

# How to TALK ABOUT YOUR FAITH

so people listen

## TIPS FOR BECOMING AN EFFECTIVE EVANGELIZER

### 1 Be principled.

In every instance start with the "why". If you lead with your heart you will have an enhanced chance of winning your opponent over.

### 2 Fight for people, not against things.

Don't just oppose bad ideas. Remind people who you are fighting for: struggling and impoverished people, unborn children, high-quality education for all, immigrants, refugees, etc.

### 3 Get joyful!

Joy has to be authentic for others to truly believe it exists. To be a successful evangelizer, you must be a joyful person.



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### 4 Be the leader.

Most Christians do not want to choose between compassion and morality, or between truth and empathy. They want leaders who have all of these traits. Expand your moral imagination and follow Christ's example.

### 5 Go where you're not welcome.

Get out of your comfort zone! Attract people who do not see things the same way, and enlist them to the cause. Christians must be more than a silent majority. Expand your horizons — engage with true believers, persuadable personalities, and even hostile members of society.

### 6 Say it concisely.

A great speech treats the first opening seconds like the scarce and valuable commodity they are. First priority in making a good impression? Don't blow your opening lines.

### 7 The old way isn't working.

It's not time to change the message; it's time to change the way it is delivered. Don't be afraid to give up what's comfortable for something that is scary but has an opportunity for success.



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