



PREFACE

Prepare to go to war...

This is more than a book. It is a unique critique of the greatest of all battles – the raging war between light and darkness for the souls of men and women. It is an analysis which will unveil the many influences which have caused you to struggle – or, in most cases, completely fail – with evangelism.¹ It will also answer most, if not all, of the hard questions about this critical subject: “How do I overcome my fear of evangelism?” “Why do I have this fear in the first place?” “When I start a conversation with a non-churched person, how do I know what to say?” “Is everyone in the Church to evangelise, or only those with ‘the gift’ – what does the Bible really say?” “What is ‘evangelism?’” “What is ‘the gospel?’” “As a pastor, I have found motivating and equipping my people for evangelism extremely difficult. What do I need to do to remove the blockages? If my people all have the Holy Spirit, and the Spirit was given for witness, how come they don’t do it?” “In our evangelism today, why don’t we see signs and wonders like they did in the early Church?” “What does the research say about creating an evangelistic church or an evangelistic culture? How have other churches done this successfully? What must I, as a leader, do to make this happen? Is there anything I am unknowingly doing and saying which might be putting my people off evangelism?” These and other critical questions will

1 By “evangelism” I mean the proclamation of the gospel or spread of it through tracts. This is the biblical definition. There is currently tremendous confusion in the Church about what this word means. When I talk about “failing to proclaim the gospel” I am referring principally to personal evangelism i.e. most Christians no longer go about their daily activities intentionally giving the full gospel to non-Christians as they go. Chapters one and two are dedicated to defining evangelism. I also show how many wrong definitions of evangelism have infiltrated the Church, each hindering Christians from evangelising. In chapter four, I define “the gospel” and show how distortions of the phrase have also worked against our efforts to evangelise the world.

be answered as we assess the battle. When we finish our critique of this cosmic conflict, you will be equipped with strategies from heaven, enabling you to be sharper, wiser, more discerning, and ready to experience your own personal victory in evangelism. Just as important, you'll be in the best place to motivate and equip others to enter the battle - and win. My prayer is that your personal walk with God, as a result of reading this book, will never ever be the same again.

Good news and bad news...

However, before I unveil the models and maps of the war zone, and take you right into the heat of the battle, I need to give you some good news and some bad news. Let me explain.

From 100% to 2% in 2000 years...

I was saved in 1982 and spent most of that decade studying. After completing degrees in both educational psychology and theology, I went teaching, and was appointed principal of a primary school in 1990. But, after receiving a call to become a full-time evangelist, I never took up that position. For the next eight years, I trained and motivated young people from local churches for short-term beach missions in New Zealand. They travelled to stunning beaches to take Christ to the holidaymakers and hundreds of non-Christians were swept into the Kingdom. We ran exciting programmes for children, teenagers and their parents. At night teams gave Christian messages in marquees, and bands played Christian music. All kinds of performing artists supported the cause. It was a wonderful season in my life. During this time I undertook a serious personal study of the book of Acts. When I came to Acts 5:41-42, the Holy Spirit spoke powerfully to me.

‘The apostles left the Sanhedrin, rejoicing because they had been counted worthy of suffering disgrace for the Name. Day after day, in the temple courts and from house to house, they never stopped teaching and proclaiming the good news that Jesus is the Christ’ (Acts 5:41 - 42).

What struck me was the Apostles, the Church leaders, were

modelling an evangelistic lifestyle.² After a careful study of Church history, I discovered virtually the entire Early Church had been mobilised for evangelism, and they reached pretty much the known world with the gospel. Eusebius, the third century Church Father and historian observed how and why the Early Church grew so prolifically:

“At once, in accordance with the divine Scriptures, the voice of its inspired evangelists and Apostles went forward to the whole earth and their Word [i.e. the gospel] to the end of the world. In every city and village arose churches crowded with thousands of men like a teeming threshing floor.”³

It was a stunningly wonderful discovery to know that it was possible to mobilise the whole Church for evangelism. I reasoned that if it had happened before, it could be happen again! This was the good news.

The bad news came when I found out that today personal evangelism in the Western Church is down to a trickle. Only 2% of Christians regularly engage in it. How do we know this?

Uh oh! Listen to what the experts say...

For example:

- 1 The late **Bill Bright**, Founder of Campus Crusade for Christ, reported that only a tiny 2 percent of the Church body is currently walking in obedience to Jesus’ command to “go into all the world and proclaim the gospel” (Mark 16:15).⁴
- 2 According to *Christianity Today*, only 1 percent of its readers

2 In chapter one I discuss in detail how I came to define evangelism as the proclamation or spread of the gospel. Proclaiming the gospel, of course, is a critical component of the Great Commission. David Barrett (Cited in: Dr David B. Barrett, *Evangelise! A Historical Survey Of The Concept*. Publication of the Foreign Missions Board of the Southern Baptist Convention, 1987, p20) maintained that the Great Commission has seven parts: (1) Receive the Holy Spirit (2) Go (3) Witness (4) Proclaim. (5) Disciple (6) Baptise (7) Train. I have condensed this to four. (1) *Go into the world*. The word “go” simply means “as you go about your life” indicating a very important fact of Christian life. (2) *Preach the gospel*. We are commanded to ensure every non-Christian hears and understands the gospel. (3) *Baptise those who are saved*. (4) *Disciple*. This means teaching those who are saved everything Jesus taught. Discipling is about bringing existing Christians to full maturity in Christ.

3 Michael Green. *Evangelism in the Early Church*. Highland Books. 1970. p 201.

4 Cited in: Kirk Cameron and Ray Comfort. *The Way Of The Master: How To Share Your Faith Simply, Effectively, Biblically...The Way Jesus Did*. Tyndale Books, 2004, p.1

said they had ‘witnessed’⁵ to someone that day.⁶

- 3 American evangelist **Greg Laurie** reports 75 percent of people in Church do not even know what John 3:16 says.⁷
- 4 **George Barna**, Director of the Barna Research Institute, concluded the majority of Christians in the West had stopped proclaiming the gospel. He writes: “How ironic that during this period of swelling need for the proclamation of the gospel, the ranks of the messengers have dissipated to anaemic proportions. The world’s greatest gift (the gospel) is now faced with becoming the world’s greatest secret.”⁸
- 5 Widely travelled author and Pastor Dr John Piper, in addressing his own church on the subject of evangelism said, “Virtually every earnest Christian is grieved by his weakness in this area. Did you know that? There is not a zealous Christian in this room who feels content with his effectiveness in personal evangelism.”⁹

Respected scholars and leaders confirmed the conclusions of these research projects. For example, **Dr William Abraham**, Professor of Evangelism at Perkins School of Theology, Southern Methodist University, Texas: “One cannot gainsay the fact that there has been a steady decline in the fortunes of evangelism over time. The situation is one of serious crisis for the Church in the West.”¹⁰ **Billy Graham** said: “A few years ago, an official of the World Council of Churches stated at a consultation on evangelism in Switzerland that ...evangelism was the most important task facing the Church. He pointed out that the Church was rapidly losing out in the world population explosion.”¹¹ **Lon Allison**, director of the Billy Graham Centre at Wheaton College, Illinois, says: “It is the view of the authors that gospel proclamation is

5 In chapter one, I discuss the difference between proclaiming the gospel and “witnessing.”

6 Cited in: Kirk Cameron and Ray Comfort. *The Way Of The Master. How To Share Your Faith Simply, Effectively, Biblically...The Way Jesus Did*. Tyndale Books, 2004, p.18

7 Greg Laurie. *How To Share Your Faith*. Tyndale Books, 1999, p.48

8 George Barna. *Evangelism That Works*. Regal, 1995, pp.22 – 24

9 <http://www.soundofgrace.com/piper88/pipe001b.htm>

10 Dr William J. Abraham. *The Logic Of Evangelism*. Eerdmans Publishing, 2002, p.10

11 Cited in: Leighton Ford. *The Christian Persuader. A New Look At Evangelism Today*. Harper and Rowe, 1976, p.7

in decline in much of the Christian world, especially the West... books on church growth, conferences on church leadership, and even missions' gatherings and writings give little ink or emphasis to gospel proclamation... the general talk [in the Christian world] is that gospel preaching is archaic and ineffective."¹² "Research shows that despite the extraordinary mission's efforts of the Church, three out of four people alive on Earth today still have not heard the gospel," says **Kevin Swanson**, president of Mission Aviation Fellowship.¹³ What Jesus intended to be the main thing has become the lame thing in the West.

How are you going with evangelism? Do the test...

These are reliable sources. Yet, there is a far more telling piece of research - the voice of our own conscience. When I am preaching in churches, I explain what "The Gospel" is¹⁴, what it is not and give an example of a Gospel message.¹⁵ Then I ask the following questions of the audience: "How many of us, honestly, would have gone out of our way intentionally to give the full gospel to a non-Christian in the last twelve hours?" Usually, no hands go up. "How many in the last 24 hours?" Again, no hands go up. "How many in the last week?" No hands. "The last month?" One or two hands.¹⁶ I then ask people in the church to look around to see how few hands have gone up. Most people are completely shocked. For the first time in their lives they realise that what they thought was happening was not happening at all. Most Christians were aware they were not sharing the gospel but they were completely unaware so few in the rest of their church were doing it. Replicate this experiment in almost any Western

12 Lon Allison and Mark Anderson. *Going Public With The Gospel. Reviving Evangelistic Proclamation*. IVP, 2003, pp.23-24

13 Cited in: Challenge Weekly, New Zealand's Christians Newspaper. June 26, 2006. Volume 64, issue 24, p.1

14 I have found that I need to define all my terms carefully in churches, otherwise people think that having a casual conversation about God, saying "Jesus loves you", "giving a testimony", or even bringing up the subject of God is the same as "proclaiming the gospel."

15 You can view this at www.biblein11.com or www.esisite.com

16 We have also found that usually when the faithful few have raised their hands and are further questioned about what they mean by "proclaiming the gospel" they back down admitting that the message they shared with the non-Christian was not the full gospel at all. It was either their testimony (which didn't include the gospel) or it was just a good general discussion about God and Christianity (which touched on aspects of the gospel but was not a clear, succinct full gospel presentation). This is why I show a clear example of a gospel presentation before asking the question.

church, and see for yourself.

What are some of the consequences, in the West, of a Church which has stopped proclaiming the gospel? First, more people are exiting the Church than entering it.

Ouch! Church attendance falls...

In Britain a team of researchers from the University of Manchester found that church attendance in Britain dropped from 20.3 percent of the population in 1991 to 16.8 percent of the population in 1999.¹⁷ A 3.5 percent fall equates to 426,300 people who dropped out of attending church over an eight-year period. This is equal to 4,000 churches with congregations of 100 closing down. Take Australia as another example. Church attendance in Australia plunged from 9.9 percent of the population in 1996 to 8.8 percent in 2001 – a substantial 1.1 percent fall in just five years. A 1.1 percent fall equates to approximately 180,000 people who dropped out of attending church over a five-year period. This is equivalent to 1,000 churches with congregations of 180 closing down.¹⁸

Significant leaders in New Zealand are taking notice. Pastor Tak Bhana, of West City Christian Centre in West Auckland has pastored a large growing church for almost 19 years. “If I was ruthlessly honest,” he says, “I would have to admit there are hardly any more Christians in West Auckland today than when I started. I believe the same scenario is being played out in many parts of our nation. The end result is that the percentage of Christians in this nation has remained unchanged for the last 50 years.”¹⁹

Rodney McCann, leader of New Zealand’s Baptist Churches agrees that “overall the Church in New Zealand is not growing.”²⁰

America fares no better. “The inescapable conclusion is this: the Body of Christ in America is not growing – either numerically or spiritually. It is, relatively speaking, shrinking – burdened by the crass commercialism and the quest for power and glory

17 See Maria MacKay. *Faith In God Declining Faster Than Church Attendance*. www.christiantoday.com, 16 Aug, 2005.

18 As per NCLS Research. *Church Attendance As A Percentage Of The Australian Population*. www.ncls.org.au, 2001.

19 Cited in: Challenge Weekly magazine. Volume 65, Issue 37. October 1, 2007. p. 8

20 Cited in: Challenge Weekly magazine. Volume 65, Issue 37. October 1, 2007. p. 8.

by celebrity preachers.”²¹ According to pastor and author **Jim Cymbala**, “Despite all the Christian broadcasting, and high profile campaigns, the Christian population is not growing in numbers nationally.”²²

Southern Baptists are equally alarmed. “In our own congregations, we see falling rates of baptism and other signs of concern. In 2008, Southern Baptist churches baptized more than 33,000 fewer people than in 1950 – and that was with more than 17,000 additional churches. Baptism rates among teenagers have fallen dramatically, and many young people become disengaged with the church soon after graduation from high school. In 2008 we baptized only 75,000 teenagers. In 1972, we baptized 140,000. Why?”

Research conducted by LifeWay Research on the Millennial generation and research by Thom Rainer on previous generations indicate that every American generation from early in the twentieth century forward has been less evangelized than generations before. Tracing generational patterns from the World War II generation to the Millennials, the estimated number of Christians has fallen from 65 percent to 15 percent. Churches in America are losing ground with each successive generation.”²³

Allison and Anderson report, “In 1992, the median adult attendance per church service [in America] was 102. By 1995, it dropped to 95 and in 1999 it fell to 90 – an 11 percent drop in seven years....interestingly....during this time the number of Christians sharing their faith also declined.”²⁴ Say **Rusaw and Swanson**, “Attendance at two-thirds of US churches has either plateaued or is declining.”²⁵ Many denominations are haemorrhaging. Take the Episcopal Church. In February 2005, it announced to its members:

21 Cited in: Challenge Weekly Magazine. Volume 65, issue 3. February 5, 2007. p 2.

22 Jim Cymbala. *Fresh Wind, Fresh Fire*. Zondervan. Grand Rapids, 1997, p.90

23 “Embracing A Vision For A Great Commission Resurgence Among Southern Baptists. Final Report Of The Great Commission Task Force Of The Southern Baptist Convention June 15, 2010.” Cited at: <http://www.pray4gcr.com/historic/report.pdf>

24 Cited in: Lon Allison and Mark Anderson. *Going Public With The Gospel. Reviving Evangelistic Proclamation*. IVP, 2003, p.30

25 Rick Rusaw and Eric Swanson. *The Externally Focussed Church*. Group Publishing. 2004, p.27

“The most urgent message the Commission has to convey to the Church is not a happy one. Current data indicates we are going in the wrong direction. So far, what has doubled is the rate of decline in attendance. The numbers should alarm and disturb us.”²⁶

And it’s not just the Episcopal Church which is squealing. It’s all denominations. “In 1960, mainline church members made up 14.4% of the American population. In 2000, mainline church members comprised only 7.4% of the American population. Looked at as a percentage of the population, membership has decreased almost 50% in 40 years.”²⁷

And is the Protestant presence in the U.S declining? Yes. “Recent research from the University of Chicago shows the America’s Protestant majority is fading rapidly and will be gone by the time you hold this book in your hands. From 1972 to 1993, the percentage of Protestants in the U.S remained fairly stable at 63%. However, by 2002 the number had dropped to 52%. Protestants are in steady decline.”²⁸

What is the overall picture? At worst, “All across Western Europe, church attendance [1991-1998] has plummeted...”²⁹ **Dr William Abraham:** “There is no going back on the thesis that the proportion of the population [in the Western World] who take Christianity seriously has shrunk drastically.”³⁰ Are there other consequences of a Church in the West which has stopped proclaiming the gospel?

Ouch! Belief in God among non-Christians falls...

The team of researchers at the University of Manchester, England, also found there was a dramatic decline in belief in God among non-Christians. All this disturbed me greatly. I had always had the impression from the songs we sing in church, the mission reports, magazines, books and general Christian information we

26 <http://www.episcopalarchives.org/e-archives/bluebook/13.html>

27 Marth Grace Reece. *Unbinding The Gospel. Real Life Evangelism.* Chalice Press. 2008, p.25

28 *Ibid.*, p.26

29 Lon Allison and Mark Anderson. *Going Public With The Gospel. Reviving Evangelistic Proclamation.* IVP, 2003, p.29

30 Dr William J. Abraham. *The Logic Of Evangelism.* Eerdmans Publishing, 2002, p.13

read, hear, or see, that the Church in the West was a great army making massive advances into the kingdom of darkness, steadily and consistently taking ground.³¹ Discovering these impressions were considerably inaccurate left me feeling deflated.

Coincidence or consequence?

I asked myself, “Are these declines in belief in God and Church attendance just coincidences, unrelated to the Church stopping the proclamation of the gospel? Or are they consequences? I believe they are consequences. I am not alone: “There is a clear connection between [plummeting] Church attendance and proclaiming Christ,”³² say **Allison and Anderson**. Their conclusion fits with Scripture; “...whoever sows sparingly will also reap sparingly” (2 Corinthians 9:6).³³ I found myself drawn to the writings of many great Christian statesmen, authors and leaders around the world – men and women who had observed how evangelism was being hindered in the West.

Significant leaders are saying the same thing...

Billy Graham used the phrase ‘the un-seeded generation’³⁴ to describe those who had never heard the gospel.³⁵ He said this when he turned down an invitation to hold a crusade in a city where the non-Christians had not heard the gospel. This was because the Christians in that city had not been proclaiming it. In using this phrase, he was effectively saying, ‘What is the point in expecting a harvest from a field not sown with the seed of the gospel?’³⁶ I

31 Some churches *are* making great gains, and we rejoice in this, but their number is small compared to the total number of churches in existence in the West. It is perilous to conclude from observing the prolific growth of some churches in the West that all churches are faring well. I discuss this in chapter 20.

32 Lon Allison and Mark Anderson. *Going Public With The Gospel. Reviving Evangelistic Proclamation*. IVP, 2003, p.30

33 True, the context of the Scripture is money, but the principle still applies. We can not expect a harvest from a field not sown with seed.

34 In the Bible the gospel is represented as a seed (e.g. 1 Peter 1:23) and the human heart as the soil (e.g. Luke 8:15).

35 Cited in: Jack R Smith. *Fifty Great Soul Winning Sermons*. Home Mission Board of the Southern Baptist Convention, Atlanta, Georgia, 1994, p.11

36 Notice that it’s the seed of the gospel we are talking about here. “Seed sowing” is a popular theme in church circles. We are often exhorted to sow the seeds of kindness, love, righteousness, purity, money, time or whatever. Such exhortations ought to continue. But the seed Billy Graham is talking about is none of these things. It’s the seed of the gospel. Only this seed is the power of God for salvation. Exhortations to sow this particular seed are becoming increasingly rare. In this book, you will discover why.

don't want to waste precious time and resources by going to such a city.' Graham's comment now applies to virtually every city and town in the West.

In 1967 **Dr John Stott** wrote a book called *Our Guilty Silence: the Church, the Gospel and the World*. In it he spoke of the reluctance of Christians to go into the world and proclaim the gospel. There I was in the 90's, reading a book written in the 1960s about a crisis that had apparently existed for decades.

Jack Hanes, author, pastor and missions mobiliser, wrote in *His Last Command, Our First Priority*³⁷ that 35,000 people were dying daily without having heard the name of Jesus. Hanes' insights added fuel to my desire to write this book.

Mark Mittleberg of Willow Creek Church said, "Unfortunately, the work of evangelism has been pushed off onto believers by pastors, pushed onto pastors by believers or pushed off to those believers with the gift of evangelism."³⁸

Mark Conner, Senior Pastor of the 5,000 strong Waverley Christian Fellowship in Melbourne, Australia, said, "In most churches, evangelism just isn't happening."³⁹

Greg Laurie, US evangelist said, "It is my personal opinion that most Americans – much less the rest of the world - have not really heard the gospel."⁴⁰

Lon Allison, director of the Billy Graham Centre at Wheaton College: "The West, including North America and Europe, is post-Christian at best. Vast populations are...unaware of the Christian gospel."⁴¹

With so many significant leaders saying virtually the same thing, I knew I had to take this seriously. I want you to do the same. The Lord showed me it was not just Christian statesmen, authors and leaders who were concerned. I thought of evangelism ministries around

37 Jack Hanes. *His Last Command, Our First Priority*. Megalife Ministries, Kingswood, Sydney, Australia, 2002, p.17

38 Cited in: Bronwyn Hughes and John Bellamy. *A Passion For Evangelism. Turning Vision Into Action*. Open Book Publishers, 2004, p.157

39 *ibid*, p.157

40 Greg Laurie. *How To Share Your Faith*. Tyndale Books, 1999, p.47

41 Lon Allison and Mark Anderson. *Going Public With The Gospel. Reviving Evangelistic Proclamation*. IVP, 2003, p.72

the world which were trying to mobilise Christians for *personal evangelism*. Most were finding the task agonisingly difficult. As my concern from research was not high enough, in 1998 the Holy Spirit took me to new levels by giving me a vision of a waterfall.

A vision of a waterfall...

I was standing next to a large waterfall, like Niagara Falls. It was a calm, clear day. Some distance from the edge of the falls, way up stream and to my left, the river was filled with happy, carefree people frolicking in the warm sun and gentle current. Most seemed completely unaware they were nearing the falls. As they approached the edge, however, and realised what was coming, they began to scream in terror, clambering over each other to get away from the impending catastrophe. But it was too late. Then I looked over to the other side of the falls. Mature trees were dotted around a beautifully manicured lawn. Sunlight filtered through the leaves onto the grass where groups of people were engaged in various activities. Some were worshipping, some were studying the Bible, some were praying, and some were prophesying. Some were praying for the sick while others just talked. Still others were listening to a sermon, and one group was dancing. What I noticed particularly was that nearly everyone faced away from the water and all seemed oblivious of the screams of the people behind them who were tumbling over the falls.

We are everywhere, but they are just not hearing...

Was this a picture of much of the Church in the West today? I believe so. While we are busy with many good activities, a spiritual disaster is happening right behind us. Millions⁴² of unbelievers in the West are pouring into hell, never having heard and understood the whole gospel once. They're not from some lost tribe. They're your neighbours and mine, family members, co-workers and co-students. It seems Christians are everywhere,

42 Using the word "millions" might seem like a wild exaggeration which cannot be substantiated by research. Not so. We have been surveying a large sample of non-Christians. After presenting the gospel to them, we have asked them the question "Have you ever heard this message or anything like this message from somewhere else or someone else?" and their answers are remarkably consistent. Upward of 95% say "No."

but non-Christians are just not hearing the gospel.

Overwhelmed by the situation, I went to prayer. I considered:

- The vision of Niagara Falls.
- The research regarding the decline in gospel proclamation.
- The research showing the Church in the West had not grown in real terms for decades.
- The observations of the Christian leaders mentioned above.
- The reports from ministries worldwide which were seeking to mobilise Christians for personal evangelism.

My conclusion? Most Christians in the West had stopped going purposefully and regularly into their world to proclaim the gospel but there was no natural or logical reason for this.

For example...

It is not as if we lack finance. The Western Church has billions of disposable dollars. Our communication tools include the web, video, DVD and CD, TV, radio and satellite. We have wonderful graphic design and printing capabilities. All John Wesley had was a horse, a Bible, and the Holy Spirit.

Power to proclaim the gospel is available. Acts 1:8 speaks of the coming of the Holy Spirit, through whom there is power for every believer today. Jesus' command ('Go into all the world and proclaim the gospel') is not too complicated to understand. It is not as though we cannot find anyone to whom we can give the gospel. There are billions of people who have not yet heard and understood this message, even once. Many of them are in the West. Finally, we are not on our own, for Jesus promised, "I will be with you" (Matthew 28:20).

So how had we moved from everyone doing evangelism in the Early Church to only 2% doing it today? Who or what had caused this gigantic shift? How have we regressed 98% over 2000 years? I clearly felt the Holy Spirit challenge me to find answers to these questions. For 10 years, I sought God and undertook serious study. Over this time He revealed 67 reasons for this dramatic decline. Behind each reason are principalities and powers.

Principalities and powers to blame...

Each of these ‘67 reasons’ is a ‘device’ of the enemy which Paul speaks about in 2 Corinthians 2:11. A careful study of the word ‘device’ reveals that ‘devices’ are the thoughts, plans and schemes of the devil. For 2000 years he has been spawning and executing plans to change the minds, perceptions, and thoughts of Christians about ‘evangelism,’ ‘the gospel’ and many related subjects, all with the purpose of stopping evangelism. His success has been stunning.

Discovering that darkness was behind the collapse ought to be no surprise. Such a finding is entirely consistent with Scripture: Ephesians 6:12 “For our struggle is not against flesh and blood, but against the rulers, against the authorities, against the powers of this dark world and against the spiritual forces of evil in the heavenly realms.” I am not alone with this realisation. Listen to Dr John Piper: “From the cradle to the grave, life is war. Your soul, your mind, your body, your family, your career are fields of conflict. Until Satan is finally thrown into the lake of fire our peace with God will have to be a vigilant peace.”⁴³

To reverse the 100% to 2% swing, our focus in this book will be to understand how our enemy has done this. Why this focus? Well, think of a car which has broken down. The first thing a mechanic must do get the car going again is isolate the cause of the breakdown. Similarly, if we isolate how principalities and powers have caused the 98% regression, by God’s grace, we can, like the broken down car, get evangelism going again.

But I don’t stop there. All through this book I unveil practical strategies to mobilise ourselves and others for evangelism.

This book is ultimately about a cosmic war for trophies more valuable than the combined value of everything in the whole world – human souls: “For what will it profit a man if he gains the whole world, and loses his own soul? Or what will a man give in exchange for his soul?” (Mk 8:36-37).

So what’s the bottom line?...

The reason 98% of the people in our churches don’t do evangelism is that the devil’s devices have messed with our

43 <http://www.soundofgrace.com/piper88/pipe001b.htm>

thoughts, perceptions and minds. ***These devices are like voices whispering in the ears of Christians, subtly putting them off doing evangelism.*** If a Christian under the influence of just one device will not do evangelism, imagine how paralysed is one who is influenced by all 67?

Another way to think of these devices is to compare them with computer viruses. Computers which host viruses eventually crash - they stop functioning. Most Christians are unwittingly hosting these evangelism viruses in their minds, so their evangelism activity has crashed - they have stopped doing evangelism.⁴⁴

The Holy Spirit will work through this book and the other Evangelism Strategies International resources⁴⁵ (and the one day conferences we run called 'How To Change The DNA Of Your Church To Make It Evangelistic') to purge the 67 devices from our minds, just as anti virus software purges viruses from computer hard drives.

'Purging' is phase three of a six phase process detailing how to create a local church with a DNA of evangelism.

Please don't make a mistake here. When Church leaders hear of the evangelism crisis in the West, they sometimes respond by rushing into teaching their people how to do evangelism. This is a mistake if they have not first attended a 'How To Change The DNA Of Your Church To Make It Evangelistic' one day conference.

Attending a one day conference is phase one of six, and must come first.⁴⁶ At these conferences, the Holy Spirit infuses attendees with fresh vision and new hearts for the Great Commission. These transformations are foundational, for without them failure is inevitable.

Uploading new programs (i.e. teaching people how to do evangelism) onto hard drives (i.e. the minds of Christians) riddled with viruses just won't work. The computers will just keep crashing. Christians will quickly revert back to their default mode which is to be non active in personal evangelism. Jesus talked about the danger of trying to overlay the new on top of the old in the parable of the

44 Sadly, these devices are so epidemic, many have never started!

45 See www.esisite.com for further details and www.churchDNAchange.com to download a six phase plan on how to create a church with a DNA of evangelism.

46 At your invitation, and as our schedule permits, we can run one of these conferences anywhere in the world.

wine skins (Luke 5:36-39).

But these one day conferences and resources don't just stop at purging. They will also create (to use computer language again) a fire wall to stop the devices infiltrating again. This is essential if you are serious about building and sustaining a culture of evangelism in your church and changing its DNA. The 100% to 2% shift in the wrong direction can be reversed. By reading this book, you are about to become part of the solution!