT tradecraft to evangelism.

A special discipline within the IC is called Counterintelligence or CI (I know, lots of acronyms!). While intelligence focuses on collecting information from various sources, CI focuses on how to protect our own secrets from other nations and actors who are using intelligence tradecraft to try to steal from us! CI is a vital component of any intelligence operation because in the cat and mouse game that is intelligence the bad guys are always trying to keep us from getting their secrets, while at the same time trying to steal ours, and vice versa! CI professionals protect our intelligence operations from infiltration and develop their own tradecraft to protect our secrets! More specifically, they make sure our own people are not working for the bad guys and selling secrets to them (think Aldridge Ames), as well as keep foreign agents from recruiting people to spy against us (think Jonathan Pollard). They also help vet (determine the background and truthfulness) of people who defect to us (along with the FBI), and more.

Is your head spinning yet or does this all make logical sense? Have you figured out how all of this makes a great overlay for Christian evangelism? Let me give you a thumbnail sketch, and then we'll get into the nuts and bolts of HUMINT and its Christian evangelism applications!

In Matthew 28:19-20, Jesus gave us His final command: “¹⁹ Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, ²⁰and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.”

I believe this is what Jesus meant when He told us in John 14:12 that we would do even greater things that He did and why in Luke 15:7 Jesus tells us there is more rejoicing in heaven over one lost sinner coming home than all the righteous who never left.

These are compelling verses that should stir the fire in you to tell people about Jesus. And here is how I would apply our intelligence cycle to these verses.

Our requirement is clearly outlined in Matthew 28:19-20. We are to go out to the nations – everywhere both at home and abroad – and make disciples. Put another way, we are to go out and find people who have not heard the good news or in many cases have heard it but don't really understand it and share it! And we are to do so knowing that we are given the authority to act by Jesus Himself who is with us as we go.

Now our intelligence cycle starts.

First, we have to begin planning our intelligence operation and direct our assets. In this case, we are the asset, but we also may have “Access Agents” and perhaps “Cut Outs” (a mutually trusted intermediary) we use as we begin to target people who need to hear about Jesus Christ. Targeting is so important. During this phase, you have to determine to whom you want to get close, learn as much about them as possible and determine what “approach” would be best, given what you know about them.

Next, we have to create plans that will give us access to the people we are targeting. How do you get close enough to begin a conversation or relationship with the target? What's your plan to have continued contact to draw out the relationship? How will you develop the relationship so that you can begin to probe and talk about their faith? How will you guide them to accepting Jesus as their Lord and Savior? That all has to be developed before you begin.

Now, we start the collection part. I'm not going to go into detail here because this is what the rest of the book is about, and I don't want to spoil it for you! Let's just say here is where you get to use the tradecraft, I'm about to teach you!

Then, we analyze what we've learned about the person through this relationship and determine our next steps. This is vitally important. Don't forget the second half of our requirement: Jesus told us to teach them everything that He commanded! We don't just get to target someone, tell them about Jesus and move on! No, we must then disciple them! That, too, will take thought, planning and some tradecraft! It may involve just you or it may involve bringing in more "operatives" to help out. It all depends on how the operation is proceeding.

And as we do all these, we never forget that the enemy is trying to stop us from "recruiting" our target and will do everything he can to stop us by using his own CI tradecraft that scripture clearly outlines for us so that "we won't be unaware of his schemes." (2 Cor. 2:11)

The game is afoot. Who's ready to play?

CHAPTER 2

SPOTTING AND ASSESSING

In the Human Intelligence (HUMINT) business, there is a process we use to determine who we will target for potential recruitment. The first step in this process is called Spotting and Assessing, which is a penetrating glimpse into the obvious – we spot people we think have placement and access to the information we want, and then we assess their vulnerabilities and motivations to determine if they are a good target! Not rocket science.

However, it is complicated and time-consuming because people are complicated and have very specific backgrounds and experiences that will either make them a good or bad target.

Luckily, in the work we will be doing – spotting and assessing people who need Jesus – it's not that complicated at all! *Everyone* is a great target because everyone needs Jesus! It's really that simple. Everywhere you go, everyone there needs Jesus!

When you realize this, you then have to determine who fits into one of these five general categories.

1. Believer – Already has a relationship with Jesus and actively follows Him.
2. Nominal Believer – Claims to be a Christian but is not really a follower. Doesn't go to church, doesn't really read the Bible, might pray some. Pretty much your Christmas and Easter Christian type.
3. Agnostic – Doesn't believe in God but doesn't disbelieve either. Confused and blinded and needs more evidence.
4. Atheist – Doesn't believe in God and comes in a couple flavors – militant atheist, who is mad at a God in whom they don't believe (we've all run into this guy!); and The Science Guy, who doesn't believe in God because science has proved God doesn't exist and there is no real evidence.
5. Other Faiths – people who are Muslim, Hindu, Buddhists, Mormon, Jehovah Witness, et al.

Now, there are subcategories to these five that we'll get into during our development stage, but for right now, you just need to look for these five general types of people.

This is where we start assessing people!

Assessment starts simply by looking someone over. Let's say I'm in Walmart doing a little shopping. As I enter the store, there are a plethora of targets:

- Other shoppers walking in with me
- The greeter person
- Other shoppers already in the store
- Other shoppers getting their shopping carts with me

- The people at the Subway sandwich place to the left when I walk in
- Sales associates and other Walmart workers
- Various customers
- Check out associates
- Other people in line

In my experience, there are usually about twenty-five different people I can run into at Walmart on any given day at any given time. Those numbers will fluctuate, especially if you make a Walmart run on the weekend.

I immediately start assessing people the moment I see them. Here are some of the things I look for:

- Style of Dress – lower, middle, upper class
- Type of Dress: sports teams, schools, military cap, etc.
- Hygiene – shaved, unshaved, bathed, hair combed/styled, fingernails painted, perfume/cologne, etc.
- Jewelry – anyone wearing a cross, a crystal, or some other religious indicator?
- Alone or with someone? Are there kids with them? Husband and wife? Elder and adult child? Friends? Ages?
- Speed of walk – are they in a hurry or leisurely shopping?
- What department are they shopping in?
- Do they have a cart, basket, or no carrier – how long will they be there?
- What is their disposition? Do they look happy, sad, irritated, rushed, exhausted, etc.
- What is their body language? Are they extroverted, introverted, depressed, insecure, prideful, fearful, mousy, etc.?
- How is their speech? Encouraging, discouraging, loud, soft, blaming, victim – what stories are they telling? (Yes, I eavesdrop!)
- How do they treat the people with them and the sales associates? Nice, mean, demanding, expecting, entitled, friendly, open, closed, etc.
- Are any of them using church or religious language, such as “Bless you,” “I’ll pray for you” or anything else?
- If you see them get out of their vehicle, did the vehicle have a fish or other religious symbol on it? Did it have any other stickers on it that could give away something about their likes or personalities?

There are thousands of clues people give about themselves in every-day occurrences and our job is to recognize and catalog those clues so that we can use them as ways to begin a conversation.

Now some of you may be thinking, “Is he telling us to be judgmental?” Yes and no. Certainly, I am asking you to judge people but not for the purpose of determining if they are good or bad in some disapproving way. They all are made in God’s image, so we are to love them all! You are to judge them, however, so that you can gather vital information that will allow you to strike up a conversation based on what you’ve learned. Like Jesus,

you are going to meet them where they are so that you can talk with them. If you don't talk with them, you can't build a relationship, and if you can't build a relationship, you can't share Jesus. Make sense?

Let me share my observations from a recent shopping trip I did at my local Walmart.

As I drove into the parking lot, an SUV behind me was obviously in a hurry because the driver quickly drove past me as I turned left into the lane in which I was going to park. The driver drove two lanes down, parked quickly and got out of the rig.

I was taking my time because I'm old and slow! The driver of the SUV was a young woman in her late 20s or early 30s, wearing exercise clothes – you know, the legging/tight things and sport shirt. Her hair was in a ponytail, and she was wearing a pair of Nike training shoes. And she was moving! It was apparent she was in a hurry to get in and get out, which is what she did.

Question: Given this description, is she a good target?

Answer: Not really. While she clearly needs Jesus because her driving etiquette and personal demeanor indicated that she doesn't have much peace, at least that day, starting a conversation with her may have been difficult given her obvious rush. I didn't target her because I didn't think I could keep up with her! She would be in and out of the store before I ever got started.

As I walked in the store, Dean was there. Dean is a sales associate, who is a slight-built man in his upper 50s or early 60s. Gray hair and unkempt beard. Dean is a super good guy with whom I always exchange pleasantries. He is Caucasian which also is a clue; white men his age usually have some Christian upbringing.

Question: Given this description, is Dean a good target?

Answer: Absolutely! I have built a rapport with him over the years; we are friendly with one another, and it would not seem odd that I would talk with him. Honestly, I've not worked Dean yet, but plan to! I think I've just been lazy and am feeling very convicted that I've not done so yet! It's now time to put my own advice into practice.

There's another man I usually see as I walk in as well. Vijay also is super nice. We often exchange pleasantries – he always recognizes me when I come in (I'm there way too much!). Vijay is Indian – not Native American, but from India.

Question: Is Vijay a good target?

Answer: This is a tricky one! Converting Hindus is extremely difficult, but not unheard of. But I'm tipping my hand here; I've made the assumption that he is Hindu because he's Indian. Is that the right call? No! We can't make assumptions like that. His dress does not scream Hindu – unlike the Sikh checker with his turban! His mannerisms also

do not betray a faith. For all I really know, he's already a believer! However, his accent is clearly Indian/Pakistani so I'm heading that direction which I will confirm during the probing part of the conversation.

Rule Number 1: Never make assumptions! This makes him a good target – I don't know where he is faith wise, but I do know that I already have a relationship with him so can begin to work him by eliciting (drawing out) information about his faith. We'll cover elicitation a little later.

As I walk through the store, I have a routine – yes, I know – bad tradecraft...never have a routine or use the same route. But I'm retired so I can do whatever I want!

First, I go down the men's aisle to see if there's anything new or on sale. Usually one or two guys are there looking at shirts. Then I go to the movie section and check the cheap bins: \$5 DVDs and \$7.50 for Blu-Ray! Usually, there are others scrounging through the bins as well. This is a great target area because there are people there just like me – people looking for cheap stuff! It is easy to make small talk about cheap movies, ask what type of movies they may be looking for in case you run across it first, and just talk about movies you like and don't like.

After this, I hit either sporting goods or the pet area. Usually, I'm the only one in sporting goods – not even a sales associate! But in the pet area, there usually are a few people. How easy is it to strike up a conversation about your pets? I often pull my phone out and show my two chocolate labs to anyone who will look! I just did that this morning at a store I was at! Great conversation starter!

Then I hit the pharmacy area – ALWAYS people here. I have a bad stomach so you can find me buying Tums, Imodium, Nauzene and Glucose Tabs. It is SO easy to talk with people about their ailments! Have you ever noticed how easily people talk about their health, especially their bad health? Do you also notice how they share WAY too much information about these conditions? People are desperate for people to listen to them about their pain – physical, emotional, and spiritual pain. It's a great in! People in the pharmacy area are GREAT targets because they WANT to talk!

Then I check out.

There are two targets in that line: the people in line with you (front and back) and the sales associate.

Start assessing again! Who is behind you? What did they buy? What is the topic of their conversation with others? Are they distracted by a phone or a kid? If you've not already seen them and done the previous assessment, do it now! Are they a good target?

Then there is the sales associate. I know most the checkout people either by sight or by name. If you go to a place often enough, you become friendly. These checkout associates also are GREAT targets. First, they are captive – they can't leave their post and have to

listen to you! Second, they are easy to assess because not only do you talk with them, but everyone in line in front of you talks to them! You can learn so much just listening to others' conversations! Lastly, they crave nice people. It's amazing to me how poorly people treat service associates. If you are nice to them, they really appreciate it, and they remember you and your message!

For me, Walmart is a target of opportunity. Lots of different people to assess and possibly work. Lots of different opportunities of which to take advantage. A variety of approaches that can be used. It's a good environment for evangelism. But so is your local grocery store, pet store, barber shop or any other place you visit frequently where you are recognized, can recognize others and build relationships over a bit of time.

Exercise: What are the places you visit most often during a week or month? Make a list of these places and think about who could be targets based upon the example you have seen in the previous pages.

Analyzing the Information

You've done your visual and listening assessment. You've learned a lot about the person by their dress, their mannerisms, their body language, their shopping interests, their speech, their personal engagement and their other interactions. Now what?

First, you have to analyze what you think you've learned. How do the puzzle pieces you've collected fit together? What picture does it start to make? Let's look at some examples and walk through some simple analyses.

Target 1

This person is dressed fairly well and is well-kempt. The target is female and alone. She is shopping for food with a cart. She is wearing makeup but not a lot. She is dressed modestly and wearing a cross necklace. Her cart contains basic stuff, such as milk, eggs, bread, and vegetables. However, you also notice ice cream and chocolate. She is not wearing a wedding ring. Her demeanor seems calm and assured. She seems as if she's been to the store before, easily finding what she is looking for. She smiles at others as she passes them in the aisle. In line, she strikes up a conversation with the sales associate whom she seems to recognize and know.

What do these observations tell you about target 1? Here is what I might glean based on the above description.

- Because she wears a cross, she is probably a believer at some level
- As a believer of some sort, she may go to church
- Because she seems nice to others, she may be approachable
- Because her dress is both modest and middle class, she may be educated beyond high school
- Because she seems calm and self-assured, she is comfortable in that environment

- The ice cream and chocolate in her cart could be a great conversation starter, as opposed to the vegetables
- Her easy conversation with the sales associate may mean starting a conversation with her will be natural.

There's more, but you get the drift. From a simple assessment, we can determine if our target is someone we can take to the next level, which is verbal engagement. We'll come back to her when we explore approaching verbal engagement.

How about the next person?

Target 2

A man walks in through the double doors and is greeted by the greeter. The man does not respond and does not even acknowledge the greeter, avoiding eye contact. His head is slightly bent down and forward from his shoulders. His demeanor is not mean but determined. His body language is "closed" – hunched shoulders, no eye contact, hands in his pockets. He seems determined to find his item and get out. He doesn't acknowledge anyone in his aisle, does not have a cart and is moving briskly. When he can't find his item, and he can't find a store staffer. His demeanor changes, and he begins to get irritated moving toward anger. He says out loud to nobody in particular, "Does anyone WORK here?" Most leave his aisle and avoid him.

What does your analysis say about this guy and is there an opening?

Obviously, this guy is having a bad day. But that doesn't mean he doesn't need Jesus! In fact, he may need Jesus more than anyone else in the store! Just because someone is prickly doesn't mean we don't evangelize. We just do it a bit differently. Clearly, both his body language and his verbalization tells everyone there he doesn't want to be bothered. He seemingly has a hair-trigger temper, and he is not the most approachable guy. We'll come back to him as well in our verbal engagement section.

Okay, one more target.

Target 3

I don't know about your Walmart stores, but ours seems to be a meeting place for the homeless community. There is ALWAYS a homeless person on each entrance/exit corner. They also seem to hang out by the front doors. The ones by the doors do not have signs but do ask for help. The ones on the corner have signs but don't verbally ask for help. There seems in our town to be a union of sort with them – they work together, moving from location to location.

Target 3 is part of this group. The most interesting thing is target 3 approaches his homelessness like a job. He is male and is always on time. He dutifully "works" his shift at the front door and is always polite. He is clearly homeless, but his attire goes beyond

homeless chic to downright miserable – gaping holes in his pants and shirt; holes in his shoes; not clean; hasn't showered in a while, yet he doesn't smell bad. Of course, he has a cute dog that helps get people's attention and sympathy. He's polite when he asks for money that he needs for food, gas, a place to stay, yet persistent. You notice he's articulate – apparently has some schooling. He's in his late 30s or early 40s. When you offer him something other than money, he politely declines, making some excuse. He's as regular a fixture at the store as the employees and you.

What does your analysis say about target 3? My initial thoughts are these:

He's a scammer. He purposely dresses worse than the normal homeless population for sympathy. His ability to show up on time, work his "shift" and move around to different locations tells me that he could most likely hold a job as well. His language seemingly indicates no significant disability, such as bipolar, schizophrenia or personality disorders. He exhibits no physical disabilities but could have some that don't exhibit outwardly. The dog is a nice touch – who doesn't want to help the dog? But when you offer to buy food, clothes or other material goods, he refuses and only wants money. That is consistent with this group of homeless. He clearly needs to hear about Jesus because he's not living the way Christ would command. How do you talk with him? Let's explore that in the next section.

Targets come in all shapes and sizes. They all have individual quirks that make them both unapproachable and approachable at the same time. Your job as an evangelist is to assess, as much as you can, given the clues they provide and then determine the correct approach to engage them verbally.

Verbal Engagement

Assessing someone visually and audibly is the easy part. Verbal engagement is the part where a lot of Christians fall apart. They just don't know how to engage someone and start a conversation that will lead to a relationship and to Christ.

Let's start by understanding the logistics of all this. In his parable of the sower, Jesus tells us that as evangelists the "seeds" we throw will land on various types of soil. I want to take a look at that parable, so we understand our role in this process.

"A farmer went out to sow his seed. ⁴ As he was scattering the seed, some fell along the path, and the birds came and ate it up. ⁵ Some fell on rocky places, where it did not have much soil. It sprang up quickly because the soil was shallow. ⁶ But when the sun came up, the plants were scorched, and they withered because they had no root. ⁷ Other seed fell among thorns, which grew up and choked the plants. ⁸ Still other seed fell on good soil, where it produced a crop—a hundred, sixty or thirty times what was sown.

⁹ Whoever has ears, let them hear." (Matthew 13:3b-9)

Do you see what Jesus did there? You are the farmer, and your job is to scatter the seed, which is the Good News of Jesus Christ, everywhere you go. But not every seed you

throw will take root, grow, and bear fruit. In fact, according to this parable, only one in four – twenty-five percent – is going to grow, but oh, how it grows!!!

The first thing we learn from this parable is that we must scatter the seed. It's our job to throw that seed around no matter where it lands! We must share Jesus everywhere – on the path, in shallow places, among the thorns and in deeper soil. The second thing we learn is we should not expect an instant conversion when we share Jesus with someone. The seed may take hold, it may not, but that's not our concern. We do our job, and the Holy Spirit does His! We do not convert people, the Holy Spirit does. We throw the seed; others may water it, still others may prune the growing fruit. We just do our job and leave the rest to God. Do not get discouraged when the seed you throw does not produce the result you want. The result is between the person and God, not between you and the person. Remember always that it is not about you! Lastly, the fruit that is born from good soil is exponentially beyond measure. Again, don't get a big head about it – you didn't do anything. The Holy Spirit enabled that growth; you just were obedient and did your part by spreading the seed.

I'm pounding on the point that the Holy Spirit does the work for a couple reasons. It is so important we humble ourselves in this work because when we do it allows the Holy Spirit to come alive in others through conviction, revelation, and conversion. When we make it about us – as if we're collecting scalps for Jesus – people smell that out and don't want any part of it. But by focusing on the work of the Holy Spirit, we also can be emboldened! When it's about Jesus and the Holy Spirit, I don't have to be responsible for a person's conversion! The pressure is not on me! My job is to introduce them to Jesus – throw that seed – and God takes it from there by either allowing me to continue in relationship with that person to cultivate that seed, or by having others follow up from what I have done. Either way I'm good because it is God's will and plan, not mine! I'm just a happy farmer in this scenario!

Last thought before we see this in action – throwing seeds is about fifty percent of the evangelism we do. Unlike taking the time to build a relationship, which you'll learn to do in Chapter 2 on Development, throwing seeds is your 30-second, 1-minute or 3-minute opportunity to start a conversation and somehow throw some holy seeds. You'll probably never see that person again which is why it's not up to you to make the seed grow – that's the Holy Spirit's job as we've been discussing. But don't get this wrong; seed throwing is a vital part of evangelism because it just may be your seed that grows in that person who accepts the Lord ten years down the line! It happens all the time.

Here is how that parable plays out in real life.

There are some people with whom I will have less than a minute to share Jesus. I may meet someone in line at the grocery store, joke with someone in the aisle of a Walmart or just share a moment with someone in the lobby of a business. I have to scatter some seeds pretty quickly and will not have the opportunity to see what happens with those seeds other than to just pray they land on good soil.

Then there are those with whom I am acquaintances. I see these people regularly, but I don't really know them. These are those folks who work at Walmart or the grocery store whom I see several times a week over a long period of time. They are people with whom to build rapport and a relationship just due to the sheer number of times I see them.

Others are people with whom I just have a divine appointment. I may meet a homeless guy and talk with him for fifteen minutes and then never see him again. Or the guy and his dog I met on the beach the other day. Great guy – Vietnam vet – with whom I spoke for about twenty minutes. I'll never see him again either, most likely.

Then there are people I know – friends, but not close friends, intimates, or family. These are people with whom I can speak candidly and more frankly because of our relationship but not people who I would call my inner circle. These can include co-workers, neighbors, gym partners, running buddies, service club colleagues and the like.

Lastly, there are intimates and family – your closest friends and immediate family members.

With these last two groups, we have ample opportunity to share Jesus, but we must be intentional about it because their very accessibility often makes us lazy about sharing the gospel with them. We often think, "Oh, I'll talk with them the next time I see them." I fall into that trap all too often, but Scripture is clear that we must talk with them today because tomorrow is not promised.

These are the various groups of people we must apply the assessment analysis on to engage verbally. Here is where the real fun begins!

The goal of our initial verbal engagement is more assessment! You can start out with John 3:16 if you want, but my experience is that approach will not get you to where you want to be, even in your 30-second pitch. We use our initial verbal engagement to do a few things:

1. Probe to see if our visual and audible assessment is correct
2. Probe to see if they are believers and if so, at what level
3. Probe to determine if they are open to hearing about Jesus
4. Probe to learn more about their motivations and vulnerabilities regarding relationship
5. Probe to learn how you can pray for that person and pour yourself into their life if it can be a longer-term relationship
6. Lastly, we use this engagement period to start throwing holy seeds into the target's life!

Let's go back to our three targets and see how we might engage them verbally, and then, we'll talk about approaches.

Target 1 was our female shopper who may be a believer because she is wearing a cross. Here's how I might engage her verbally, while standing in line:

Looking in her cart, I would quip, "I see you have ice cream and chocolate to even out that broccoli you bought!"

I've never had anyone not engage in conversation when I make a comment about the food in their cart. Her response might be, "Yeah, gotta keep balance in life, right?"

Then, I would retort, "Absolutely! Ice cream and chocolate is how we know God loves us!"

She may just laugh. Then, I'd say, "I really like that cross necklace. Are you a believer or just like the cross?"

That escalated quickly! But I only have a few moments with her! If she says she's a believer, I'd say, "Great! Anything I can be praying for you about?"

Now, here's the kicker – others in line and around us are watching this entire thing play out. Often, others in line will join in the banter. Bring them into the conversation, too!

Let's say she just likes the cross but is a nominal – doesn't go to church and isn't really following. Here's what I might say, "I get it, I was out of the church for twenty-five years myself. But God called me back. You may want to see if you can hear Him because I know He's still pursuing you."

It's just that simple. Nothing more needs to be said. The seed has been thrown – Holy Spirit, do your thing!

Our second target is a bit more complicated. Remember, here's the guy in a bad mood and can't find what he's looking for. Here's how I'd handle that one.

He's just blurted out, "Does anyone WORK here?" I'd come up to him and say, "I don't work here, but know the store pretty well. Anything I can help you find?" He'll still be ticked off, but his anger wouldn't necessarily be directed at me because at least I'm trying to help and I'm not a store employee. His response may be something like this:

"Yeah, I can't find the freaking energy drinks! I checked in the pop aisle and in the water aisle. Nothing!"

I'd retort, "Oh, they seem to hide those things. Last time I saw them, they were in the pop aisle but hard to find – near the bottom shelf across from the pop, under the coffee drinks. Let me see if I can find them again. Any particular flavor?"

Show Christ's love by de-escalating the situation by serving him.

Now, let's say he doesn't want your help finding something and says, "No, you can't help me find anything. I want to speak to the store manager."

I'd reply this way, "Okay, let me see if I can at least help find you an employee to talk with." I still want to be helpful.

The entire time I'm doing this, I'm praying for him. I'm praying that if he's a believer that he represents Christ better. I'm praying if he's a nominal the Holy Spirit convicts him. I'm praying that if he doesn't know Jesus there is a way to help him discover Him.

How you ask? Here's what I'd say upon leaving the guy, "Sorry you're having a tough day; I'll be praying for you, asking that Jesus makes it a little better for you."

Seed thrown. This guy may be rocky soil or the thorn bush, but that's not my concern. I've thrown the seed just like Jesus told me to.

Okay, let's talk about our homeless guy. I've assessed him to be a scammer so I'm not giving him any significant money (\$10 or more), but I can talk with him. My experience is most of the homeless folks will engage you in conversation if they think they're going to get something from you. Here's what I do:

"Hey man, what's going on? You got a place to stay or are you outdoors?"

This question gets the guy thinking that I may give him something if he doesn't have a place to stay. They usually respond this way, "I'm staying in a tent by the freeway." They always say they're staying outdoors. The tricky part with this group is you never really know if they're telling the truth or not. But that also is not our concern. Just continue the conversation. I ask this next:

"Do you know about the United Gospel Mission?"

I get one of three answers:

1. Yes, but they make you pray and stuff, and I'm not into all that religion.
2. Yes, I've stayed there before but didn't have a good experience so I'm not going back.
3. No, who are they? (Very rare – the homeless crowd usually knows all the resources better than I do!)

If I get the first answer, I probe deeper. "What bothers you about all that religion? Did you not grow up that way, did you have a bad experience with religion or is it something else?" I usually get them talking about their life with this approach, which gives me a lot of information with which to work. If they are mad at God, we talk about that. If they have the wrong understanding of Jesus, I try to set them straight. If they have walked away from God, I explain how God hasn't walked away from them. It's just a chess

match in a sense – move for move. Eventually, I ask if I can pray for them, and I might give them a couple bucks for coffee or a little food.

The second answer also is a great opportunity. Here's the next question: "Really, what happened to you?" People LOVE to talk about how they were victimized. Sometimes what happened to them *really* is bad – their stuff was stolen, or they were accosted. But most the stories I've heard go something like this, "I just don't like the people there. You can't trust them, and I don't want to be around them." I then ask if they think being outside is better than being inside and fed even if they have to put up with people they may not like. To a person, they have said, "YES." At that point, there is very little you can do for them tangibly, but I always ask if I can pray for them. Most allow it. I also give them a couple bucks for food – not enough to buy a bottle of booze or drugs, but enough to grab a McDonald's cheeseburger.

As I said, I rarely have ever heard anyone say they've not heard of the mission or other shelters. But it has happened, primarily with women who become homeless but have not become chronically homeless yet. When that happens, I will make a phone call directly to the shelter to see if they can help out. I don't want to make the homeless person responsible for the phone call because it's obvious they can't take care of themselves, more or less negotiate a call to a shelter. Then, I pray with them and ask if they know Jesus and/or want to know Jesus. I also ask if they have any needs – food, clothing, etc. If they don't know about community resources, chances are good they are struggling and really need the help, as opposed to those who honestly are working the system.

Exercise: It's time to role-play! As a former soldier, we used to say, "You'll fight like you train." I also teach the martial arts and tell my students the same thing. But training doesn't start with physically doing something. Training starts with "Mental Repetitions." This is a two-part exercise. First, develop a scenario from your everyday life, similar to the ones we've made up in the previous pages. Then, do your mental reps – imagine how you would begin a conversation with someone and how that conversation might go. The second part of the exercise is this: find a friend to role-play the target. Explain to them who they are in the scenario and then walk through the scenario verbally. Allow your friend to respond to you any way they want, and your job is to learn how to be nimble and flexible in the conversation with the goal to be either telling them about Jesus or praying for them, but mentioning Jesus somehow.

My wife gets irritated with me when I use examples like this. She is quick to point out how God has blessed me with the ability to do this stuff with ease and that it is not easy for everyone else. I agree. I've been trained to talk with people. I started my career as a newspaper reporter and have training and experience interviewing literally thousands of people. I also am a trained interrogator and strategic debriefer. Not only do I know how to interview people, but I also know how to approach and maneuver people in that interview process to get them to talk even when they don't want to. I also was in politics for a long time, including several years as a lobbyist. Boy, did I learn how to talk to people in that business! Then there is my ministry work, talking with broken and hurting people, counseling them as to how Jesus through the Holy Spirit can heal them. In my

lifetime, I've spoken to the homeless and celebrities. Everyday Joes to professional athletes. The abused to political and cultural icons. Talking with people has never been an issue for me. So, I am sensitive to my wife's critique, but I am hopeful as we move through this next section on Approaches that it starts to come together for you.

Approaches

I had you do the previous exercise before reading this section just so you could judge your own ability without previous training. Call it a baseline test. How did you do? Were you smooth or stilted in your conversation? Did the words come easily or was it difficult to figure out what to say? No worries either way. It was just an exercise to let you see where you're at. If it was difficult, it just means that you need more practice – it is not natural for you. If it was easy, great, you'll love the tools you're going to get next! I will say this, though: we all need to practice this stuff daily. Scripture tells us that we must have an answer in and out of season for the joy that we have in Christ (1 Peter 3:15; 2 Timothy 4:2). Yet, we will perform this task the way we practice it, and if we don't practice, we won't do it when it counts. And if we practice it sloppily, we will perform it sloppily. And if we practice it without conviction, we will deliver the message without conviction. However, if we take this as seriously as Jesus did and practice with the mind of pleasing and glorifying Jesus, the Holy Spirit will reward your diligence when the time comes to share with another!

As you can readily infer from the scenarios we've discussed, one of the most important parts of the process is discerning how to approach any given target. We've learned how to assess a target visually and audibly. We've also learned that we must verbally engage that target based on that assessment. Now I'm going to provide some insights to the approach – how to meet your target where they are just as Jesus met his sheep where they were!

Before I jump into how we will use approaches in our Christian evangelism, let me take just a moment to describe how approaches are used in the intelligence business, especially for interrogation purposes.

The basic idea is this: there is a target from whom I need to gather information. However, that person may or may not want to talk with me. So, I have to figure out how to “approach” this person based on what information (intelligence) I can gather about the target before I ever talk with the target. Like what we've discussed previously, we learn everything we can about the target by watching, listening and observing them over a period of time. We often also have the luxury of going through whatever personal effects they may have had on them at the time of their arrest/capture. Further, we can use both open-source and classified computer databases to help provide deeper background on the person, their affiliations and more. By the time I go to interview that person, hopefully, I know a lot about them which I can use to determine how to approach them.

Let me give you a fictitious example.

We have a prisoner of war who was fighting for ISIS against our troops in Afghanistan. He was captured in the Helmand Province and is suspected of being a bomb maker – an expert in creating Improvised Explosive Devices. We know his name, his hometown and some of his family. We know the commander to whom he reported. We suspect a couple people with whom he worked but need to confirm that so we can arrest them as well. We know that he's getting his materials from Iran, but we need confirmation on the supply route and runners. The target is in his mid-20s and a true believer in Jihad, which means he is guaranteed salvation and entrance to heaven if he dies fighting infidels. He is defiant in captivity. In his pocket trash (items found on him at the time of his capture), there were pictures of his family, letters from his mother and the Koran.

Okay, that's enough to work with. What approach can I use on this poor guy? A number of them!

He's defiant. Is that because he's brave or scared, but putting on a brave face? I might use a fear tactic to drive his fear up to see which is which. If he continues to be brave in the face of threats, I possibly would switch tactics and boost his ego for being such a brave man defending Islam then ask him to explain how he can be so brave in the face of such overwhelming odds.

Or I could go the other way. If he's brave with increased fear, I would make his life miserable, explaining that he's never getting to heaven via Jihad because he's going to spend the rest of his life locked up in a cell never to be free again. I'd drive despair into his life.

Now, if his bravery is just a front and he's actually scared, I can approach him several ways as well. I can play on that fear and drive it even higher until he breaks. Or I could relieve him of that fear, assuring him of his safety so long as he plays ball. Then, I could do the "good cop/bad cop" thing and have a different interrogator come in and seriously mess with him. I'd come back and have him tell me about the other "bad" man. I'd assure him that if he told me what I needed to know I could keep the bad guy away, but if he didn't help me, the bad guy could come back, and I couldn't stop it.

Further, I could use his family against him. I could convince him that his commander abandoned him, making him question his loyalty. I could make him believe that we already know the names of his accomplices and the Iranian connections and that he just needs to confirm them for us as a formality, but if he doesn't, we'll assume he's an Iranian agent and hand him over to the Saudis...that would be a VERY bad thing for him.

There are a hundred different ways to work a guy. And in the intelligence business, they all are designed to manipulate a person into doing what you want them to do.

But that's not how we go about things as Christians. While there are some charlatans out there who do try to manipulate you, they are the ones Jesus talks about in Matthew 7:21 who will call Him "Lord, Lord" and Jesus will say He never knew them.

But just because we don't manipulate people doesn't mean we don't use approaches. We do, just like Jesus did. Yup, that's what I said: Jesus used approaches, too! Approaches simply is a way of trying to meet someone where they are to begin a conversation or develop a relationship. Let me show you some examples.

Let's examine these three stories: Jesus at the well with the Samaritan woman, Jesus with the Pharisee Nicodemus and Jesus calling his disciples. Each will show you how Jesus approached people where they were based upon what He knew about them.

Jesus and the Samaritan Woman

Let me share the story here, and then, we'll examine Jesus' approach.

⁴ Now he had to go through Samaria. ⁵ So he came to a town in Samaria called Sychar, near the plot of ground Jacob had given to his son Joseph. ⁶ Jacob's well was there, and Jesus, tired as he was from the journey, sat down by the well. It was about noon.

⁷ When a Samaritan woman came to draw water, Jesus said to her, "Will you give me a drink?" ⁸ (His disciples had gone into the town to buy food.)

⁹ The Samaritan woman said to him, "You are a Jew and I am a Samaritan woman. How can you ask me for a drink?" (For Jews do not associate with Samaritans.)

¹⁰ Jesus answered her, "If you knew the gift of God and who it is that asks you for a drink, you would have asked him and he would have given you living water."

¹¹ "Sir," the woman said, "you have nothing to draw with and the well is deep. Where can you get this living water?" ¹² Are you greater than our father Jacob, who gave us the well and drank from it himself, as did also his sons and his livestock?"

¹³ Jesus answered, "Everyone who drinks this water will be thirsty again, ¹⁴ but whoever drinks the water I give them will never thirst. Indeed, the water I give them will become in them a spring of water welling up to eternal life."

¹⁵ The woman said to him, "Sir, give me this water so that I won't get thirsty and have to keep coming here to draw water."

¹⁶ He told her, "Go, call your husband and come back."

¹⁷ "I have no husband," she replied.

Jesus said to her, "You are right when you say you have no husband. ¹⁸ The fact is, you have had five husbands, and the man you now have is not your husband. What you have just said is quite true."

¹⁹ “Sir,” the woman said, “I can see that you are a prophet. ²⁰ Our ancestors worshiped on this mountain, but you Jews claim that the place where we must worship is in Jerusalem.”

²¹ “Woman,” Jesus replied, “believe me, a time is coming when you will worship the Father neither on this mountain nor in Jerusalem. ²² You Samaritans worship what you do not know; we worship what we do know, for salvation is from the Jews. ²³ Yet a time is coming and has now come when the true worshipers will worship the Father in the Spirit and in truth, for they are the kind of worshipers the Father seeks. ²⁴ God is spirit, and his worshipers must worship in the Spirit and in truth.”

²⁵ The woman said, “I know that Messiah” (called Christ) “is coming. When he comes, he will explain everything to us.”

²⁶ Then Jesus declared, “I, the one speaking to you—I am he.”

²⁷ Just then his disciples returned and were surprised to find him talking with a woman. But no one asked, “What do you want?” or “Why are you talking with her?”

²⁸ Then, leaving her water jar, the woman went back to the town and said to the people, ²⁹ “Come, see a man who told me everything I ever did. Could this be the Messiah?” ³⁰ They came out of the town and made their way toward him. (John 4:4-30)

There are a couple points to make that are vital to us understanding Jesus’ approach based on what he knew about the local culture, societal norms, and customary etiquette. In other words, the same sorts of principles of spotting and assessing you learned earlier are used by Jesus too. First, the Samaritan woman is getting water in the heat of the day and is alone. Culturally, the women of a town would go together to get water in the cool of the day. There is a big clue here about this woman from the fact that she’s both alone and the time of day she is collecting water. Clearly, she is ostracized from the group. We don’t know why until a few verses later, but we know that something is wrong with her from the beginning.

We read that Jesus asks the woman for a drink from the well from which she is drawing water. Scripture tells us this was odd, because Jews do not associate with Samaritans, they don’t even talk with them. But this story has a hidden gem beyond that! Jesus is a rabbi, and a rabbi wouldn’t initiate a conversation with a woman! In fact, a rabbi probably wouldn’t even be alone with a woman of such a reputation! Yet, Jesus breaks all social taboos by talking with her.

Do you see his approach?

I'd call it the **Breaking Social Boundaries** approach. Jesus purposely met the woman in her town, at her well, where she was in her own life to tell her about living water! In fact, He shared with a Samaritan woman that He was the Messiah!

But there's another approach he uses with her, two in one! In verse 16, Jesus tells the woman to go get her husband. Jesus knows full well she is not married and has quite a colorful background. The woman admits to Jesus that she has no husband, and Jesus replies, you're right! You've had five! In that culture, it means that previous husbands died or more likely that her previous husbands divorced her and now she's shacking up with a guy!

Interrogators call this approach **We Know All**. You've seen it on those hack television detective shows – the interrogator holds a file which looks full of documents and then bluffs his way through convincing the suspect that the cops know everything already and the guy better play ball by confirming it. The fact is in that interrogation scenario we know some but not all and are trying to get the suspect to fill in the blanks!

But Jesus DOES know all! He used his knowledge to test the woman to see if she would be truthful. This also is where He combines **We Know All** with a second approach I'll call, **The Bait**. Jesus throws out a statement He knows is not accurate to see if the woman takes the bait and either corrects Him or goes along with the false information. Because He knows the truth, it's a great way to get people to react a certain way.

After she is truthful, Jesus shares his true identity with her. Jesus rewards her by telling her that He is the Messiah!

This story is mind blowing if you understand the culture of the day. A Rabbi wouldn't be in Samaria talking with a woman more or less a Samaritan woman who was alone at a well during mid-day because she was a social outcast. In essence, Jesus is breaking all the Rabbi rules! This just wouldn't happen! It couldn't happen! Yet it did!!

As a student of Rabbi Jesus, I learn a lot about how to evangelize through this story. First, it shows me that I must challenge social taboos. I must sit on the sidewalk with the begging homeless guy and talk with him. I must associate with those in different social classes than me. I must reach out across racial divides and share Jesus. Even now, there is so much here that convicts me about the way I must stretch myself beyond my own comfort zone to be like my Rabbi.

There's one other thing I learn from this story approach wise: not only did He meet the woman where she was in life, but He started the conversation with her based on a very secular thing – a drink of water. Some people think you have to start right in with Jesus. But as you see in the story above, Jesus didn't start right in talking about how He is the Messiah! He maneuvered her to that, but his initial conversation was about a drink of water and her lifestyle. It was about building a bit of a relationship first before hitting her with the truth!

Application

- Reach out to those in different social, economic and racial classes than you, even if it means breaking taboos
- Meet them where they are in their lives
- Build relationships with them through commonalities
- Maneuver them to Jesus through conversation

Nicodemus

Let's go to John 3 and read about Jesus' encounter with the Pharisee Nicodemus.

Now there was a Pharisee, a man named Nicodemus who was a member of the Jewish ruling council. ² He came to Jesus at night and said, "Rabbi, we know that you are a teacher who has come from God. For no one could perform the signs you are doing if God were not with him."

³ Jesus replied, "Very truly I tell you, no one can see the kingdom of God unless they are born again."

⁴ "How can someone be born when they are old?" Nicodemus asked. "Surely they cannot enter a second time into their mother's womb to be born!"

⁵ Jesus answered, "Very truly I tell you, no one can enter the kingdom of God unless they are born of water and the Spirit. ⁶ Flesh gives birth to flesh, but the Spirit gives birth to spirit. ⁷ You should not be surprised at my saying, 'You must be born again.' ⁸ The wind blows wherever it pleases. You hear its sound, but you cannot tell where it comes from or where it is going. So, it is with everyone born of the Spirit."

⁹ "How can this be?" Nicodemus asked.

¹⁰ "You are Israel's teacher," said Jesus, "and do you not understand these things? ¹¹ Very truly I tell you, we speak of what we know, and we testify to what we have seen, but still you people do not accept our testimony. ¹² I have spoken to you of earthly things and you do not believe; how then will you believe if I speak of heavenly things? ¹³ No one has ever gone into heaven except the one who came from heaven—the Son of Man. ¹⁴ Just as Moses lifted up the snake in the wilderness, so the Son of Man must be lifted up, ¹⁵ that everyone who believes may have eternal life in him."

¹⁶ For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life. ¹⁷ For God did not send his Son into the world to condemn the world, but to save the world through him.

¹⁸ Whoever believes in him is not condemned, but whoever does not believe stands condemned already because they have not believed in the name of God's

one and only Son. ¹⁹ This is the verdict: Light has come into the world, but people loved darkness instead of light because their deeds were evil. ²⁰ Everyone who does evil hates the light and will not come into the light for fear that their deeds will be exposed. ²¹ But whoever lives by the truth comes into the light, so that it may be seen plainly that what they have done has been done in the sight of God.

Like our story about the Samaritan woman, there are clues about Nicodemus that help us peg him right away. The story starts by saying Nicodemus came to visit Jesus at night. Clearly, this Pharisee didn't want to be seen visiting Jesus! As you well know, the Pharisees didn't care much for Jesus, but the fact was they were split about His ministry. Some did, indeed, believe He was doing God's work, even if they didn't understand that He was the Son of God.

Jesus takes a completely different approach with Nicodemus than He did the Samaritan woman. Jesus started slowly, building a relationship with the woman; He hit Nicodemus right between the eyes with His first statement using the **Direct Approach**. Why the difference? Simple, Nicodemus was a Pharisee – a religious leader. As such, he is held to a higher standard of knowing scripture and the things of God. Jesus was always gentle in telling the truth to people He encountered – except the religious leaders. He **HAMMERED** them because they were the ones responsible for handling God's word! Let's take a look at Jesus' conversation with Nicodemus.

First and foremost, Nicodemus recognizes that Jesus is doing God's will because nobody could do what Jesus was doing without God. Good start on old Nic's part. Then Jesus starts in on him, saying that one has to be born again to see the Kingdom of God. Nicodemus is confused. I'm sure Jesus smiled at that!

The approach is brilliant! Jesus knows that He is speaking with one of the most religiously educated people of his time. So, Jesus throws something out there that is beyond Nicodemus' understanding. Nicodemus doesn't get to rely on his own understanding, education and knowledge for this conversation with Jesus, thus putting himself on the same level with Jesus. Instead, Jesus asserts his authority over the Pharisee from the beginning.

A few verses after speaking in what seems like a parable, Jesus says to an incredulous Nicodemus, "What, you don't understand these things, and you call yourself a teacher of the law?" We call this approach **Ego Down**. Sometimes, you take a prideful person and chop down their ego so that you can get past that pride and arrogance to have a real conversation. Jesus is chopping Nicodemus down!

Jesus shares with Nicodemus that He is the Messiah and that those who believe in Him will be saved. I don't think Nicodemus understand much of this conversation though. As you read Nicodemus' responses, you can see his brain is stuck on literal interpretation of what he's being told, which is why Jesus says to him, "If you can't understand earthly things, how will you understand heavenly things?"

But the seed was thrown!

If you fast forward to John 19:38-42, we run into Nicodemus again. He is with Joseph of Arimathea taking the body of Jesus and providing the materials for the ritual burial in Joseph's tomb. Nicodemus got it. I have to believe that when Jesus rose from that grave that Nicodemus rejoiced in the truth and everything Jesus had told him became clear!

Application

- To get past the ego of educated people, sometimes a good approach is **Ego Down**.
- Educated people – especially those relying on science – must be met where they are so do your homework on these issues! Read Dinesh D'Souza's book *What's So Great About Christianity?*
- You don't have to win an argument with educated people; you just have to throw the seeds and let them germinate. Smart people do think about what you say even if they don't appear to at the time of the conversation.

Now let's take a look at some of the stories about how Jesus chose His disciples.

Nathanael

You probably thought I was going to start with Peter! Well, that's where everyone starts so I want to go with Nathanael first. Here's the story from John 1:43-51.

⁴³ The next day Jesus decided to leave for Galilee. Finding Philip, he said to him, "Follow me."

⁴⁴ Philip, like Andrew and Peter, was from the town of Bethsaida. ⁴⁵ Philip found Nathanael and told him, "We have found the one Moses wrote about in the Law, and about whom the prophets also wrote—Jesus of Nazareth, the son of Joseph."

⁴⁶ "Nazareth! Can anything good come from there?" Nathanael asked.

"Come and see," said Philip.

⁴⁷ When Jesus saw Nathanael approaching, he said of him, "Here truly is an Israelite in whom there is no deceit."

⁴⁸ "How do you know me?" Nathanael asked.

Jesus answered, "I saw you while you were still under the fig tree before Philip called you."

⁴⁹ Then Nathanael declared, "Rabbi, you are the Son of God; you are the king of Israel."

⁵⁰ Jesus said, “You believe because I told you I saw you under the fig tree. You will see greater things than that.” ⁵¹ He then added, “Very truly I tell you, you will see ‘heaven open, and the angels of God ascending and descending on’ the Son of Man.”

What are your initial impressions of Nathanael? Here are my takeaways:

- He’s judgmental
- He’s prideful
- He’s a bit of a jerk
- He’s skeptical
- He’s curious

These are all things you can work with when you use the right approach. What approach did Jesus use? **Ego Up!** “Here truly is an Israelite in whom there is no deceit.” Jesus uses the guy’s pride and ego against him, praising him as a true Israelite.

Curious, Nathanael says, “How do you know me?” Isn’t that a great question? “Of course, I’m a true Israelite in whom there is no deceit! How do you know me?” Then Jesus hits him with the **I Know All**. Nathanael is an easy target – WOW, you are the Son of God just like Andrew said!

Then Jesus hits him with **Ego Down** – you believe because I told you I saw you – just wait until what I show you next! In other words, understand your place.

Love it!

Peter, Andrews, James and John

Okay, now let’s go to Peter, Andrew, James and John in Matthew 4:18-22.

18 As Jesus was walking beside the Sea of Galilee, he saw two brothers, Simon called Peter and his brother Andrew. They were casting a net into the lake, for they were fishermen. 19 “Come, follow me,” Jesus said, “and I will send you out to fish for people.” 20 At once they left their nets and followed him

21 Going on from there, he saw two other brothers, James son of Zebedee and his brother John. They were in a boat with their father Zebedee, preparing their nets. Jesus called them, 22 and immediately they left the boat and their father and followed him.

There is some speculation that Jesus had been preaching in this area previously and that the four future disciples had heard Jesus speak on a couple of occasions. That might make the story more believable that these fishermen would just pick up and leave everything behind to follow an unknown Jesus. If they had heard His message before, Jesus’ call to them would be based on more than just “follow me.”

However, I can go either way because when I think about these four guys, I can see why they would leave their fishing boats to follow a rabbi. Here's a quick cultural lesson.

Rabbinical disciples were chosen at a young age – children who were considered the brightest would compete to become a student of the wisest rabbis. Being a rabbinical disciple was quite an honor, gave you social prestige and set you up to become a rabbi yourself, which again was near the top of the social hierarchy.

On the other hand, being a fisherman was fairly common stuff. You needed no education and didn't have to have much more than common sense and a good back! I can only imagine the monotony of taking the boat out, throwing the nets, reeling in the nets, getting the fish, cleaning the fish, cleaning the nets, securing the nets and cleaning the boat day after day after day for generation after generation. Wash-Rinse-Repeat. Ugh! I'm sure some people love it, but I'm not sure our four future disciples did. I think Jesus knew that, too.

“Come, I'll make you fishers of men.” Now that sounds more exciting than these stinky fish (little did they know!). And Scripture says they left their nets immediately. It seems to me that these men were looking for an escape – something more exciting than the daily grind. It also appears to me – as we will confirm with Peter and the Sons of Thunder later – that these men thought they were better than just fishermen. They would jump to do more with their lives if given the chance. And what better chance than to be called to be a disciple of a rabbi? One minute, you're a lowly fisherman. The next, you're a rabbinical disciple. Talk about a step up on the social ladder of life!

Jesus used a simple approach – **You're Better Than This**. Jesus basically said, “I think there's more to you than fishing. Come with Me, and I'll let you prove it!” Who wouldn't fall for that approach? Every one of us believes we are destined for greater things than the life we are living. We all secretly know that we could run the world if given the chance! Well, Jesus gave these men the chance!

You know what? He gives us the chance, too, which is why you're reading this book! You ARE destined for greater things – you can be fishers of men as well! Isn't that cool?

Matthew

One last disciple – Matthew from Matthew 9:9-13

⁹ As Jesus went on from there, he saw a man named Matthew sitting at the tax collector's booth. “Follow me,” he told him, and Matthew got up and followed him.

¹⁰ While Jesus was having dinner at Matthew's house, many tax collectors and sinners came and ate with him and his disciples. ¹¹ When the Pharisees saw this, they asked his disciples, “Why does your teacher eat with tax collectors and sinners?”

¹² On hearing this, Jesus said, “It is not the healthy who need a doctor, but the sick. ¹³ But go and learn what this means: ‘I desire mercy, not sacrifice.’ For I have not come to call the righteous, but sinners.”

Let’s start again with a little cultural background. The Romans had conquered the Holy Land and were running the place. However, they had a unique brand of governing. While they were the final authority and used their troops to enforce it if necessary, Romans allowed their conquered foes to run the administration of their cities themselves. In Scripture, you will read that while under Roman occupation, Israel had a king, a Sanhedrin (governing body), religious leaders (Pharisees and Sadducees) and even a limited number of troops. Rome allowed locals to collect taxes for Caesar and also allowed these tax collectors to keep whatever “extra” they could collect for themselves.

In first century Israel, tax collectors were absolutely hated. They were seen as supporting the Roman occupation on the backs of their fellow Israelites, as well as rightly seen as crooked and oppressive in their work. The Torah states clearly that the Lord detests dishonest scales, meaning stealing (Proverbs 11:1), but these tax collectors reveled in their dishonesty against their own people. They were the lowest of the low in that time.

Along comes Jesus – Hey, Matthew, the Tax Collector – follow me! Become a rabbinical disciple! What?!? He calls out Matthew in front of everyone to follow Him? A tax collector can become a rabbinical disciple? The people must have been aghast! Matthew, of course, jumps at the opportunity! Wouldn’t you want to go from absolutely despised on the social ladder to a place of respect?

Jesus approach is obvious: **The Lifeline**. When you’re at rock bottom and someone offers you a better deal, don’t we all jump at it? Sometimes you’re like a drowning man, and someone throws you a lifeline. We all scramble like mad to grab that line so we don’t drown. Jesus offered Matthew a lifeline. A way out of the life he was living to something better – and let’s be honest, anything had to be better than what he was doing.

Applications

- Every person you meet has to be approached based on their unique personality and circumstances.
- No matter the approach, the message is always the same (Follow Me!).
- An approach is a means to an end, not the end itself – the approach just opens the door.
- People can be very eager to embrace an approach that meets them where they are and especially in their need.
- Know your target, and your choice of approach becomes apparent.
- You can use multiple approaches on the same target.

I want to take a few moments now and just share some potential approaches you can use in your initial verbal engagement. This list is by no means exhaustive because the variety of people you will meet is broad and wide. And please note this as well: this is not one of

those “You meet this kind of person you use this kind of approach.” I have to be honest and say this is less science than art. There must be some level of flexibility in your ability to communicate with people. I’ve had several occasions when I’ve started to use one approach only to have it backfire and be returned with a negative response that took me off guard because I was so sure that approach would work. When one approach doesn’t seem to be working for you, you just have to seamlessly move onto another approach. This is why we **MUST** role play before we go out into the real world to try this stuff. You have to practice moving between approaches, responding to difficulties and training your mind to be nimble and attentive. This stuff does not come naturally to most, so it must be trained.

That all said, here are some more ideas for you to kick around.

The Joker

This is one of my favorite approaches to use in the grocery store, Walmart or any other large retailer where there are several people. Whether I’m in the checkout line or just in a crowded aisle, I like to crack some joke about something I see in another person’s cart or something I notice about them.

You saw the example I used with the ice cream and chocolate as I compared it to the broccoli. Another might be me seeing a guy with a Green Bay Packers hat on – I’m a Bears fan, and we are archrivals! I might say, “Someday, Green Bay, my Bears are going to have a Quarterback, and we’ll make it a good game!” I’m joking, being deferential, admitting his team is better than mine and starting a conversation about sports.

There is SO much to joke about in a store but be sure to never make it personal – some people don’t have a joke button. Always pick on an inanimate object. Always do it with a smile on your face and a laugh so the target understands you’re joking. And always have fun!

Can I Help You?

This is another great one for a store – if someone looks lost, can’t reach an item, needs help paying for something, dropped something on the floor just offer to help them. When you help someone, it lowers their defenses, and they are more apt to talk with you.

There have been times I’ve been in line and someone realizes that they purchased more than they can pay for. It’s a sad moment as they panic, the people behind them get upset because they are being inconvenienced and the buyer starts to be humiliated.

Step in here, if you can.

Pay the bill, if you can.

Then tell them as they are thanking you that God loves them, Jesus has not forgotten them, and that God asked you just to lend a hand. This will either be powerful seed for everyone in the line or lead to a broader conversation once you are done paying for your items as the people you helped wait to talk more with you.

Ego Up

This is a particularly good approach for women to use with women. Pick something you like about the target and tell the target how much you like it, how pretty it is, how nice it is, etc. It can be anything!

- Hair
- Jewelry
- Clothes
- Nails
- Shoes
- Perfume
- Outfit in Car

Dudes – DO NOT DO THIS WITH WOMEN! They'll think you're a stalker! However, you can do this with other men. Admire the following:

- Sports Team Clothing
- Military Cap ("Thank you for your service.")
- Haircut
- Shoes

Our list is a little shorter, but if you think about if you were the target, what type of things would start a conversation if some dude came up to you and admired something of yours? Not much, but the list above probably would. The only other thing I could think of might be electronic equipment or tools you have in your car.

The goal of **Ego Up** is to make someone feel good about themselves for the way they look, the way they carry themselves, their choice of products and themselves in general.

Ego Up is a bit complicated when trying it with the opposite sex, mainly because it may come off as flirting, even though it's not. So as a Christian male, I'm extremely careful not to use **Ego Up** on females unless it's something extremely benign such as, "I really like your reindeer pin" during the holiday season. It still starts a conversation, but it has no overtones.

Women, men are idiots. If you use any hint of **Ego Up** with us, we may think (hope) you're coming on to us. So, my advice is just use it with other women. It's safer that way.

Can I Pray for You?

I use this one in restaurants. The server comes and does their usual thing. We joke a little and order. Then when they bring the food, I say, “By the way, we pray over our meal. Is there anything we can pray for you about?”

You usually get one of three responses:

1. Sure, and then some prayer needs.
2. Um, no, but thanks! I’m good.
3. No, I’m (agnostic, atheist, not a believer, etc.)

The first one is great – another believer who you pray for and kind of encourage!

The second one is probably a nominal – someone who knows a little about the faith from their past but is not following. I usually, reply back, “Great – glad you’re doing well. We’ll thank God for that!”

The third one is the most fun! If they’ve been conversive during the ordering process, I’ll say something like, “That’s okay, God still believes in you!”

I was at a restaurant recently where the female waitress said, “No, I’m an agnostic-leaning atheist.” Then she said, “But if you were to pray, you could pray for my two kids and that I get a better job to help me pay my bills.”

It felt like I was fishing and hooked a marlin! The hook set and she jumped clean out of the water! She’s leaning atheist but would take some prayer – you know, it couldn’t hurt.

But here’s the best part – she came back and told us that she grew up Mormon but had left the church. We just listened to her story without comment.

Then she came back again to tell us more about the tragedies of her childhood. We told her that we’d continue to pray for her, and that God loves her no matter what she’s been taught to think.

This woman had a hole in her soul that only God could fill. My hope is the seeds we threw that day using a simply “can I pray for you” approach will get her to seek Him in return.

The Break In

As noted before, yes, we eavesdrop on conversations. Many times, you’ll not only learn about a person, but you’ll learn about troubles the person is having. The **Break In** approach is when you hear someone talking about something and you “break into” the conversation with something value-added to say. Breaking in can seem rude, but there are polite ways to do it. Here are some examples:

“I’m sorry, but I couldn’t help overhearing...”

“I don’t mean to be rude, but I think I can help...”

“I’m so sorry to hear about this, but I have an idea if you don’t mind me sharing...”

“You’re not going to believe this, but I went through the exact same thing....”

If you’ve ever been part of a Toastmasters group, you know these approaches are akin to what they call ice breakers. But the **Break In** approach goes beyond that – your goal is to add something valuable to what is being talked about. And what’s more valuable than Jesus? How do you work Him into it? Like this:

“I’m sorry, but I couldn’t help overhearing that you’re really struggling right now. I’d like to be able to pray for you and ask Jesus to help.”

“I don’t mean to be rude, but I think I can help with your dilemma. I know someone at my church who could probably fix that problem. Would you be willing for me to connect you to him? I know that he’d gladly give you hand.”

“I’m sorry to hear about this, but I have an idea if you don’t mind me sharing. Sometimes what you need is people around you who truly care no matter what the issue and without judgment. I’d love to invite you into my group that does just that.” Of course, it’s a church group!

“You’re not going to believe this, but I went through the exact same thing. It was my faith that got me through. I know what you’re thinking, but honestly, it saved my life. If you have a moment, I’d love to share the story with you – maybe it can help you.”

The **Break In** can be uncomfortable if you think you’re being pushy or giving unwanted advice. But you have to discern between your own anxiety telling you people feel this way and the reality of the situation, which may be completely different than what you are projecting, due to your own fears.

I use the **Break In** only when the Holy Spirit gives me something to say. I know that whatever He tells me to say will, indeed, have value. I don’t do one of those crazy, “I have a word from the Lord for you,” even though I have a word from the Lord for them! I approach them like Jesus approached everyone He met – as a normal guy building a relationship, showing genuine concern and empathy.

The Loudmouth

I use this one all the time...because I’m a bit of a loudmouth myself! If I’m with my wife or a friend in a store, restaurant or other crowded place, I’ll say something either playfully with my wife or something in “Christianese” loudly enough for everyone around me to hear. Usually, I frame it in a joking manner. Then I look to see if anyone

took the bait – did I get anyone’s attention? Are they looking or staring at me? Did they smile or laugh at my comment? If so, I draw them into the conversation by turning to them and getting them involved in the fun! Let me share a recent example as best I remember it.

My wife and I were at the local Safeway shopping. We were in line, and I decided to joke around a little. We know all the checkers and staff there, so they’re used to us! I started in, “You know, my wife robbed the cradle. I’m five years younger than her. There I was just minding my own business, and she swooped down and took advantage of my innocence!” The checker laughed as did a woman in front of us. Then I looked at her and said, “What, you don’t believe it? Or do all you women stick together?” Of course, she took the bait and agreed, women need to stick together, and I certainly didn’t look the part of being a poor, innocent victim! We joked around a bit more while items were rung up and bags were packed. Then we wished God’s blessing as she left. Just a little seed.

God Loves You

There are times just to be direct! Lisa likes these approaches the best! When we see someone feeling down and needs a little encouragement, we often just tell them point blank that God loves them. No dancing around or playing. Just blunt comment. I often add, “God loves you, and He’s not forgotten you.”

People sometimes get to a place where they feel alone and wonder if God is even paying attention to their situation. We believe we are to be encouragers as evangelists, so we remind people that God is God and He’s always there.

I remember one time when I did this. Our favorite checker at Safeway was having a tough day. You could see it in his face, in his body language and in his verbalization. I was in a different line but was back to back with this checker. I leaned over while he was helping his customer and whispered, “God loves you!” It was almost an immediate change in his demeanor. He smiled, his shoulders dropped as the tension left his body, and he began joking with his customer as he always does. He needed to hear that in that moment, and the Holy Spirit did the rest when the checker softened his heart a bit. It was a very cool moment.

What Church Do You Go To?

Talk about a leading question! This is another direct approach you can have with someone you meet. This is an obvious question for someone wearing a cross or any kind of religious item. But it’s also a great question just to open a door. It’s kind of like what Jesus did with the woman at the well, “go get your husband.” What church do you go to? It is a very black and white question; either someone will say the name of a church, or they will say they don’t go to church.

But what’s fun about this approach is when they answer, it’s never just, “I go to First Baptist.” There’s always more to the story, especially if they don’t attend. You hear

things such as, “We just haven’t found the right church.” Or “We had a bad experience at our last church, so we’ve been out of church for a while.” Or “We go to First Baptist. Our kids are involved in the youth group. We really like the pastor there.” Remember: approaches are a means to an end, not an end itself. Gather as much information from these encounters as possible.

When people give me the add-on information, I take full advantage of it. If someone were to say, “We go to First Baptist.” I would reply, “I hear that’s a great church. Who’s the Pastor? What kind of ministries do you do?”

If someone were to say, “We just haven’t found the right church.” I’d respond, “I know, it’s pretty hard. What kind of thing are you looking for? Youth program for kids? Adult programs? Small family church? There are a lot of solid ones around.”

Then if they say they haven’t been in church for a while, I pounce! “I was out of the church for twenty-five years! But God called me back, and it was the best decision I ever made getting back involved. Church can be difficult because fallen people are in it. But you can’t make the mistake of projecting dumb people’s actions on God. You ought to think about giving church a second chance.”

But there’s the close as well. “You’re always welcome at our church. It’s a small family church with both a contemporary and traditional service. Everyone is great – no judgment, just worshiping Jesus and taking care of each other.”

I’m Concerned for You

I’m always amazed about how people will talk openly to strangers about their troubles. I think that people are so desperate for relationship that their soul cries out for anyone to care for them.

And we take advantage of this!

When you overhear someone telling a hard story, you can jump in and let them know you’re concerned for them. You care. You want to pray for them. You want to help them. Is there a way you can help?

This is where you can probe for their vulnerabilities and see if you can plug them into something that might be helpful. For example, a single mom may be having trouble affording a doctor for a kid. Well, there are free clinics in churches that you know of. Perhaps you should share that information. Or how about this: a man or woman is broken up about a divorce they just went through. You know of a church that has a recently single class. Offer that information!

For this approach, you need to know what resources are out there so do a little homework. You need to know this stuff anyway! Know which churches offer which programs! You’ll also need a way for your target to stay in contact with you. You should

always carry a business card with your contact information that you can give out for follow up. Get their card or information if you can as well!

We are the body of Christ; we need to love others the way Jesus loved us. What that means is we should put ourselves at risk by reaching out to those who are hurting and share that love. This approach is usually met warmly. Only a couple times has someone said to me, “Oh, I’m okay. Thanks though.”

God’s Got Something Better for You!

This approach is similar to the **Lifeline** approach we discussed earlier, but more direct. This is for people who you see that are kind of messing up their lives through the decisions they are making. While the **Lifeline** approach gives someone an opportunity for change, the **God’s Got Something Better for You** approach is a direct challenge for someone to choose better things for themselves.

This approach is usually for someone you know a little better and with whom you can have deeper discussions. However, I’ve used it with homeless folks and other strangers just as much. Let’s look at an example or two.

Jenny is a waitress at a restaurant you frequent. You’ve gotten to know her a bit and share small talk and banter with her regularly. However, in these talks, she has shared that she has a verbally abusive live-in boyfriend. She’s not said that directly, but it’s clear from her intonations. She looks overwhelmed most of the time and just isn’t enjoying life. You know that she went to church as a kid and was baptized but hasn’t been to church since leaving home. You often over-tip her, as a way of helping her out. Here’s my approach.

“Hey, Jenny. You look pretty beat today. Everything okay?”

She’ll probably say yes and come up with some lame excuse about why she’s tired.

“You know I think you’re great, can I give you some unsolicited advice?”

Most people are surprised by this and say yes because they don’t know how to say no, they don’t have boundaries and they are not practiced at saying no! So, she says, “Sure.”

“I want you to know that God has something better for you.”

You let that sit in the air for a moment. You don’t have much time because she has other customers to serve, but just for a moment. Then say something like this:

“God knew you before you were born and had plans to prosper you. But some of the decisions you’re making are getting in the way of those plans. God wants you to be around people that honor and respect you, not people that hurt you. You need to think about where you want your life to go, and I’d suggest praying and asking God for help. I’ll help you, too.”

That's it. That's all that needs to be said. Jenny's response could be a simple, "Thank you, I'll think about it." It could be, "I know you're right, but I don't know what to do." That, obviously, is another open door. She might just say, "I appreciate your thoughts, but I'm okay." That means she's not ready yet, but the seed is planted. Your response is simply, "I'll be here if you ever need anything."

Here's another scenario:

You're in line, and the checker is someone you banter with often. They tell you about their weekend trip to the casino. Usually, you're not too worried about these casino trips, but this one caught your attention. Apparently, the checker lost a lot of money this trip. In fact, the checker lost so much that he can't pay his rent. You know that he is a regular at the casino, but this looks as if it may be getting out of hand. When you lose your rent money, you have a problem. Here's how I'd approach it.

"Man, Jack – that's rough. Have you been losing a lot at the casino?"

He may say, "Not really, but the past few times I've gone, I've not won anything."

"You're a smart guy, Jack, and you know that those games are fixed so the casino is the only one making money in the long run. I think you need to consider something: God has something better for you than wasting your cash at the casino."

My favorite response is the defensive, "Like what?" But regardless of the response (I know, "Like what? Perhaps, God doesn't care how I spend my money," etc.), you have an opening. Even if there is just silence, you have an opening. Let the Holy Spirit convict his heart a little! Then follow up!

"Jack, God loves you and wants you to have what Jesus called the abundant life. You don't get that by throwing your money away. You get that by honoring God through respecting the money He allows you to make."

Now, here's the kicker that I would do:

"Make you a deal: I'll help with your rent *if* you stop gambling." Many churches have benevolent funds from which you can keep this promise. Or you can sacrifice yourself to lend a hand. Most people will turn this down, but the offer is hugely appreciated. In fact, most people are not good at accepting charity – it makes them uneasy. But I always offer not just because it's the right thing to do, but it also gives me a wedge to work with the person more closely. No, you don't hold it over their head as leverage as you would in the intelligence business, but you do use it to build a deeper relationship.

How do you know when it's working? There are clues people give when the approach you are using is having an effect. Here are some signs:

- The person leans into the conversation

- The person assumes an “open” body position – hands at side or “talking” with hands. Shoulders down, not hunched with stress. No strain on face – “smile lines”
- Person begins to ask questions
- Person begins to agree with your comments

Conversely, you have to be aware of these reactions that indicate you may be losing the person:

- Gross shift in posture
- Pause or delay in answering
- Shift in eye contact
- Grooming gestures – stroking mustache or beard, playing with nails, running hand through hair, etc.
- Jaw muscle tightens
- Eyes and brows shrink
- Shoulders/neck contract, forcing head forward
- Elbows bent/palms turned down (sitting position)
-
- Heart rate increases (watch pressure points – neck vein bulge)
- Breathing becomes irregular

This seems like a lot of things to keep track of while you’re just trying to throw some seed and you’re right. But I can promise you that it will become second nature fairly quick. The reality is you’re already doing about half of it as part of your normal processing, but you’re not paying attention to the results of your sensory inputs. What I am suggesting is that you be intentional about this processing and then use the information that you see every day as an avenue for sharing Jesus. I think you’ll be surprised how easy this stuff really is when you put your mind to it!

CHAPTER 2

KEY POINTS

1. Targets include:
 - a. Believer
 - b. Nominal Christian
 - c. Agnostic
 - d. Atheist
 - e. Other Faiths
2. Verbal and Non-Verbal Indicators include:
 - a. Dress
 - b. Hygiene
 - c. Carriage
 - d. Disposition
 - e. Body Language
 - f. Verbal Sophistication
 - g. Alone or With Someone
3. Once you find a target and identify their indicators, you must analyze that information to develop a hypothesis of who the target is and what approach to use.
4. To help in this, you probe using various verbal thrusts to see if what you're seeing is correct. Throw seed liberally!
5. Once you've decided on a workable approach, go for it! Remember, some approaches don't work so just move to another if one fails and it is appropriate.

Chapter 1 Exercises

1. Make a list of the people you could evangelize – the list can include actual people you know or just the type of people you run across in your day.
2. Head out to your favorite store and people watch! See if Chapter 1 has awakened your senses to pick up things that usually don't register with you!
3. Practice mentally and in role-playing various approaches based on the different type of people you meet throughout your day.
4. Practice your :30 second, 1-minute and 3-minute Seed Throwing story. Determine how once you've made verbal contact you can throw seeds in these short periods.
5. Role Play, Role Play, ROLE PLAY your approaches.

CHAPTER 3

STARTING THE RELATIONSHIP

I know your head may be spinning after reading all the stuff in Chapter 1 about spotting and assessing targets, analyzing visual and verbal cues, learning about verbal engagement to include throwing seeds during short engagements and all the various ways to approach people to start conversations. You're right, it is a lot. But as we discussed, spotting, assessing, and using approaches is just a means to an end not the end itself so don't get wrapped around the axle as you practice these techniques. Just slowly learn to apply them at the pace that works for you.

While Chapter 1 focused on initial contact with a target, especially a target with whom we have very little time and probably will never see again, Chapter 2 is going to look at how we build a longer-term relationship with someone in order to prepare them – or develop them – for the “pitch” of accepting Jesus Christ as their Lord and Savior.

If throwing seeds is done in 30-second, 1-minute and 3-minute bites, developing a target can take months or even years. While you may never again see the person on whom you threw your holy seeds, you will see the person you're developing regularly during a prolonged period of time. Seed throwing doesn't take much of an investment on your part; development takes a significant investment. In fact, developing a person to accept Jesus is a lifelong commitment you are making to that person. I want you to understand this as you move forward. If you develop a person to the point of acceptance, then you will be responsible for being that person's friend and brother/sister in Christ for the rest of your life.

My old division chief at DIA used to call the development of a source the “Dance of Death” because it took so long. I think he was frustrated as well because it took a lot of resources and rarely resulted in valuable strategic, operational, or tactical intelligence. It was just a long, slow process with few results, as far as he was concerned. I could see his point, but the investment does pay off in the end even though that end may take years.

Patience is the key to working a target during development. Everyone wants to move as quickly as possible to the pitch and get the target working for you! I'm laughing as I write this not only thinking of the men and women with whom I used to work who felt this way, but I'm also thinking about my own wife in our evangelism work!

My wife, Lisa, is eager to move to telling everyone about Jesus. She is on fire for the Lord and has a gift of faith that is as strong as I've ever seen. But she does not have the gift of patience. She'd make a lousy case officer where it can take literally years of small talk, dinners and other seemingly insignificant engagements before you get your target to a place where you can even begin to talk to him/her about working for the United States Government. My wife's head would explode about three months in!

Together, we've been working on a number of people, and every month or so, I get this from her, “Don't you think it's time we asked so-n-so to church?” or “Come on, Tom, so-

n-so is ready to do such-n-such!” She may be right, but the thing I learned in the intelligence business was this: by the time you pitch someone, they already have made the decision to work with you. It is a rare thing to do a “cold” pitch when you don’t really know what the target’s answer will be. So, if it takes a little longer to get to that place, so be it. They’re not going anywhere.

Lisa is probably right – I could move more quickly in some cases, but perhaps, I just like playing the game, too!

So, how do you start the development phase? We go back to making a list!

Exercise

- Make a list of all the people you regularly see in your daily life
- Mark on that list which people you know are believers or nominals
- Mark on that list which people are agnostic or atheist
- Mark on that list which people you have no idea where they are
- Choose a manageable number of people to begin developing from your nominals, agnostics, atheist, and clueless lists (We’ll deal with the believers in the next chapter on “Handling Targets.”)

If we follow Jesus’ model, the first thing we do is build a relationship with these people. You may already have a relationship of some sort with your targets, but you need to deepen that relationship to a point where you can talk about heavier and more important things than the weather or your kid’s soccer game. This is where we start using some different tools than we have used thus far.

Think about this question for a moment: How do you get to know someone?

The usual route is you talk with them, share interests, ask some probing but appropriate questions and as the relationship matures, you go deeper and deeper to a level that seems to fit both of your interests.

That’s all great stuff and an approach we certainly use. However, we’re going to add some pieces to this from an intelligence gathering perspective, and this is where it might get a little uncomfortable for you, but hang in there with me; there is a good reason to do what I am suggesting.

Personality Profiling

I love to know what makes people tick! That’s probably why I was a pretty good newspaper reporter, private investigator, intelligence officer and pastoral counselor. I have a natural curiosity about people, their backgrounds, their personalities and how it all comes together to make people who they are, as well as how it dictates the decisions they make. As we begin to develop deeper relationships with our targets, we want to delve into what makes them tick. This means we have to explore their personality types.

Before I get started on this, let me caution that there are dozens of different personality tests and screenings out there. Some people swear by them, while others swear at them! Personally, I think all information is useful, so what I want to do is show you several different personality profiling devices that can be used to make a fairly good overlay for your target. In other words, don't just use one of these methods, such as Myers-Briggs, and consider your work done. Use several methods to narrow down the consistent personality traits and hone in on those traits that are most useful for developing the relationship.

Myers-Briggs Personality Test

Let's start with the most well-known test. Myers Briggs breaks a person down into four categories:

- Introverted-Extroverted
- Intuitive-Sensing
- Thinking-Feeling
- Judging-Perceiving

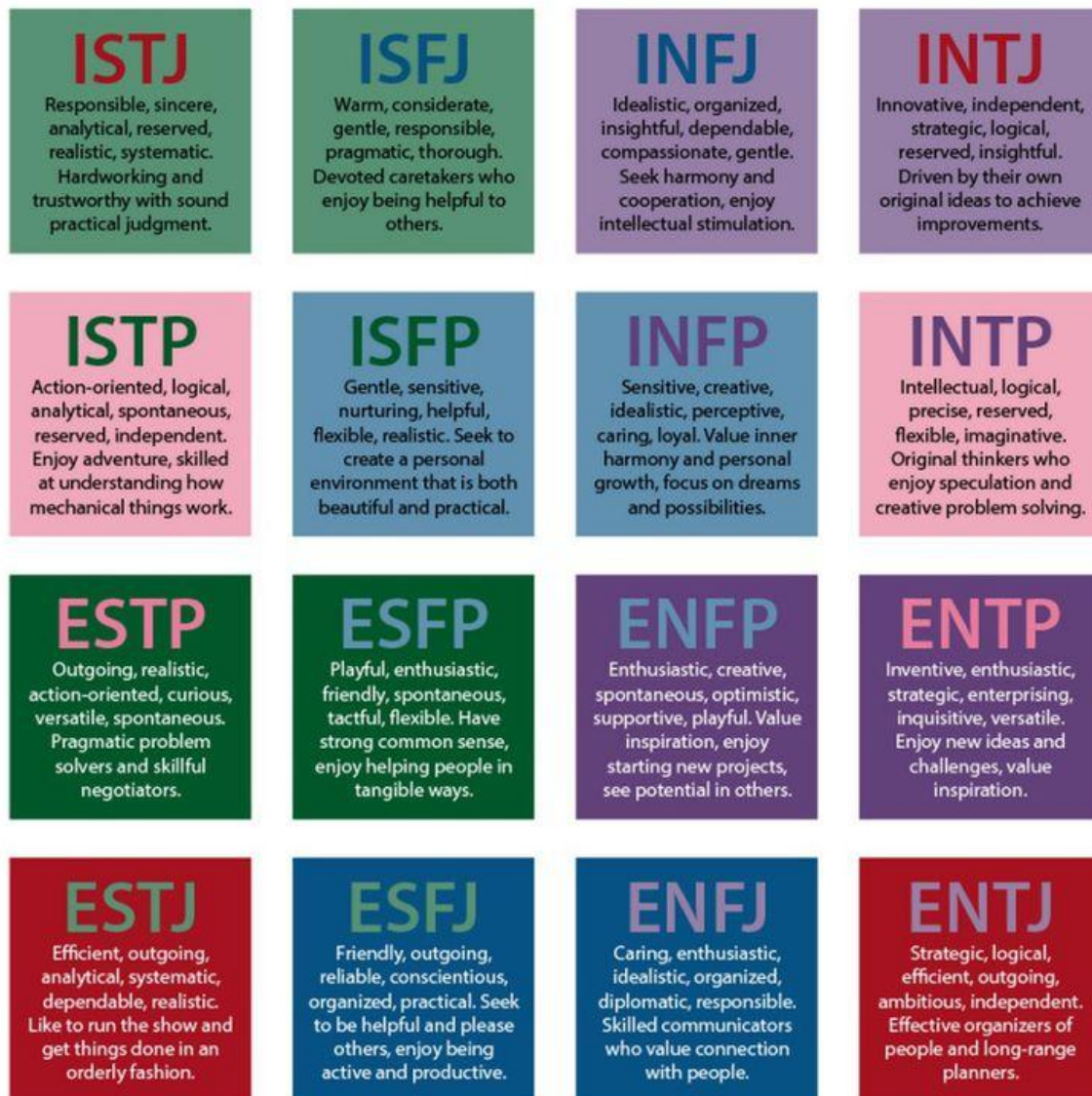
When you take their test, you can be any combination of these four. An example may be someone saying they are an INTJ – Introverted-Intuitive-Thinking-Judging person. Another person may be an ENFP – Extroverted-Intuitive-Feeling-Perceiving person. These various combinations give clues to the personality you're dealing with. Obviously, introverts and extroverts respond differently to different input. But so do the other three areas of a person's personality. You can screw up an interview, conversation and even relationship by approaching a person wrong based upon their general personality traits.

Myers-Briggs Type Indicator – Occurrences in Population³

ISTJ	6%	ISFJ	6%	INFJ	1%	INTJ	1%
ISTP	11%	ISFP	5%	INFP	1%	INTP	1%
ESTP	13%	ESFP	13%	ENFP	5%	ENTP	5%
ESTJ	13%	SEFJ	13%	ENFJ	5%	ENTJ	5%

Here's a chart that does a further outlining of what each of these different combinations means in each person's active personality:

³ Phoenix Consulting Group, Inc 2002 Personality and Psychological Profiling in Elicitation – Special Debriefing Course.



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I once was brought into a church board to help the board identify their year's priorities. One of the exercises the pastor and I decided on was to give the Myers-Briggs test to all the members and then analyze what it meant. To our utter astonishment, of the eleven or so board members, every single one of them had a different Myers-Briggs personality save two people who were the same. I told the pastor that he was going to have an interesting time getting all those different personalities on the same page to do church business. Imagine having ten different personalities in a room all looking at an issue from a unique and different perspective. How in the world do you come to a consensus on a difficult issue when ten of the eleven people don't agree on how to view the world in the first place? We were smart to have figured this out early because the group was able to

⁴ www.pinterest.com/explore.personality.types/

discuss these diverging views and come up with ways to mitigate potential future conflicts.

That said, I have a friend who taught psychology at Corban University in Salem, Oregon who goes absolutely apoplectic when he hears about Myers-Briggs. He believes that Myers-Briggs is a crock! He may be right, but let's add to Myers-Briggs and see if we can tighten down our psychological profiling further.

The next best-known psychological profiling is the old A-Type/B-Type personality. There are four types of personality in this method so let's review them:

A-Type Personality – Self-Driven and Competitive

B-Type Personality – Easy-Going and Creative

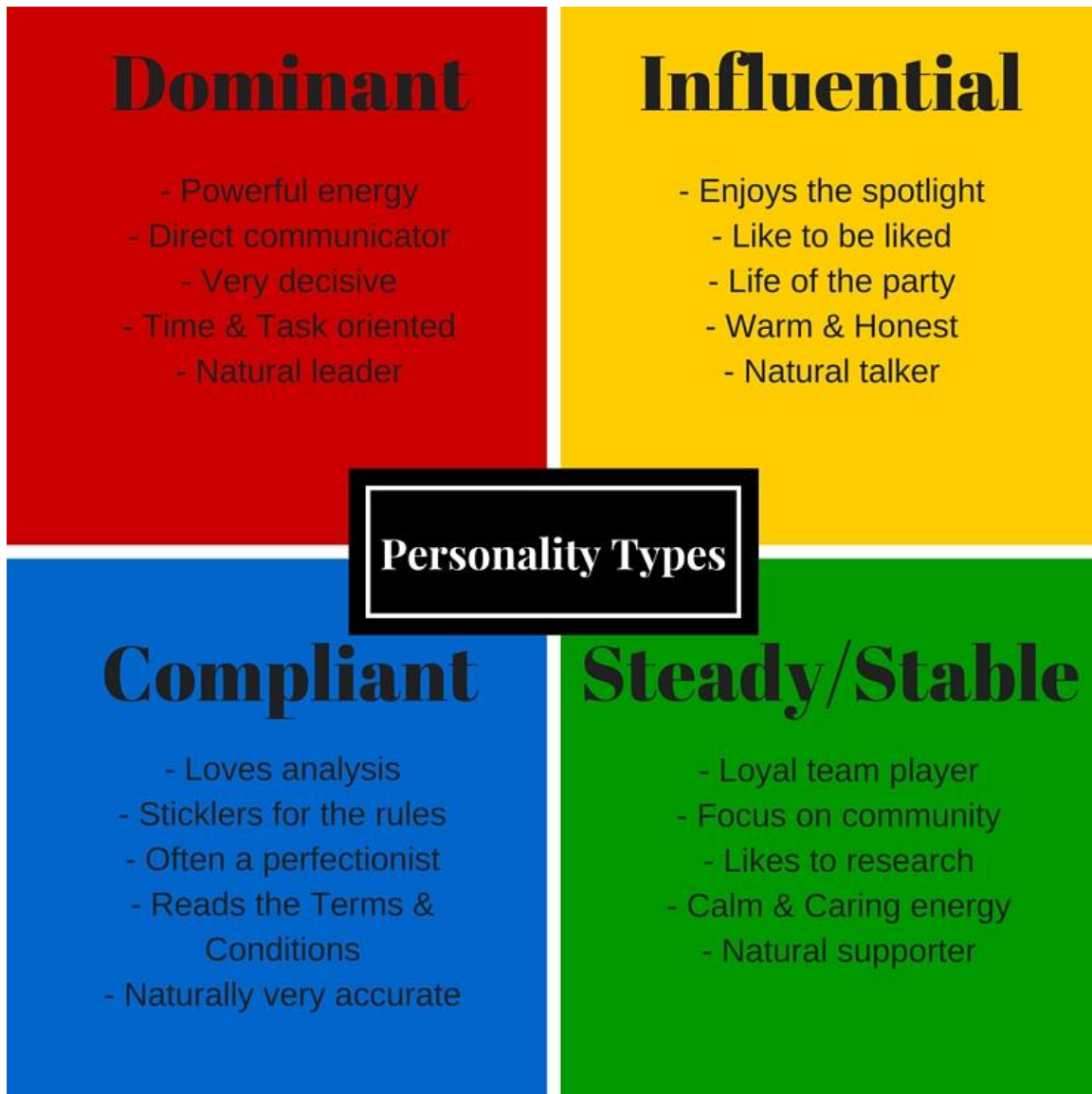
C-Type Personality – Introverts and Stress-Prone

D-Type Personality – Routine-Driven and Love Orders⁵

While these four categories are not as detailed as Myers-Briggs, I believe they are still helpful in determining where a target may fit more broadly as you begin to get to know them better. Together with Myers-Briggs, a picture can begin to appear. But let's keep going!

There is another four-category scale we'll look at next that breaks people into Dominant, Influential, Compliant and Steady/Stable characteristics. Let's take a look:

⁵ www.dreamstime.com



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I'm sure as you're reading these various profile options people you know are coming to mind! "Joe's an ENTJ, A-Type and Dominant!" Certainly, there's enough to work with right here, but let's add a couple more just to make things interesting!

This next one tells us there are Promoters, Controllers, Supporters and Analytics. Let's add this information to the mix:

⁶ www.yourfuturenow.com

PROMOTERS

are the vivacious, outgoing, multitasking, people-loving personality type. They are great natural salespeople and they are very driven and competitive. However, they tend to take on too much, at times have a hard time managing everything on their plate, and sometimes don't have patience for details.

CONTROLLERS

The opposite of supporters, they are task masters, project-focused, time-minded and they expect results. They are very good at getting the job done. However, they tend to lack patience for those around them who either waste their time, aren't as fast-thinkers, and they tend not to make warm and fuzzy connections with people.

SUPPORTERS

The natural caregivers of the personality types and they love people. They have high empathy for others and they work hard to provide the highest level of client care. They do not like conflict and because of this tend to do more than their share of work. They can also get overwhelmed with details.

ANALYTICALS

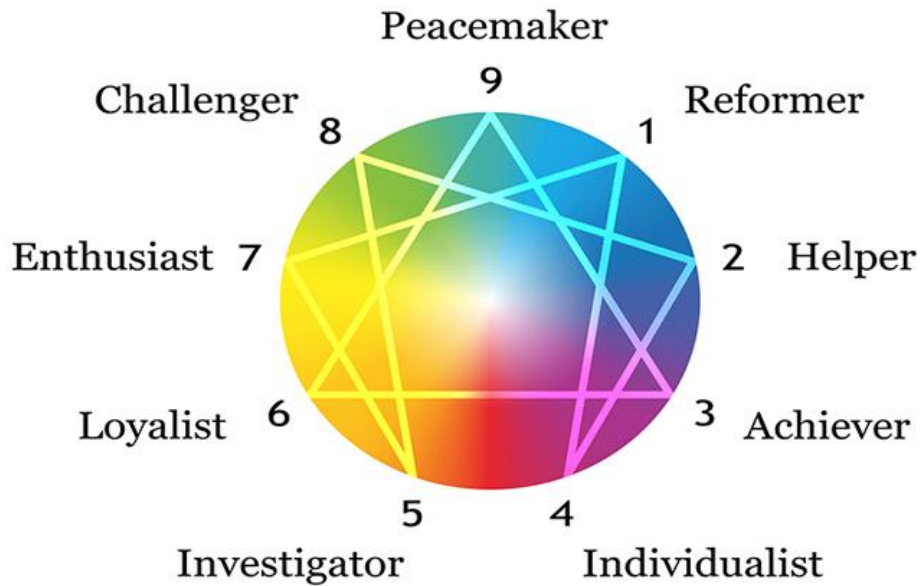
They love their research, data and numbers. They are more introverted and reserved. While they are not the outgoing people-focused of the personality types they strive to always do the very best in any task they are given and their attention to detail is second-to-none.

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You should start seeing some overlap by now. Some of these personalities are called one thing by one group and another thing by another. This stuff isn't rocket science, but it is important. Understanding a person's psychological make up is vital if you hope to begin having deeper conversations with them about their hopes and dreams, trauma and pain, and their faith.

Last one, I promise. This one is called the 9-Point Enneagram Personality Type. It is self-explanatory; you will have elements of each trait, but one will be dominant in your life.

⁷ Personality is Everything – Denise Lones, Washington Realtor Magazine April 2, 2014.



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Okay, I lied. This last one (I swear, it's the last one!) will expand on the enneagram above. Interestingly, this one was created by author Claire Rudolph Murphy as a way for writers to develop characters in fictitious books! Why can we relate so well to the characters we find in our favorite novels and short stories? Apparently, Ms. Murphy has been playing on our own psychological biases by creating characters that match our own personalities! Very smart!

⁸ www.aconsciousrethink.com April 25, 2016



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Now take a deep breath and think about this for a moment. Would these personality traits play into how a person dresses, speaks, acts, carries themselves and all the rest that we learned about spotting and assessing in Chapter 1? An even better question is this: would knowing these various personality traits help you develop the right approach for the person? Absolutely! All of this is tied together! I bet if you went back to Chapter 1 you could identify the personality traits of each of our examples just by reviewing the little bit of information we created and comparing it to these charts above. Do you see how using these simple tools can create a mosaic of a person in such a way as to make your job of spreading seed and developing relationship so much easier? If you don't see it yet, fear not, you will as we move on.

⁹ www.writeontheriver.org Claire Rudolph Murphy conference presentation January 20, 2016

Exercise

1. Okay, take another deep breath and let's make all this practical and thus, more readily understandable. I want you to take the names on your list that you created at the beginning of this chapter and assign them the appropriate personality from each of our examples.
2. Then I want you to write in your own words how you would describe each person's personality based upon analyzing these traits.
3. Lastly, go back to Chapter 1 and look at the various approaches – which ones could you use effectively with each person based upon your analysis and which ones would fail given their personality traits? Or, do you need an approach not listed in Chapter 1 that you'll develop on your own?

While this seems as if it's an enormous task, it isn't as hard as it seems. In fact, now that you know some of this stuff you will find yourself psychologically sizing up people you see everywhere you go, trying to fit them into the right box!

Background Investigations

I hope by now you have realized that information is power. And the more information you have, the better evangelist you will make! But I also hope you never forget that information is a means to an end, not an end itself. We must always stay mission-focused, and our mission is to introduce people to Jesus. God is pursuing them and has sent us as His messenger to share the Good News of Jesus. We're just using the tools at our disposal to share this news in the most effective way possible.

That said, there's another technique we can use to learn more about our targets. We can do basic background investigations on them.

Now before you lose your Christian mind, let me explain what I mean here!

I'm not talking about a criminal or civil background check, like we would do for pre-employment or legal purposes. We don't care about that stuff too much, unless there is something outstanding that pops up that we could use as an "in" with the person.

No, the background investigations I'm talking about are using open-source (available to the general public) tools, such as Facebook, Twitter, Instagram, LinkedIn, Familytreenow.com, Intelius and other resources to learn a little bit more about your target. All the information is public record and most of the information we're talking about the target put on the Internet himself/herself. All we are doing is adding it to the mix of intelligence we are analyzing.

What type of stuff am I interested in finding on the internet about a person? Here's a list off the top of my head:

- Biographical Information

- Family Connections
- Work History
- Education History
- Friends (who could be future targets or even “access” agents)
- Photographs Indicating Hobbies
- Personality Indicators from Blogs, Posts, Photos and Likes/Dislikes
- Affiliations and Associations
- Entertainment Preferences
- Shopping Preferences
- Who They Are “Following”

You get the idea. There is *so* much you can learn about a person just by reviewing their open-source media. In fact, if you searched me out, I’m an open book these days! I’m on Facebook and LinkedIn. I have a YouTube channel with many of my sermons and presentations. You probably can find photos of me on Google images. In today’s digital age, you can’t stay private unless you make a concerted effort. And if you can’t be found on the internet, you have to ask yourself, “Why aren’t they on the internet like everyone else? What are they hiding?”

Again, this seems like a lot of work just to talk to someone about Jesus. Can’t we just go talk with someone without all this cloak and dagger stuff? Sure, go ahead! But my experience is that most people won’t just “go ahead” and talk with someone. In fact, if we as Christians would just go ahead and talk with someone (or as Bill Hybels puts it, “Walk Across the Room”), there would be no need for me to write this book. I would have no “Holy Discontent” about the Church’s lack of evangelism. But the sad truth is we’re not just talking with people because we are fearful, we are ill-equipped, and we are honestly not interested in doing so.

Using this “cloak and dagger” stuff is not only effective, but it makes is so much more interesting, wouldn’t you agree?

So, let’s review. Thus far, you have learned the following:

- How to Spot a Target
- How to Assess a Target – Visual and Verbal Cues
- How to Approach a Target
- How to “Spread Seed”
- How to Psychologically Profile a Target
- How to Do an Open-Source Background Investigation of a Target

Let’s learn next how to “elicit” information from a target and how to really listen actively to what a target is telling us.

Elicitation

What, exactly, is elicitation? Elicitation is an intentionally guided conversation that seeks the target to provide information that the target does not realize he/she is providing.

Unlike asking direct questions, such as “What is your favorite color?” elicitation is the art of getting the target to tell you their favorite color without you directly asking and them realizing they are providing you information. For example, you may say, “I love that shade of blue.” That’s it, that’s all you say. Then the other person says, “I like blue, but my favorite color is purple.” Or, you say, “I can’t stand that color of blue, how about you?” The person responds, “I don’t know, it’s okay, but I prefer purple.” These are simplistic examples, but I think you get the idea.

Elicitation is just one more technique in our tool bag to learn more information about someone so that we can develop a relationship with them with the goal of moving into a relationship with Jesus Christ. Couple with the techniques you’ve already learned, you will be well on your way to being more comfortable developing relationships and talking with people at a deeper level about their lives and their faith!

The very first step in elicitation is deciding what exact information you’re trying to elicit! As Christian evangelists, we have several pieces of information we are trying to learn. They include, but are not limited to:

- Are you already a believer? Follower or Nominal? Churched or Unchurched?
- If you are not a believer, what are you?
- If you are not a believer, why are you not a believer? Bad experience? No family background in faith? Was but left the church?
- Where are you in your spiritual walk?
- What do you know or think about Christianity?
- What type(s) of problems are you having in your life?
- All the Who, What, Where, Why questions about upbringing, family, education, career, etc.

Once you figure out what information you’re trying to gather, then you can pick an elicitation technique that fits the requirement. But before we get into the “guided conversations,” let’s take a quick look at some human tendencies that when put alongside a target’s personality solidify which technique to choose.

A trained elicitor identifies these human or cultural predispositions and uses conversational techniques to “exploit” (utilize) those predispositions. Natural tendencies an elicitor may try to use including, but are not limited to:

- A desire to be polite and helpful, even to strangers or new acquaintances
- A desire to appear well informed, especially about our profession
- A desire to feel appreciated and believe we are contributing to something important
- A tendency to expand on a topic when given praise or encouragement, to show off
- A tendency to gossip

- A tendency to correct others
- A tendency to underestimate the value of the information being sought or given, especially if we are unfamiliar with how else that information could be used
- A tendency to believe others are honest, a disinclination to be suspicious of others
- A tendency to answer truthfully when asked an “honest” question
- A desire to convert someone to our opinion¹⁰

Based on these human tendencies, elicitors “exploit” people by using various conversational frameworks. If an *approach* begins a conversation with a target, *elicitation* takes that opening and moves it into a *guided conversation*.

The following are common elicitation techniques, some of which we could use as Christians and some of which we would keep in the intelligence and law enforcement fields.

- **Confidential Bait** – Tell someone something that is “confidential” asking them for their trust to keep it secret. Builds trust in relationship. “Can you keep a secret? I recently heard X and just need to bounce it off someone I can trust. Do you have any experience with X!” Response could be, “Yes, of course!” to the question. And then let the person give some advice on the topic. “Wow, I once had something like that happen....”
- **Feigned Ignorance** – Pretend to not know anything about the subject or not to understand the subject to get the target to explain in more detail than perhaps they usually would. “I really have no idea how that works. What’s your experience with it?”
- **Flattery** – Like the “ego up” approach, flattery helps grease the skids of conversation, with someone feeling comfortable talking more about themselves than they probably should. “You really know your Bible! How did you learn so much?”
- **Mutual Interest** – Find common interests to discuss, such as sports, recipes, shopping, etc. Build relationship through commonalities. “I had no idea you were a Bears fan. I am too!! How did you become a fan?”
- **Provocative Statement** – Say something a bit outlandish to get response. “I just can’t stand public libraries. In the age of Google, they are a complete waste!” That ought to rile someone up, especially someone with kids who use the library!
- **Volunteering Information** – Volunteer a piece of information baiting the other person to respond in kind. This is the one where we volunteer our favorite color in the hope they respond with theirs.
- **Assumed Knowledge** – Pretend to have knowledge or associations in common with a person. “According to the computer network guys I used to work with...”
- **Bracketing** – Provide a high and low estimate in order to entice a more specific number. “I assume rates will have to go up soon. I’d guess between five and fifteen dollars.” Response: “Probably around seven dollars.”

¹⁰ Introducing Elicitation Techniques into Your Human Intelligence Efforts – Rick Marchetti and Andrew Burke, 2013 SIR Annual Conference. Their Source: FBI.Gov

- **Can You Top This?** – Tell an extreme story in hopes the person will want to top it. “I heard Company XYZ is developing an amazing new product that is capable of ...”
- **Denial of the Obvious** – Say something wrong in the hopes that the person will correct your statement with true information. “Everybody knows that process won’t work—it’s just a pipe dream project that will never get off the ground.”
- **Good Listener** – Exploit the instinct to complain or brag, by listening patiently and validating the person’s feelings (whether positive or negative). If a person feels they have someone to confide in, he/she may share more information.
- **The Leading Question** – Ask a question to which the answer is “yes” or “no,” but which contains at least one presumption. “Did you work with integrated systems testing before you left that company?” (As opposed to: “What were your responsibilities at...”)
- **Macro to Micro** – Start a conversation on the macro level, and then gradually guide the person toward the topic of actual interest. Start talking about the economy, then government spending, then potential defense budget cuts, then “what will happen to your X program if there are budget cuts?” A good elicitor will then reverse the process, taking the conversation back to macro topics.
- **Oblique Reference** – Discuss one topic that may provide insight into a different topic. A question about the catering of a work party may be an attempt to understand the type of access outside vendors have to the facility.
- **Opposition/Feigned Incredulity** – Indicate disbelief or opposition in order to prompt a person to offer information in defense of their position. “There’s no way you could design and produce this that fast!” “That’s good in theory, but...”
- **Quote Reported Facts** – Reference information so the person believes that bit of information is in the public domain. “Will you comment on reports that your company is laying off employees?” “Did you read how analysts predict...”
- **Silence** – People get very uncomfortable with dead air and feel they need to fill it. Let them talk!!
- **Quid Pro Quo** – This is the old “I’ll show you mine if you show me yours” tactic. Start by telling your life story, and they will tell you theirs. Talk about your faith walk, and they will tell you theirs.
- **Purposefully Erroneous Statement** – Simply say something that is not true. “Did you hear that the police chief is making \$200,000 a year!” Their response would be, “There is no way he makes that in our town.” It engages a deeper conversation.
- **Exploit Complaint Instinct** – People love to complain. Just pick something to complain about. A good Christian one might be, “I can’t believe how all the evangelicals are supporting President Trump when the guy’s not even a Christian.” That ought to start a conversation!
- **Word Repetition** – Repeat core words or concepts to encourage a person to expand on what he/she already said. For example, if someone were talking with you about the range of a new missile system and told you it’s range was 3,000 kilometers, you may say, “3,000-kilometers, huh? Interesting.”¹¹

¹¹ Introducing Elicitation Techniques into Your Human Intelligence Efforts – Rick Marchetti and Andrew

As you can see, there are a lot of different elicitation tactics. And these are just the well-known examples! I want to take a handful of these and play them out for you in example so you could see how you might use them in your everyday conversations and interactions. So, let's play!

Feigned Ignorance

You have to be a little careful with this one as a Christian because you don't want to ever manipulate people and elicitation can be very manipulative if you're not intentionally cautious. But "feigned ignorance" can get someone involved in a deeper conversation. Let's try this example to see if I can show how it could work.

I'm in the grocery store talking with one of the cashiers with whom I regularly kibitz. I want to learn more about their interests to see if there is any common ground where we could have some shared experiences that would be helpful to deepen the relationship. Here's how I might go about it.

Me: Hey! Great seeing you today! What have you been up to?

Cashier: Not much, just watched a little Netflix and have been hanging out.

Me: I don't have Netflix – what do you watch? Is it like TV?

See what I did there? Of course, I know what Netflix is, but the truth is I don't have Netflix so I don't know what shows are on it and if it is like TV or not!

Cashier: Oh, man – you don't have Netflix?!?! You don't know what you're missing!

Me: Tell me! What's on it that's so great??

Cashier: Movies, television shows, all sorts of stuff you can't get on cable or satellite.

Me: Hmm, what kind of stuff do you watch? Are you one of those binge-watcher guys?

See what I did there? I'm playing dumb a bit to drive down to the details I want – what are his interests and is this something he's committing a lot of time to?

Cashier: Hahaha – I don't binge watch, but I do love watching "Arrow," "Dexter" and "House of Cards." Ooh, have you heard of "Stranger Things"?

Okay, now I have something to work with! There are two ways I can approach this:

1. No, I've not heard of any of these – tell me about them! Which is your favorite?
2. I've heard of "Dexter" – you like those kind of thriller/slasher things? I've also heard about "House of Cards," but don't know what it's about. "Arrow"? Isn't

that one of those Marvel comic things – you like the Marvel and DC stuff?
“Stranger Things” – ghosts or something, right?

Both of these responses will get the guy talking about these shows. As he’s talking about them, you should just be listening and every once in a while, throw in an interrogative, such as, “Which character do you like best?” or “Which character is most like you?” As the conversation progresses, you’ll learn about something the guy is passionate about so that you can use that information later to connect and have deeper conversations! How can you develop a deeper conversation about Dexter? It is pretty easy. You just talk about it and then ask things, such as, “‘Dexter’ seems pretty dark! Is this just entertainment for you or are you drawn to that sort of thing?” Remember, this is development so you’re asking these questions as part of relationship building – there will be a time and place where such a question will fit appropriately into that relationship!

I recently used this approach with a kid in a grocery store. I had seen him there a few times, but he wasn’t a regular at this store. He was checking and somehow, we got on movies and he’s a “Star Wars” guy – image that! So, we talked some and I took mental notes of his interest in movies he had and had not seen, as well as ones he told me to see. Well, I did see one he told me about, and I ran into the kid in an aisle a couple weeks later. I asked if he remembered me, and he did. I told him he was right about the movie he recommended, and we talked even more. He was very enthusiastic. I’ll keep working the kid to figure out where he is spiritually, but it’s going to take a little time to move from movies to God. But that’s okay, I’ve got time!

Exercise

1. Take a day and just listen to conversations around you. How could you break in with a “feigned ignorance” approach to begin eliciting information about the person?
2. Practice, Practice, Practice! Role play “feigned ignorance” with various people and see where the conversation leads! What can you learn about a person that would be useful in developing a relationship via “feigned interest”?
3. Try it! See if someone bites and shares about themselves with you in real life!

Mutual Interest

What a great transition to “mutual interest” elicitation! By playing dumb about the movies he was telling me about (“feigned ignorance”), the kid at the grocery store developed a relationship with me by sharing all his knowledge about the movies he liked and why! Then I switched the process with him in our next meeting, moving to mutual interest by sharing that I had seen a movie he recommended, and we talked about our shared experience with that movie. Now remember, these are “guided conversations” so what I’m trying to do is guide the conversation – at least these initial ones – to a place of relationship beyond clerk-customer to two people who like to talk with one another. We may not be friends yet, but we will be as we continue this development.

Most people find out about mutual interests either by simply asking the other person, “What are your hobbies?” or “What kind of stuff do you like to do?” But that would defeat the purpose of elicitation, which is to get that person to tell us without them knowing we’re trying to get that information! So, let’s play around with “mutual interest” by an example.

Here’s our scenario: you’re getting a haircut, and while you know your stylist, you don’t know them that well, and you certainly don’t know if they are a believer or not. You want to use this haircut as the opportunity to find out, so you try out “mutual interest” elicitation.

Stylist: Nice to see you again! Remind me, what are we doing today?

Me: We usually use a #2 and leave a little to comb over the top.

Stylist: Right, I remember now.

Me: So, what have you been up to aside from cutting hair?

Stylist: Oh, it’s football season so I’m knee deep with my fantasy team.

Me: I’ve never played fantasy, but I am a huge Chicago Bears fan! You have any Bears on your team or do they all stink too bad this year?

Stylist: Hahaha – no, I have Jordan Howard on my team!

Me: He’s had a great year, especially with how bad our line has been!

Stylist: Yeah, he’s over 1,000 yards again.

Me: How does that point thing work in fantasy? You get so many points based on how well a player performs?

Stylist: Yeah, pretty much. I’m second in my league right now!

Me: Is it just position players? How do you rate linemen and defensive guys, or do you not draft them?

I don’t know the answer to some of this, so my questions keep the conversation going and help me learn! But I’m getting to where I want to be, watch this!

Stylist: You pick offensive players and then a team defense, such as the Patriots that week. (I think that’s how it works, I just Googled it!)

Me: So, do you stay glued to the NFL network on Sundays or do you find time to go to church and grocery shopping?

Stylist: Hahaha, no. I do other stuff. I like to watch as much as I can, but I have a phone app that tells me what I need to know!

Me: Do you check it at church. I'm bad – if my Bears are playing the early game, I find myself taking a peek at my ESPN app to check the scores during service.

Here's where the rubber meets the road! I've asked the dreaded church question again, masking it in my own story of checking football scores while in service (which I do, I'm sorry to say!).

Stylist: Yeah, I do that, too. Drives my wife crazy!

Bingo – he goes to church. Now I can ask which one, if he's involved in other ministries, and dive deeper. But if he said no, he doesn't go to church, I still have ferreted out the information I wanted – not a church goer, so either a nominal or unbeliever. Great – I can get my approaches ready for that now! I'll see him again in a few weeks for another haircut! See how using a mutual interest in football got me to the place I wanted to go? It is that easy.

Exercise

1. Think about people you run into regularly. What mutual interests do you have with them? Make a list!
2. Then think through how you could start a development conversation with them based on this mutual interest.
3. Can you get to Jesus through that mutual interest? Is there a way to make a legitimate transition to Jesus from the mutual interest?
4. Go out and try it!

Good Listener

This is harder than it sounds. Most of us listen to respond not to hear, so when people are speaking to us, we're not listening at all! But being a good listener is as much of a skill as anything we are learning, and because it is a learned skill, I'm going to take a moment and do some teaching on listening before we jump into a good listener elicitation example.

People have some general tendencies that are important to know when listening. Here is a short list:

- Natural tendency to discuss things that are not their direct concern
- Natural tendency to correct others
- Natural tendency to gossip
- General ability or inability to keep a secret
- Desire and/or need for recognition

- Tendency to underestimate the value of information imparted
- Tendency to underestimate the receiver of information's ability to understand information
- Occupationally derived habit of advising, teaching, correcting, substantiating or challenging others
- Tendencies toward indiscretion when not in control of emotions
- Tendency of some professionals to show off expertise or share confidences with other professionals to prove competence¹²

Identifying these traits can help you clue in when you identify a target leaning toward one of these tendencies.

There are three levels of listening:

- Not hearing at all – Wives call this “Husband Hearing!”
- Passive listening – Listening without intent to respond. Listening to a ballgame on the radio for example.
- Active listening – Listening with the intent to respond.¹³

Let's examine active listening and tips for better listening skills.

Active Listening

- Don't talk – be still and quiet
- Don't interrupt
- Don't judge
- Reduce distractions
- Keep eye contact
- Invite person to say more
- Identify clear deletions or distortions in story
- Be not just sympathetic but empathetic

Effective Listening Techniques

- Reduce distractions
- Observe the person
- Control your emotions/reactions
- Provide feedback where appropriate
- Ask open-ended questions
- Pursue the complete topic
- Don't assume
- Mentally review and summarize discussion
- Evaluate the discussion

¹² Ibid

¹³ Ibid

- Don't write things down until after encounter¹⁴

Tips for Better Listening

- Voice indicators
- Know what you're listening for
- Be patient
- Don't show nervousness
- Don't be intense
- Ask clear and concise questions
- Listen completely to the person's answers
- Be organized in your thoughts¹⁵

Remember, everything we're sharing is more like a bell curve – not everyone fits nicely into these boxes, but the majority fit somehow. Of course, these lists are not exhaustive, but they do give you a sense of how you should be practicing your listening skills.

Exercise

1. Throughout your day, pay attention to how you are listening. Do you naturally practice these active learning listening skills or are there areas where you need work?
2. Document the areas where you need work and role play your active listening skills by allowing your partner to discuss some aspect of their day and then you repeat what your partner said as accurately as you can.
3. Go out into your world and practice your active listening skills. Eavesdrop on conversations and see if active listening increases the information take. Also engage your normal group of people with active listening and see if it adds to your knowledge and understanding of your friends, peers, colleagues and family.

Okay, now we're ready to look at an example of good listener elicitation.

Scenario:

You're in your favorite coffee shop ordering your double espresso latte with soy and begin a conversation with the clerk whom you see several times a week, as you over pay for coffee.

You: "Hey, how's it going today?"

Clerk: "Okay"

¹⁴ Phoenix Consulting Group, Inc 2002 Human Intelligence Collection Notes – Special Debriefing Course.

¹⁵ Ibid

That answer is not the upbeat answer the clerk usually gives, and you notice that the clerk's body language is depressed. Shoulders slumped, eyes down, mouth without curve or curved down.

You: "That doesn't sound encouraging. Anything I can pray for you about?"

Clerk: "Not really, I just had a fight with my boyfriend this morning."

You: "That sucks. I hate it when my (husband/wife) and I fight. What aren't you guys seeing eye-to-eye on?"

Clerk: "Well, it's complicated, but...."

And here is where you really tune into what the clerk is about to tell you. First, the clerk says it's complicated, but what comes next usually isn't that complicated. It's just hard and emotional.

It is important to note that your job here is not to solve the problem; your job here is to be a listening friend to develop the relationship. If you have solid advice, certainly give it, but don't feel as if you have a responsibility to get involved directly in the problem – that is not the point of the listening. The point is to build friendship, trust and loyalty. Let me walk you through the clerk's problem.

Clerk: "Well, it's complicated, but my boyfriend is the jealous type and doesn't like that I have other male friends."

You: "That can be pretty hard on a relationship. Do you guys communicate well or is that an issue as well?"

Clerk: "No, we don't communicate that well at all. It's like we never really hear what the other person is saying because we're just defending ourselves against one another."

You: "Well, don't feel too badly – most couples struggle with communication. But there are ways to improve on that! Have you ever thought about doing a study on it? They have them that you can do in the privacy of your own home."

Clerk: "Really! I don't know of any. Have you done that?"

You: "Yes, I have a couple suggestions if you're interested. But I'd suggest talking with your boyfriend about it first so that it's a partnership decision."

In this exchange, you've heard the cry of the clerk's heart: she is unhappy because of a jealous boyfriend. You know from experience that most things like this are about communication (unless the boyfriend is a control freak, which is a different issue all together), so you offer help. The clerk sees you as empathetic, supportive of her relationship, caring, sympathetic and trustworthy. You, of course, offer to provide a

program of study, such as the “Love and Respect” series which is faith-based. See how we snuck Jesus in there without even mentioning His name?

This is a simplistic example. Life is much more complicated than this, so you have to listen not just to the words, but the intonation, inflexion and the heart of the person sharing with you. Body language is an important indicator as well. People will respond to you – and thus, tell you lots of things about themselves and their situation – when they feel you are listening and really care.

Leading Question

I have a friend who grew up Mormon. In fact, his dad is a bishop in their church, and they were grooming him as a young man to be in church leadership as well. My friend has the gift of evangelism! As a 19-year-old Mormon missionary, he was tasked to convert 2.5 people during his 1-year assignment. He converted 35 people! I joke with him that he’s going to hell for that now that he’s seen the light and he himself has converted to Christianity. (Yes, I said it: The Mormon faith is not the Christianity of the Bible.) We often talk about evangelism and how disappointed we are with the church in this area. His experience is the Mormon church starts training people up as children to evangelize! They learn from the youngest age to bring people to church. One of the most effective approaches, according to my friend, is the leading question.

A leading question is a simple question that elicits a response that cannot be “Yes” or “No.” For example, the one my friend uses now all the time is this, “Where do you go to church?”

Notice that he doesn’t ask, “Do you go to church?” That answer can be “No.” Then what do you do? Keep asking questions, such as “Why don’t you go to church?” which then would put the person on the defense? No, we ask the open-ended leading question: “Where do you go to church?” The response is more like, “Oh, I don’t go to church.” Let’s take it from there!

You: “Where do you go to church?”

Target: “Oh, I don’t go to church.”

You: “I didn’t go to church for a period in my life as well. Did you ever go as a kid or is that just not part of your history?”

Target: “We went as kids, but I really didn’t like it.”

You: “Did you have a bad experience or just didn’t quite get what was going on?”

Target: “Nothing like that, it was just boring.”

You: “Oh, I’ve been to those churches! They are the worst! I’m lucky, though. I finally found a church that keeps me interested.”

Target: “How in the world do they do that?”

You: “Well, the pastor is a good speaker and gives messages that are useful to my life. Last week, for example, he spoke about how I can benefit from making decisions at work, at home and everywhere else that line up with what God wants me to do. It got me thinking.”

Target: “Sounds interesting.”

You: “It is. Feel like taking a chance and hearing the guy speak just once? I’d love for you to come with me! I promise nobody will try to convert you! Just an hour to listen to some sound life advice.”

If you look at each statement you made in this exchange, can you pick out all the leading questions? There are several. Leading questions maneuver a person into certain answers. In this scenario, there is no guarantee the target will agree to go to church! But you just leave the door open if he says, “No thanks.” You just say something like, “No worries. Tell you what though. I’ll try to get you some notes on this stuff so you can see what he’s saying – I think you’d like it.”

Leading questions will be one of the easier elicitation techniques you use because you use them every day in your own conversations!

Exercise

1. Pick a day and then pay attention to how many leading questions you ask throughout the day. Write them down and become aware of how you use them.
2. Think about a leading question you could use to start talking with someone about their faith. “What church do you go to?” may or may not be one that works for you. Think through it so you have a go-to leading question!
3. Practice, Practice, Practice. Role-play the leading question conversation with various people and see where the conversation leads!

Exploit Complaint Instinct

The sad truth is the majority of people *love* to complain! Have you ever just sat in a doctor’s office and listened in on the conversations around you? Man, what a group of complainers! And not just about their medical condition or treatment, there are complaints about everything!

Complaining makes sense because if you think about it complaining is kind of gossiping, and we love to gossip! As an intelligence officer, I can take advantage of anything

someone loves. As an evangelist, I also can use people's love of complaining to get them to Jesus! Let's play!

Target: "I can't believe how bad the service was downstairs at the lab. All I needed was a simple blood draw, and it took them twenty-five minutes to call me in. I mean, there was nobody down there in line! They *always* expect us to be early to our appointments, but they are never on time themselves!"

You: "I hear you! Nothing worse than showing up for an appointment and then learning the doc is running forty minutes late! That's why I always try to get the first appointment of the day, but sometimes that doesn't even work!"

Target: "Tell me about it! I once had a 7:00 a.m. appointment with the doctor, and he didn't even get to the office until 7:45 a.m. Why in the world would they call me in that early if the doc didn't even start until 8:00 a.m.?"

You: "Haha – that's bad!"

Target: "It makes me so dang mad! They just don't respect us as patients."

You: "Sometimes I feel that way, but then I have to remember that these folks are people, too, and probably have reasons why they do what they do."

Target: "I'd sure like to know what reasons they can come up with for wasting my time!"

You: "Well, I asked the receptionist once what the holdup was. Turns out there was a medical emergency earlier in the day that pushed everything back. Wasn't even the doctor's fault. He was on time up until that emergency. I guess some patients take a little longer because their condition is worse."

Target: "I suppose."

You: "I have to look at it this way: I'd want the doc to spend as much time with me as I need so I should have the grace to allow the same for others – you know do unto others as you'd have them do unto you."

Target: "Yeah, but I just wish they could do unto them a little faster!"

You: "Haha – sounds like we both need Jesus to give us more patience!"

Target: "You got that right!"

From there I could switch to a leading question or some other tactic to determine if the person is a believer (yes, believers complain just as much as non-believers) and where they are in their faith walk. For example, you could say, "What church do you go to?" See how that would turn the conversation from the complaint to faith issues by guiding it

along to a point where you can throw out some seed and see if they bite, especially if they say they're not attending church which happens often.

Exercise

1. Intentionally listen in on other people's conversations throughout the day and see how much people complain.
2. Determine when you hear people complaining how you would interact with them – do “mental reps” by thinking through the conversation you would have with them.
3. How can you turn a conversation about a complaint into one about Jesus? Role play that in your mind.
4. Once you've done these things, try it!

These are just five various elicitation techniques, but I think the examples show you just how easy it is to elicit information from someone and move that elicitation into talking about faith in one way or another.

Our goal in elicitation is to get the target to talk to us about themselves so that we can learn as much as possible about them. Information is power and as evangelists, that power is used to gently bring people to Jesus.

Elicitation is subtle – the target shouldn't know you are intentionally guiding the conversation. The conversation should feel natural and flow wherever it goes. But as an evangelist, we can never forget the mission: Jesus! Elicitation is just one tool in the bag to get us to share Jesus. Elicitation is not an end; it is a means to the end.

Motivations and Vulnerabilities

At the risk of walking too close to the line of manipulation, I want to go one more step deeper and talk about the information we are interested in learning when it comes to approach and elicitation.

In the intelligence business, we are most interested in what is called “Motivations and Vulnerabilities.” When we find a target who has “Placement” and “Access” to information we want, we then want to find a way to exploit that target so they will provide us the information we would like them to attain for us. We must determine their motivations and vulnerabilities – what makes them tick and how can we use that to get them to do what we want?

It's not as sinister as it sounds. We all do this every day but perhaps for more noble reasons...or perhaps not! Let me give you an example from the intelligence game and then a real-life scenario.

There is a Russian scientist who worked at the Chernobyl nuclear power plant before it melted down. We want to know the details of the melt down, as well as all the nuclear

fallout information. How do we get to this scientist? Well, we learned that he and his family lived in Chernobyl at the time of the accident. He and his wife had a son and daughter. The son died of cancer two years ago, and the daughter is sick as well. The Russians are not providing adequate health care for these workers and their family due to the politics of Chernobyl, and they only pay him a small pension for his service. This scientist, thus, may have a motivation to help his daughter get quality health care so she doesn't die like her brother. The scientist also may want to get back at the Russian government for not helping his family who have sacrificed so much. He is vulnerable to approach and recruitment because he loves his family more than his country, and the information we're looking for is not that secret but could be very helpful so others don't lose family members during another such disaster. We, of course, could offer to get his daughter excellent health care and save others through his heroic actions.

This would be an easy target to work!

Now, let's look at an everyday example of how we use motivations and vulnerabilities.

You know your neighbor has been looking for a new job – he always is complaining about his current position and feels he isn't appreciated at his company. You know, however, that his real motive is more money. He is drowning in outstanding debt and often has trouble covering his bills. He's a proud guy so he never asks for help, but you know that how he's living is not sustainable. You also know that the guy is a "nominal" Christian – doesn't go to church and doesn't lead his family in a Christian way. You want to help change his life through Jesus. How can you use his motivations and vulnerabilities to get him to Jesus?

First, I'd identify his needs – money, new job, security. Then I'd determine if there were a way to help in various ways. I might provide some groceries or pay a bill from my church benevolent fund and let him know that is where it came from because God has not forgotten him. I might offer to pay for his kids' extra-curricular activities which always have fees. I might offer to help him in a job search. In fact, I might invite him to a morning meeting I have once a week with a group of men who all are in business and may be great resources – sure, it's a Bible study, but He's a Christian and will fit in well. Then I'd invite him to church to expand his network – we have a lot of people who might be able to lend a hand and help him out.

You see where I'm going with this. It's certainly not rocket science (although, every case officer I ever met would tell you it is!).

These two examples aside, let's take a deeper look into the psychology that makes up motivations and vulnerabilities.

Everyone has needs – physically, emotionally, and psychologically. What I love about Jesus is He always meets people in their needs! You don't have to come to Him, He comes to you. As evangelists, we should be doing the same – meeting people in their needs. Nobody should need to come to us, because we should be so sensitive to the Holy

Spirit's leading and so good at being aware of those around us that we can meet people where they are! Let's look at two theories of needs that may help us determine the motivations and vulnerabilities of our targets – "Being" needs and Maslow's Hierarchy of Needs.

"Being" Needs

Everyone has what are called "Being" Needs. These are the needs we have that define who we are – our self. Our psyche is built around these "being" needs, and we as evangelists need to be able to discern another person's "being" needs! Here is a short list of how people may need to see themselves which we would use to help determine their motivations and vulnerabilities.

- Good person, rather than an evil person
- Beautiful, not ugly
- Unity or oneness with others instead of outside a group
- Truth, rather than dishonest
- Feeling alive, rather than deadness inside
- Competent even to the point of perfection, not sloppy and incompetent
- Justice and order as opposed to injustice and disorder
- Simplicity as opposed to complex or even chaotic
- Effortless, not strain
- Playfulness, not grim
- Self-sufficient, not dependent
- Meaningful life, not meaningless existence
- Comfort, not material impoverishment¹⁶

If you think about these needs and how they apply to your own life you can easily see how you could use these needs to not only approach but elicit information from people and build strong relationships by meeting them where their need is. One caution though: not everyone gravitates to the positive in these needs. Some who have been damaged by life gravitate to the negative – they need to be seen as tough, the bad guy, the outsider and even a contrarian or disrupter. That's fine, too. We can use it all – it doesn't matter what their needs are, just that they have needs we can identify and then develop.

So, let's put this information to use in our scenarios.

We know our Russian scientist is motivated by his daughter's illness and perhaps, his distaste for the Russian government who has abandoned him and his family. We know he has a vulnerability because he cannot afford to get his daughter the health care she needs on his salary. But beyond this, we know that Russians are fiercely proud people and fathers adore their children – legacy is important. Our scientist would be someone who feels an injustice has occurred and that justice must be served. He would feel as if he is smart – an intellectual by Russian standards – and a good person who gave all he had to

¹⁶ Phoenix Consulting Group, Inc 2002 Human Intelligence Collection Notes – Special Debriefing Course.

the cause. He now feels guilty because he's not being a good father – he's let one son die without being able to do anything about it and could lose his daughter because he can't provide care. He's not living up to the man he thinks he should be – But, how can he? How can he help his daughter in the position he's in?

That's where we come in!!

We would offer him a chance to lead his family, save his daughter, get back at those who have so severely wronged him and do the right thing so others don't face the same tragedy as he has. In fact, he could be a hero, saving lives and helping all of humanity through the small act of sharing some outdated information.

See how that worked? By meeting his “being” needs, we could create a scenario for him where he would be the guy he thinks he should be with the tangible results proving that he's that person as well!

Let's get back to our neighbor and his “being” needs.

Most men need to feel as if they are leading their families. They need to be a good provider, the problem-solver, and a decisive decision maker. They need to feel strong and be the protector. When you don't make enough money to cover the bills, this image crumbles into one of inadequacy, which then quickly spirals into despair and hopelessness. Men usually fall into one of two camps when that happens: they give up or they fight harder. Let's say our neighbor is one who gives up.

Obviously, his “being” needs are not being met. A good evangelist, like Jesus, *always* meets people in their need! In this case, though, it's not enough to give a pep talk and tell the guy there's hope. No, you have to serve him in such a way that you *give* him hope tangibly on a platter! That's why you provide some financial help and networking help and other tangible pieces missing from his life. By doing so, you build up his psyche that there is not just hope but there is a definite path to success. Once you show him the pathway, he will be willing to do the things you want him to because he sees how it benefits him. That's fine at first; it can be about him. But as you get him around other Christians, in a Bible study and perhaps even back to church where his wife can connect with other wives and his kids can attend youth group, Jesus will change his life!

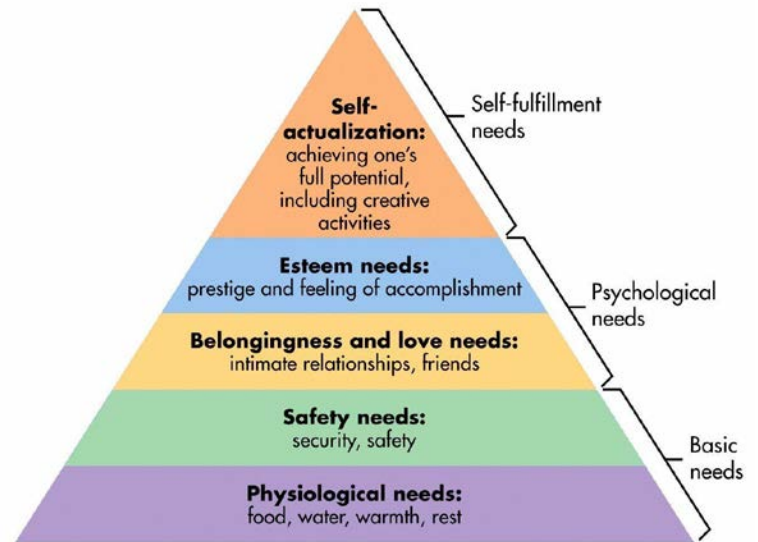
Maslow's Hierarchy of Needs

Abraham Maslow posited in a 1943 paper that people have 5 basic levels of need in their life:

- Physiological
- Safety
- Love/Belonging
- Esteem
- Self-Actualization

This is often reflected in this graphic –

As you can see, one's base needs are purely survival and safety. Then come the more psychological needs of belonging and love to include all relationships. Then come our esteem needs, much like our being needs. Lastly, we work our whole lives for self-actualization or self-fulfillment.



Certainly, not everyone's needs are the same in each category, but there are some constants, especially at the bottom of the pyramid. We all need food, water, housing, clothing and health. We'd all like to have the same level of personal security and safety, feeling as if we are not in danger of any personal, professional or material assault. Where things get trickier are the psychological and self-esteem needs; these can be quite different individual to individual.

Another way this is expressed is in the "Human Dimensions and Basic Human Needs":

Physical dimension	Physiologic needs	Breathing, circulation, temperature, intake of food and fluids, elimination of wastes, movement.
Environmental dimension	Safety and security needs	Housing, community, climate.
Sociocultural dimension	Love and belonging needs	Relationships with others, communications with others, support systems, being part of community, feeling loved by others.
Emotional dimension	Self-esteem needs	Hope, joy, curiosity, happiness, accepting self.
Intellectual and spiritual dimensions	Self-actualization needs	Thinking, learning, decision making, values, beliefs, fulfillment, helping others.

Along our life's journey, we meet people with various levels of need in each of these categories, and one could argue the fewer resources at the bottom of the pyramid will result in the fewer needs being met in the higher categories. Yet, one could also argue

that just because you have your basic needs met does not at all mean your psychological and self-esteem needs will be met. This is what makes it so fun to analyze people! In the next section, we'll talk about why understanding people's needs are so important to the work we do as evangelists!

CHAPTER 3

KEY POINTS

1. Personality profiling is not as tricky as it may seem. Everyone exhibits a little bit of everything, but everyone also has a dominant trait that can be discovered through study and analysis.
2. Determining a person's personality traits helps in developing relationship with that person by understanding how to meet them where they are.
3. Background investigations may seem a bit much, but the more you know about a person the better you can serve them!
4. Elicitation is a technique that takes A LOT of practice but is an awesome tool to use to get people to open up and share about themselves.

Chapter 3 Exercises

1. Using the various charts provided in this chapter, see if you can pick out the personality traits of those closest to you. Then work your way outside that circle to friends, co-workers and acquaintances.
2. Do a background investigation on yourself. Go out and see how much information you can find about yourself on the web and other places!
3. Each elicitation technique has a set of exercises. Do them several times with different people to see how they work and so you get comfortable using them naturally in conversation.

CHAPTER 4

DEVELOPMENT

We are going to take some time in this chapter to start applying what you've learned so far as we begin to develop a target for relationship. The concept of development is quite simple: use your techniques to build a deeper and deeper relationship with the target so that you can get to a place where the two of you can talk about Jesus openly and comfortably. You are deliberately developing them so that you can "pitch" them to accept Jesus Christ as their Lord and Savior.

Let me take just a second to review what you've learned so far:

- How to spot a potential target
- How to assess the potential target based on various cues
- How to approach a target
- How to "Spread Seed" in 15-second, :30-second and :60-second bites
- How to identify personality traits of a potential target
- How to do basic target background checks
- How to use elicitation
- How to identify a target's motivations and vulnerabilities
- How to recognize a target's "being" needs and placement within the Maslow Hierarchy

Before we go any further, however, I need to address the manipulative feel this all has.

I was reading a book called *Jim and Casper Go to Church* by Jim Henderson and Matt Casper. Jim Henderson is a Pentecostal pastor and church planter, while Matt Casper is an open-minded atheist. The two set off across America to visit well-known and not-so-well-known churches and critique them kind of like secret shoppers. One of the comments Casper makes is important to deal with here.

Casper was concerned that church people are only interested in friendships with new people at church in order to convert them. He said that felt very manipulative and unauthentic. I can see what he's saying but let me come at it with a different perspective.

For the non-Christian, friendship is about fun, shared experiences, someone with whom to relate and talk to, and companionship. Christians do all that as well, but we seek even more from our friendships – an eternal bond of brother and sisterhood through Jesus. I would tell Casper that we're not developing friendships with unbelievers just to get a scalp and claim another convert. That is not our motive. We are, however, focused on bringing our unbelieving friends to Christ because we love them so much, we want to be with them forever in eternity!

Casper questions the motive of the Christian seeking to bring someone to Christ either because he's had a bad experience or is just suspicious. But what we are doing is loving

someone! We reach out to others to share Jesus because we are genuinely concerned about their eternity and we learn to evangelize because if we don't share the gospel with them perhaps nobody else will!

Which gets us back to this chapter on development. I tell people all the time that once you begin to develop a relationship with someone it's "in for a penny in for a pound." What I mean is this relationship is a lifelong deal no matter what they do spiritually. While Casper undoubtedly would consider the techniques in this book manipulative, I would argue that the techniques are just tools by which to begin lifelong friendships. Further, I would argue that while I frame these techniques in a particular way, if we're being honest, they are the same things everyone does every day when they are judging people for less noble motives.

Don't believe me? Go sit on a bench at the mall and people watch; however, pay close attention to what you are thinking as people go by! Even as you read that sentence, you know that we all use these similar observation and judgment "skills" automatically. All I'm doing is focusing the effort!

So, as we delve into developing relationships, I hope you can see the motive certainly is not to manipulate people into accepting Jesus. Simply put, that doesn't work anyway. The goal is being more comfortable building relationships that are Christ-centered with people who may or may not know who Christ is!

Okay, not that that is out of the way, let's get start on learning how to develop the target you have identified, assessed and begun probing.

Shared Experiences

All friendships are built on shared experience. We gravitate toward people because they fill a need we have to be understood. People with shared experiences similar to ours can understand us the best. So, it's natural we are friends with people that share common interests, have similar backgrounds, believe in the same things, or have experienced the same stuff.

Knowing this, the first step in developing someone you have targeted is finding shared experiences – commonalities that will connect you deeper than just at the acquaintance level. Let's walk through how you can use elicitation and other probing strategies to find those footholds.

I was in a store one day and there was a new kid checking I'd seen perhaps one time before. He was in his early 20s, and I'm heading toward my mid-50s. Not much in common there! We got to bantering over the check stand, and I asked him if he had seen the new *Blade Runner* movie that was out. He lit up! Turns out he was a sci-fi fan and hadn't seen it yet. Then we got talking about the new *Star Wars*, which we both had seen. I told him that I was going to go see *Blade Runner* soon, and I'd let him know what I thought. A couple weeks later, I ran into him in an aisle at the store – he remembered me,

and we discussed *Blade Runner*, like the two sci-fi geeks we are. It didn't matter that I am 30 years his senior and that we'd only met once before. We connected.

And that's the point – we connected. Every time I see him now, I can talk with him and not just about movies but about other things, like what he's doing with his life, his plans, his goals and how I might be able to help because of people I know. Slowly but surely, we're developing a friendship, which is fun!

Now you noticed I didn't say that I shared the Gospel with him the third time I saw him and now he's a believer! I don't know where he is with God. Developing the friendship is not about sharing Jesus right then! It's about developing a friendship so that you can share Jesus. I've had a development take one interaction because the situation just opened itself up to sharing Jesus. I've had development take years. Every person you meet is different and how you develop that friendship is unique to that person. But it all starts with finding the common thread between the two of you.

So, what are some common threads we can find between us and others? I'm glad you asked!

Here are some themes you can use to find commonalities with others; you may recognize them as just common things that make up our life experiences:

- Children
- Education
- Sports Teams
- Family Issues
- Vacations
- Hobbies
- Entertainment
- Food and Drink
- Books and Magazines
- Television and Movies
- Clothes
- Professional Experiences
- Marriage
- Trauma (we'll talk a lot about this one shortly)
- Technology
- Social Media
- Politics
- Local/National/International News
- Health Care/Medical Needs
- Pets
- Military Service

Pretty much any common interest works. You may be thinking this is a lot like the assessment phase where you recognize something about a person and use that as an

approach. You're right, but in development, we go deeper than just a 30-second engagement. We use this shared interest to begin to develop a longer-term relationship. Let me give you a few examples from my experience to see if I can make this more tangible.

There is a lady at a store I go to who is one of the checkers. She has tattoos of dog paws on her arms. Obviously, I was curious, so I asked her one time about the tattoos. She began to share that they were from dogs that had passed, and I learned that she was passionate about puppies. Well, my wife and I are, too! I immediately pulled out my phone and showed her pictures of my two chocolate Labradors – Bailey and Bella. After the oohing and awing, she shared that one of her pups had some health issues. I told her I'd pray for her that the dog would be okay.

I've seen this woman probably a half dozen time since. Each time, I ask about her dogs, their health and updates. I also share about my dogs and their latest antics! Interestingly, she's also begun to share more about her life as we talk, and I offer to pray for the various things.

Our shared love of animals will be the thing that helps our relationship grow, and as she shares more about what's going on with her life, I'll be able to interject Jesus at the appropriate times.

Here's another one that happened to me!

I was at the beach on a short sabbatical. I was using the time to outline this book! One afternoon, I was walking on the beach and saw a guy wearing a veteran hat. I always take the time to go up to veterans and thank them for their service. They usually say, "Thank you" or "Thank you, did you serve?" Either way, I find a way to let them know I served as well so we can begin a conversation. In this case, I was able to share that I served, and I began asking him questions about his service:

- Which branch?
- Where was he stationed?
- What did he do?
- Did he have his veteran benefits? (I used to work for the Oregon Department of Veterans' Affairs, so I always make sure vets have their benefits!)
- What did he do post service?

He was a very interesting guy, and he had this great dog that was running around we got to talk about as well!

Inevitably, he started to ask me questions as well!

Vet: "So, what do you do?"

Me: “I’m in the ministry – I’m here starting to write a book about how to use what I learned as an intelligence office to share Jesus with people.”

Vet: “Cool! I’m a believer, too!”

At that point, I didn’t have to do much evangelism, just talk about his walk with the Lord and how he was doing in his life!

The weirdest thing about that beach trip was I had nearly the exact same thing happen at a local bookstore. Long story short, the shop owner was a believer who used his store as an evangelism ministry. I spent ninety minutes in that guy’s shop just talking about Jesus with him. I don’t know who was more encouraged, me or him! I also bought \$100 worth of books, so he was pretty stoked!

We run into people every day with whom we have commonalities, but we just don’t see it because we’re too busy being “polite” and keeping to ourselves instead of sharing ourselves with others in a way to build relationship!

I’ll admit that people think I’m weird. You’ll get that strange look from people as you’re doing all this stuff, but that’s their problem not mine. I am completely secure knowing that I am doing what Jesus commands me to do, which honestly is more important than any look or negative reaction I get!

I know I’m spending a lot of time telling stories, but I want to show you how easy it is to do this in the hope that you can see the opportunities God is giving you in your daily routine! So, here’s some more!

Yet another checker at the store was sharing with me, once during the holidays, what she was cooking for the holiday dinner. Man, it sounded awesome, and I joked with her that she needed to bring some to the store so I could have some! I’ve kept that joking running; every time I see her, I ask when she’s going to bring in some of that incredible food she makes and if she wants to adopt me so I can eat at her place! It’s good-natured fun, but it gets us talking about food, family, events and more. It also allows me to ask more serious questions, such as, “How are you doing? Everything okay in your world?” And, “Is there anything I can pray for you about?” Of course, this deepens our relationship because she knows that I honestly care about her.

I was at a different store (yes, I love to shop – it drives my wife crazy!) and was buying a movie. In fact, I was buying a copy of *The Passion of the Christ* for a group of guys at a halfway house. The checker said he loved that movie and that he and his wife were just talking about it. I had seen this checker before, but now I knew he was a believer who liked Christian movies. We talked for a little while, and I shared what I do in my ministry. Super nice guy, and I can’t wait to talk with him some more!

As you can see, it's pretty easy to start up a conversation on a shared interest and then use that topic as a springboard into other conversations. We all do it every day without thinking, but now, we have a lofty purpose.

We learned earlier that people like to talk about two things: their complaints and their struggles. This is where we really can share the love of Christ and develop deeper relationships with people. In fact, I would share that because everyone has issues in their lives I always try to develop conversations in such a way to identify these traumas so that I can determine their needs so that I can meet them there! Here are some examples.

I met a woman (yes, a checker at a store!) who noticed I was wearing a name tag that identified me as a reverend. I was preaching that night and stopped by the store to pick something up first. She mentioned that someone in her family was thinking about going to Bible school. That started the conversation, and I learned that she had family members with various needs that I said I would pray for.

The next time I saw her, which was just a couple days later, I asked how things were going. She shared that there was a bit of a crisis in her life – there was a short time period in which she and her sister needed to find a place to live due to some unforeseen circumstances. She was pretty stressed out about it. We talked about options I knew, and I told her I'd keep an eye out for housing, as well as pray for God's provision in her life.

To help out, I picked up some of those renter magazines and brought them to her, as well as told her about rental properties I had seen in town while driving around. God was good, and they found a place in time! I shared with her how God had taken care of her and that it was answered prayer! She agreed!

But that wasn't the end of the struggles. Turns out there was a lot more going on in her life and with her family. Long story short, this woman and I talk all the time now about where she's at in life, her needs, her concerns and how I can pray. I'll even offer a little advice, if it's appropriate.

Why the relationship works and is deepening is because I met her in her pain. This is a crucial point of development, so I want to take a moment and walk through this point.

We've talked about how in the intelligence field we look for a person's motivations and vulnerabilities. The idea when we are targeting people is to find ways we can manipulate their desires and weaknesses in order to get them to do what we'd like them to do.

In our Christian evangelism, we don't manipulate like that, but we do seek to know them and serve them. People's pain is where the need is greatest.

Meeting People in Their Pain

Everyone – and I mean everyone, has pain in their lives. Here's something you have to keep in mind: one person's pain is as real and intense as any other person's pain. This

may sound obvious, but trust me, it's not. You end up inadvertently meeting someone who is having a melt-down over something that is quite inconsequential to you, and you begin to judge them against your own pain. The result is you stop loving them and start judging them. It's human nature. You know what I'm talking about. You've seen the person just lose it at the coffee kiosk or with a cashier when the order doesn't go just right. You think, *What's with that dude? Why is he over-reacting so much? It's just coffee!* What you don't know is what is being triggered in that person that is causing this outburst. You see, the outburst is a symptom not the disease. There is something much deeper going on inside that person. This is why we spend time doing all this psychological study so we can look at a situation and recognize the difference between a symptom and a disease!

As we learned earlier, people do like to talk about themselves, and they are eager to talk to a sympathetic, listening ear. This is where we begin our development strategies.

Let's say you've targeted and have been assessing someone at your local gym for the past couple months. You've had some short conversations and have created a friendly rapport with them. Now you have to start looking for the opening! Are there things the person is saying, ways they are acting or any other clues that indicate they may need to talk? Let me ask you what you'd do in this scenario.

You meet a guy named Gary at the gym. He's a regular, and you strike up a friendship. You notice that Gary is proud of the improvement in his body sculpting, but not to the point of being arrogant. He just wants to look good. Gary is married but has no kids yet. He works in a white-collar job and makes a middle-class income. You've never met his wife, and he doesn't talk about her, but you know they've been married just a couple years.

One day, Gary shows up at the gym, and you notice he doesn't have his wedding ring on. This is unusual – he always wears his ring when you've seen him workout before. As a Christian, you know that when someone takes their ring off it means trouble in the relationship. But perhaps, it's just a one-time thing.

In the next couple weeks, Gary still isn't wearing his ring, and you notice that he's talking more and more with the women who are working out in the gym, something he didn't do before.

What do you do?

Honestly, a lot of people would say this is none of their business and do nothing. But remember our mission: we need to share Jesus with people, and one of the best ways to do that is to meet people in their pain. So yes, we stick our nose where it doesn't belong because we care about Gary and it appears that he needs Jesus in his life right now!

Here's how I might approach Gary.

I'd ask him to spot me in some lifts we've done before – nothing out of the ordinary. Then after I'd pressed a couple times, I might say something like, “Hey – no wedding ring?” A soft elicitation approach to see if he'd bite. He might make some excuse like, “Nah, it's gotten too tight, and I need to get it resized.” Then, I might respond, “Cool but be careful – lots of women on the prowl around here who may mistake you as a single guy without a ring. You wouldn't want to send the wrong signals.”

Then I'd watch and see how he reacted to that short interaction. If he blows me off, I know he's got marriage trouble. If he stops talking to those women, he's getting the message, and I can move in deeper. Or, he may even confide in me and say something such as, “Honestly, at this point, it doesn't really matter.” That is a cry for me to pry deeper. “What do you mean? Are you having trouble at home?” He may say, “Yeah, my wife says she doesn't love me anymore and wants a divorce.” BOOM! Here we go! This is where you probe to listen not talk! “Has she told you how this happened?” Chances are that question will open the flood gates.

If you think that would never happen, you're wrong. I've had this happen a few times. You start out noticing something out of the norm, call it out, wait to see how the person reacts and then follow up if given the opening. It's a pretty sound strategy, and the best part is it doesn't look as if you're prying or being rude. You're just asking simple questions. But even more importantly, you honestly care about the person.

Someone who is struggling often wants to talk about that struggle and is looking not only for sympathy but for allies, affirmation, confirmation of their position and support. Here's how I might handle the wedding ring issue.

“Gary, you really can't control another person. Your wife is going to do what she's going to do. But you can control you, so here's my advice. First, you do the right thing no matter what. At the end of the day, you will be able to look yourself in the mirror and know you did the right thing. Second, that means wearing your ring and staying faithful. You made a vow before God that you would honor this marriage in good times and bad. It's bad but keep your word to God. Third, pray my friend. I don't know if you know Jesus or not, but if not, now's a perfect time to meet Him. If your wife is where you say she is, it will take an act of God to change her mind – so ask Jesus to do that and see if your wife will listen to Him! Lastly, know that I am here for you if you need to talk, yell or just hang out.”

Could you do that? Should you do that? Would you do that? I hope your answer is yes to all three. If there is anything I want you to understand from this book, it's this: Jesus doesn't care about worldly etiquette, politics or culture. He cares about His people, and Jesus uses people like you and me to reach those who need Him. At the end of the day, what are you going to tell Jesus? “Sorry, Lord, but I was too embarrassed to ask Gary if he was having marriage issues?” Or, “Sorry, Jesus, I really didn't think it was my place to help Gary in such a sensitive topic.” Do you see how silly those comments are in light of heavenly things?

If we are to be like Jesus, we have to do as Jesus did. Here are just a few examples from Scripture:

- Jesus loves the despised tax collector Matthew and dines with him when nobody else will even associate with him. Jesus is then ridiculed by the religious leaders for eating with sinners, further sully His reputation among the elite.
- The woman at the well has to go out to collect water in the middle of the day by herself because she is an outcast due to her going from man to man. But Jesus meets her and offers her “living water.” First, Jesus shouldn’t even be in Samaria and as a Rabbi, shouldn’t be talking with a woman! He broke cultural norms to meet people where they were, regardless of societal etiquette.
- Jesus does not condemn the adulterous woman but instead saves her in her moment of shame, humiliation, and potential death. Jesus stood alone against the entire government to do the right thing.
- Jesus physically, emotionally, mentally, and spiritually healed those who were in great need even when it was against the “rules” to do so, such as on the Sabbath.
- And if we’re honest, Jesus met us in our greatest need – reconciliation with God – and died in our place so that we could have eternal life.

Meeting people in their need is what Jesus does, and it is what He commands us to do as well. We are to give to the least of these; we are to feed the hungry, clothe the naked, give water to the thirsty, find the lost and give them the hope of the Gospel. We are to use our time, talents, and treasure to help and serve others in order to glorify God!

And this is why we look to find someone’s pain. Not to manipulate it for our gain. But to meet them in that pain, walk with them in that pain, help them in that pain and share Jesus with them in that pain, because Jesus is the only person who can take that pain away.

In my various conversations, I’ve learned that people have had a child die, have significant money issues, are depressed, have family dysfunction, have alcohol issues, have relationship issues, have health issues, are grieving the loss of a loved one, have mental health issues in their family, were abused and more. It’s not just that people like to share – some of this stuff they don’t like to share! But they do share because they feel that I honestly care about them, will not judge them and want to help in some small way. I’ll be honest and tell you that it’s not really me at all. This is supernatural; I am convinced the Holy Spirit moves these people to talk with me about their pain as I develop these friendships. And the Holy Spirit moves me to care deeply about them as we talk.

As we develop friendships, we must be open to the idea that people are going to share their pain. In our business, there is no such thing as TMI (Too Much Information). The more they are willing to share with us, the better!

Before we get into some role playing, I need to address something Francis Chan taught me.

If you've not heard of Francis Chan, put down this book and go watch one of his sermons on YouTube and then come back! Chan once said that he can't give a sermon to people if he doesn't love them first. That resonated with me because I preach to a lot of marginalized people that can be hard to love. But he's right, you have to be able to love them before you give them any message or it's disingenuous. The same is true with our development – you have to love the people with whom you are finding common ground, and they have to feel your care for them in these engagements or it won't work. People have a great you-know-what meter; they can tell if you're just putting them on. You have to love them first; love them enough to not want them to spend eternity in hell because you didn't try to share Jesus with them! So, the rule is you don't try to develop a friendship with someone until you can learn to genuinely love them!

Okay, now let's talk for a moment about how to move a conversation from the surface-level to deeper issues.

Unlike the assessment phase where we use elicitation techniques, I like to use direct questioning in development to deepen relationships. Let me role play a scenario to show you what I'm thinking.

Me: Hey, John! What's going on today, man?

John: Not much, just working away!

Me: You've been working a lot lately. Your choice or just scheduling?

John: Just scheduling, but it's good – I need the money.

Me: Oh yeah? Planning on buying something special for yourself?

John: Nah, just behind on bills.

Me: That's easy to do! Prices just keep going up. Anything serious?

John: Nah, I think I can handle it. I just have to stop wasting my money.

Me: I have the same problem. I love to shop! What kind of stuff are you wasting your money on?

John: Well, you know I like to go to the casino – I kind of blew it this past weekend and spent more than I planned to.

Me: Hmm, that's not so good, my friend. Think you have a problem or is it just a one-time lapse?

John: I'm okay, just screwed up.

Me: Well, that happens. But tell you what – I’m concerned that you can’t pay your bills and you don’t get into a situation where you get behind in rent, water or electricity. My church has a fund to help if you are in real trouble, so let me know if it gets bad.

John: Thanks for that, but I think I have it covered with all the hours I’m getting.

Me: That’s good. One piece of advice, though: watch yourself at the casino. It’s fun, but it can get you into all sorts of trouble. Not the best use of your money, my friend.

John: I know, and I’ll be careful.

From this little scenario, you can see that I was pretty blunt in my comments, yet still trying to be helpful, loving and meet John where he was. You can have these conversations with people – even if you don’t know them well – once you develop that friendship based on shared experience.

So, you may be asking, “Tom, how come you didn’t share Jesus in that scenario and tell him that God’s not excited about gambling?” I’m glad you asked!

I try not to kick a guy when he’s down. In this scenario, John is already feeling guilty about blowing him money at the casino and having to work more to make it up. Telling him that God doesn’t approve of his gambling might do more harm than good in this particular conversation. However, I would definitely share God’s views on it in future conversations once John is feeling better about things and more open to the idea of spending his money more wisely and being a better steward of what God is giving him (from that sentence you can see how I’d frame that conversation!).

Let’s try another scenario.

People tend to wear their emotions on their sleeve, so to speak. It’s pretty easy to tell if someone is happy, sad, upset, stunned, having a bad day or just not feeling it that day. Here’s one that happened just a couple weeks ago.

A female checker at the store looked tired and just not quite right. Lisa and I were talking with her and learned that she had a terrible tension headache. I shared that when I get them, I use Aspercreme with Lidocaine. She said her husband may have some at home. I asked if she was going to be checking our groceries for a minute while I went to get something I forgot. Then I ran to the pharmacy section of the store and picked up the Aspercreme. As she scanned it, she said, “See, I reminded you to get this!” I smiled and said, “Yes” and then handed it to her and told her it was for her. She was stunned! We smiled at her, told her that we’d be praying that God would help relieve her headache and left. The postscript to this story is we saw her just the other day, and the Aspercreme did indeed help, and now, we have a stronger relationship with her! God is good!

The point is that you don't always have to have these heavy and deep conversations with people to develop them. Sometimes you just have to say a few encouraging words to deepen a relationship. Here's why:

- First, you noticed the person's condition, which is huge to someone having a bad day.
- Second, you reached out to them and met them in that condition. Believe me, they notice that you came to them and that they didn't need to come to you.
- Third, your words lift them up through the power of the Holy Spirit. This obviously draws people closer to you.
- Lastly, they know you care not just because of what you said, but because of the emotions that are exchanged during that short encounter.

Sometimes these short engagements are more powerful than an hour-long conversation!

My wife does this cool thing that works the same way. She'll buy some Starbucks coffee cards and hand them out, but when the person gets one, they notice that Lisa has written, "Jesus Loves You" on them! Coffee and Jesus, what could be better?

Let's do one more.

You're at work, and you notice that one of your colleagues seems to be in an extraordinarily good mood. (It doesn't always have to be meeting people in their sorrow – you can meet them anywhere!)

You: Hey Steve, what's up? You seem really happy today!

Steve: Yeah, I got some great news!

You: Feel like sharing? I'm really intrigued!!

Steve: Yeah, the doctors thought my Mom might have had cancer, but it turns out it was benign. No cancer! We are so relieved!

You: I had no idea that you were dealing with that. I'm sorry I didn't know but am thrilled that she's okay!!

Steve: Yeah, I'm a pretty private guy that way. I didn't really tell anyone.

You: I understand that, but please know that you can always talk with me if you ever just need to get something off your chest or vent or whatever you need. Always here for you, man!

Steve: Thanks! You never really know how much you care about someone until you think you may lose them!

You: God is good! Perhaps this is His way of letting you know how special your mom really is. Now you get to spoil her even more!

Steve: I've certainly learned that I'm not ready for her to go yet!

You: Well, I'll be praying and thanking God for allowing you two more time together here. Not sure where you are faith wise, but if you're both believers, you'll be together for eternity, which is really cool, too!

Steve: I know you're a God guy, and don't get me wrong, we believe, but we're not as into it as you are.

You: That's okay – God knows you and loves you! Perhaps he's sent me your way just to prod you a bit – I think He misses you!

Steve: Really? Why would he miss me?

You: Oh man, God so wants a close relationship with you. He wants you to talk with Him, share your life with Him, rely on Him. He's just always there for you through thick and thin.

Steve: I don't think he likes me that much. I'm not really a great Christian.

You: Well, this is where a lot of people get it wrong. God loves you regardless of your performance. You don't need to be perfect for God. You just need to have faith in Jesus as your Lord and Savior. It's not about what you do, it's about what Jesus did! Never think God hates you or doesn't like you. That's just not how this works.

Steve: Hmm. I'll have to think about that.

You: Perhaps take one more baby step forward and pray about that. I think you may be surprised by what God tells you!

What do you think? Does that conversation seem legitimate and reasonable? I can hear some of you saying, "I could never do that!" Well, maybe not today, but if you practice, role play, wargame and the rest, you certainly could do this!

I hope you're seeing that it becomes very easy to build a deeper relationship with people because you have so much to talk about! This gives you incredible flexibility when it comes to each engagement! In other words, when you have a lot of different ways to work a conversation, it is easier to guide that conversation where you want it to go.

Let me give you yet another example that happened with me.

I have an accountability partner, and we meet regularly at a local restaurant. The first couple times we were there we had a waitress who seemed – well – a bit edgy. Not that

she wasn't a good server, but she was short and to the point. She didn't engage us much and just seemed pretty standoffish. That never works for my buddy and me because we're both outgoing and engaging so there was a bit of tension between our personalities.

I think it was the third time we were there. The waitress sat us down at our regular table, and we ordered. A few minutes later, our food arrived. As she was putting our plates down, I said, "We pray over our meal; is there anything we can pray for you about?" To my surprise – no, shock – the waitress started crying. I thought, "Oh boy, I've done it this time!" But then she explained that she had lost her husband just three months earlier, and she was having a particularly bad day. So, we grabbed her hands and prayed, doing our best to meet her in her need by asking Jesus to give her strength, comfort, peace and to carry her during this difficult time.

You already know the rest of the story. This waitress has become fast friends with us, joking and praying with us each week. She still has hard days, but she knows that some of her customers care about her enough to share Jesus.

In our development, we've learned that we first must love those we develop. There is this great line that goes like this: nobody cares how much you know until they know how much you care.

We've also learned that we must meet people where they are, in their needs, in their emotions, whether good or bad. That is what Jesus did during his entire ministry. He loved Israel. He loved His flock. He loved His disciples. He even loved the religious leaders He tried to teach. He deeply cared about all those He came to save. Scripture says again and again that He had "compassion" for them. People listened to His message because they knew how much He cared!

Let's look at the thirty-seven times Jesus performed a miracle as recorded in the New Testament.

37 Miracles of Jesus					
#	Miracle	<u>Matthew</u>	<u>Mark</u>	<u>Luke</u>	<u>John</u>
1	Jesus Turns Water into Wine at the Wedding in Cana				2:1-11
2	Jesus Heals an Official's Son at Capernaum in Galilee				4:43-54
3	Jesus Drives Out an Evil Spirit from a Man in Capernaum		1:21-27	4:31-36	
4	Jesus Heals Peter's Mother-in-Law Sick with Fever	8:14-15	1:29-31	4:38-39	
5	Jesus Heals Many Sick and Oppressed at Evening	8:16-17	1:32-34	4:40-41	
6	First Miraculous Catch of Fish on the Lake of Gennesaret			5:1-11	

7	Jesus Cleanses a Man with Leprosy	8:1-4	1:40-45	5:12-14	
8	Jesus Heals a Centurion's Paralyzed Servant in Capernaum	8:5-13		7:1-10	
9	Jesus Heals a Paralytic Who Was Let Down from the Roof	9:1-8	2:1-12	5:17-26	
10	Jesus Heals a Man's Withered Hand on the Sabbath	12:9-14	3:1-6	6:6-11	
11	Jesus Raises a Widow's Son from the Dead in Nain			7:11-17	
12	Jesus Calms a Storm on the Sea	8:23-27	4:35-41	8:22-25	
13	Jesus Casts Demons into a Herd of Pigs	8:28-33	5:1-20	8:26-39	
14	Jesus Heals a Woman in the Crowd with an Issue of Blood	9:20-22	5:25-34	8:42-48	
15	Jesus Raises Jairus' Daughter Back to Life	9:18, 23-26	5:21-24, 35-43	8:40-42, 49-56	
16	Jesus Heals Two Blind Men	9:27-31			
17	Jesus Heals a Man Who Was Unable to Speak	9:32-34			
18	Jesus Heals an Invalid at Bethesda				5:1-15
19	Jesus Feeds 5,000 Plus Women and Children	14:13-21	6:30-44	9:10-17	6:1-15
20	Jesus Walks on Water	14:22-33	6:45-52		6:16-21
21	Jesus Heals Many Sick in Gennesaret as They Touch His Garment	14:34-36	6:53-56		
22	Jesus Heals a Gentile Woman's Demon-Possessed Daughter	15:21-28	7:24-30		
23	Jesus Heals a Deaf and Dumb Man		7:31-37		
24	Jesus Feeds 4,000 Plus Women and Children	15:32-39	8:1-13		
25	Jesus Heals a Blind Man at Bethsaida		8:22-26		
26	Jesus Heals a Man Born Blind by Spitting in His Eyes				9:1-12
27	Jesus Heals a Boy with an Unclean Spirit	17:14-20	9:14-29	9:37-43	
28	Miraculous Temple Tax in a Fish's Mouth	17:24-27			
29	Jesus Heals a Blind, Mute Demoniac	12:22-23		11:14-23	
30	Jesus Heals a Woman Who Had Been Crippled for 18 Years			13:10-17	
31	Jesus Heals a Man with Dropsy on the Sabbath			14:1-6	
32	Jesus Cleanses Ten Lepers on the Way to Jerusalem			17:11-19	
33	Jesus Raises Lazarus from the Dead in Bethany				11:1-45

34	Jesus Restores Sight to Bartimaeus in Jericho	20:29-34	10:46-52	18:35-43	
35	Jesus Withers the Fig Tree on the Road from Bethany	21:18:22	11:12-14		
36	Jesus Heals a Servant's Severed Ear While He Is Being Arrested			22:50-51	
37	The Second Miraculous Catch of Fish at the Sea of Tiberias				21:4-11

17

Of these 37 recorded miracles, 30 of them involve healings (24), demon cleansing (4) and feeding the crowds (2). In other words, 37 of Jesus miracles were about the other person; 37 of Jesus miracles were about meeting the need of someone where they were! Jesus did not sit at the Temple in Jerusalem and make people come to Him for help. He went out among the people, in their communities and synagogues caring for the least of these! While Scripture records these 37 miracles, Scripture also tells us that Jesus performed hundreds if not thousands of healings during his three-year ministry. Why? He loved the people and cared for them the way a shepherd cares for his sheep.

If we want to be the hands and feet of Jesus in our generation, it means rolling up our sleeves and developing relationships with people no matter how difficult, messy or dysfunctional. We must keep our eyes on the goal, which is building relationships focused on Jesus and build them the way Jesus did! If that doesn't give you chills, you need to check your pulse!

Now, let's shift from the miracles to some various interactions Jesus had with people. While the story of the adulterous woman is pretty cliché, I want to start with it to show you more tangibly the kind of relationship we are to have with our evangelism targets.

Here's the story from John 8:2-11:

² At dawn he (Jesus) appeared again in the temple courts, where all the people gathered around him, and he sat down to teach them. ³ The teachers of the law and the Pharisees brought in a woman caught in adultery. They made her stand before the group ⁴ and said to Jesus, "Teacher, this woman was caught in the act of adultery. ⁵ In the Law Moses commanded us to stone such women. Now what do you say?" ⁶ They were using this question as a trap, in order to have a basis for accusing him. But Jesus bent down and started to write on the ground with his finger. ⁷ When they kept on questioning him, he straightened up and said to them, "Let any one of you who is without sin be the first to throw a stone at her." ⁸ Again he stooped down and wrote on the ground. ⁹ At this, those who heard began to go away one at a time, the older ones first, until only Jesus was left, with the woman still standing there. ¹⁰ Jesus straightened up and asked her, "Woman,

¹⁷ <https://www.thoughtco.com/miracles-of-jesus-700158>

where are they? Has no one condemned you?”¹¹ “No one, sir,” she said. “Then neither do I condemn you,” Jesus declared. “Go now and leave your life of sin.”

If you understand Jewish law, you know this is a set up! You see, the Law said that anyone caught in adultery had to be stoned to death. But the law also said both parties had to be brought before judgment, yet the religious leaders only brought the woman! To make matters worse, it was against Roman law for the Jews to put someone to death. So, the religious leaders were trying to trap Jesus into breaking either Mosaic Law by not stoning the woman or Roman law by allowing capital punishment.

Of course, Jesus is brilliant with his response – go ahead and throw that first stone if you are without sin. Check mate!

Beth Moore shared this observation from the story that shows how much Jesus cared for the sinful woman. Scripture says that when the mob brought the adulterous woman to Jesus he bent down and began writing in the dirt. Moore rightly notes that we have no idea what kind of condition the woman is in. Is she dressed? Half dressed? She was caught “in the act” of adultery! So, did they just drag her out? What does Jesus do? He takes the focus off of her and puts the focus on Him by scribbling in the dirt. The entire crowd takes their eyes off her and stares at Him as he does this unexplained thing. We don’t know what he wrote, but we do know that Jesus becomes the focus not the woman.

See what He did there? He did not freak out about her sin and judge her. He loved her by taking those angry eyes off her and putting them on Him. That is what we need to do when we meet people in their sin, pain, and suffering – take their eyes off that stuff and put them on the love of Jesus!

In our work, we will find that the need people have for Jesus is in their sin life! When we develop that relationship with our target, we may find their personal habits are hedonistic and sinful. Our first reactions as Christians may be to recoil at the level of sin and evil we are seeing and judge the person, giving away our distaste for their actions by a look, defensive body language or even a comment. That is a no-no in this business. We do not judge no matter what we come across. Here’s why:

1. We are told plainly in scripture not to judge or we will be judged. (Matthew 7:1-3) Judgment is God’s domain not ours.
2. We are targeting non-believers! Of course, they are going to have active sin lives! They are not Christians and are not indwelt by the Holy Spirit! How would you act if you were in the same condition? Totally depraved perhaps?
3. Love covers a multitude of sins – our job is to love people regardless of performance. You can’t argue someone into the faith, but you can love them into it!

Here is the second thing to take away from Jesus in this story as it relates to our evangelism: tell the truth.

In this story, Jesus just doesn't say He doesn't condemn the woman, He also tells her to go and sin no more. Jesus calls her out – you sinned, you were wrong, and you need to own that!

We are always to tell the truth in gentleness. Now, I know firsthand that many people – no make that most people – don't like to hear the truth, especially if it means they have to confront something they don't want to deal with or change in their lives. But as we develop our targets in deep relationship, we need to share how Jesus can change their life is such a positive way that dealing with their issues will be a blessing.

Last point about this story before we move on, Jesus gave this woman grace and mercy. Grace is giving something to someone they have not earned. Mercy is not giving to someone something they have earned. Read those two sentences over again and again so you have it in your head.

Jesus gave grace to the woman – she certainly did not deserve to be loved by Jesus given her sin against God. Yet, Jesus did love her and showed her grace. The woman did, indeed, deserve punishment for her sin, yet Jesus showed mercy by not giving her what she deserved and had earned under the Law.

We, too, are to show grace and mercy. For me, showing grace is always easier than showing mercy. I'm one of those accountability guys who thinks people should suffer the consequences of their dumb actions – including myself! Yet, Jesus has been teaching me that grace and mercy go hand-in-hand. You show grace to people, giving them a pass in a sense, because God loves them as much as He loves you. You show mercy to people because God gave you mercy when you didn't deserve it either!

As we develop our target, we will need a lot of grace as they may say and do things that the “normal” Christian may find offensive or morally wrong. We must give mercy to them when they transgress yet be truthful with them.

I can hear you now: How do you do that? What does that look like?

Let me use the most difficult example we have as Christians in post-Christian America. Let's say we're working to bring a practicing homosexual to Jesus. We all know that the Bible says homosexuality is a sin – we know it, and the target knows it! So how do you get around something like that? Already there is this HUGE barrier to even having a relationship!

First, you don't judge, you love. What I tell my gay friends is that their sex life is between them and God not me and them. That is the love part. I don't condemn them. But here is the truth part: I also tell them that I believe that God has something better for them than what they are choosing. Truth in love and gentleness. Now, my gay friend may ask me what I mean by that, which leads to a deeper discussion about how God uses people for His purpose – especially people who have to die to self in significant ways. But I never judge a person because they sinned – we all have, do and will. What I want for my

friend is for them to start a true relationship with Jesus so He can cleanse their heart, transform their life and move them forward in the faith. As I have said throughout this book, it's the Holy Spirit's job to change them not mine.

The key to that last point is a "true relationship with Jesus." Many professed Christians want God's word to bend to their way of thinking instead of becoming a transformed new creation in Christ and learning to submit to God's way of thinking. That is why you will find Christians who say they don't believe what the Bible says, that Jesus was a great teacher and/or prophet, that things in the Bible were cultural and don't apply to today and all the rest. I appreciate the creativeness of people's justifications for not wanting to follow God's Word – I get it, it's hard! But God's ways are not our ways, and His thoughts are higher than ours. This is the faith piece of our discipleship. When we're developing people, we will inevitably run into people who claim to be believers but who are not. We must work to get them back into the sheep pen, too!

Time, Talent and Treasure

Thus far, we've talked about development through directed conversation. Or in other words, we've talked about building relationship through finding common ground and using conversation to deepen our relationships with people by meeting them where they are, especially in their pain and need.

However, there is another way to develop relationship and that is by using your time, talents and treasure with people.

In HUMINT, we do something kind of similar. Generally speaking, we will offer someone our time, our abilities and even money to get them to do something for us. It gets back to identifying their motivations and vulnerabilities and exploiting them by offering time, talent or treasure in order to leverage them down the road.

That is **NOT** what we're doing here, even though there is a correlation.

As Christians, God calls us to use our time, our gifts and our money to help others. We recognize that none of those blessings are ours – they all are from God to be used by God for God's purpose not our own. Unfortunately, Christians can be self-focused and even greedy not recognizing that we are to give of our time, talent and treasure sacrificially within the context of relationship – loving God and loving others. You'll recall Jesus told us that was the greatest command, right? (Matthew 22:36-40)

The truth be told, there is so much more need than there are resources in every community. A second truth is that not everyone who claims they have a need is someone to whom we should give tangibly because there is a significant difference between helping someone, which is good, and enabling someone, which is bad. When it comes to this part of the development process, prayer and discernment are a must!!

I'll start this part by saying your giving of time, talent, and treasure **MUST** be driven by the Holy Spirit. This is why it is so important to pray about this part of development

before you just act on impulse. God certainly puts people in our path who need us tangibly beyond a conversation. But there are also people in our path to whom we could give and the only result or “fruit” that would come out of it is we’ve helped them stay in their dysfunction without drawing them closer to God or what God has for them in life. I think you know what I mean, but if not perhaps as I walk you through this section, you’ll see my point.

Before I jump into the meat of it, let me say this as well – only you can decide what you’re willing to do for someone. We don’t give out of compulsion, guilt, coercion, hope of reciprocity or any other motive than to glorify God! That is the litmus test; the Holy Spirit moves you to act not because of the other person, but because it will glorify God!

Time

Our time is perhaps our most valuable commodity. Have you ever noticed how annoyed you can get when people want your time and you have none to give! Like all our other resources, time has to be managed in such a way as to get the most out of it!

Many Christians I know prioritize their time this way:

1. Work
2. Family
3. Entertainment
4. God

Or, sometimes like this:

1. Family
2. Entertainment
3. Work
4. God

The younger generation can look like this!

1. Entertainment
2. Friends
3. Family
4. Work
5. Spirituality

As evangelists, here is how Jesus tells us to prioritize our lives:

1. God and His Kingdom
2. Family
3. Work
4. Rest/Sabbath

5. Renewal – Entertainment

Think for a moment, how do you spend your time? If you have a job, forty hours a week goes to work. If you do a sixteen-hour day, what do you do with the other eight hours you have each day? Perhaps one hour is commuting time. Another couple of hours are taking the kids to and from soccer/basketball/baseball practice. Then there is dinner, which is an hour or ninety minutes between cooking, eating, and cleaning up. That leaves three-and-a-half to four hours left each day. What are you doing? Watching television? Surfing the web? Catching up on Facebook (guilty!)? Where does God fit into your time?

What about your weekends? You have thirty-two waking hours to do something. What are you doing on the weekends? Is God involved or is it primarily rest and renewal?

I was preaching one Sunday at my church, and I decided to pick on a guy I knew. He plays handball competitively, so I asked him from the pulpit how many hours a week he practices in preparation for a match. He thought about it for a moment and threw out a number of hours. I then asked him how many hours a week he read his Bible. There was an audible groan and a nervous laugh by the rest of the congregation.

Church, we are horrible at time management! We fill our time with things that are not God-centered and don't give much thought about how to use our time for the Kingdom! Hopefully, this section will help you change that in your life!

I like to work problems backwards. I start with my preferred outcome and then work the problem backwards from there to determine the steps I should take to get that preferred outcome.

When it comes to my time, my preferred outcome is to use it in a way that engages people for Jesus. If that is my goal, how do I work that problem?

First and foremost, I live by Colossians 3:23 – “Whatever you do, work at it with all your heart, as working for the Lord.” I always have to remember that whatever I'm doing it should bring glory to God. If you're like me, you can lose sight of that pretty easily because there are so many distractions in life. If we are not diligent in keeping God first in our mind, we won't be able to focus on Him in our activities.

Second, like in our targeting section, I look for opportunities to share my time with people in need. This is tricky though because everyone wants your time, and you have to discern those who need it versus those who just want it and then prioritize that time appropriately. But it is easy to find people who have needs, whether it be a ride somewhere, a house project, or just grabbing a cup of coffee.

Craig Groeschel did a great series in which he talked about the difference between the good and the great. His point was simple but profound: don't give up the great to do the good. This is outlined pretty well in Acts 6 when there is a dispute among the widows. Apparently, the Greek widows were being neglected to the advantage of the Hebrew

widows. The Greeks complained and the disciples said this, “It would not be right for us to neglect the ministry of the word of God in order to wait on tables.” (Acts 6:2b) In other words, this issue was important but not more important than sharing the Gospel. The disciples did not focus on the good at the expense of the great!

Think about your life for a moment, how much time do you spend doing good things but find that you no longer have time for the great thing(s) because all your time is gone? Groeschel’s point was that we have to give up doing some good things if we are to do the things God calls us to do. Let me give you an example from my own life.

I’m a strategic planner. It’s something God’s gifted me with and that I enjoy. Because I’m pretty good at it, I get asked to sit on various boards and commissions to lend my expertise. At one point, I was sitting on three non-profit boards, chairing another ad-hoc board and offering some free consulting here and there. Then my wife asked me an important question: “Tom, how does this further your ministry?” Duh! It didn’t at all. In fact, it took time away from my ministry! I ended up resigning from all three boards, stopped consulting but kept the ad-hoc gig because it does contribute to the ministry.

I have to admit it was hard to do that because what I was doing was good. But it wasn’t great. So, it had to be sacrificed. God wasn’t done pruning me yet, though. Because of my strategic mind, I always see ways to take a situation and enhance it. It is SO tempting for me to jump into a problem and help solve it. It’s both a blessing and a curse – a blessing I can help, but a curse that I see ways to help in just about everything in which I’m involved! I prayed about it, and Jesus told me, “Stay in your lane.” In other words, do what I want you to do and stop getting distracted! Do the great things I have for you not the good things that look like fun!

Thus, to reiterate point two, don’t sacrifice the great on the altar of the good. You can’t do it all; there just isn’t enough time in the day. So, use your time wisely to get the best return on your investment.

Third, always remember that all service is sacrifice. People in need of your time will need it at the most inconvenient times! Nobody works on your schedule! What you’ll find, if you’ve not already, is people in need of your time never plan, always have a crisis that could have been averted if they had contacted you earlier and have very little coping skills to deal with the situation they’ve gotten themselves into! What a great harvest field! When you invest your time in someone, you will be sacrificing because it will be time that you no longer can use on other things such as your wife, your kids and yourself. So, ministering to others must be a family commitment not just one you make and drag them along.

Given these three realities, let’s talk about how time is used to develop relationships for Jesus.

Let’s assume you’ve been developing a relationship with someone and you’re ready to take the next step to deepen the relationship. Well, like all relationships that means

spending more time together! We've already talked about how you find common ground and interests. Now it's time to use those commonalities to invite the person to spend time with you in those activities.

You may be thinking, "Great, I get to invite them to church now!" Slow down, tiger! You may not be there quite yet! If faith is the common denominator between you two, sure, invite them to church or a Bible study, or some church event. But if the commonality is movies, better to invite them to a movie day at your house or a theater first to seal the bond.

Here are some of the easier ways to spend time with someone that doesn't seem creepy when you ask:

- Sporting event – live or on television
- Play sports together (tennis, basketball, softball)
- Movie day
- Music concert
- Coffee date
- Kids event (sports, dance, concert, etc.)
- Kids play date (zoo, park, movie)
- Dog park
- Double date with spouses

Here are some ideas that may seem creepy but aren't really!

- Offer to help with yardwork
- Offer to help with childcare
- Offer to help with transportation
- Offer to help with advice or counsel
- Offer to help with house cleaning
- Offer to help with whatever need they may have

The idea is simple: spend more time with the person in an environment that is comfortable for that person.

One of my favorite things to do is what I call "testosterone day." "Testosterone day" is when I invite a bunch of guys over and we watch war movies, eat way too much food, and sit around telling jokes. It's a blast and great male bonding time!

I also enjoy having big football parties. Doesn't matter whether it's a college or pro game. It's a great time to invite people over, feed them like crazy and just enjoy time together screaming at the TV.

A buddy suggested we all go see a movie together, and he wanted to invite one of his agnostic friends. We had a great time, and his friend discovered that Christians don't have a third eye and aren't always trying to convert you! Progress!

I think you can see that there are a lot of ways to spend time with people if you think about it. But because time is our most valuable asset, most of us simply don't think about using it to develop people for God and instead are quite greedy with it. I want to encourage you to rethink how you spend your time. If you are concerned about the eternity of the people around you, you **MUST** spend your time with them so you can develop a relationship that will allow you to share Jesus with them!

Talent

Scripture tells us that each and every one of us has been given gifts by God to do His work (1 Corinthians 12 and 14). But I want to go beyond the spiritual gift inventory you took last fall and expand this quite a bit. Not only have you been given spiritual gifts, but you have a ton of other talents.

- Some are innate – things you are just naturally good at. Some are your passions – the things God put in you that absolutely light you up!
- Some are experiential – you've learned so much through your life that you can use to help others!
- Some are educational – things you've taken classes to learn. When you put all these things together, you are a wealth of talent just waiting for God to use you!!

Like our time, we look for opportunities to use our talents to develop and build relationships. By now, you know I love lists! Let's make another one of the kinds of talents we can use in the development phase.

- Counsel/advice
- Building/hands-on stuff
- Career development
- Training in some way
- Networking/sharing contacts
- Cooking/BBQ
- Writing help
- Graphic design
- Finances
- Gardening
- Medical knowledge
- Business
- Manual labor
- Respite day care

Anything you can do you can use for service to someone else. There's a lot to be said about serving someone else. First, you're helping them out, which builds trust in the relationship. Second, by helping them out, often you get to spend more time with them, so you kill two birds with one stone (time and talent). Third, not that anyone should feel indebted to you, but when you do something for someone else, it is natural for them to want to return the favor somehow. This creates more opportunities to connect with the

other person. Lastly, by serving someone else, you get to show God's love for them tangibly, and it's a great opening to share with them that the reason behind why you're helping them out as well as God's love for them!

But remember this, talent works both ways. Not only can you use your talents to help others, but you can ask others with talents you don't have to help you! I'm completely lost when it comes to building or fixing anything. I have to hire people to do all that kind of stuff for my house. However, if I meet someone who has those skills, I'll take a chance and ask if they can help me with a project. If they do, I get to spend quality time with them.

I have found that many people will not ask for help. They either see it as a burden to someone else, or they're just embarrassed to have to ask. Sharing your talents often means you offering to help instead of waiting to be asked. This is where your elicitation skills are put to work.

As you are developing relationships, look for opportunities to elicit information regarding the needs someone may have. If they're talking about a weekend project they need to get done, offer to help. If they are bemoaning the fact that they've put something off for a long time, offer to help them get it done. Seek out opportunities to share your talents.

Again, I want to stress the importance of using this not just to develop relationships with people, but to also honor God! He gave you all this skill not so you can keep it to yourself but that you would use it to glorify Him! So many Christians I know don't put their talents to work because they don't know how, don't know how to create the opportunities, don't understand that they're supposed to use them for God and not themselves, or simply just don't care. Don't be that person. Using your talents to help others is God's mandate to us, and by using your talents, you can develop deeper and deeper relationships with people that will draw them closer to Jesus.

Treasure

In my experience, there are two kinds of people in the world. Those who will eagerly write a check, rather than spend their time and talent on someone, and those who wouldn't open their checkbook, regardless of the direst need. Both are wrong.

If you believe that all your blessings are from God, then you therefore must believe that your wealth is not yours but the Lord's. And if you believe that, then you must also believe it is the Lord's wealth to do with as *HE* sees fit. When you get to this point in your faith, you become a third type of person – someone who gives generously as Scripture commands (Romans 12:7d). But how do you know what and how to give if you have reached this point in your faith? Here's my litmus test!

First and foremost, you listen to the direction of the Holy Spirit. This may seem weird, but I pray before I give anyone anything whether it's to the guy on the street corner or someone seeking financial assistance. I want to know whether the Lord has put this

person in front of me because I am to assist or if He has other plans that I could mess up if I give. As you'll see in the following litmus test, you can do more harm to a person by enabling them than by withholding and forcing them to change their behavior. It sounds harsh, but it is more loving at times to teach someone to fish – even force them to learn to fish – than give them a fish.

Here is how I discern when and how to give.

First, I think about the Maslow Hierarchy we discussed earlier in this book. Remember? Maslow talks about the different needs people have, and I focus on the bottom two – physiological and safety needs. Simply put, people need housing, food, hygiene and safety. So, I often spend my treasure on rent, utilities, food, self-care and work-related items that ensure people can keep a job (transportation, work equipment/clothes, etc.)

Second, the money I spend on others is used to help them succeed not just enable them to remain where they are! Sure, sometimes there is an emergency need, especially when kids are involved, but I try really hard to spend my treasure wisely so that there is a good return on the investment or as Jesus would call it “fruit.” Too often, people who seek financial help are using it as a band-aid to buy more time but will end up in the exact same position they were in once the money you give runs out. That is not good stewardship because you've not helped them, you've just enabled them to hold out a little longer.

This brings me to the third point: sometimes tough love is what people need to get them out of their financial dysfunction. I've had to let people hit rock bottom before they're ready and willing to make the changes that will help them be successful. In other words, there have been times I've withheld my treasure because the person needed to fail in order to succeed, if you know what I mean. This is always hard, but it is the more loving thing to do rather than enable continued dysfunctional behavior.

Let me outline some scenarios that you may run across showing how you might apply the litmus test of when to give or not give.

A single mom comes to your church looking for help. She has a job but lost some hours because of daycare issues where she had to stay home and take care of her child. This left her paycheck short, and she is a few hundred bucks shy of making rent. This is a one-time occurrence; she has a great track record of paying her bills, although it's tight. This is a good investment! Clearly, this mom is trying hard and doing a great job! She needs some “bridge” financing that will not be ongoing. I'd certainly help this woman. Further, I'd use the opportunity to develop a more meaningful relationship with her. If she's just making ends meet, perhaps my church could “adopt” her and lend a hand with something every once in a while. Maybe provide daycare when needed or get her in a mom's group at church to give her emotional and spiritual support. This kind of giving would open other doors.

A family contacts you that is staying in a hotel. There is a man and a woman with two small children. They've been in the hotel for six weeks after being evicted from their house for non-payment. They have significant unpaid bills – car payments, insurance, utilities – and have been using the charity of other churches to help pay for their hotel, food, and transportation. You learn in your discussion with them that they have applied for support from every program in the community. Both adults are out of work and seeking employment but say they can't find any. They are asking for help for a week's worth of hotel as they try to figure out what they're going to do. This is one I would not fund. It's SUPER tough because of the kids, but there are some serious red flags that tell me that the money I spend would not result in any difference for this family. First, they have significant money trouble, meaning this emergency is not a new problem. It is ongoing and chronic. Second, they've been using the charity of churches yet have not made any progress, meaning they've spent other people's money without getting themselves in a better position. Third, the adults say they're looking for work but can't find any. However, I know there are jobs openings posted everywhere in our community. This tells me they are not willing to work in a job that is not in their desired industry, which means they're not that interested in working and taking care of themselves. Lastly, they know all the social service organizations in the community, which means they're working the system. That's not all bad, but this ain't their first rodeo. What they need is someone to help them change their behavior. I would offer other community solutions, such as programs that would focus on financial responsibility, employment and parenting. To be honest, when I do that, I am routinely rebuffed – the above scenario happened to me in the past two weeks.

Let's try another:

You learn through a contact that there is a man who has a job, but his car died. He cannot afford another car and is desperate for transportation to keep his job. The first thing I would do is see if there is public transport to help this man get to and from work. If so, I'd buy him a monthly pass. If not, what I would do is gather several people together to see if we could raise enough funds between us to either fix his car or buy him a cheap beater that would get him to and from work. Many hands lighten the load – it doesn't always have to be just you giving! I always give to someone who needs help staying employed! If they are committed to working to take care of themselves and their family, I'm committed to get them over a financial barrier to help!

One last one: you're in the grocery store, and the person ahead of you is paying but their card is denied. You notice the panicked look on their face as they realize they can't buy food. Here is where you pray quickly, and if so moved, you offer to pay for their groceries. Hand them your business card as you do it, if they send you an email later thanking you, you can reconnect with them and possibly develop a new relationship for Christ. I also always let people know that God has blessed me with this opportunity to help out.

What about the guys on the street corners? Do you give to them or not? I don't unless it's just some food, water or a food certificate. Our local homeless experts tell us not to give

money because there are plenty of resources for these folks. Many choose not to use them and instead beg for cash. Lisa and I once offered to buy a homeless woman dinner, but she said she didn't want that because she was getting picked up soon. After we finished dinner, she was still there begging. All she wanted was cash. And we know that many use cash for alcohol and drugs. Scripture tells us that if you don't work, you don't eat! (2 Thessalonians 3:10) Some of these street folks would make GREAT employees! They show up every day on time, they are dedicated, they have incredible stamina standing on that corner for hours at a time and have pretty good "customer service" skills! Yet, they make more money on the side of the road than they would as a minimum-wage employee. That's why they don't work. So, best not to give cash to those on the side of the road. I have, however, given sleeping bags, hygiene bags (filled with soap, toothbrush and toothpaste, deodorant, antiseptic and the like) and even clothes. Again, do as the Holy Spirit moves you!

Giving of your treasure can be tricky; you have to learn to discern what is helpful and what is not. Here's my last piece of advice. It's not your job to worry about what the person does with what you give. If the Holy Spirit directs you to give, simply give out of love and be confident in faith that you were supposed to do it. Giving can be a great way to develop a relationship! I would say that about half of my giving develops into a relationship and about half just glorifies God, planting a seed for someone else to develop as we've discussed earlier. Either way, the person will be developed by you or someone else because it is God's plan!

I think it's pretty obvious that when you are developing a friendship with someone you give of your time, talent and treasure. Think about any friendship you have, and you could make a significant list of the things you've done with and for each other. In the development phase of evangelism, it's no different. We are developing friendships with people with whom to share Jesus and God's love. I remind you here that all service is sacrifice, and we are expected to sacrifice ourselves to the greater good of God's kingdom and that includes our time, talent and treasure.

Conclusion

I love the development phase. This is where you get to get your hands dirty! People's lives are messy, and if you want to be an evangelist, you have to be willing to get right in the middle of that mess just like Jesus got right in the middle of our mess by coming to earth to save us! Yes, it can be extremely frustrating! Working with people is often two steps forward and fifteen steps back! But there is nothing more rewarding in life than developing a friendship with someone with whom you can share Jesus. You literally are saving their lives and then get to spend eternity with them enjoying this friendship forever.

Development can take a long time so don't get discouraged. Remember, once you decide to develop that friendship it is a life-long relationship so there is no time limit on when you have to share Jesus. You just have to get to it within the natural flow of the relationship.

Last thought before we move on: you must love the person you're developing. They are not a notch on some spiritual gun belt. They are a person made in the image of God that you are trying to bring home! Development will never work unless you care for that person.

CHAPTER 4

KEY POINTS

1. Probe for shared experiences you may have with your target. Shared experiences are a great way to develop quick rapport.
2. Meet people in their pain. Most of us are emotional about something, and as we've learned, most like to share that stuff! Roll your sleeves up and meet people there!
3. Use your time, talent and treasure to serve others. All service is sacrifice but that is the name of the game!
4. People don't care how much you know until they know how much you care!

Chapter 4 Exercises

1. Find someone you know, but not too well and start to dive deeper with them. Find commonalities through shared experiences and work from there.
2. Overcome your fear or hesitation and meet someone in their pain, whether they be grieving, angry, sad, depressed or whatever their condition. Join them in it appropriately to develop a deeper relationship.
3. Find ways to use your time, talent, and treasure to serve someone other than yourself. Do so sacrificially not just out of your wealth. Pray about this so you are guided in your service by the Holy Spirit.

CHAPTER 5

RECRUITING

In the intelligence business, by the time you're ready to recruit or "pitch" a target, both parties pretty much know what's going on. Unless it's a cold pitch – not really recommended except in dire circumstances – you've worked the target for a long time, playing the game in such a way that it comes as very little surprise when you ask the target to formally have a relationship with you and to commit espionage against their own country. If they agree, they can do so for a myriad of reasons which have been identified and manipulated through the assessment and development phases to get to this point.

I cannot say the same is true when we "pitch" Jesus to someone we've been developing. But getting to the point where we can recruit someone into the family of God is the crux of what this book is about.

Let me remind you in the starkest terms why we do this: people will spend eternity in hell if we don't share Jesus with them and give them the opportunity to accept Jesus as their Lord and Savior. If you don't care about that, you don't have to worry about anything you've read so far. But if you do care about the eternity of people, then all the work you've done to this point targeting, assessing and developing will culminate in the pitch!

Certainly, you've dropped hints all along the way during the development phase! Your target has to know you're a Christian and has heard story after story from you during these past weeks, months, years about how your faith affects your life. You've not kept your faith a secret! But you've also not officially invited them into the faith yet either! This is when and how you can do it!

Every single person is different. We've learned that like Jesus, we meet people where they are. The same is true with the pitch. We meet our target where they are and in a way that meets their needs. This means the timing and approach of every pitch is different and tailored to the person with whom you've developed the friendship. So how do you know when the timing is right?

For me, I base it on a few things.

1. During the course of the relationship, I've dropped all sorts of Jesus hints, talking about Him in my life, church, faith and more. When I notice the target accepts these hints without tuning out, pushing back or with interest, I know the time is right.
2. If my target is going through a significant life event, I most likely will intervene with the pitch. I had a foster brother who was in the faith as a child, but I wasn't sure where he was as an adult. His life didn't seem very faithful. He ended up getting cancer, and about a month before he died, I pitched him to see where he was in his faith. I needed to know before he passed. He had reconnected with his faith. He was Catholic, so I helped get a priest to him before his last day so that he

- could confess and get last rights. Sometimes you just have to act even if you're not sure because circumstances dictate it!
3. When the target has shared personal information with me that goes beyond what you would just share with an acquaintance, I feel comfortable sharing Jesus without fear of turning the person off. They've initiated the deepening of the relationship so it's okay to go there now.
 4. If during the course of development, the person has asked or allowed you to pray for them you're good to go! When someone accepts your invitation for prayer it means they are not opposed to the idea of God, and by pitching them, you're just filling in the blanks about God that they may not know but clearly are okay with in their lives!
 5. You may be surprised, but someone may ask you to tell them about your faith or Jesus. They may ask to go to church with you. Or you may see during your conversation their eagerness to know more by the questions they ask or comments they make. This is a great time to strike!

Pitch Approaches

There are as many ways to make the pitch as there are people you are pitching! Again, every situation is different, and there is no one-size-fits-all approach even though some will tell you there is. My warning to you about that idea is that it feels so disingenuous when you use a "canned" approach with people. I know for me that I can smell that coming a mile away, and I don't like it. It feels slimy, intellectually dishonest, and as if I'm just a number not a person. There's no connection in that; there's no relationship in that; there's no love in that. So, take my advice and don't use a canned approach. Meet everyone individually where they are as if they are the most important person in your life at that moment, the same way you'd want someone to meet you! After all, God has sent you to them.

That said, let's talk about several ways to approach people to tell them the Good News of Jesus Christ!

The Direct Approach

This is by far the one you will use the most to pitch your target. You simply find an opening and share Jesus with them. You've developed a relationship with them in such a way that you know that when you share the gospel with them, they will listen to it carefully and with interest and questions. Here are some examples of how to use the direct approach.

Example #1

You've developed a relationship with a guy with whom you have Marvel movies in common. You both enjoy seeing and talking about the Marvel universe, and you've been to each other's homes to watch movies and just hang out. He knows you're a Christian who goes to church and is very involved with your faith, and he's cool with that. He

himself did not come from a church background so doesn't know much about it; yet, he lives a pretty moral life and seems to be okay with the teachings of Jesus in the abstract.

You: Hey Frank, you know that I'm a Christian, right?

Frank: Sure, who could miss that. You're always bringing Jesus up somehow!

You: Yeah, I know, but He's just such a big part of my life. In fact, He's the number one priority I have.

Frank: I can see that!

You: So, I'd like Jesus to be the number one priority in your life, too! I know I've not ever talked with you about it like this, but I care about you so much that I want to share with you who Jesus is and why you should accept Him as your Lord and Savior.

Frank: Really? Are you going to get all religious on me?

You: Haha – naw, I think you know me better than that. I'm not going to beat you with the Bible, but I do want to talk about how much Jesus wants a relationship with you. Let me start by telling you how much God loves you!

Frank: Why would He love me? I'm pretty miserable when it comes right down to it.

You: Yeah, me, too! But God loves us all in a way we honestly can't understand. In fact, He loved us enough to allow Jesus to die in our place. You see, we have been rebellious against God – the Bible calls it sin – but think of it as being disobedient. We do things that God has told us not to. Because God is a God of Justice, there had to be a penalty for all our rebellion. But instead of us being held responsible for it, Jesus said He would take our punishment for us. It would be like you being found guilty in court of some heinous crime that deserves the death penalty and Jesus stepping in and saying He'd take your sentence for you and you were free to go!

Frank: Why would He do that?

You: Dude, He loves you! He created you. He wants you with Him for eternity. So, He came and died in your place! But He rose from the grave to prove He conquered death and sin so that you, too, can rise with Him when you die. You see, we're souls in a body not a body with a soul! When you accept Jesus as your Lord and Savior, you get to spend eternity with Him in glory!

Frank: What happens if I don't accept Jesus like that?

You: Well, remember how I said Jesus took your death sentence for you?

Frank: Yeah.

You: Well, you not accepting Jesus would be like you telling Jesus in the courtroom, “Thanks, but no thanks, Jesus. I’ll take my own sentence. I don’t want you to take it for me.” And then you’ll be put to death – spiritual death which is a sentence of eternity in hell, which is basically eternity without any part of God, who is everything good, beautiful, perfect and right—so the opposite of that.

Frank: WOW!

You: Yup, there are only two places to go when you die – heaven with Jesus because He loves you or hell because you decided you don’t want Jesus in your life. That’s it. I’m going to heaven and want you there with me, which is why I’m telling you all this! So, what do you think? Can we pray together to accept Jesus into your life as your Lord and Savior?

In this scenario, Frank may answer several ways:

- Yes, let’s pray;
- Let me think about it;
- No, I’m not ready to do that yet; or
- No, I don’t want to do that.

If it’s yes, great! Pray with Frank and walk him through accepting Jesus. If it’s one of the next two, continue your development. If it’s no, I don’t want to do that, keep developing and see if Frank ever has a change of heart, especially if another approach may work. Remember from our assessment phase, that we can use multiple approaches until we find one that fits!

Example #2

You’ve been mentoring a younger colleague at work. This person looks up to you and respects you as you’ve modeled for them caring, service, and accountability. In fact, they’ve said more than once that they want to be just like you when they’re your age.

You: I want you to know how much I value our relationship.

Jackie: Me, too! I’ve learned so much from you. I hope that someday I can be in the same position to help someone else like you’ve helped me!

You: I’m counting on it! In fact, that is why I am spending so much time with you. I believe that we all should give back and then train up the next generation to do the same.

Jackie: That’s one of the things I admire about you. Your willingness to serve others.

You: You know I get that from my faith, right?

Jackie: Yeah, I know that you go to church.

You: It's a lot more than just going to church. Jesus changed my life. In the old days, I'd never spend time with other people trying to help them. I just didn't care.

Jackie: I can't believe that. You're always helpful to everyone. What do you mean you didn't care back then?

You: Oh, I was a much different person before I accepted Jesus as my Lord and Savior. I didn't like or trust people. I was self-absorbed just doing things for me. People were there to be used and that's about it.

Jackie: WOW! What happened? How did you change so drastically? I'd never think you'd have ever been that way seeing you now!

You: Well, that's where Jesus came in. Christianity is not about church; it's about a relationship with Jesus. I'm not sure how much you know about Jesus, but He was God incarnate – meaning God in the flesh – and loved me and you so much that He died in our place so that we could be seen as holy and righteous before God the Father.

Jackie: Okay, that confuses me. Of course, I've heard of Jesus, but I don't get the whole Father, Son and Holy Spirit thing.

You: Yeah, that's the most confusing part of our faith. Let me see if I can help. The idea is three in one, meaning three things that are one. For example, H₂O can be liquid, solid, and steam but it's all H₂O. You're three in one as well – mind, body, spirit. Each is separate but it's all one! God is the same – three in one – Father, Son and Holy Spirit – three things that are one. It is a mystery but a very cool one in that each plays a major role in our lives!

Jackie: You're making my head explode!

You: Good! Because I want you to have what I have! God makes my head explode every day! You see, I was a bad man, living only for myself. But when I decided that Jesus would be the most important thing in my life, it changed me in a way that can only be called a miracle. Now I love people, want to help them and consider myself last and others first. There is nothing but the power of God that could make that change in my heart and soul. That is the power I want you to have in your life!

Jackie: Well, no offense, but I wasn't like you. I've always been a pretty good person.

You: Sure, I get that, but don't you have areas in your life where you could use some change? Or are you perfect?

Jackie: Hahaha – far from it! Yeah, there are areas where I could be better.

You: See, in our own power, we can only get so far. I don't care how much counseling you get or how many prescriptions you take, they're only going to take you so far. Healing and change come from the one who made you and that's Jesus!

Jackie: I see what you mean. So, what happens if I accept Jesus into my life? Do I have this massive life experience?

You: Yes and no! It's all quite supernatural which is obviously hard to explain, but when you confess your sins before God – the things you've done wrong against Him – and accept Jesus as your Lord and Savior, the Holy Spirit will enter into you and dwell with you! I know, freaky, but it happens! Then you will start seeing your world differently as God shows you a different way to live. And then you will see fundamental changes in your life as I did in mine. Like I said, it's a miracle.

Jackie: Hmm, why would I want to do that? I think my life is okay right now. Why would I need Jesus?

You: Great question! Is your life great right now? You have material security, friends and safety. But what do you think happens to you when you die? Do you think you have a soul, and if so, what happens to it?

Jackie: I think there is something beyond death, but I don't know what.

You: Every culture since the beginning of man has believed there is something beyond death because God put that in us. Yes, there is something beyond death – Heaven or Hell.

Jackie: Oh, so you're telling me that if I don't love Jesus, God will send me to hell!

You: No, that's not how it works. You see, in our natural state, we all rebel against God. I could make a list of things I do, and you do, that go against what He says is right. Because of that, we all deserve to be kicked out of heaven because we rebel every day against God. But Jesus fixed all that. Those of us who accept Jesus are saying that we accept the fact that He took the punishment we're supposed to have by dying on the cross and thus allowing us to go to heaven. The only thing I have to do is accept that gift through faith. If you choose not to accept that gift, well, you're telling God that you should be judged based on your performance instead of based on Jesus' performance. In the end, you're the one making the decision not God. God already made a decision to save you.

Jackie: Hmm, that kind of makes sense.

You: I know it's a lot to absorb. Let me make it easier: God loves you regardless of your performance because of Jesus. He wants you to be with Him forever so He's offered you a gift of grace – giving you something you didn't earn – and all you have to do is accept it through Jesus. That's it! But you don't have to, it's your choice.

Jackie: When you put it that way, why wouldn't everyone accept that gift?

You: Exactly. But people reject God for lots of reasons, mostly though because they don't understand who Jesus is.

Jackie: So, let's say I wanted to follow Jesus. What would I do?

You: Simple, talk to God, ask him to forgive you for anything you've done against Him, tell Him you believe in Jesus and want to follow Him and ask Him to give you the Holy Spirit. Feel like doing that right now?

Jackie: I'm scared about what God will do to me if I do!

You: I was, too! The funny thing is He changes you completely without changing you. It's like you become the person God always meant you to be and that you always wanted to be but couldn't become on your own. You're still you but a better version of you.

Jackie: I'm all for that! Let's do it!

You: Okay, let's talk with God. Just repeat these words after me:

Lord Jesus, for too long I've kept you out of my life. I know that I am a sinner and that I cannot save myself. No longer will I close the door when I hear you knocking. By faith, I gratefully receive your gift of salvation. I am ready to trust you as my Lord and Savior. Thank you, Lord Jesus, for coming to earth. I believe you are the Son of God who died on the cross for my sins and rose from the dead on the third day. Thank you for bearing my sins and giving me the gift of eternal life. I believe your words are true. I repent of my sins and choose you as my Lord and Savior. Come into my heart, Lord Jesus, and be my Savior. Amen.

Example #3

Let's do the hardest one next: a family member! Jesus told us that a prophet is never accepted in their hometown (Luke 4:16-30). Jesus' own brothers didn't believe Him until after He was resurrected, and they saw their dead brother alive again! It's been my experience that family members are the least likely to listen to you when you're trying to bring them to Jesus. This is pretty counter-intuitive! Wouldn't you think that the people closest to you would be the ones who would listen and trust most readily? Well, they really aren't! Because of the intimacy of the relationship, they're able to blow you off even though they still love you. The good thing about family, though, is you can be even more direct than you can with others because, well, they're family! Let's look at how to use the direct pitch approach with a family member and see how it goes!

You: I'm worried about you!

Family Member: Why? I'm fine?

You: , no you're not. You just think you are!

Family Member: What are you talking about? You're not going to start on me again about God, are you?

You: Yes, I am! You need to get straight with Him, or we're not going to be together in eternity!

Family Member: You know I don't believe any of that mumbo-jumbo stuff. There is no God, and there is no eternity. When you die, you're dead and gone.

You: I wish that were the case, but it's not. Let me explain it to you this way: if you're right and I'm wrong, I lose nothing. Sure, I could have had more fun while living, but when I die, that's it. It's over. I lived a good life and it's done. But if I'm right and you're wrong, you are so screwed!

Family Member: What do you mean I'm screwed?

You: You need to understand this clearly: if I'm right, there are only two places for you to go when you die – heaven or hell. That's it! You go to heaven if you accept Jesus into your life as your Lord and Savior because He fixes our broken relationship with God, or you go to hell because you reject that fix and tell God you don't want to fix the broken relationship and you don't want to be with Him.

Family Member: I just can't buy that.

You: Really? Do you really believe you don't have a soul? Do you really not feel a soul in your body?

Family Member: (Silence)

You: You know as well as I do that you have a soul. The question is what happens to it when you die? I believe we are souls with bodies not bodies with souls. Something has to happen to that soul when our bodies die. It makes absolutely no sense to live on this earth for eighty-five years for no purpose whatsoever. There has to be more to this! Everything in my being tells me I have a soul that is eternal. Mine just happens to cry out to God!

Family Member: Let's say I agree with you that we have a soul. So, what.

You: Okay, let's say you have a soul. Don't you want your soul and the rest of our family's souls to be together forever? Don't you want to be with your loved ones and friends for eternity? I do, which is why I harass you so much over this. I love you and want to be with you forever! I don't want you to be separated from God, and I don't want you to be separated from me!

Family Member: Of course, I want to be with you, too. I just don't see how that's possible!

You: Stop looking at this with your head and start looking at it with your heart and soul! I know it makes no sense to you right now, but God put eternity in you but you're missing it because you're trying to understand it intellectually instead of spiritually through your heart!

Family Member: That's hard; I don't know how to do that!

You: I get it, but I can walk you through it. Let me pray for – I know you think it's weird, but I just want to talk to God right now about you if that's okay.

Family Member: Okay, but I'm not accepting all this stuff yet!

You: I know, but you will at some point, trust me!

At this point, you pray that God opens the eyes of your family member's heart to see the truth that his hardened heart and head won't allow him to see. You ask that the Holy Spirit rock your family member's world in such a way that they have no choice but to accept the reality to Jesus.

You notice I didn't complete the pitch; I didn't get them to accept Jesus. I'm going to call this an extended pitch in that it may take a couple different conversations to get them there. But that's okay. You could follow up a week later after the prayer to see if there has been any change or if your family member has given any thought to what you talked about. Let the Holy Spirit do His job but keep at it!

The Invite

Inviting people to Christian events is a great way to move to the pitch. I want to go through some scenarios to show how you could do this. This approach goes beyond inviting someone to church, which is great, but doesn't always fit the circumstances you're developing. Here are a few invite approaches.

Example #1

You are in business and have a work colleague who is as interested in professional development as you are.

You: Hey Doug, I have this great opportunity to go to a leadership conference in August.

Doug: Really! What's it about? Who's speaking?

You: It's a two-day thing. Speakers include Angela Ahrendts, who is the senior vice president of retail at Apple; Simon Sinek – he's the guy I sent you that video of about the

“Why” in mission; Danny Meyer, one of Time’s top 100 most influential people; leadership guru John Maxwell; Carla Harris from Morgan Stanley and more.

Doug: Wow, some heavy hitters. Sounds great!

You: Yeah, you want to come? I’m happy to buy your registration!

Doug: When it is again?

You: August 9-10.

Doug: (Looking at his calendar) I can make that! I’ll put it down! Thanks!

You: Truth in advertising, though – it’s the Global Leadership Summit – they bring in both secular and Christian speakers. That won’t freak you out will it?

Doug: It’s not some crusade or something is it?

You: No, I’ve been to about a half dozen of them. Solid leadership instruction but from both a secular and Christian perspective.

Doug: , it sounds interesting. So, what’s the Christian angle?

You: Well, leading as a Christian can be difficult, because we have to do so in a way that parallels our ethics.

Doug: Don’t we all do that?

You: Yes and no. During your career, have you ever lied or taken a pen or violated a policy or anything like that?

Doug: Sure, but it’s no big deal.

You: Well, for us Christians, it is a big deal. There are no little transgressions in God’s economy. So, we have to manage people in love, not hierarchy; we have to absolutely toe the line to be a model of what behavior should look like; we have to treat others the way we want to be treated. It’s much harder than secular management in a lot of ways. The conference speakers teach us how to lead in a way that meets these and other requirements of our faith.

Doug: Sounds like a guilt-fest!

You: Naw, it’s not about that at all. It’s about respecting God so much that you want to do things His way not yours or how everyone else does it.

Doug: I can see that!

You: So, are you in?

Doug: Sure!

The cool part about a leadership conference is there are plenty of opportunities to discuss what each speaker presented and see how to apply it to your own situation. With Doug, I would plan on debriefing during lunch each day and again, the week after the conference, to identify key points, and then we could hold each other accountable to them. I also would set up the pitch. Here's how.

You: So, overall, what did you think of the conference?

Doug: Some of the speakers were great! Some just so-so.

You: That's pretty much par for the course of any conference I've been to. Who did you think were good?

Doug: You may be surprised to hear this, but I thought T.D. Jakes was excellent.

You: I love that guy – very dynamic speaker. What stood out to you about his presentation?

Doug: How he weaved practical leadership with a Christian message. I never thought about religion and business going together.

You: Hahaha – as Christians, we are to live our faith in everything we do. The Bible even tells us to work as if we are working for the Lord, not our human bosses!

Doug: Really! That ties in with what Jakes said.

You: It does make life a lot easier when you're not responding to the ups and downs of people and instead are focused on doing things for God who never changes.

Doug: Yeah, I really like that idea!

You: Doug, do you have any religious background or is this all new to you?

Doug: Oh, I went to church as a kid – even was baptized when I was 11 years old. But I've not been to church since high school. I kind of left that behind.

You: Not to pry, but did Jakes' presentation stir something in you?

Doug: Is it obvious?

You: Only to the trained eye! (said jokingly) Seems to me that there is a spark in you that wants to be ignited into a flame.

Doug: Maybe, but I had a bad experience in church.

You: Haven't we all. Good thing we don't worship church! We worship God the Father, God the Son and God the Holy Spirit. Don't let a bad experience at church, or with Christians, sour you on God.

Doug: Yeah, you're right. If I think about it, God didn't do anything to me, idiot people did!

You: Even Christians fail and hurt others, and I know that it breaks God's heart. I also know that God wants you back with Him. That's why you're kind of feeling like you are. Jakes' presentation fired you up! The Holy Spirit caught you!

Doug: You're right. But what can I do?

You: It's really simple; rededicate yourself to Jesus. Just talk with Him, tell Him you're sorry you've been away so long and that you want to come back. Ask forgiveness for anything you've done that was against Him and then accept that forgiveness. You know that!

Doug: I do.

You: Come on, let's do it right now. I'll pray with you!

I think you may find that a lot of people you are developing have some background in the faith, especially people who are middle-aged. This is helpful during the pitch stage because you can use that background as a springboard. I have a lot of friends who have some background in church as a kid but haven't darkened the doors of one since high school or their wedding day. It's not that they are opposed to God, it's just that they don't know Jesus and don't have Him as a part of their lives. This is why Jesus says in Matthew 7:23 that He never knew those who thought they were followers doing things in His name. The people in that verse didn't have a relationship with Jesus just like many of my friends who may consider themselves Christians; Jesus doesn't know them. We have to work to bring them back home as well!

Example #2

As we've discussed, movies are a great way to develop relationship. Today, there are all sorts of Christian movies that are decent to watch that even non-believers enjoy. Inviting someone to such a movie is a great way to set up the pitch.

You: Hey, some of us are going to go see the movie *The Shack* this weekend. Want to come?

Sally: Who's going?

You: Jim, Craig, Laura, Tanya, Shannon, Bret, Ann and me.

Sally: Big group!

You: Yeah, should be fun. We wanted to see if you'd join us!

Sally: What day and time?

You: Saturday, 1 p.m.

Sally: Yeah, that sounds like fun. Which theater?

You: Regal 5000

Sally: What's the movie about? I think I heard a little about it.

You: I don't want to give away too much, but it's based on a book by a guy that does an incredible job explaining pain in this life and who God is.

Sally: So, it's a Christian movie?

You: Yeah, but I hear it's excellent. Some of those movies are so cheesy. But I'm really looking forward to this one. It's getting great reviews from secular papers.

Sally: Okay, see you there.

Once you see the movie, you'll want to connect back up with Sally. One great way to do it is bring others who saw the movie with you so you can talk about all the ins and outs and how it affected you. This is how I'd get to the pitch.

You: Sally, what did you think of *The Shack*?

Sally: It was pretty powerful. I really relate to the father character.

You: How so?

Sally: He was just in such pain and so angry. I get that.

You: Wow, you've never shared with us that you're hurting. Want to talk a little about it?

Sally: Not really, I just have some issues that are tough.

You: Okay but know that we all are here for you! And I hope you realize after watching *The Shack* that God is here for you, too, even when it doesn't feel like it!

Sally: Like I said, I feel like that father character. I'm kind of mad at God.

You: That's okay! That means you're in relationship with Him! He's big enough to handle your anger.

Sally: What do you mean?

You: I mean that He's not mad at you for being mad at Him! Being mad at someone means you still have a relationship with them. If there is no relationship, there is no reason to be mad, right? So, you and God are having it out! Great!

Sally: You're the first person to ever put it that way!

You: Well, I've been mad at God, too. In fact, I think everyone here has been ticked off with God at one point or another. We all have pain, Sally, so we all wrestle with God about it.

Sally: I thought I was the only one. I thought all you "Christians" had it all together!

You: Ha! Far from it! Being a Christian doesn't mean we have perfect lives. It means that we have Jesus with us as we go through this life.

Sally: I wish I felt that way.

You: Oh, you can, but right now, you're kind of blocking Jesus from helping you because you're mad at Him. Perhaps, it's time to bury the hatchet with Jesus and get back on track.

Sally: He wouldn't want me.

You: Oh, Sally. Didn't you see it from the movie: God loves you especially! There is nothing you can do to change that. He wants you more than you could ever know.

Sally: You think so?

You: I know so. Let's talk with Him and get through this!

I find that a lot of people believe that God doesn't like or love them. This mostly comes from people who have a hard time liking and loving themselves, and they project that on God. It's important to rid people of this idea so they can see the truth of Jesus: He will never love you more or less than He does right now! You are always loved regardless of your performance, and He always wants you to come home.

Example #3

I have to admit that I'm not really a "joiner." I don't belong to Rotary or the Lions Club. I don't belong to many groups. The organizations I do belong to meet rarely or never. The only thing I've joined and participate in regularly is church! But I don't do all the event stuff churches do. I know, I'm bad, but it's just my personality. One of the things I get invited to a lot are men's retreats. I never go unless I'm one of the speakers. There are reasons; you can read my first book if you are super curious. But for others, being invited to a men's or women's retreat is a powerful way to get to the pitch! Let's take a look.

You: Jill! What are you doing the weekend of June 17?

Jill: I have no idea. You have something in mind?

You: Yeah! There is this great women's retreat I'm going to at the coast; I want you to come!

Jill: Me? At a women's retreat? What's it about?

You: The title is Mind, Body, Soul: Renewal and Healing

Jill: That sounds great!

You: Can't beat a weekend at the coast! I know I need it!

Jill: Me, too. I'm burned out.

You: Come on, then. It will be fun.

Jill: Send me the information on it.

You: Great!

Now, I didn't say what kind of retreat. When I send the information, Jill will find out it's a faith-based retreat. I'm not doing a "bait-and-switch" here. I'm just letting the process play out. Let's see how to handle that.

Jill: Thanks for the information on the retreat. I think I'll pass.

You: Why?

Jill: You didn't say it was with your church!

You: Oh, does church freak you out?

Jill: Let's just say I've had some horrible experiences with church and Christians.

You: I'm a Christian; have you had horrible experiences with me?

Jill: No, I didn't mean you.

You: Look, you said it yourself. You're burned out. So am I. I need this renewal on the coast. I think you do, too. Tell you what, do the conference with me. I'll pay for your registration. You can drive yourself, and if it gets weird or uncomfortable, you can leave. But I'll stick by your side the whole time, and we can get some healing I think we both need.

Jill: I just don't want to be attacked and judged because I don't believe the same things as you guys.

You: I don't want that for you either! That's not what this event is about. We are there just to recharge our batteries. Come on, I'll protect you!

Jill: Okay, but I will leave if it gets strange like people putting their hands on me or speaking in tongues!

You: I'll leave with you if that happens!

You've convinced Jill to go. Now you have to protect her and ensure she has a safe and good time during the conference. You will spend a lot of time with her during off-hours, enjoying the coast and talking about the topics of the conference. At the end of the conference, you move to the pitch.

You: Jill, what did you think? Did it get too weird for you?

Jill: No, I really enjoyed it. The women there were very nice, and it wasn't at all like the church I remember.

You: What church did you go to?

Jill: It was a pretty conservative one.

You: Look, there are lots of churches out there; some more in line with Jesus than others. I think you heard at the conference who Jesus really is: He loves us, wants to heal us, wants us to rest in Him, His burden is light, and He wants to help us in every way. Is that something you would want in your life?

Jill: Honestly, yes. I just don't want all the church stuff.

You: Okay, that's fair. One step at a time. What if I told you that you can accept Jesus in your life and still have fellowship with others like the ladies you met this weekend. Would you do it?

Jill: Yes, I would.

You: Well, you can! I want to be one of those people walking by your side. I had so much fun with you this weekend, and I think you did too. Jesus can do that for you – renew and heal your body, mind and spirit.

Jill: I do feel a lot better. Would you do that? Would you walk with me in this?

You: Absolutely! Should we go to God and ask Jesus into your life so that He can do all those things for you?

Jill: Yes!

There are a ton of things you can invite people to do in the Christian venue to move toward the pitch. Of course, inviting people to church – especially on Christmas, Easter, Mother's/Father's Day, healing services, National Day of Prayer, holiday events, Bible studies and more works as well! I think too often we are afraid to invite people for fear of being turned down or jeopardizing the friendship in some way by including Jesus. I would just encourage you to be bold and not make fear-based decisions but faith-based ones. If you've developed your target correctly, bringing Jesus to the party won't do anything but strengthen your relationship.

The Intervention

Sometimes the best way to pitch someone is when they are in crisis and need intervention – yours and Jesus'!

Example #1

You: Hey Sam, you look like you're having a hard day!

Sam: Yeah, seems like every day is a hard day.

You: What's going on?

Sam: Same crap, different day.

You: What's the same crap?

Sam: I'm just so tired of being sick. Between the migraines, diabetes, neuropathy, and pain – I just can't take it. I just want to die.

You: That sucks. I know that some people who have chronic pain and health issues also get down.

Sam: You said it. I just want to crawl in a hole and die.

You: So, let me ask you this: where does your faith fit into all this?

Sam: What do you mean my faith?

You: You know, your faith – your belief in God.

Sam: I'm pretty sure God doesn't like me! Why else would He make me suffer like this?

You: Well, , God loves you more than you would ever believe.

Sam: How do you know that? It sure doesn't feel that way!

You: I don't think I've ever shared this with you, but I have a lot of issues, too. And if it weren't for Jesus, I'd be curled up in that black hole right beside you.

Sam: What could Jesus possibly do to help me? Cure my diabetes?

You: Perhaps, but maybe if He didn't do that, He'd give you the ability to manage it in such a way that it wouldn't control you and instead you'd get your life back!

Sam: Sure, fat chance.

You: I'm telling you, Sam, it's what He did for me. I have all sorts of medical and personal stuff going on that could be crushing just like you have. But through my faith, prayers and God's grace, Jesus has given me the ability to deal with it. I don't need physical healing because I have mental and emotional healing from Jesus.

Sam: So, how do I get this little miracle?

You: You ask.

Sam: That's it, I ask?

You: Yup, but you have to do so in faith. I think you know there is a God and you seem to know who Jesus is. What you have to do then is just put it all together. Jesus is the Son of God who came to earth as God incarnate – in a human body – to die for us because mankind had rebelled so badly against God that justice had to be served. Jesus loves you so much He died for you. You just have to admit that, confess that you rebelled against God, seek His forgiveness and accept Jesus as your Lord and Savior. Then Jesus can work in your life through the Holy Spirit.

Sam: I went to church as a kid, and a lot of that sounds familiar, but honestly, I never believed in any of that.

You: So, you want to live the rest of your life in torture, feeling like you do today?

Sam: Of course not!

You: Do you remember from church that Jesus healed people?

Sam: Sure.

You: So why don't you think He'd do the same for you if you had faith?

Sam: (Silent)

You: Look, only God can heal what God alone made! You are His creation, so you ought to go to Him for healing. I think you know in your heart I'm right about this.

Sam: Does it mean I'll become a Jesus freak like you?

You: I hope so, but only God knows what He has in store for you!

Sam: Okay, it's worth a try.

You: Sam, this isn't some over the counter drug you're trying. This is coming before the God who made the universe and everything in it and asking Him to heal you.

Sam: Okay, okay! (deep breath) I'm ready.

You: Okay, Sam, let's go talk with God. Just repeat these words after me and soften your heart to allow Jesus to work, healing you the way He knows is best for you!

Example #2

Your phone rings, and a friend on the other end asks if you can help with something. Of course, you are eager to do so. You learn that one of their family members has an alcohol problem. They are quite functional, but the drinking is getting worse and beginning to affect their work, relationships, and life. What was once controlled is now getting out of control. Your friend asks if you can help intervene. You agree to meet with the family member.

You: Hey Rick, thanks for meeting with me.

Rick: I know my family called you to talk with me about my drinking! I'm really not happy about it, but they pressured me to meet with you.

You: Whatever, I'm just glad we can talk a little.

Rick: I'm not going to stop drinking!

You: I didn't ask you to.

Rick: Aren't you here to lecture me and tell me to stop drinking or I'm going to hell? That's what my family tells me!

You: Nope, that's not why I'm here.

Rick: Why are you here then?

You: Most people don't drink to drink; they drink because there is something deeper and darker going on in their life. I'm interested in that, not the drinking.

Rick: (Silence)

You: Rick, you're not the only one who ever self-medicated with alcohol. Most people look at people who drink as having a drinking problem. And for some, that is true – they're just addicted to booze. But for a lot of other people, there is much more going on. I have a feeling you fall into that latter category. So, I'm here to talk about that stuff, not your drinking. Drinking is just the symptom, not the disease.

Rick: You're the first person who has figured that out!

You: Takes one to know one, my friend. Like I said, you're not the first person to do this.

Rick: You get it!

You: I only know my own experience and what I've seen in my life. But I understand that life is a lot more complicated than what others see.

Rick: I've never shared this stuff with anyone.

You: That's okay – you don't have to share with me, unless you want to. But my experience is it always helps to get it out in the open, so it stops being a cancer in your bones.

Rick: That's exactly what it feels like – like it's just eating away at me one day at a time.

You: Been there, done that, got the T-shirt.

Rick: I have a drawer full of T-shirts!

You: Hahaha!

Rick: This is really hard to talk about.

You: I know, but I'm not here to judge you, and believe me, nothing you will say will shock me. I'm just here to be a friend. Oh, and this is all confidential. We won't be sharing this conversation with your family.

Rick: GOOD!

You: So, what's on your mind?

Rick: It started when I was young, about five years old. An uncle of mine abused me sexually.

You: So, you've been living with this for fifty years?

Rick: Yes.

You: Did he abuse you once or over a long period.

Rick: A long period. Nobody ever knew.

You: Wow, that is brutal.

Rick: Now you know why I drink. I have bad memories and nightmares about it. I seem like I have my act together, but at night, the demons come, and I drink them away.

You: That makes complete sense and is a normal response to a trauma like that!

Rick: What? My drinking is normal?

You: Given what you're trying to do, yes. But I don't think it works. You see, you're really not solving the problem, you're just putting a whiskey band-aid on it every night. Then in the morning, that band-aid comes off, and you have to replace it again and again.

Rick: It's all I know how to do.

You: Is your uncle still alive?

Rick: No, he died a couple years ago.

You: So basically, you have a significant trauma in your life that is completely unreconciled that is causing you untold amounts of pain that you don't know how to heal, but you manage with booze. Right?

Rick: Right. That's why I'm not going to stop drinking, no matter what my family says. They just don't understand.

You: I get it. Let me ask you a question: have you ever heard of post-traumatic stress disorder?

Rick: Yeah, it's what soldiers get during a war.

You: Yes, and it's what the rest of us get when we are exposed to near-death experiences and other traumas such as child abuse, sexual abuse and other violent encounters.

Rick: What are you saying? I have post-traumatic stress disorder?

You: Maybe? I'm not shrink, but I do know that a trauma like yours can cause significant emotional damage to how your mind deals with stress, perceived dangers, trust, relationships, anger, irritation and other things called "triggers."

Rick: Hmm.

You: PTSD isn't a bad thing necessarily. It is a normal response to an abnormal situation. You experienced a trauma, and your brain is trying to protect you from future trauma by rewiring itself in a way that makes you less trusting, hypervigilant and all the rest.

Rick: So, what can be done about PTSD?

You: I like to use the "three-legged stool" approach. The first leg is counseling. It will give you some management tools to help you when you're triggered. Counseling will also give you some ideas of how to react better when you're struggling. The second leg is medication, but only if it's necessary. Here's the thing about medication – it only works if you have a chemical disorder in your brain. If your chemicals are working right, the pills don't do much. But if your chemicals are messed up the pills help get them back in order. Medication is important because we cannot will our brain chemicals to work right. The third leg of the stool is the most important – GOD. Counseling and pills are great, but only God can heal a broken soul and that is what happens when you suffer an abuse like you did – your soul is broken, and you need the maker of that soul to fix it.

Rick: I'm good with the counseling and the God piece, but not the medication. I don't want to take any crazy pills.

You: Dude, you're already taking "pills" every night – it's called whiskey.

Rick: I know, but whiskey is just a depressant to help me calm down and sleep.

You: I get it. Remember, I've been there, too. But the drinking is going to cost you, and it doesn't have to. There are other things we can do. If you don't want meds, okay. Let's talk about counseling and God then.

Rick: Okay.

You: The counseling part is easy – we just get you to someone that can help; even AA is a good place to start. But I’m more interested in learning about where you are spiritually.

Rick: I hate God.

You: Why?

Rick: He didn’t listen to my prayers. I prayed that He’d stop my uncle from abusing me, but He never did. If He’s all powerful and He loved me, He should have made it stop.

You: Have you told God that?

Rick: What do you mean?

You: Have you screamed at God how angry you are about Him not helping you?

Rick: No. How would I do that?

You: I don’t know how familiar you are with the Bible, but in the Old Testament, King David was pissed at God, too. In his writings, called Psalms, David cries out to God things like, “Why have you forsaken me?” and “Where are you?” David often wrestled with God over stuff. God wants you to do that with Him.

Rick: Don’t you think He’d just strike me dead and send me to hell if I did that? Better just to suffer here.

You: No, that’s not how it works. God does really love you, and while what happened to you sucked, God didn’t do it.

Rick: HE DIDN’T STOP IT EITHER!!

You: Yeah, this is the hard part – God doesn’t take away the free will of people; they can do good or evil. He allows them to act, but He will judge them in eternity for their acts good or bad.

Rick: What good is that?

You: Well, for me, it gives me hope. You see, I trust that God will punish people who mistreated me better than I ever could myself. God’s justice is perfect – everyone will get what they deserve. I’m good with that, because I know bad people will get what’s coming. We do, indeed, reap what we sow.

Rick: So, my uncle is getting what he deserves now that he’s dead.

You: Yup.

Rick: Okay, that makes me feel better, but what about me? I'm miserable.

You: Yeah, I was, too, until I realized something one day. I was praying and telling God how upset I was about some of the stuff that happened to me and asking Him the same question you are: why did you allow this to happen?

Rick: What did He say?

You: He told me this, "Just think how bad it would have been had I not been there."

Rick: (Silent)

You: I did think about that and realized that had God not been there while bad things were happening to me it could have been much worse. I also realized that God has been able to use my bad experiences to help others get through theirs...like you right now. This, my friend, is a divine appointment. God Himself has sent me to you to tell you that there is hope in Him!

Rick: So, He's not forgotten me and thrown me away?

You: Far from it. He's calling you to come to Him so He can wrap His arms around you, care for you, protect you, heal you and make things new for you.

Rick: So, you're saying I shouldn't be mad at Him?

You: What I'm saying is we should go to Him and figure all this out with Him so you can repair that relationship and get on with your healing. Fifty years is a long time to carry such a burden alone. Jesus will carry it with you if you let Him!

Rick: What about the drinking?

You: When you get right with Jesus, you won't need it anymore, because Jesus will help you in a way that whiskey can't. And remember this, all good things come from God, so counseling is a good thing that God endorses as part of the healing process.

Rick: And medication?

You: ALL good things....so, yes, medication, too, if someone needs it.

Rick: So, now what?

You: Are you ready to get right with God?

Rick: I guess so.

You: Okay, let's talk with him. I want you just to open up your heart and tell God exactly what you're feeling. Then we'll listen a bit and see if He tells us anything back. And then we'll just work it out with Him in prayer. That sound okay?

Rick: Yes!

Example #3

A girlfriend calls you, and she's down. You know that she gets depressed, but this is different. She's talking about hurting herself. You're concerned that she is thinking about committing suicide.

You: Brenda, I'm starting to worry about you!!

Brenda: I'm okay.

You: I need to ask you pointblank: are you thinking about hurting yourself or committing suicide?

Brenda: No. I'm just down and being dead seems so much better than living this crappy life.

You: Have you ever thought how you might kill yourself?

Brenda: Well, I've thought about just driving my car off a bridge on the highway or jumping off that same bridge into traffic. But I'd never do it.

You: How can I trust that you'd never do it?

Brenda: I'm a chicken, hahahaha, and I know that I'd just be causing my family a lot of pain by doing it.

You: Brenda, I need you to make me a promise. Will you do that?

Brenda: Depends, what it is!

You: You need to promise me that if you're ever thinking about hurting yourself, you'll call me or 911 to tell them.

Brenda: (Silence)

You: I mean it, Brenda! You need to promise to call me!

Brenda: Okay, okay – calm down!

You: I can't calm down! Do you know how important you are to me? How much I love you?

Brenda: No, I don't think anyone really loves me.

You: I know that it is hard to see when you're depressed and you're looking through that prism, but there are a lot of us who love you!

Brenda: Name five!

You: Let me just name one that is the most important: JESUS!

Brenda: Come on.

You: No, really! Jesus loves you, has plans for you in this life and the next, and doesn't want to see you hurt or hurt yourself.

Brenda: I don't even think He exists.

You: Brenda, do you trust me?

Brenda: Of course, that's why I called you.

You: Then trust me when I tell you that not only does Jesus exist, but He wants to be your best friend – the most loyal, loving, caring, protecting and giving friend you could ever have. That's what He is to me.

Brenda: You really believe that stuff?

You: Of course, and I want to share why you should, too!

Brenda: I don't know. My parents told me it was all a hoax.

You: It's not. Roman and Jewish historians have recorded that Jesus lived and was crucified.

Brenda: Really?

You: Yup. But think about it this way. When Jesus died, He had 11 disciples left and a handful of women. That's it. Today, there are 2.1 billion Christians who have accepted Jesus as their Lord and Savior. It's a miracle that only happened because Jesus is real, was raised from the dead, sits at the right hand of the Father and is coming back to get us!

Brenda: 2.1 billion from 11 people? That can't be true!

You: I like how one Jewish leader put it, a guy named Gamaliel put it this way: “If the Jesus movement was not from God, it would die out like all the other movements. But if it is from God, there would be no stopping it.” Well, there’s no stopping it!

Brenda: Okay, so what. So, what if Jesus is alive.

You: If Jesus is who He says He is, it’s the biggest deal in all of history! It means that we have direct access to God! It means the Jesus loves us and we are His friends. It means the God isn’t mad at us and all is reconciled. It means that we get to spend eternity with Jesus.

Brenda: That all sounds good...

You: (Interrupting) Do you know what this means for you personally? It means that there is a reason you don’t feel like this world is your home! It’s because it’s not! When you accept Jesus Christ as your Lord and Savior, this world is not where we belong! We are citizens of heaven – that’s where we belong. And that’s why we all feel agitated about being here like it’s a bad fit!

Brenda: That’s exactly how I feel – like I don’t fit in!

You: God is putting that in you so you realize where you DO fit – with Jesus! It’s not about you getting out of this life because it is so bad; it’s about you accepting your true identity in Jesus so that you can embrace the place you belong!

Brenda: That would be great. But how do you do it?

You: It’s a faith thing. The same way you have faith in me and trust me is what you need to do with Jesus. You need to trust that He not only is real but is who He says He is – the Son of God! You need to have faith that He loves you so much that He died in your place so that you could be with Him forever! Now that’s true love!

Brenda: For some reason, I’m feeling like that’s all true!

You: The Holy Spirit is softening your heart. Let’s go talk with God RIGHT NOW about all this so you can embrace the true you in Jesus instead of suffering thinking that there is no place you belong.

Eternity Question

I don’t think I need to use but one example for this pitch approach. It’s one I used with my dad with unknown results before he died. Basically, I boil down the pitch approach to what happens after you die. Hardcore atheists will argue that nothing happens – you just die and that’s it. As believers, we know all the problems with that, which I’ll outline in the example. But atheists, like my father are a VERY tough sell. Sometimes, it’s pride – they have to be right. Sometimes, it’s that they don’t want to submit to something bigger

than themselves and thus be held accountable – that was my father’s issue. Sometimes, they are just super hard-hearted like Pharaoh. Whatever the case, there is only two ways to look at this.

Dad: Tom, you’re just wrong. I just can’t believe in some invisible God that intervenes in our lives.

Tom: Okay, dad. Think about it this way: if you’re right and I’m wrong about all this, the only thing I lose is a little earthly pleasure. I live a good life and I die. That’s it. I’m gone, according to you. But if I’m right and you’re wrong, you’re screwed. You spend eternity in hell.

Dad: I can live with that.

You: No, you have no idea what you’re talking about! You have no idea how bad hell will be because you’ve not even given the idea any credence.

Dad: You’re right – I haven’t because it’s all nonsense.

You: That’s a pretty big roll of the dice given you can’t prove your position.

Dad: You can’t prove yours either!

You: Exactly, and that’s why it’s a 50/50 proposition for you. I like my odds because I don’t lose anything if I’m wrong. Your odds suck because if you’re wrong you lose everything!

As you can imagine that conversation did not go well with my father, and the way I’ve portrayed it is pretty accurate – not very politically correct or framed in any sort of graceful way. I just laid it out in front of him. Here’s the ending of that story though. My father died, and my sisters and I went to clean out his apartment. Years before I had given him my old Bible – a KJV Bible from when I was 15 years old. I will be danged if that Bible wasn’t sitting on his coffee table right next to his Carl Sagan book, *Cosmos*. Hmmm, who knows.

The eternity question is a good one with hard people. But there are a couple things you can throw into the mix of the conversation.

First, one of the things I ask is if the person believes they don’t have a soul. Can they say that when they think of themselves there is no soul, just a mind and body? Most have to admit there is “something,” but they don’t know what it is. But some will tell you they don’t feel anything beyond their mind and body!

Second, I bring up how useless life is if all you do is live and die. It makes no sense. There is no logical reason for a human being to exist if all they do is live and die. What’s the point? However, if you have a soul and you understand Scripture, there very much IS

a point to our lives today otherwise it isn't just a short time here and then we're gone. It's a short time here and then eternity! Having something happen to us after we physically die is the only thing that makes sense as to why we live in the first place. Without that, life is meaningless.

Third, how hopeless it would be to live only to die. Atheists have tried to claim meaning in their accomplishments that push society forward, their family and other things. But even when they're explaining it, you can tell they don't believe it deep down. If you just live to die, there is no hope. Nothing you do matters even if you're doing it for your children because they're just going to die and be gone, too. The only way there is hope is if there is a resurrection!

Lastly, I got this from that old Jodie Foster movie *Contact*. Foster plays a science type listening for ET, while Matthew McConaughey plays a theist and antagonist who brings up the theory of Occam's Razor. This philosophy assumed there exist two explanations for an occurrence. In this case, the simpler one is usually better. Another way of saying it is that the more assumptions you have to make, the more unlikely an explanation is. The theist basically says believing in creationism and that there is a God is a much simpler explanation than everything that goes into believing in evolution and scientific reason. Chew on that one for a minute.

If someone bites on either the soul piece, the hope piece or the odds piece, you reel them in by going into a deeper discussion as to why YOU believe what you do and your testimony. The beautiful thing about your testimony is it's your story, and nobody can disagree with it, because it's your story! My experience is that your story is what pushes someone over the edge to consider Jesus not just theology, an argument, merely guilt or even hell.

Changing Your Life

The last pitch approach we will use here is showing someone tangibly how Jesus can change their life!

In theory, we Christians are supposed to be a bright light that draws others to us because they want what we have! In practice, I see a lot of dim bulbs out there within the Christian community that make people wonder if there is a short in the wiring or if the light is even going to stay on at all.

Before I get into the scenarios, let me share what our light is supposed to look like so that you understand how to go about your business.

First, I liken it to a lighthouse. Think of that image for a second. The light is always on, circling, searching out into the darkness and is visible to anyone who looks. It also keeps rotating so that if someone misses it the first time, they will have plenty of opportunity to see it again! That should be you!

Second, it's not artificial, but instead, your light is authentic. Just like everyone else, Christians have their ups and downs. The difference is how we handle them! In my travels, I met a couple of men I admired because they had something I didn't – they were gentle. If you can't tell by now, God made me into more of a David or a Peter than a Stephen or a Timothy. I was drawn to these two men because they just had a sense of calm around them no matter what was happening. I was the chair of our church council during a very contentious time, and there were times my fiery personality wanted to express itself. Yet, I'd look across the table at this friend and marvel at how he kept his cool even though I knew he felt exactly the same as me. I'd tell myself, and even pray to God, that I should become more like these two guys from the Bible. They were authentic and shined an incredible light that I wanted.

Third, our light lights up a room, it doesn't blind people! Do you know what I'm talking about? Have you met *those* Christians? The ones who feel especially bright and let everyone know it? That kind of light makes one squint and turn away instead of drawing near to it. Don't mistake yourself for the sun and make it so people can't stare into you!

Last thought before we get started: the light that is most interesting to people and draws them nearest to us are these:

- Peace
- Love
- Joy
- Patience
- Kindness
- Goodness
- Gentleness
- Faithfulness
- Self-Control

These are the spiritual fruit you'll find in Galatians 5. They express themselves like this:

- Compassion
- Sympathy
- Empathy
- Support
- Humor
- Sacrifice
- Grace
- Mercy
- Forgiveness
- Non-Judgment
- Humility

This is the light that will shine in the dark. This is the light that will seek out others. This is the light that others will pursue. This is the light that Christ put in you and that you

must cultivate and let shine no matter the cost! I throw that last line in there on purpose. Realize that when your light shines bright, Satan sees it, too, and will do everything he can to snuff it out! But he can't unless you let him. There is nothing he can do to turn off the light Christ has given you unless you yourself decide to turn it off. Be bold – shine brightly! It pisses Satan off!

Example #1

I have a friend who has cancer. Along with that cancer, she has a number of other ailments most recently being some fractured vertebrae. I have another friend who just had a mechanical heart put in her chest as she awaits a transplant! Both these women are incredible lights for Jesus. When they are in the hospital, the staff marvels at their good attitudes, and both gleefully tell them it's because of Jesus they are so joyful in these difficult circumstances! For those who are in the faith, such a light is an incredible encouragement. For those who don't know Jesus, it just doesn't make sense but is intriguing causing them to want more information!

For those of us who have chronic conditions, we know that the Lord gives us our daily bread – He gives us just enough strength each day to do the things we're supposed to do that He's called us to. I tell people that the only thing the Lord requires is that we give 100% of what we have every day. Now, each day that may look different. Some days, like today, I'm feeling pretty good and I'm on fire! Other days, like a couple days ago, my 100% had me in bed most of the day not accomplishing anything! And that's okay! In both cases, I'm doing everything I can to do the Lord's work to glorify Him!

So, I want to use this first example of how to shine brightly even when you yourself are struggling. Honestly, it's pretty easy to be a great witness for Jesus when things are all roses and sunshine. But it's so much more impressive to people to see that beam of light coming from the midst of the storm!

Brad: How can you be so calm? They just diagnosed our mom with stage IV cancer! Aren't you worried at all?

You: Of course, I am, Brad, but I also know that it's all in God's hands. I trust Him completely, and no matter what happens, it will all work out – I'm going to be with mom forever.

Brad: So, you don't care if she dies.

You: I didn't say that. You know that I want her to recover and live a lot more years. But my faith isn't in this world, it's in Jesus and the promise that no matter what happens we're all going to be together.

Brad: I wish I could believe that.

You: Yeah, why don't you? We both grew up the same way, went to church, heard the same sermons. Why did you leave the faith?

Brad: I just didn't find it useful as I grew up.

You: That's like saying, "I didn't find the flashlight useful when I went into the woods at night." Dude, you're full of worry, and fear, and pain right now over mom. That's not from God.

Brad: I know.

You: Brad, believe me, I'm just as scared for her as you are. I don't want to lose her to this cancer, but I'm also very peaceful about it. Mom's a believer. She's going to be healed either way whether it be on earth or in heaven. And we're never going to lose her if we believe as well.

Brad: I think I'm too far gone.

You: There's no such thing. God will pursue you until your last breath! I will, too! You want to be with mom for eternity, don't you?

Brad: Of course!

You: Well, right now, you're off course! You're not following God. Satan has you fooled. You need Jesus, brother.

Brad: I know you're right.

You: If you're ready, let's go into mom's room and pray with her. She'll flip that you're doing that. And, you will make her the happiest woman on the planet when you tell her you're going to recommit yourself to Jesus.

Brad: (Smiles) – You're right. I want to be like you and her – just okay with all this stuff and not losing my mind over it.

You: Jesus is the way to be that way. He's helps me handle whatever comes my way.

Example #2

The workplace can be hard sometimes. And that's why it's a great place to show Christ's light! While others are grumbling about some new policy or new boss, you can show just who Jesus is by how you handle yourself – that means no gossiping, showing grace and mercy, not being judgmental and keeping a positive attitude and hope for the future while everyone around you seems to be losing their collective mind!

Henry: Did you see that new policy they put out? We can't use our computers to check our personal email or look at social media anymore. If we do, we'll get reprimanded and then they'll fire us if we are caught again!

You: Yeah, I saw it. Sucks, but it is what it is.

Henry: How can you say that? You're the biggest Facebook checker of all of us! They probably wrote the rule because of you!

You: Hahaha, probably!

Henry: You're not upset?

You: Not really. It's an inconvenience, but it's okay. They run the place.

Henry: I think we should go file a grievance with our union rep.

You: Don't think that would do any good. Honestly, we're not supposed to do personal stuff on company time anyway. Technically, it is stealing.

Henry: When did you become a goody-two-shoes?

You: Well, if you must know, pretty much always. When there was no policy in place and it was kind of company culture to allow us to check out stuff, I did. But now that they've put the rule in place, I'm cool with it.

Henry: That doesn't make any sense!

You: Maybe not, but it's a faith thing with me.

Henry: What?! How can faith have anything to do with checking our email at work?

You: Funny you ask, but there is stuff in the Bible about this.

Henry: Like what?

You: First, we are to obey our leaders. Second, we are to work as if we are working for the Lord not people. Next, we're not supposed to steal. We're also supposed to respect our superiors. So, for me, when the boss changes the rule or tells me to do something, I do it gladly!

Henry: You're crazy!

You: Yup, crazy for Jesus. At least I'm not losing my mind over something kind of silly like everyone else!

Henry: You think this is silly?

You: Certainly! If you need to check your email or social media, do it quickly when you go use the restroom or take a break and walk around the block and check. They just don't want you using company time and equipment for it. Makes sense to me. It's no big deal.

Henry: When you put it like that, I guess you're right.

You: See how much energy you used being angry about all this? How many conversations have you had about this today? In my faith, we call that gossip, and it's not good!

Henry: I guess I'm getting worked up over nothing. I tend to do that. I wish I were like you and just kept my cool and thought through things before I went off!

You: Well, you can be like me, if you want.

Henry: How?!

You: It starts by understanding that there is a bigger set of life rules to follow that will direct you when stuff like this happens.

Henry: You mean the Bible, right?

You: Yup! Here's what I want you to do. Do you have a Bible?

Henry: Somewhere!

You: Think you can find it, or do I need to give you one?

Henry: I can find it.

You: Okay, I want you to read through the Book of Proverbs and then we should get together for dinner and talk about it.

Henry: Aren't we going to do a prayer or something like that?

You: (Smiling) At some point, but let's get you through Proverbs and see what you think about God's wisdom.

A couple weeks pass, and you go to dinner.

Henry: I really enjoyed Proverbs! So much of it is just common sense, and a lot of it is what everyone kind of already believes!

You: Yeah, Proverbs is great because it shows us God's wisdom and points out to the observant reader that God is in the midst of our society everywhere!

Henry: That's pretty cool. I'm starting to understand why you react the way you do to stuff.

You: It's all because of that book. The more I read it the more I learn what God wants from me and how to do it.

Henry: What should I read next?

You: Hahaha – Let me ask you a question first: How did it make you feel reading Proverbs?

Henry: Really good. It all felt so true!

You: Good. That's what I hoped would happen. You see, all truth is God's truth. I wanted you to see what it was like to be connected to God's truth, which unfortunately can be quite different than our opinion of truth.

Henry: You're right there!

You: You had a Bible in your home. Do you have background in the faith, or did you just have a Bible?

Henry: It belonged to my grandmother, but I never really did the whole church thing.

You: But now that you've read Proverbs, do you feel as if there is a God out there?

Henry: Absolutely!

You: What do you know about Jesus?

Henry: He was born on Christmas; He was God's son; He was killed but came back to life.

You: Good! Let me fill in a couple blanks for you:

This is where you do your thing: tell Henry about Jesus – who He is, what He did and why Henry should accept Jesus as his Lord and Savior. Then have him read John and the rest of the Gospels!

Example #3

Julie: What is with you?

You: What?

Julie: You're always happy! Don't you ever had a bad day?

You: Of course, but not today! Hahaha!

Julie: I mean it, you always seem so hopeful. What's your secret? Do you have any more of those happy pills?

You: It's easier than taking pills!

Julie: Go on!

You: You want to know why I'm so hopeful and not much gets me down?

Julie: YES!

You: Okay, you asked: it's Jesus.

Julie: I tried that; think I'll stick to the pills!

You: Well, if you tried Jesus before and it didn't work for you, perhaps you didn't get the right dosage, try it for long enough or have someone helping you through the process.

Julie: I went to church, but it was a drag. Nobody talked to me, the sermons were way above my head with lots of insider language I didn't understand, and it just felt weird.

You: Some people find Jesus in church, but others find Him elsewhere, like through a friend that can explain all that to you in English.

Julie: I'd love that! Have anyone in mind?

You: Yes, ME!

Julie: You'd do that for me?

You: Of course! I love to share Jesus with people. I really do want you to have what I have. Once you know who Jesus really is, not only will you be full of new hope, but you'll find joy where you've never seen it before, and a whole new world will open up for you!

Julie: How do you know?

You: God promises it to us when we follow Him, and it happened to me!

Julie: Really?

You: Yes! Let's get together this weekend and talk about who Jesus is and see if you're ready to let Him into your life!

Julie: You're on!

Conclusion

I know these scenarios may seem a little silly. The fact is there is no such thing as a perfect formula where a person says "Y" and you say "Z." Life just doesn't work like that. Everything we encounter is situational with a ton of unknown variables, so we never know what we're going to get (Thanks, Forrest Gump!).

That being said, however, Scripture tells us that we are to have an answer in and out of season for the hope we have (1 Peter 3:15; 2 Timothy 4:2), which means that we can't just have an answer "in season" when we are prepared and planning to share with others but also "out of season" when we are not prepared!

My hope is that these examples serve as a starting point for you to begin to develop your own approaches to pitch people for Jesus. Remember, by the time you get to the pitch, you've already developed a very solid relationship with the person, and talking with them about deeper things, such as faith, will not seem awkward at all! The pitch can come early in a relationship or late all depending on the circumstances.

Last thought: at the beginning of the chapter, I said that we rarely do "cold" pitches were there's been no set up. If you saw the movie *God's Not Dead*, you saw a cold pitch – the professor is hit by the car and is dying. The Pastor comes to him and leads him to Christ before he passes. Believe it or not, you may have to make a cold pitch sometime in your life. Be ready out of season for that. There is no scenario making for it – the Holy Spirit will just powerfully move you to it. What I mean by that is you'll just feel a **STRONG** urging by the Spirit to tell someone about Christ. It could be a life or death situation like in the movie. It could just be some random situation that comes at you completely out of the blue. Be ready!

CHAPTER 5

KEY POINTS

1. “Pitching” people only happens when you have developed the relationship to the point where it is not creepy getting into a discussion about Jesus. Our goal is to win them to Christ, not scare them away!
2. The pitch can happen at any time during a relationship so long as the relationship is strong enough to handle that deep of a conversation. However, most pitches come after significant development work.
3. You can “Cold Pitch” someone but I recommend doing so only when the Holy Spirit strongly moves you to do so.
4. There are a variety of approaches to use to pitch a person, but always remember that life is situational with a lot of variables so there is no exact right way to do things.
5. Have an answer for your hope ready both in and out of season!

Chapter 5 Exercises

1. Practice a conversation you might have with someone to pitch them – do it in your head, write it down as we have in these exercises, do it in front of the mirror and do it in front of an empty chair!

CHAPTER 6

HANDLING

In the intelligence business, handling is what you do after you have recruited someone and includes all sorts of classified stuff I can't talk about here. In the Christian sense, though, handling is better known as discipleship – following what Jesus said in Matthew 28:20 – "...teaching them to obey everything I have commanded you."

When you read Scripture, you can see that God is big on discipleship! Think of it as a training period God uses to prepare you before He sends you out! Off the top of my head, here is who I think about when I consider who God trained up:

- Noah – Spent years building an ark for apparently no reason in preparation for the greatest flood ever in obedience to the Lord.
- Joseph – Sold into slavery by his brothers; three years in jail for a crime he did not commit to humble him a bit (he was a bit arrogant about his gift), and then he was prepared to lead Egypt and save Israel during the famine.
- Moses – Spent forty years learning the ins and outs of Egypt, and forty years learning how to work the land in Moab before leading the Israelites out of bondage.
- David – Served King Saul for years even though he was already anointed to replace Saul. Continued to respect God's anointed king even when Saul was trying to kill him. This prepared him well for his own kingship.
- The Disciples – Studied under Jesus for three years before being sent out to share the gospel after Jesus' death, resurrection, and ascension.
- Paul – Studied under Aquila and Priscilla before becoming the Apostle to the Gentiles and embarking on his three missionary journeys.
- Timothy – Studied under his mother and grandmother, and then was mentored by Paul before taking over a church.
- Every ordained minister today – for the most part, attends Bible college or seminary to obtain Biblical training that includes theology, hermeneutics, church history, Biblical preaching, apologetics, cross-cultural communication, pastoral counseling and more before they ever hit the pulpit.
- You! Every Christian is to be discipled in the gospel and all the disciplines so that we can love Jesus by doing what He commands.

That's a short list – I think the Lord spent at least some time training up and preparing every one of our Bible heroes for the work they were to do. That is our command – make disciples and teach them to do what Jesus commands. Thus, the work just begins once you bring someone to the Lord! Now you have to train them up in what that means, identify and develop their gifts, teach them how to use those gifts and then send them on their way to start the cycle over again!

Where to Start

So, you've worked someone to the point of having them accept Jesus as their Lord and Savior. Now what?

If you remember your own conversion experience, after accepting Jesus, you were HUNGRY to learn as much as possible and ON FIRE about the Lord! The Holy Spirit was working you over, and you just couldn't get enough! Of course, that's not everyone's experience, but to some degree, I do think everyone who accepts Jesus is eager to know more.

Before I get into details of how to "handle" a new believer, let me tell you the "why" behind the what. The goal is to train up this new believer so that they are equipped to go out and make disciples themselves. It's like geometric expansion – you tell two friends, they each tell two friends, who in turn tell two friends and so on and the next thing you know hundreds of people are engaged! That was Jesus' idea, and it obviously worked! At Pentecost, 3,000 people converted in one moment. And then, they told their family and friends who told their family and friends! That is how something spreads as quickly as Christianity did! The same method Jesus used in the first century still works today! If it ain't broke, don't fix it! I know there are all sorts of gimmicky evangelism methods, and some are pretty cool. But I prefer to stick to the old-fashioned method of spreading the gospel one relationship at a time. I find it much more intimate and more attainable honestly. The chances of me standing before a crowd of 5,000 people like Jesus is pretty remote in my world. So, I just do my thing one person at a time and let the Holy Spirit do the rest! But I never forget the mission – the goal is to make a disciple who can do what Jesus commands – **Go Make More Disciples!**

Step One – The Word

God's Word is alive! Once a person accepts Jesus, we need to get them into the Word! If they don't have a Bible, buy them one! And then start teaching them what it says. I don't know about you, but the first time I opened the Bible and tried to read it myself as a 15-year-old high school student, I was a bit lost. I had a King James Version, which was hard to read, and I started in Genesis. Without much guidance, you start to have A LOT of questions when you try to read the Bible from the beginning as if it's a regular book! And, you're not enlightened about the role of the Holy Spirit in revealing Scripture to you. I think everyone needs someone to walk with them when they first encounter the Bible and that is your job with a new disciple.

I usually start by explaining what the Bible is – the living Word of God Himself. I explain that the Bible teaches us who God is: what He commands; our position in our relationship to God; God's chosen people; who Jesus and the Holy Spirit are; how Jesus reconciled our relationship with God; how the old covenant, new covenant, the law and moral absolutes work; why Jesus had to suffer and die; the resurrection and ascension; and the end times to include the new heaven and new earth.

I know that seems like a lot, but think about it: how in the world can you understand anything in the Bible without these basic concepts?

Then, I teach my disciple about the first five books of the Bible (the Pentateuch); the historical and wisdom literature; the prophets; the gospels; the epistles and finally, Revelation. I explain how they are all connected and how it all points to Jesus.

Now my disciple is ready to do some reading.

Everyone has their favorite book of the Bible. I know most people start a new disciple in John, which is awesome! Personally, I'm partial to Matthew, but that's just me. But I usually start someone who is new to Scripture in Proverbs. Yes, there is a method behind my madness!

Proverbs, in my mind, is the easiest book to understand in Scripture. The chapters are relatively short, and it can be read in couplets that don't take much time; the concepts are ones that are still valid and in practice today; and it quietly explains a lot about God's character and our duty to God. I have found that when people read Proverbs and then one of the gospels, they are able to make a lot of connections between what Jesus commands and the wisdom from Proverbs. Let me give you a quick example so you know what I'm thinking.

Proverbs 3:3-4 – “Let love and faithfulness never leave you; bind them around your neck, write them on the tablet of your heart. Then you will win favor and a good name in the sight of God and man.”

Matthew 22:36-40 – “Teacher, which is the greatest commandment in the Law?” Jesus replied, “‘Love the Lord your God with all your heart and with all your soul and with all your mind.’ This is the first and greatest commandment. And the second is like it: ‘Love your neighbor as yourself.’ All the Law and Prophets hang on these two commandments.”

Do you see what these two verses connect? You win favor with God if you love because love is the greatest commandment and everything else falls underneath it.

Not only does Proverbs help connect the dots, but it also does a great job of helping new disciples understand the relationship between the Old and New Testaments. I get so discouraged when I hear supposedly seasoned Christians talk about the Old Testament not being necessary because of Jesus! Jesus confirmed everything in the Old Testament because HE WROTE THE OLD TESTAMENT! While we no longer are under the penalty of sin because of Jesus, the moral law, the wisdom and the teachings of the Old Testament are valid, which is why Jesus told us that not one jot or tittle (dot or stroke) of the Law (Old Testament) will pass away until all is completed (Matthew 5:18). It is so important to teach a new disciple how the Bible is one cohesive revelation of God to us that all points to Jesus!

Sorry about getting preachy there. Just a pet peeve of mine. Let's move forward!

Once you start teaching about Proverbs, you then introduce the Gospels. I think a little explanation needs to be given regarding who the authors are, why the books are valid, the type of literature used (historical narrative, parable, metaphor, simile, prophecy, et al) and the main thrust of each writer (Matthew – Jesus fulfills all the messianic prophecies; Mark – The person and power of Messiah Jesus; Luke – An accurate historical account of Jesus as Savior; John – To show Jesus as the Son of God); the concept of the “Synoptic” gospels; and why they are true!

Show of hands, how many of you just freaked out because you don’t think you know enough about the Bible to teach someone all that stuff? No worries! Here’s a trick: The Life Application Bible or any other decent study Bible will have all this information and more at the beginning of each book. If you have a Bible that doesn’t contain this information, just Google it! You don’t have to be a Bible scholar to share Scripture! But you do have to know just a little bit about the origins and details of the book! The cool thing about discipling someone else is you get to learn as well!

Next, the epistles! Personally, I LOVE Romans! It just outlines so well what we believe at Christ followers! But as you get into Paul’s letters, explain to your disciple that Paul wrote these to the various churches to help them have unity of theology and doctrine so that all Christians throughout the land would act the same way because they believed the same thing. The epistles are vital to a new disciple because it teaches us how the body of Christ should act. It is the training material for us to begin exploring our gifts and ministry!

Honestly, I think all the Bible is vital, but if you have to focus on just part of it at first, go with Proverbs, the Gospels and the Epistles. Then get back to the Pentateuch (first five books), Revelation, Psalms, and then the historical books – Job, Kings, Chronicles, Esther, Ruth and the Prophets.

DON’T RUSH THIS PART!

Remember these things as you are engaging your disciple in Scripture:

1. There is no time limit! Most Bible characters took three years to learn this stuff! Your disciple has a lifetime to learn so go at their pace to make sure they understand it and can use it themselves.
2. It’s the Holy Spirit’s job to reveal Scripture to your disciple. You are training them up so they can read Scripture on their own and be sensitive to the Holy Spirit’s whispers.
3. God’s living Word is a vital part of teaching them everything Jesus commanded! Don’t take shortcuts. God’s Word will not return to Him empty! (Isaiah 55:11)
4. Scripture tells us to meditate on the Word day and night (Joshua 1:8). That means we can take Scripture in sections and just chew on it until we understand it. We don’t have to have our disciple knock out big areas of Scripture each time they read.

5. Help the disciple clearly understand how to apply the Scripture to their own lives through proper Biblical interpretation.

Step Two – Prayer

Just because I say step two here doesn't mean you wait until step one is done before starting step two. This is kind of a global exercise where we do everything at once but in a connected way!

You already know how important prayer is. In fact, you probably have already led your disciple in prayer as they accepted Jesus into their life! But in discipleship, we need to teach them why we pray, how we pray and for what we pray!

Jesus gave us the model in Matthew 6:9-13 –

Our Father in heaven, hallowed be your name, your kingdom come, your will be done, on earth as it is in heaven. Give us today our daily bread. And forgive us our debts, as we also have forgiven our debtors. And lead us not into temptation but deliver us from the evil one.

The structure here is as important as the words. First, we honor God with our prayer - worship! We then tell Him that we want to do His work on earth! Then we ask for ourselves while seeking forgiveness for the things we've done. Thanksgiving before petition.

When I teach people about prayer, I tell them what Jesus told us: give thanks to God first, then ask anything in Jesus' name, and if it's in the Father's will, it will be done! That last part is VITAL in your explanation. God is not a vending machine – what you ask must be in His will, His timing and His way. Many new and old Christians get frustrated because they don't think God hears or answers their prayers. In fact, God hears and answers every prayer! Sometimes the answer is “no” for a variety of reasons, including you don't have the right motive to glorify God (James 4:3) or you are not in a right relationship with God. Sometimes the answer is “not yet” because the timing is wrong. Sometimes the answer is “I've got something better for you than what you're asking for.” Sometimes the answer is “yes” but not the way you think or want! God's ways are not our ways (Isaiah 55:8-9), so He often does things in a way we don't expect! And sometimes, the answer is just plain old “yes!” God is always listening; He knows what you need before you ask (Matthew 6:8).

As I go through this, I also explain that we need to train ourselves to pray unceasingly (1 Thessalonians 5:16-18). God should always be on our mind, and we should always be talking with Him, seeking His counsel in every decision, and just communing with Him constantly. This is counterintuitive to our daily routine where we get absorbed in the project in front of us and the worries of upcoming events. This is why it must be trained. I always start by telling people to try these things:

- Talk to God while you are driving

- Talk with God before bed and re-engage the conversation every time you wake up in the middle of the night
- Talk with God first thing in the morning
- Talk with God in every quiet moment
- Talk with God every time you have a decision to make
- Talk with God when you have any need whatsoever

There is more, but you get the gist.

Jesus also demonstrates another important part of prayer: alone time with God. Jesus often left the crowds and His disciples to go pray by Himself. Praying with others is great (“Again, truly I tell you that if two of you on earth agree about anything they ask for, it will be done for them by my Father in heaven.” – Matthew 18:19), but Jesus understood the intimacy of prayer with God alone as well. We are told to go into our prayer closet and pray in secret (Matthew 6:6). Relationship just between you and Jesus is so important so don’t forget to teach your disciple to dedicate alone time with God!

Scripture tells us there is nothing we cannot ask for. I had a friend in church who told me that he only prayed to God for the big things, because he didn’t want to bother Him with the small stuff – God had other people to care for. How many blessings did that guy lose because he didn’t engage God in every aspect of his life? We need to reinforce with our disciples that God is eager to talk with them about EVERYTHING! Jesus enjoys our conversations and wants to be the focus of our lives!

Last thought on prayer – it’s important we pray for others, not just ourselves. We need to teach our disciples about proper intercessory prayer. I say proper, because I hear a lot of prayer that doesn’t fit the model Jesus gave us.

I’m thinking about Jesus in the Garden of Gethsemane. You’ll recall from Matthew 26:36-46 that Jesus prayed to the Father that “this cup” – His impending arrest, torture and crucifixion – be taken from Him. But then Jesus said the most remarkable thing: “Yet not as I will, but as you will.” When we pray we must do as Jesus – we pray for ourselves and others but also submit to God that it is His will we seek not our own!

Jesus demonstrates this in another place we don’t connect with prayer but it’s illustrative. In Matthew 16:23, Jesus is telling the disciples that He is going to be arrested and killed. Peter calls Him over and rebukes Jesus for saying such a thing. Jesus’ response was brutal, “Get behind me, Satan!” Jesus said Peter had the concerns of the world in mind but not the concerns of God. See, Jesus, even in that moment, understood that it is God’s will we seek not our own. We are to put our own wills to death while seeking only God’s will in our life – even in prayer.

Talking with God is easy, and once you get used to it, you will be as eager to talk with Him as He is to talk with you!

Step Three – Doing as Jesus Commands

This is the hard stuff. You're basically going to teach your disciple how to become a new creation in Christ by throwing off the old man and embracing a new way of living by dying to himself/herself.

Hear this loud and clear: in your own power, you can do nothing! The only way someone becomes a new creation in Christ is if they allow the Holy Spirit to transform them. So, your first task is to prepare your disciple to surrender to the Holy Spirit. Believe me, this will be a two-steps-forward, three-steps-back adventure...the same way it is in your own life!

Let's take a look at some of the basic things Jesus commands us to do:

- Love God
- Love others
- Don't judge
- Show grace
- Be merciful
- Love your enemies
- Pray for those who persecute you
- Die to yourself and your earthly desires
- Bear your cross daily and sacrifice
- Serve others
- Turn the other cheek (don't take offense)
- Do not seek revenge
- Be selfless
- Confess and turn from your sins
- Be reconciled with others
- Forgive as you've been forgiven
- Love as He loves you

For some, these come naturally, for others, like me, not so much! But even if you have a disciple who naturally does many of these things, there is a catch: they must be done with the motive of glorifying God! I know plenty of nice people who fit this description of Christian love and charity pretty well but are going to hell, because they don't do any of this for God even though it was God who put all this great stuff in them! We change into a new creation for Christ: FOR CHRIST, not ourselves! The goal is to serve the Lord, do His will on earth as it is in heaven. (See what I did there?!)

There is a phrase we used to use when I was in politics that went like this: "You eat an apple one bite at a time because if you try to eat the whole thing at once you'll choke!" It was meant as a way to do incremental politics, but it applies to where you start in this part of the discipleship process. There is no way you can give someone a list like this and say, "Good luck!" You have to take it incrementally, and we start where Jesus told us to – with the Greatest Commandment – "Love God and Love Others!"

There are plenty of books on discipleship that do a far better job than I will do here in explaining all this but let me drill this down to its simplest components. We love God by knowing who He is, understanding who we are and reverencing Him with fear and trembling. We were made for His good pleasure not the other way around so while He is our friend and biggest cheerleader, He still is the God who created the universe and everything in it! You love others by looking at how Jesus loved – sacrificially, putting others ahead of himself unconditionally.

Okay, go! Just kidding; learning to love God and others the way Jesus tells us is no simple task. You **MUST** pray about this and ask God to give you the ability to do so through the Holy Spirit. You must **WANT** this in your life desperately. You must **SURRENDER** yourself to the idea of loving God and others no matter the cost. You must **ASK** God to soften your heart and give you the ability to see the world as He sees it and to break your heart, just as His is broken by the things in this world. Then you'll be on the right path toward this miracle.

I can only tell you my own experience with this. I grew up in a broken home, was abused emotionally and physically, and learned at a very young age you can't trust people. By the time I was an emancipated minor at 17 years old, I honestly hated people. I mean I just didn't like them, trust them or even want to be around them. I knew God called me to love them, but I just couldn't do it.

Then Jesus intervened in my life and demanded that if I was going to follow Him that I love as He loves me. Honestly, I didn't know how, so I prayed about it. I asked for the ability to do it. I can only say it was a freaking miracle. God changed my heart because I wanted to do His will, not my own. Overnight I began to feel *agape* or unconditional love for people. I started to care! I was like the character in *The Grinch Who Stole Christmas*, and my heart grew five sizes that day! I went from a guy who had **ZERO** compassion for people to a guy whose entire ministry is serving others in love. Weird, huh? With man, it is impossible, but with God, all things are possible! (Matthew 19:26). I became a new creation in Christ!

This, in my mind, is where you start. Once your disciple can love, they then can submit themselves to the hard things Christ asks of us. It becomes easy to love an enemy and pray for those persecuting you because you understand by doing so you are honoring God, and it's not even about the other person! You can serve unconditionally and sacrificially, and you can be absolutely selfless in service to Jesus. This is how we train a disciple!

Like Scripture, this will take some time. I was blessed that it literally happened overnight for me, but I was 40 years old at the time and had pretty much wasted 30 years blocking God from doing this in my life! Each person is different. Some will embrace it right away, which is incredible. Some will need more work, prayer and intervention! It's all good – stay focused on the goal!

Step Four – Using Their Gifts

Ephesians 2:10 tells us that before the beginning of the world God assigned us good works to do in this life. To help us, God gives us gifts and skills – spiritual gifts, experiences, education, passions and more. As a disciple matures and is eager to serve, it's time for us to help them identify, develop and use their gifts to do what God created them to do.

I found in my own life that I chased a lot of different things before I found the one thing God created me to do. Don't get me wrong, I enjoyed a lot of the work I did. But I wasn't fulfilled by it. I never felt satisfied with it. I kept asking if that was all there was to it.

Luckily, God revealed a way for me to figure out what His purpose was for my life, and I want to share my method with you to use with yourself and your disciples.

If you're a churchy person at all, you've probably taken a spiritual gift test somewhere along the way. Spiritual gifts include:

Romans 12:6-8

- Prophecy
- Serving
- Teaching
- Exhortation
- Giving
- Leadership
- Mercy

1 Corinthians 12:8-10

- Administration
- Apostle
- Helps
- Teaching
- Word of Wisdom
- Word of Knowledge
- Faith
- Gifts of Healing
- Miracles
- Prophecy
- Spirit Discernment
- Tongues
- Interpretation of Tongues

Ephesians 4:11

- Apostle
- Evangelism
- Pastor

- Prophecy
- Teaching

Miscellaneous Gifts

- Celibacy
- Hospitality
- Martyrdom
- Missionary
- Voluntary Poverty

If you've taken one of these tests, you've probably found yourself exhibiting several of these gifts with one or two being your most significant gift or gifts. Then what happens is the church leaders put you on some board or committee so that you can "use" your gift to "edify" and serve the body!

Blah!

That's not what I think God intended. Certainly, we are to use our spiritual gifts for encouraging the building up the body of Christ, but there is A LOT more to this than just being stuck on some committee! We're not training disciples to sit on boards, necessarily; we're training them to go out and make more disciples!

I don't start with spiritual gifts when I'm working with someone. I leave that for last. Instead, I take a piece of paper, and I draw lines to make the following columns:

- Innate Abilities – things you were just born with
- Educational Skills – things you learned in your life
- Experiential Skills – things you learned through experience in your life
- Passions – things that really drive you
- Spiritual Gifts – from the list above

In each column, you list as many things as you can come up with. And then you take a moment and reflect on those lists. Here are the questions you ask:

1. Is there a thread or commonality that connects the columns?
2. How do my passions relate to the other columns?
3. Am I currently working to my strengths based on these lists?
4. What kind of work comes to mind when I look at these lists?
5. Then pray that the Holy Spirit reveals His truth about these lists to you!

I know what you're thinking! Shouldn't you pray first? Of course, pray continuously! But I like to review my list first and ponder it so that I'm pretty familiar with it and my thoughts before I ask the Holy Spirit to blow my mind by revealing His thoughts!

I did this in my own life a while back – it's how I ended up quitting my very successful secular career and going into full-time ministry. For me, the thread that connected my columns was people. Everything I had ever done involved engaging other people; I

figured that part out all by myself! Then I prayed, and the Holy Spirit showed me that my passion was using my past experience, education and interests to serve other people, to help other people, to counsel other people.

See, it wasn't just about people, it was about being the hands and feet of Christ to them while using my spiritual gifts of leadership, exhortation and evangelism to bring them to faith!

Before I did this exercise in my life, I can honestly say I would have NEVER thought I could be a full-time minister. If you knew me, you'd agree that it was just a silly thought. But after I did this list and saw how the Master made me, there was nothing else I could possibly do but be a full-time minister!

I chased a lot of careers in my life. I was a journalist, a soldier, a political consultant, a private investigator, a public relations consultant, an intelligence officer, an adjunct professor, a business owner, a senior executive and more. Most of what I did was okay, but it wasn't great. None of it gave me a sense of accomplishment, nor did it feel as if it was the thing I was made for.

Then I gave it all up and followed God's call into ministry. WOW! I cannot even express the joy, contentment, fulfillment and comfort I feel when I am ministering to someone. They are Holy Spirit moments where I am just a tool in God's hand – the tool He created me to be! There is NO better feeling in the world than that. I found my calling, because I took the time to discern why God made me.

My little exercise is very similar to a more developed exercise created by *Purpose Driven Life* author Rick Warren. He has a process called S.H.A.P.E. – **S**piritual Gifts, **H**eart, **A**bilities, **P**ersonality and **E**xperience. I have used his system with groups and believe it is very good as well. If you are interested in using this process, check out this website: <http://www.sbpcshape.org/>

I like to use these little exercises to focus the service of a disciple because I know for me that there is nothing worse than trying to figure things out hit and miss and feeling as if you can't find the place you fit in. Even worse than that is having some elder in a church place you in some position you don't enjoy, aren't good at and dread, just because you can fog a mirror and they need to fill the position!

Once you analyze the columns and figure out the common threads, it's time to start training the disciple in service. We do it just like Jesus did!

Have you noticed how much role modeling Jesus did? Jesus taught his disciples how to pray by praying. He taught them how to serve by serving. He taught them how to heal by healing. He taught them how to preach by preaching. He taught them how to minister by ministering. Everything the disciples learned, they learned by watching Jesus do it first. Only after showing them multiple times did Jesus send the disciples out on their own to give it a try. We are going to do the same thing when we handle a new disciple.

So, what kind of ministry do you do? It's time to bring your disciple along to teach them the ropes! What? You don't do any real ministry? Well, I guess you better figure something out then! Let's look at the kind of stuff Jesus did and see if we can put together a list of things you can do to train up your disciple.

Ministries Jesus Performed

- Preaching
- Teaching
- Counseling
- Evangelism
- Helping the sick
- Helping the poor
- Helping the poor in spirit
- Feeding the hungry
- Using His gifts
- Serving others
- Serving at synagogue (church)

There are a ton of things with which to get involved. If you're already engaged in some ministry, include your disciple and train them up. If you're not, you can either connect with someone who is and work it that way or start one up your own, based upon the needs you see in your community. The key is teaching your disciple to serve sacrificially by loving others and sharing Jesus with them, both intangibly and tangibly.

Once you've done some ministry together, it's time to send your disciple out on their own! You do so in a more controlled environment than Jesus did to his disciples though. You'll recall He sent his guys in twos to towns throughout Israel to preach the good news. They took no money or gear – they just went! I think we should send our disciples out into the ministries we've been doing with them only allow them to lead or even go alone. Here's an example:

There is a great young man I mentor who is a ministry student at the university at which I teach. He likes to come with me when I preach at the homeless shelter or the transitional housing for recently paroled inmates. While he does a lot of service on his own, he needs opportunities to preach! So, I started him closing our time with the guys in prayer so he could get used to leading the group. Then I asked him to preach in my place a couple times, which meant a lot of preparation for a 30-minute message. He did great, but I gave him about a two-month window to prepare. Now he understands the dynamics of preaching, which are many if you've never done it! And, now he can confidently go out and preach, because he has experience and knows what to expect! That was just a little discipleship Jesus style.

These four steps are pretty basic but will take up some time. As I said from the beginning, this relationship you've created is a lifelong adventure! Your goal is to train

up your disciple to the point where they can do what you do! And then you send them off to do their own thing! Just as in Jesus' day, they then geometrically expand the kingdom! You see, they have a network of people they see regularly, just like you. And if you train these disciples up the way we're talking about, they too will begin to spot and assess their network to find people who need Jesus, just like you did to them! Can you imagine the impact we would have for Christ if every professing Christian in America brought just one more person to Jesus?

CHAPTER 6

KEY POINTS

1. Take the time to train and prepare your disciple without taking shortcuts.
2. Steps of Discipleship
 - a. Read the Word
 - b. Pray Unceasingly
 - c. Transform into a New Creation in Christ
 - d. Use Your Gifts
 - e. Go Out and Make Disciples

Chapter 6 Exercises

1. Study Jesus and His method of discipleship and determine how you will implement His methods into your training.
2. Learn and embrace the commands of Jesus – Google them for a good list.
3. Study the background of each book of Scripture so you know its author, intent, and main points.
4. Pray that the Holy Spirit guides you in your discipleship and gives you the words and methods to use.
5. Plan to include your disciple in your own ministry or if you don't have one, find one you both can do.
6. Plan ways for your disciple to go out and do ministry either as the lead or alone once you've trained them.
7. Send them out to perform the Great Commission!

CONCLUSION

Congratulations! You made it through this grueling training! How are you feeling? Does it make sense? Does it feel too creepy for you? Do you think you'd be interested in trying some of it? Do you think it is something others in your circle of Christians could do?

I know that everyone has a different personality so parts of each section may be harder for some than others. Most people see me as an extrovert, but I'm not. According to the Myers-Brigg test, I'm a one-point extrovert, meaning I'm what someone called an ambivert – someone who is both an introvert and extrovert. You see, I can be quite comfortable with people and in groups. In fact, I can be the life of the party! But when I'm home, all I want to do is close the drapes and watch ESPN without interruption. I don't answer the phone (unless it's family); I don't invite people over; and I just want to sit there and play with my dogs and watch sports. How about you? If you're a true introvert, you may find some of what I'm suggesting you do uncomfortable. But here's the thing, Jesus never called us to be comfortable.

I'll be the first to admit that unless you're a born salesman, doing some of this is awkward and almost seems intrusive. You wouldn't want someone doing this to you! But I want to make two very important points: first, it's not about you! It's about Jesus and He was plenty uncomfortable in His day! Compared to Him, I think we can suck it up. Second, people are going to spend eternity in hell unless we share the gospel with them! If you claim to be any kind of Christian, this MUST matter to you! It must compel you to leave your comfort zone. It must just wreck you that there are people out there who have not had a chance to know who Jesus is! Jesus left us on this planet for the expressed purpose of making disciples. It's our job! We have to do it.

But I know it's not as easy as it sounds or how I may be portraying it. That is why it is so important that we practice, we role play, that we war game, that we study, that we prepare and that we are consumed with the idea of sharing Jesus. Without putting in the work, we can never expect to go out into this dark world and have anyone interested in the light we shine.

That all said, I want to thank you for reading this book and taking a chance in exploring what might be called "enhanced evangelism!" That you would be interested shows that you have a heart for God, you care about the lost and that you are eager to do something about it. That combination is just what Jesus is looking for in a disciple!

Let me close by praying for you:

Father, we praise you for your holiness, your righteousness, your grace, your mercy, your forgiveness and your love. We worship you and serve you. I come to you humbly in the hopes that what we've discussed in this book is pleasing in your sight and that you will use the words in this book to enliven the Holy Spirit in your people. Jesus, you modeled for us exactly how to evangelize and told us that we would do even greater things than you by how we shared the gospel to all nations, making disciples and

teaching them everything you commanded. Lord, it is a daunting task – one which intimidates us. I ask, Lord, that you give us boldness, knowledge, understanding, discernment and wisdom as we engage in the divine appointments you set for us to share you with others! Take away our fear of rejection, humiliation, being impolite and other worldly concerns and fill us with a consuming fire to share you at any cost! Jesus, we ask that you give us a double portion of the Holy Spirit which in turn will give us the words to say so that in everything we think, say and do, we glorify you! Father, we ask that you use us to have your will be done on earth as it is in heaven. We praise you for who you are and what you have done for us!

And all God's people said: AMEN!

APPENDIX A

Body Language and Nonverbal Communication

According to body language experts, communication comes in three varieties:

Verbal (Conveyed Through Words) – 7%
Vocal (Intonation and Pitch) – 38%
Nonverbal (Body Language) – 55%¹⁸

Further, the impression we make about people is based 60% on their appearance, 33% on the way they speak and only 7 % on what they really say!¹⁹

The following unclassified information is from a Phoenix Consulting Strategic Debriefing/Interrogation training I took while working at the Defense Intelligence Agency. Col. Gerald York (Ret.) formerly of Phoenix Consulting has graciously given me permission to reprint this material here as per a text dated 05-30-2018.

Phoenix Consulting Group, Inc.

Reading People: Body Language & Nonverbal Communication (August 2002)

- Humans communicate through both verbal (spoken language) and nonverbal behavior: signs, symbols, and body language. There are some estimates that up to 90% of communication between people is through non-verbal communication.
- The ability to read the body language of people is a critical skill for Human Intelligence Collectors, Successful Screening, Elicitation, Interviewing, Interrogation and Debriefing operations who rely heavily on the ability to understand what is not spoken as well as what is.
- Much of the body of knowledge concerning non-verbal communication has been developed in support of law enforcement and criminal interrogations. There is, however, a significant difference between law enforcement requirements and intelligence requirements. Some of the differences focus on legal issues concerning individual rights and protection from self-incrimination; the military intelligence focus is more concerned with uncovering threats to military operations or personnel, as well as discovering strengths and weaknesses of enemy military capabilities. Too, law enforcement often looks for “deceit” during interrogations; is a POW deceitful when they refuse to cooperate or lie? Much of the literature focuses on detecting deceit by physiological changes in the body brought about by the stress of lying and deceit, but how does this apply when the source has just been captured in war or in a combat situation? The science is very skimpy, and the art must be individually developed.
- In addition, non-verbal communication is heavily influenced by one’s society and culture. Some body language is common to all cultures: smiles, frowns, fear, etc. But a great deal is culturally relevant.

¹⁸ Rashi Shahu – Body Language Expert

¹⁹ Idid

- The Human Intelligence Collector must develop an appreciation of the intricacies of non-verbal communication and develop the skills and abilities to understand – to translate and interpret – non-verbal communications. These skills are critical – but they are difficult to develop!

Human Communication

- Sensory Input/Output
 - Eyes, Ears, Mouth, Smell, Touch
 - Language
 - Non-Verbal
 - What we say – What we don't say
 - Voluntary
 - Posture, Clothes, Expressions, Gestures
 - Involuntary
 - Expressions, Body Movement, Stress
 - Law enforcement based on theory that people who are guilty or lying cannot control nonverbal behavior
 - Guilt and Innocence, Acceptable and Unacceptable Behavior or Cultural Concepts

Learning to Read People Requires:

- Knowledge
- Skills – PRACTICE
- Objectivity
 - Four states of mind that reduce objectivity
 - Emotional Commitment
 - Neediness
 - Fear
 - Defensiveness
 - Cultural Knowledge
 - Background Studies
 - Travel

Pattern Recognition & Establishing a Baseline

- Nonverbal behavior
- Common to all humans
- Culturally derived
- Developed or adopted
- Recognized pattern to establish a baseline of behavior
- Deviations from pattern and their meanings
- SPEED
 - Scan
 - Pare
 - Enlarge
 - Evaluate
 - Decide

- Dimitrius and Mazzarella suggest the SPEED method where you develop the ability to quickly scan a source, pare down behavior and non-verbal signals to a key few, enlarge your focus on these signals, evaluate them and decide their meaning.
- If the verbal and non-verbal conflict, the audience will normally believe the non-verbal message.
- To discover meaningful and reliable patterns:
 - Start with the person's most striking traits, and as you gather more information, see if his traits are consistent or inconsistent
 - Consider each characteristic in light of the circumstances, not in isolation
 - Look for extremes; the importance of a trait or characteristic may be a matter of degree
 - Identify deviations from the patterns
 - Ask yourself if what you're seeing reflects a temporary state of mind or a permanent quality
 - Distinguish between elective and non-elective traits. Some things you control, other things control you

Elements of Nonverbal Communications

- Codes: Groups of symbols with a set of rules for combining the symbols into larger units of meaning
- Performance Codes: Gestures or movements of the body used to convey meaning (thumbs up/down, salute, "okay" sign, etc.)
- Artificial Codes: "Artifacts" used to convey meaning such as military or law enforcement rank, insignia, patches, art, or clothing.
- Paralinguistic Codes: Sounds without specific meaning (sighing, grunting, yawning, filler words – uh, um, you know, like)
- Illustrators: Body movements and other non-verbal acts which accompany speech (shake/nod of head, shrug of shoulders, hand gestures)
- Affect Displays: Body movements which indicate emotional states (frowns, smiles, grimace, furrowed brow, hand motions)
- Regulators: Gestures and facial expressions that help to control the flow of communication (head nods, eye movement, tapping of feet/fingers)
- Adaptors: Personal, idiosyncratic gestures used by people (finger on side of face or temple, clasped hands, cracking knuckles, twitching)

Chronometry of Speech

- Fast = Intelligent, Aggressive, Uncaring
- Slow = Stupid, Careful, Concerned

Verbal Communication

- Words
 - Slang
 - Arcane

- Method
 - Tone
 - Inflection
 - Volume

Nonverbal Behavior, Body Language and Observation

- Non-Verbal Baseline
 - Establish behavioral norms and look for deviations
 - Evaluate based on when/how behaviors occur (timing/frequency)
 - Reliable behavior changes occur immediately in response to questions or simultaneously with the subject's answer. They occur consistently any time a sensitive area is discussed.
 - Observe subject prior to engagement (interrogation)
 - Watch for non-verbal signals (eyes, hands, posture, tone of voice, breathing, perspiration)
 - Develop a questioning plan or series of topics that trigger emotions in order to establish a baseline of nonverbal behavior
 - Once established, note departure or deviation from normal when certain questions or topics are discussed
 - A person that does not make eye contact usually is being deceptive
 - Overcompensating eye contact also is an indicator for deception
 - An honest person will usually:
 - Be relaxed
 - Sit directly across from you
 - Lean toward you, indicating an interest in the conversation
 - Display smooth and natural posture changes
 - Deceptive nonverbal behavior:
 - Gross body movements
 - Moving the chair away from you
 - Indications of being about to stand up
 - Indication of being about to leave the room
 - Grooming gestures and cosmetic appearance
 - Rubbing or wringing of hands
 - Stroking the back of the head or hair
 - Touching the nose, earlobe, or lips
 - Picking or chewing fingernails
 - Shuffling, tapping, swinging, or arching of feet
 - Rearranging of clothing or jewelry
 - Dusting or picking lint from clothing
 - Supportive gestures
 - Placing hand over mouth or eyes while talking
 - Crossing arms or legs
 - Hiding hands by sitting on them
 - Hiding feet by pulling them under chair
 - Holding forehead with hand
- Proximities (Personal vs. Public Space)

- United States
 - Public: 7-30 Feet
 - Social: 4-7 Feet
 - Personal: 1.5-4 Feet
 - Intimate: 6-8 Inches
 - Contact Groups: Arabs, Latin Americans, Southern Europeans, Africans
 - Non-Contact Groups: Asians, Northern Europeans, Americans, Indian-Pakistanis

Physical Traits

- Body
 - Height
 - Weight
 - Proportion/Shape
 - Overall Size
 - Physical Condition (muscular, wiry, soft, hard)
 - Posture (slouched, potbellied, erect, stiff)
 - Body Hair
- Face
 - Eyes
 - Open
 - Squinty
 - Red
 - Dilated
 - Watery
 - Droopy
 - Lips
 - Tight
 - Frown
 - Grimace
 - Smile
 - Flat
 - Teeth
 - Crooked
 - White
 - Clean
 - False
 - Missing
 - Straight
 - Braces
 - Nose
 - Bulbous
 - Red
 - Broken
 - Capillaries

- Ears
 - Flat
 - Wide
 - Small
 - Large
- Hair
 - Bald
 - Thin
 - Color
 - Style
 - Cut
 - Condition
 - Cleanliness
- Facial Hair
 - Beard
 - Mustache
 - Eyebrows
 - Nose
 - Ear
- Complexion
 - Pale
 - Red
 - Blushing
 - Tan
 - Sweaty
 - Dry
- Wrinkles
 - Smile Lines
 - Crow's Feet
 - Furrowed Brow
 - Bags under Eyes
- Extremities
 - Hands
 - Callused
 - Clean
 - Smooth
 - Wrinkled
 - Tanned
 - Scars
 - Fingers
 - Fingernails
 - Missing
 - Left/Right-Handed
 - Ring
 - Feet
 - Toes

- Toenails
 - Missing
 - Hammer
- Skin
 - Pigmentation
 - Birthmarks
 - Moles
 - Warts
 - Scars
 - Acne
 - Pallor
 - Wrinkles
 - Rashes
 - Hives
 - Sweatiness
 - Growths
- Physical Irregularities/Disabilities
 - Physical Deformities
 - Prosthesis
 - Body Braces
 - Scars
 - Glasses
 - Hearing Aids
 - Bandages/Casts
 - Cane/Walker
 - Limp
- Ornamentation
 - Earrings
 - Necklaces/Chains
 - Bracelets
 - Rings
 - Watches
 - Pins
- Clothes
 - Shirt/Blouse
 - Pants/Slacks
 - Dress
 - Shoes
 - Coat/Jacket
 - Cape
 - Sweater
 - Vest
 - Short
 - Hats
 - Local/Ethnic Dress
 - Headwear – Turban

- Hygiene
 - Hair
 - Face
 - Ears
 - Nose
 - Hands
 - Fingers
 - Feet
 - Teeth
 - Breath
 - Body Odor
 - Clothing
- Body Language
 - Whole Body
 - Slow/Fast
 - Bouncing
 - Tentative
 - Striding
 - Pacing
 - Positioning
 - In Groups
 - In Couples
 - Alone
 - Close to People
 - Erect
 - Chest Out
 - Slouching
 - Sitting on Edge/Lying Back
 - Motion
 - Shaking
 - Swaying
 - Still
 - Dragging
 - Rapid Jerky Movement
 - Stepping Forward
 - Leaning Forward/Back
 - Turning Away
 - Rocking
 - Shifting
 - Twitching
 - Wiggling
 - Strutting
 - Skipping
 - Running
 - Head
 - Nodding

- Shaking
 - Hanging Down
 - Tossing
 - Circling
 - Looking Up/Down
 - Looking Around
 - Looking in Mirrors
 - Nose in Air
- Face – Eyes
 - Open/Shut
 - Staring
 - Moving Back and Forth
 - Moving Up or Down
 - Blinking
 - Winking
 - Closing Frequently
 - Wincing
 - Squinting
 - Rolling
 - Looking Over Glasses
- Mouth-Jaw
 - Lips Open
 - Lips Tight
 - Smiling
 - Lips Pursued
 - Frowning
 - Yawning
 - Turned-Up Corners
 - Licking Lips
 - Biting Lips
 - Teeth Clenched
 - Mouth Twitch
 - Grimacing
 - Set Jaw
 - Grinding Jaw
 - Dry
 - Running Tongue Over Teeth
- Miscellaneous
 - Eyebrows
 - Moving Up/Down
 - Furrowed
 - Wrinkling of Nose
 - Facial Tics
- Extremities – Touching
 - Handshakes
 - Firm

- Fishy
 - Two-Handed (Politician Shake)
 - Held
 - Shake with Free Hand on Arm
- Arms, Hands and Legs
 - Tapping Fingers or Feet
 - Touching Fingers Together
 - Twiddling Thumbs
 - Obscene Gestures with Hands/Fingers
 - Hands Over Mouth
 - Hand on Chin
 - Hands on Temple
 - Hands on Hips
 - Hands in Pockets
 - Hands on Lap
 - Wringing Hands
 - Clenching Fists
 - Scratching Face or Ears
 - Twisting Hair
 - Flipping Hair
 - Stretching
 - Scratching Head
 - Crossing and Uncrossing Arms/Legs
 - Flailing
 - Biting Nails
 - Picking at Nails
 - Rubbing Beard or Mustache
 - Touching or Picking at Clothes
 - Playing with Watch
 - Clicking Pen
- Vocalizations
 - Breathing
 - Deep
 - Shallow
 - Short
 - Rapid
 - Slow
 - Rapid Exhale
 - Sigh
 - Yawn
 - Burping/Belching
 - Swallowing
 - Gulping
 - Coughs
 - Nervous
 - Deep

- Dry
 - Clearing Throat
- Humming
- Whistling
- Becoming Quiet
- Becoming Loud
- Arrogance
 - Preens
 - Glances at Reflection
 - Attempts to be Center of Attention
 - Makes Grand, Flamboyant Gestures
 - Keeps Greater Than Average Distance
 - Bored Easily and Quits Listening
 - Boasts
- Confidence/Leadership
 - Typically Leads Conversation
 - Has/Keeps People Around
 - Volunteers
 - Good Listener
 - Self-Assured Smile
 - Walks with Confidence – Strides
 - Firm Handshake
 - Good Hygiene
 - Makes Good Eye Contact
 - Erect Posture
 - Squares Body Up to Person They're Talking With
 - Better Dressed – More Expensive Clothing
 - Willing to Engage in Conversation
- Confusion
 - Verbal Repetition
 - Repetitive Motion
 - Picking Items Up/Putting Them Down
 - Conflicting or Inconsistent Behavior
 - Shifting or Shuffling
 - Signs of Indecision
 - Signs of Frustration
- Defensiveness
 - Crossing Arms, Legs, Ankles
 - Clenching Teeth, Jaw, Lips
 - Averting Eyes
 - Hands on Hips
 - Quick Exhaling
 - Closing Mouth Tightly, Refusing to Talk
- Embarrassment
 - Nervous Laugh
 - Avoiding Eye Contact

- Shaking of Head
- Turning Away
- Flushing
- Avoiding People
- Fear
 - Wide-Open Eyes
 - Screaming
 - Hands Over Face
 - Bring Frozen or Paralyzed
 - Flushing
 - Gulping or Swallowing
 - Looking Around
 - Clutching Hands Together or Gripping Object Tightly
 - Placing Hands in Front of Body
 - Leaning or Shifting Backwards
 - Turning Away
 - Quick, Jerky Flailing
 - Grabbing Other People
 - Shaking
 - Heavy Breathing
 - Quick, Shallow Breathing
 - Holding Breath
 - Walking Quickly
 - Rigidity or Stiffness
 - Licking Lips
 - Taking Small, Tentative Steps
- Resentment
 - Crossing Arms
 - Stiffening the Body
 - Grimacing
 - Pouting
 - Avoidance
 - Looking Away
 - Signs of Anger
- Secretiveness
 - Whispering
 - Guarded Posture – Shoulders Hunched
 - Covering Mouth with Hand
 - Body Turned Partially Away
 - Tightly Closed Lips, Set Jaw
 - Avoiding Social Interaction
 - Revealing Little Emotion
 - Brief, Mechanical Handshake
 - Frequent Glancing During Conversation
 - Looking Around Room During Conversation
 - Instinctively/Routinely Covering or Removing Personal Material

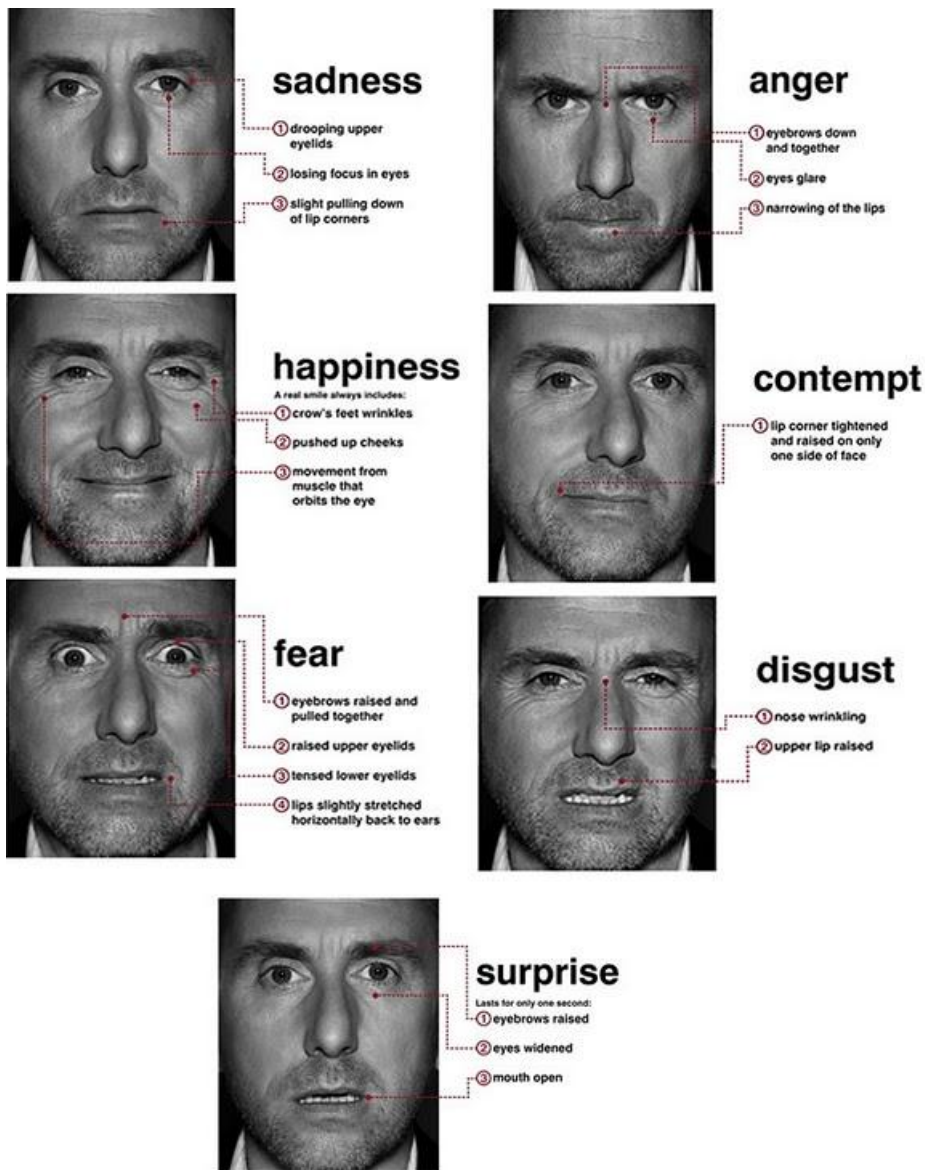
- Openness
 - Body Fully Facing Person Speaking
 - Standing Fairly Close to Other Person
 - Frequent and Prolonged Eye Contact
 - Warm and Relaxed Smile
 - Kissing/Embracing When Greeting
 - Firm, Sometimes Prolonged Handshake
 - Enjoying Social Interaction
- Surprise
 - Stepping Backwards
 - Mouth Dropping Open
 - Eyes Widening
 - Extending Arms and Legs
 - Jumping Upward
 - Gasping or Screaming
- Suspicion/Disbelief
 - Furrowed Brow
 - Squinting Eyes
 - Turning the Head Slightly Down and Looking Slightly Upward, Tilting Head Slightly
 - Tightening of Lips
 - Signs of Pensiveness
 - Eye Rolling
 - Head Shaking
 - Grimacing
 - Turning Up the Corners of Mouth
 - Exhaling Quickly Through Teeth
- Worry
 - Repetitive Action (pacing, rocking, talking to self)
 - Biting Nails
 - Wringing Hands
 - Shaking
 - Fidgeting
 - Rubbing Face
 - Running Hands Through Hair
 - Lack of Focus

APPENDIX B

Paul Ekman Micro-Facial Recognition

I was recently introduced to a guy named Paul Ekman who is an American psychologist and professor emeritus at the University of California, San Francisco and a pioneer in the study of emotions and their relation to facial expressions. I found this interesting graphic of his on Pinterest of all place. The Paul Eckman Group responded in an email dated 03-14-2019 that they don't own this copyright but it is in the public domain. Here is the link:

<https://ze.tt/wp-content/uploads/2017/02/7emotions-nach-ekman.jpg>



APPENDIX C

Reference Materials

There are hundreds of books and internet sites where you can learn more about the variety of things we have discussed in this book. The following are just a handful of reference materials I have used to help me hone my skills over the years both in secular HUMINT collection and Christian theology and discipleship.

Human Intelligence Collection References

Psychology of Intelligence Analysis – Richards Heuer, Jr. Echo Point Books and Media, LLC Brattleboro, VT 2017

Enhanced Interrogation, Inside the Minds and Motives of the Islamic Terrorists Trying to Destroy America – James E. Mitchell, PhD with Bill Harlow. Crown Forum, New York, NY 2016

You're Lying, Secrets from an Expert Military Interrogator to Spot the Lies and Get the Truth – Lena Sisco. Career Press, Pompton Plains, NJ 2015

CIA Guide to Clandestine Operations – Varangian Press, Denver, CO 2011

The Art of Intelligence, Lessons from the Life in the CIA's Clandestine Service – Henry A. Crumpton Penguin Press, New York, NY 2002

The Interrogators, Inside the Secret War Against Al Qaeda – Chris Mackey and Greg Miller. Little Brown and Company, New York, NY 2004.

Science of Coercion, Communication Research and Psychological Warfare 1945-1960 - Christopher Simpson. Oxford University Press, New York, NY 1994

Spies and Spymasters, A Concise History of Intelligence - Jack Haswell. Butler and Tanner Ltd., London, England 1977

A Century of Spies, Intelligence in the Twentieth Century - Jeffrey T. Richelson. Oxford University Press, New York, NY 1995

The Spy Book, The Encyclopedia of Espionage Revised Edition - Norman Polmar and Thomas B. Allen. Random House, New York, NY 1997

Three Thousand Years of Espionage - Kurt Singer. Prentice- Hall, Inc., New York, NY 1948

Hidden Secrets, A Complete History of Espionage and The Technology Used to Support It - David Owen. Firefly Books, Toronto, Ontario Canada 2002

The Case Officer – F.W. Rustman. Double Tap Books, West Palm Beach, FL 2012

Blowing My Cover, My Life as a CIA Spy – Lindsay Moran. G.P. Putman's and Sons, New York, NY 2005

Spymasters, Ten CIA Officers in Their Own Words – Edited by Ralph E. Weber. Scholarly Resources, Inc. Wilmington, DE 1999

United States Army Field Manual 2.22.3 (34-52) – Human Intelligence Collector Operations

United States Army Field Manual 3-05.301 (33-1-1) Psychological Operations Tactics, Techniques and Procedures 2003

Reading People, How to Understand People and Predict Their Behavior Anytime, Anyplace – J.E. Dimitrius and M. Mazzarella. Ballantine Books, New York, NY 1999

Emotion in the Human Face 2nd Edition - Edited by Paul Ekman. Malor Books, Los Altos, CA 2013

Abnormal Psychology Third Edition -David Barlow and V. Mark Durand. Wadsworth, Belmont, CA 2002

The Everything Psychology Book 2nd Edition, An Introductory Guide to the Science of Human Behavior - Kendra Cherry. Adams Media, Avon, MA 2010

Social Psychology 4th Edition – David G. Myers. McGraw-Hill Inc. New York, NY 1993

The Sociology of Deviance – M. Michael Rosenberg, Robert A. Stebbins, Allan Turowetz. St. Martin's Press, New York, NY 1982

Christian References

The Reason for God, Belief in an Age of Skepticism – Timothy Keller. Riverhead Books (The Penguin Group), New York, NY 2008

What's So Great About Christianity – Dinesh D'Souza. Regnery Publishing, Inc. Washington, DC 2007

What Does the Bible Say About...The Ultimate Bible Answer Book – Brian Ridolfi. AMG Publishers Chattanooga, TN 2005

Theology for Today - Elmer L. Towns. Wadsworth Group Belmont, CA 2002

Christian Theology 2nd Edition - Millard J. Erickson. Baker Academic Grand Rapids, MI 1998

The Portable Seminary, A Master's Level Overview in One Volume - David Horton. Bethany House Bloomington, MN 2006

Bible Answers for Almost All Your Questions – Elmer L. Towns. Thomas Nelson, Dallas TX 2003

Evangelical Dictionary of Theology – Walter A. Elwell. Baker Academic Publishing Grand Rapids, MI 2001

The Case for Christ, a Journalist's Personal Investigation of the Evidence for Jesus – Lee Strobel. Zondervan Grand Rapids, MI 1998

Adventuring Through the Bible, A Complete Guide to the Entire Bible – Ray C. Stedman. Discovery House Publishing Grand Rapids, MI 1997

Hermeneutics, Principles and Process of Biblical Interpretation – Henry A. Virkler. Baker Books Grand Rapids, MI 1981

The Embarrassed Believer, Reviving Christian Witness in an Age of Unbelief – Hugh Hewitt, Word Publishing Nashville, TN 1998

Handbook of Christian Apologetics – Peter Kreeft and Ronald K. Tacelli, Intervarsity Press Downers Grove, IL 1994

The End of Reason, A Response to the New Atheists – Ravi Zacharias, Zondervan Grand Rapids, MI 2008

The Complete Evangelical Guidebook, Expert Advice on Reaching Others for Christ – Scott Dawson, Editor, Baker Publishing Grand Rapids, MI 2006

The Imitation of Christ – Thomas a Kempis (1380-1471) Translated by Aloysius Croft and Harold Bolton, Dover Publications Mineola, NY 2003

Christian Discipleship, A Step-by-Step Guide to Fulfilling the Great Commission – Dr. Steven Collins, Hensley Publishing Tulsa, OK 1989

The New Evidence That Demands a Verdict – Josh McDowell, Thomas Nelson Publishers Nashville, TN 1999

Multiply, Disciples Making Disciples – Francis Chan, David C. Cook Colorado Spring, CO 2012

Jim and Casper Go to Church – Jim Henderson and Matt Casper, Tyndale House Publishing Carol Stream, IL 2007

Knowledge of the Holy – A.W. Tozer, Harper Collins Publishing New York, NY 1961

20 Hot Potatoes Christians Are Afraid to Touch – Tony Compolo Word Publishing Dallas, TX 1988

A Ready Defense, The Best of Josh McDowell – Compiled by Bill Wilson Thomas Nelson Publishers Nashville, TN 1993

Communicating Christ Cross-Culturally 2nd Edition, An Introduction to Missionary Communication – David J. Hesselgrave Zondervan Grand Rapids, MI 1991

The Purpose Driven Life, What on Earth Am I Here For? – Rick Warren, Zondervan Grand Rapids, MI 2002

Personal Disciple-Making, A Step-by-Step Guide for Leading a New Christian from New Birth to Maturity – Rev. Chris Adsit, Campus Crusade for Christ Orlando, FL 1996

Dear Friends,

I am proud that I was afforded the opportunity to serve my country both as a soldier in the United States Army and as an intelligence officer with the Defense Intelligence Agency. Raising my right hand and swearing to defend my country against all enemies foreign and domestic was a honor and something I would do again if called upon.

While I didn't spend a great deal of time in either institution, I did learn a ton! One of the most important things I learned is Washington, D.C. is not for me! While I am grateful for the patriots I was lucky enough to call colleagues and friends I am glad I escaped the Beltway vortex!

During my time at DIA and the Pentagon I had no idea that God was preparing me for something else. I thought it was about me finally getting a shot at my dream job. Want to make God laugh? Tell Him your plans!

Instead, God used my time in D.C. to train and hone certain skills that could be used to connect with people for His purpose! I was just as surprised as anyone when the Holy Spirit whispered that I could use the intelligence tradecraft I learned to evangelize for Jesus!

But it makes perfect sense. Everything we do in HUMINT is about relationships albeit ones we manipulate and use for the security of our nation. Everything we do to share Jesus with others is about relationship and believe it or not much of what I learned can be applied without all the manipulation!

I am eager for your to read this book and try some of these methods out for yourself! Remember: We share Jesus because we love others and want for them what we already have!

All the best!

Rev. Tom Mann

March 2021

