



APPENDIX 12

How to promote this course in your church.

STEP ONE Go to the web site www.esisite.com.

STEP TWO Scroll down the page to view the videos of pastors endorsing the ESI Evangelism Discipleship resources.



Videos on the web site www.esisite.com

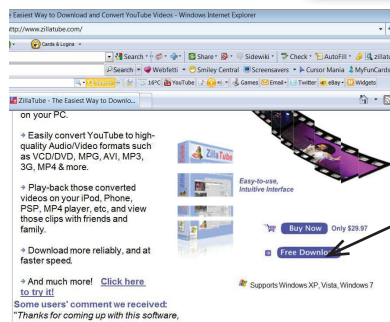
STEP THREE Watch the videos. Each is only a few minutes long. Choose which video you would like to show on Sunday morning to advertise the evangelism course.

STEP FOUR Show the videos at church on Sunday morning or evening. There are three ways to show the video footage:

1. Have your computer connected to the internet on Sunday morning. Connect to the the ESI web site, click on the video you want to show, then play it through a data projector to the whole church.



2. Go to the web site www.zillatube.com and download their free program which will enable you to download videos from our web site to your computer. Once you have done this, play the footage on Sunday morning through a data projector at church.



Download Zillatube for free



3. Email ESI at julian@esisite.com and order any of the video footage on our web site.



STEP FIVE



EITHER

We suggest the leader of the church preaches a series on Sunday morning about the Great Commission and, for example, the responsibility of and need for every believer to share their faith (e.g. a four week series). At the end of each sermon, show the one of the web site videos. At the end of the video each week, invite people to sign up for a 10 week course.

OR



Hand pick people from your church to do the course. Please make sure that you pick as many leaders and 'influencers' as possible. Leadership participation and 'buy in' is essential for building and maintaining momentum.

STEP SIX



At the end of the four week series, start the course. Those who have signed up over the four weeks will go through the DVD studies, and as they do, they will 'chatter' about it to others in the church, advertising the next course for you. To recruit people for the second course, have people from the first course testify from the front of the church. Aim to put the whole church through the course so that as soon as possible, everyone is on the same page with respect to evangelism and the gospel. (Matthew 12:25). When this has been achieved, you will notice a surge of forward momentum, so get ready for this. My prayer is that you would not just maintain this momentum, but build upon it and go from strength to strength.