

Werner Nachtigal

# 3 STEPS

*IN PERSONAL EVANGELISM*



GLOBAL OUTREACH DAY  
TRAINING BOOK





## A Clear Direction for Business Men's Fellowship

### **...And For You**

We encounter many problems in business. When a problem arises, a good businessman recognizes it, and quickly goes about finding a solution to resolve it.

### **Our challenge...**

The true Gospel must be taught and testified. As Christians we must be personally moved into action by going into the world to tell everyone the **Good News**.

### **Our solution...**

Business Men's Fellowship (BMF) recognizes this very real challenge in the church today, and offers a clear direction... a viable solution that can be used to rectify that problem. BMF provides weekly meetings where the Holy Spirit is welcomed and designed to reach those who do not have a personal relationship with Christ. BMF offers clear Gospel presentations shared via their peers' testimonies, while the Holy Spirit ministers to all.

### **Strengthening the BMF solution through...**

## **Global Outreach Day**

**May 25th 2019** is Global Outreach Day (the last Saturday of May every year), where millions of Christians in 200 nations will share the Good News all around the world. Every Christian all over the globe is encouraged to share the Gospel with at least ONE other person on that day in every possible way. I encourage every member of BMF to engage in Global Outreach Day (G.O.D.) by sharing your testimony with 5-10 other businessmen and inviting them to your local BMF meetings.



**Come join us!**  
**Be part of a worldwide wave of salvation!**

*Bill Keith*  
*President of Business Men's Fellowship USA*

## Outreach Activity

Starting on Saturday, May 25th 2019, we encourage you to share within one week your testimony to 5 - 10 businessman and invite them to come to your chapter.

**These are the names of the people I want to share my testimony with and to invite to our BMF meetings:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

We also invite you to let your pastor know about the Global Outreach Day, so that your church can participate in different forms of outreach.

# 3 STEPS

**The Gospel is the best message in the world and the only hope for eternal life. Jesus died on the cross out of love for us. He rose again from the dead on the third day and lives forever. He is the only way to God and the only hope for eternal life. You can experience the joy and privilege of introducing others to Jesus Christ.**

## **One World – One Day – One Message: Jesus**

Imagine a day on which Christians all around the world share the Gospel. Some with friends and family and some in the community. Everyone taking a step of faith to share God's love and forgiveness. That is the vision for Global Outreach Day (G.O.D.) A single day, on the last Saturday in May every year, for the Body of Christ to proclaim the Good News with one voice.

## **Every Believer Is A Witness**

Jesus has called every Christian to be a witness for him, and he promised us his power to be just that:

When someone asked Billy Graham who would follow in his footsteps, he told a large crowd: "Every one of you!" Our experience shows this is true. Millions of Christians who were previously anxious about sharing their faith are now leading people to Christ. This simple 3-part training will provide all that you need to talk about Jesus freely and effectively.

## 5 Years of Global Outreach Day

*“Global Outreach Day is a great way to encourage people to start sharing their faith. Once Christians have overcome their fear of witnessing, they are more likely to continue to talk with others who need Jesus Christ.”*

*Steve Douglas, Campus Crusade for Christ,  
International President*

The first Global Outreach Day took place in 2012. Since then, G.O.D. has grown to a worldwide movement with over 25 million Christians participating. Many churches have grown, and new ones have been established as a result.

- **5.7 million decisions for Christ**
- **Reports of evangelistic activities from over 140 nations**
- **Over 25 million Christians mobilized**
- **142 million pieces of Gospel literature distributed**

A sample report: In the Dominican Republic, 280,000 Christians from 3,712 churches worked together and reached one million people with the Gospel. Following the Global Outreach Day 2016, 20,000 people were baptized.

## From Spectators to Enthusiastic Witnesses

*“There is an army of believers, sitting in churches, waiting to be mobilized. If we can figure out a way to turn an audience into an army, to turn consumers into contributors, to turn spectators into participators – it will change the world. Be part of Global Outreach Day.”*

*Rick Warren*

**93%** of church members more or less never share the Gospel with others regularly! Many Christians have never learned how to reach others with the Gospel message. What if you could learn to do that?

**Please contemplate the following two questions:**

**1. What is the biggest decision you ever made in your life?**  
Many Christians answer: "To invite Jesus into my life."

**2. What is the best thing you can do for someone who does not know Jesus? Answer: "Lead that person to Christ!"**

A Christian only needs to overcome his fears in order to speak with someone about Jesus. However, for the person being spoken to, there are much higher stakes – even an eternal one!

## **Preparation for Global Outreach Day**

In this booklet, you will learn three steps to help you win people for Jesus.

**Step 1: How to start a conversation**

**Step 2: How to share the Gospel**

**Step 3: How to lead a person to Christ**

We will show you practical steps toward becoming an effective witness for Jesus. These three steps will help you talk with other people.

Joshua, a young man, thought that evangelization was not his thing, since he was rather shy. After participating in this **3-STEP** training program, he began to evangelize, and on a single day, he led six people to Christ. Now he really is excited telling people about Jesus. You, too, can experience how easy it can be to share the Gospel and lead people to Christ.

*"Go out there, step out in faith. Do something you haven't done before!"*

*Nick Vujicic, Life Without Limbs*

Our motivation and our source of strength are God's love and the power of the Holy Spirit, based on the Word of God.

## God's Love

When you talk with someone about Jesus, remember that God loves them. In fact, so much, that Jesus died for the very person you are sharing with. The book of Romans tells us that "while we were still weak ... while we were still sinners Christ died for us" (Rom. 5:6,8).

This is the message of hope you have to offer. It has great impact on people when they recognize the you are honestly interested in them.

## The Holy Spirit

Jesus promised that we would receive his Holy Spirit and be his witnesses. Streams of living water would flow from within us. The Holy Spirit is God's source of strength for us and helps us to overcome our anxieties and fear of men. How many times have Christians thought that they were not able to evangelize? But God wants to empower us through his Holy Spirit.

*"Whoever believes in me will do the works I have been doing."*

*John 14:12*

## The Word of God

The Bible is the unfailing Word of God. The foundation for all we believe and all that we say. Yet it is more. The truth of the Gospel is "the power of God that brings salvation" to many (Rom. 1:16). As you share biblical truth in your conversations you can be certain that it has the power to save, heal, deliver, and transform people.

## Are You Ready?

A pastor's daughter 20-some years of age had never shared the Gospel with anyone because she feared how they might respond. One day, she decided to change that. She set out, determined that fear would no longer hold her back. She met a woman, whom she told about God's love and his plan. The woman began to cry, and the pastor's daughter reacted spontaneously and just hugged her. However, she was startled when the woman drew a gun out of her handbag. The woman explained that she was on her way to the forest to commit suicide. Before she left to do this, she had prayed:

"God, if you really exist, then send me an angel to keep me from committing suicide. And so that I will know it is you, let the angel give me a hug." Today this woman and her entire family are believers. She tells others about how Jesus saved her.

As Jesus' followers, we should be doing the same works that he did. One of those works is sharing the Gospel message. For that purpose, he promised to empower us by the Holy Spirit. Are you ready?



## STEP 1 HOW TO START A CONVERSATION

Many Christians find it difficult to approach people and tell them about Jesus. But everyone can learn how to do it! First of all, it is important to get the person's attention.

Beginning to share your faith is as simple as starting a conversation.

In the Gospel of John, Jesus spoke with a woman from Samaria and eventually the entire village came out to hear him. This story, in John 4, offers a model into how Jesus interacted with people.

### **1. Find A Point of Contact!**

*"When a Samaritan woman came to draw water, Jesus said to her, 'Will you give me a drink?'"*

*John 4:7*

It all began with an everyday need and a question. He asked the woman to give Him something to drink. The water was the point of contact. Your point of contact could be something simple ... family, children, or clothing. Smile at the person and be friendly. Get the person's attention, then listen carefully and find a point of contact.

Your point of contact could be something simple like the water in the story about the Samaritan woman. It could be the family, children or even clothing. If the person is wearing a cross, you can ask what it means to that person. Offering a compliment up front is another effective way of connecting, as long as the situation lends itself to it.

An act of kindness could also be the beginning of a conversation. You could hold the door open for someone or pick up what someone has dropped. Do something unexpected.

Another option is to refer to something relevant to the situation (the person's dog, car, cell phone, etc.) or to a current affair. Look for common interests.

Don't preach to people! Ask them questions and listen to them. While I was in Brazil, I shared with excitement about Jesus to six employees of a restaurant where I was eating. After about 15 minutes, one of them told me that they all belonged to a Pentecostal church in the area. If I had started my conversation with a question, I would have known from the beginning that they were all believers.

- **Be friendly and smile at the person you are talking to.**
- **Start your conversation with something out of everyday life.**
- **Ask a good question.**
- **Do an act of kindness.**

If a fisherman wants to be successful he has to use the right bait. He may prefer chocolate, but chocolate won't catch fish. Worms, on the other hand, attract fish, so that's what he uses.

Asking questions, and then simply listening, builds trust. Be prepared with a few **open-ended** questions such as, "What do you think about God?"; "Can you tell me why you don't go to church anymore?"; or simply, "How are you doing?"

I was sitting in a taxi cab and saw a cross hanging from the rearview mirror. I asked the driver what it meant to him. He answered that he always thought about Mary. Instead of telling him he believed the wrong things, I told him I had learned something about the cross that had changed my life. I then asked him if I could tell him about it. He said "Yes," and at the end of the conversation, he gave his life to the Lord.

Find out where people stand. That will allow you to connect with them better. You could ask: "What does God mean to you personally?" This is also a question you could ask people from other religions. Instead of arguing with them or perhaps even claiming that their religion is wrong, show genuine interest in finding out what their faith means to them personally. After a while, you might ask whether or not they know that they have eternal life and will be forever with God when they die. No religion offers an answer or assurance to this question. Only Jesus promises eternal life. Our goal, however, is not to argue with them, but to lead them on the path to Jesus.

Avoid insignificant subjects that have a potential for conflict. These should not be the focus of your conversation. If you emphasize subjects that are not relevant to salvation the conversation can get side-tracked. Stay on the topics of God's offer and their response.

**To win people for Christ, we must be friendly to them. Confrontations harden the heart. Even if all of their opinions differ from yours, try to understand them, and always respond respectfully.**

If you try to take a bone away from a dog, he will hold on to it with all his might. But if you offer the dog a tasty slab of meat in the bone's place, he will immediately let go of the bone. In the same way, people will hold on to their religion, their opinions, and their points of view, because they don't know any better. But when they hear about the love of God

and what Jesus has done for them, they will let go of their beliefs. Tell them about God's offer of forgiveness for their sins, of peace, true joy, and eternal life. The Gospel is like that slab of tasty meat.

## 2. Show Interest

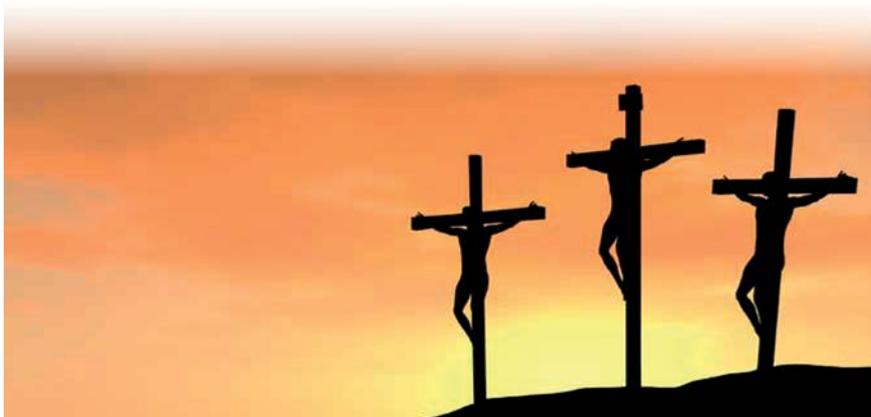
Once you have someone's attention, the next step is to arouse interest.

*"The Samaritan woman said to him, 'You are a Jew and I am a Samaritan woman. How can you ask me for a drink?' ... 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.'"*

*John 4:9-10*

Jesus addresses a central issue in this woman's life, and she is deeply touched. Perhaps the person you are talking with has no peace with God, no assurance of eternal life, or just feels guilty before God. Or the person has a problem, is sick, or has financial troubles.

Jesus often met people in their need. God is still able today to heal sick people, repair broken marriages, and deliver people from their areas of bondage. However, the biggest need everyone has is eternal separation from God.



### 3. Your Story

*"Then Jesus declared, 'I, the one speaking to you—I am he.'"*

*John 4:26*

Jesus revealed himself to the woman and shared with her the most important thing in his life.

Your personal story is very important! Share how you experienced God and how Jesus has changed your life. You can share your story in a boring or an interesting way. Don't use words that an outsider wouldn't understand. It is important to be honest and not exaggerate. Be real and authentic.

**You can share your personal story in three main points.**

- **What did your life look like without Jesus?**
- **How did you get to know Jesus?**
- **What changed in your life?**

You could also share how you found purpose and meaning, how you received peace, or how God healed you. Write your story down so that you can share it within a few minutes' time. Your story is unique, and you need to learn to share it in a unique way. Share examples from your life that another person can best relate to.

Make sure the person understands what you are saying. Ask him what he thinks about what you shared. Observe the person's reaction. While you are sharing, you can awaken a desire in the person to say: "I want that, too!" You can relate your experiences to the person's own story or simply explain the Gospel to him.

## Preparing Your Testimony

Remember, your story is a powerful instrument and it is wise to spend some time preparing your testimony. Consider to use these three points to help:

### **What was my life like before Jesus became my Savior?**

*What negative habits controlled me? Was it alcohol? Sex? Gambling? How did I treat my family? Did I work honestly on my job?*

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### **How did this change in my life take place?**

*When did I first realize that I needed Jesus? When did I ask Him to be my Savior? How did I do it? How did it take place?*

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### **How has my life changed as a result of receiving Jesus as my Savior?**

*What habits have been broken? What sin has been overcome? What is my attitude today?*

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## STEP 2

### HOW TO SHARE THE GOSPEL

The Gospel can only save someone if he understands what you are saying. That is why you must learn to share the Gospel in a language that is easy to understand. The people you share with must understand the following points:

#### 1. God's Plan



In the beginning, all of creation was perfect. There was no war, no injustice, and no sickness. Everything was complete and whole. There were no wars, no injustice, no sickness – everything was complete and well. Mankind lived in peace and harmony with God.

*"God saw all that he had made, and it was very good."*

*Genesis 1:31*

Consider this: God's plan for the person you will talk to is the best plan for their life. God wants to restore what is broken and to have an eternal relationship with them.

## 2. The Problem



Mankind decided to go his own way and turned away from God. Today we can see the results of this decision. Instead of being able to live in peace and harmony with one another, we experience lies, hate, jealousy, sickness, and war. A far worse problem is that the relationship between God and man is broken and we cannot restore the connection to God.

Out of his own efforts, mankind cannot restore the connection to God. The various religions are a desperate attempt to get closer to God again. Because of guilt, mankind has been separated from God.

*"There is no one righteous, not even one. For all have sinned, and fall short of the glory of God."*

*Romans 3:10,23*

Consider this: Before the person you are talking to can desire salvation, he must understand that he is lost.

## 3. God's Love



God is just and therefore cannot simply ignore our rebellion. Justice requires that wrongs are made right and that debts are paid. Because God loves us so much he came up with a perfect plan to satisfy his justice while showing mercy to the guilty. God shows his love by sending his only Son, Jesus Christ, into our world to die on the cross for everyone. In doing so, Jesus took the punishment for our guilt upon himself. On the third day, Jesus rose from the dead, just as he said he would. His death and resurrection are the basis for us to be reconnected to Him in a right relationship.

*"This is how much God loved the world: He gave his Son, his one and only Son. And this is why: So that no one need be destroyed; by believing in him, anyone can have a whole and lasting life."*

*John 3:16*



## STEP 3

### HOW TO LEAD A PERSON TO CHRIST

#### What Is Your decision?



Our good deeds, our own efforts, meditation, and church attendance are not enough to restore our relationship with God. There is only one way: We have to turn to Jesus and accept his provision. We must turn from our sin and toward God. We are separated from God through our guilt, but Jesus died for that guilt. Only he can save us for eternity.

*"Repent and believe the good news!"*

*Mark 1:15*

Jesus rose from the dead! He is alive. He is here right now, waiting for your answer. We have to ask him for forgiveness and follow him, and then we will be saved.

*"If you declare with your mouth, 'Jesus is Lord,' and believe in your heart that God raised him from the dead, you will be saved."*

*Romans 10:9*



Symbols used with permission of THE FOUR

If a ship on the ocean is sinking, and the passengers are drowning, it is not enough for a lifeboat to come along to help and hold “good talks” with them. Nobody would understand that! In the same manner, it is not enough for us just to share the Gospel. Jesus came to seek and to save the lost. He wants to use you, as well, to lead people into reconciliation with God and to salvation. You can learn how to lead people to Christ.

## 1. The Decision for Christ

The decision to follow Jesus is the most important decision in life. You now have the privilege of leading the person to Christ. This is the point in time where you will ask the decisive question.

*“We are therefore Christ’s ambassadors, as though God were making his appeal through us. We implore you on Christ’s behalf: Be reconciled to God.”*

*2 Corinthians 5:20*

Christians often hesitate at this point, but many people are seeking God, and just waiting for someone to lead them to Christ. Don’t be afraid to take this step! Just ask: *“Do you want to put your life in order with God right now?”*, or *“Would you like to get to know Jesus personally?”*

Then be quiet and wait for a response. Before leading the person in a prayer of salvation, ask him if he believes that Jesus died for his sins and rose from the dead. We don’t want to force or manipulate anyone. And it is not about becoming a member of a church. It is about being reconciled with God and receiving eternal life. It is about life or death!

## 2. The Prayer of Decision

Now pray a simple prayer and ask the person to pray along with you with all his heart and ask Jesus into his life. Pause after each sentence to allow the person to repeat it. Here is an example prayer:

*"Lord Jesus, I believe you are the Son of God. I believe that you died for my sins. Please forgive me of my sins and come into my life. I believe that you rose again from the dead and are alive today. I receive you as my Lord and Savior. I will follow you for the rest of my life. Amen."*

## 3. Next Steps

After the person commits his life to Jesus, explain to him what just happened. We are reconciled with God through Jesus and now can talk with God and discover his plan for our lives.

### **Explain the four most important aspects of the Christian life:**

**1. Prayer:**

*Talking with God and building a relationship with Jesus.*

**2. Bible:**

*Reading God's word in order to understand his plan.*

**3. Fellowship:**

*Finding a church or fellowship close by (a place where Christians who believe in the Bible meet).*

**4. Evangelization:**

*Sharing the Gospel and your testimony with others.*

Finally, exchange addresses with your conversation partner. Meet with each other within the next three days to build relationship. Pray for the person and be a friend. If possible, pick up the person and visit together a church service or small group.



## ACTION!

### **On Global Outreach Day, We Pray, And We Become Active!**

Prepare yourself beforehand in prayer, whether alone, with your church, cell-group, house fellowship, or Bible study group! Even if you only have a few minutes, pray a powerful prayer:

*"Lord, here I am. Send me and use me to reach people with the Gospel message. I will be obedient to your word and go."*

After that, pray specifically for your outreach or for a particular person you want to reach on that day.

### **Action**

The goal of each Christian is to talk to at least one person on Global Outreach Day. There are endless ways to reach out to people in this day and age. You can find a few ideas on the following page.

**One on One** – Call or visit someone and invite him or her over for a coffee and talk about Jesus.

**Two by Two** – Meet at your church and split up into teams. Then go two by two to reach people where they are: on the streets, in the market places, in hospitals, etc.

**Care and Share** – Do something good for someone and then share the Good News with him or her.

**Reach your local area** – Plan how to reach your neighborhood or your whole city or region, for instance by going door to door. Think about how you can share the Gospel with people.

**Ideas from A to Z** – You could organize an open-air event or visit places where people regularly come together. Ask God to give you ideas about where you could go. There are so many ways to reach people and so many places to reach them.

Give a person a fish and you will feed him for a day.

Teach a person to fish, and you will feed him for a lifetime.

Everyone can reach someone.

Together we can reach the world!

**Stay connected and get resources:**

Go to **[www.globaloutreachday.com](http://www.globaloutreachday.com)** to share your experiences and to find out more about Global Outreach Day.

Visit **[www.globaloutreachday.com/resources](http://www.globaloutreachday.com/resources)** to get helpful resources for training, outreach, and discipleship. You can also download the **Global Outreach Day App** for your cellphone.

## **GOD MOVEMENT**

### **Evangelization Is A Lifestyle**

Sharing the Gospel is more than an event or a program. Evangelization is a lifestyle. A young woman recently shared with me about the first time she led someone to Jesus. Her eyes were radiant, and she was utterly joyful. And that is not the exception. I have talked with many people who have shared the incredible joy they felt after leading someone to Christ.

**You can discover this breathtaking life by learning to share Jesus with others in your own unique way.**

As you step out in faith and take the initiative with people, you will see a change in your own life. Instead of being afraid of rejection, you will find yourself sharing freely, with a genuine interest in people. You will be able to lead some of them to Christ. Instead of being afraid of talking to people and being rejected by them, you will experience more and more how you are able to share the precious message freely and with a genuine interest in people. You can discover the joy of showing people the way to God. Every day can be a special day if you make yourself available. Set yourself a simple goal right now:

**Every week I will speak to one person and tell him about Jesus.**

This is a realistic and attainable goal for every Christian. We will only see results if we make a decision and become active. A clear goal will challenge you, but it will also lead you into a new dimension. We can only achieve our goal if we are ready to leave our comfort zone. But if you do that, you will experience a life of adventure. Recognize that you are not alone. Many other Christians worldwide are doing the same thing.

**You can reach one person per week – together we can reach the entire world.**

# 3 STEPS

## HOW EVERYONE CAN WIN PEOPLE FOR JESUS

The Gospel of Jesus Christ is the best message of all times. God wants to use you to share this message with others. In this 3-steps training booklet, you will learn how you can win people for Christ!

Step 1: How to start a conversation

Step 2: How to share the Gospel

Step 3: How to lead a person to Christ



**Werner Nachtigal** is the initiator of Global Outreach Day and travels around the world to inspire, mobilize, and train Christians for evangelism. Every year, millions of Christians are actively involved in Global Outreach Day and in sharing the Gospel message.

**Everyone can reach someone.  
Together we can reach the world!**



[www.globaloutreachday.com](http://www.globaloutreachday.com)