

The Because Approach guide.

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BECAUSE  
3

# Good to go.

Unlocking unbelief and proclaiming hope.



## REFERENCES

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- <sup>9</sup> Richard Lovelace, *Dynamics of Spiritual Life* (Leicester: Inter-Varsity Press, 1979), 101.
- <sup>10</sup> Based on a paper by Dan Strange (Rules of Engagement Seminars, July 2009).
- <sup>11</sup> [http://blog.guykawasaki.com/2006/01/the\\_art\\_of\\_evan.html](http://blog.guykawasaki.com/2006/01/the_art_of_evan.html).
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# Good to go.

A conversational evangelism training looking at practical ways of removing the barriers which stop people engaging with the gospel.

'Mind the gap' says the station announcer as the train pulls into the station and it's a phrase increasingly descriptive of the church's mission to reach people who are far from Christ and his grace. The gap is widening between Christians and the spiritual sceptics they know and that can lead to a loss of confidence. It's not that Christians have lost confidence in the power of the gospel but we lack confidence in how to start conversations which develop an openness to the message of Christ.

The answer our Lord Jesus gives is first to tackle the issue of hard hearts - the blindness and futile thinking which stops people seeing that Christianity has any relevance to them at all. That's what Good to go focuses on:

- Grasp what the Bible has to say about a Christian's work of witnessing
- Understand the mind of an unbeliever
- Identify barriers to unbelievers seeing the hope we have in Christ
- Learn more of how we can explain more of the hope in us to others
- Practice ways of opening up a conversation about Christ

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The whole course aims to give us confidence in daily conversational evangelism. It's rooted in the principle that the more we understand an unbeliever's context, presuppositions and devotions which block their ability to see the truth and grace of the gospel, the more effective we can be in relating to their context and deconstructing their barriers to belief.

Good to go workbooks, talk scripts and videos are all available as free downloads at [www.becauseapproach.com](http://www.becauseapproach.com) so that you can run it and tailor it for your local setting

If you'd like more information please contact: [andrew@jc-church.org](mailto:andrew@jc-church.org)



# Session 1.

## Listening to people of peace

and the relationship barrier.



**Session 1.**  
Listening to  
people of peace  
and the relationship barrier.

**Session 2.**  
Asking the right  
questions  
and the respect barrier.

**Session 3.**  
Releasing the grip  
of idols  
and the relevance barrier.

**Session 4.**  
Presenting the joy  
of salvation  
and the response barrier.

# Because.

Because it's all about people

*"We are not just rational beings to be informed and educated, spiritual beings to be evangelized and enlightened, or physical beings to be fed and satiated. We are whole beings, called to love God with the whole heart, soul, strength and mind."*

God's pleasure and will is to restore us as his people in his sight (Eph 1). Speaking about becoming God's people therefore requires us to treat people as people.

• **Gen. 1:27-28 and Gen. 12:2:**

– created in God's image; blessed with God's favour; sent with God's purposes

• **Mk. 1:38; Lk. 19:10; Matt. 9:35-38**

– Jesus' priorities were set by his heart for lost people

Christians live as ambassadors of God's Kingdom within a foreign culture:

• **Lk. 16:9**

– we're called to give our lives to making friends we'll share new creation with

• **1 Cor 7**

– we're called to see our present context as an opportunity to serve God

• **1 Cor 9**

– we are called to go with the gospel to other contexts

• **Matt 10; Acts 16**

– we are called to find the person of peace

### Quick Questionnaire

Think of a person you are aiming to reach. Which statement best fits them?

- *Drivers:* success / financial security / social life / family / charitable work / learning
- *Law & authority:* respect / live with / subvert & challenge
- *Career:* live for work as identity / love work as creativity / work to live
- *Sex:* private matter with consent / commitment key / free to enjoy whatever
- *Identity:* in my relationships / in my achievements / in my feelings about me
- *Community outlook:* I stick with people like me / multi ethnic etc. / people I trust
- *Mission outlook:* I look after family first / I give to charity / I'm involved in charity

### NOTES ON VIDEO DISCUSSION

# However.

## However defences

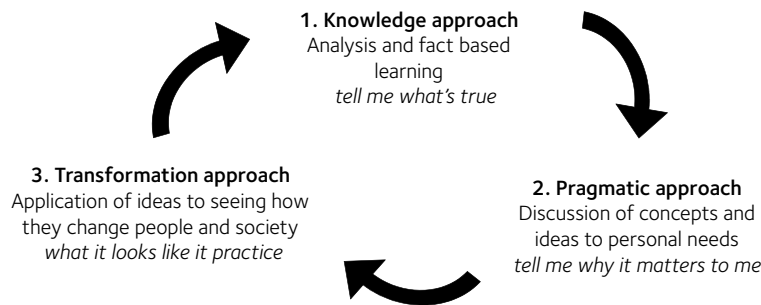
Defences are the initial barriers people put up in when conversations turn to spiritual matters.

**1. I'm out of my comfort zone**  
– different communication styles: hedgehog vs rhino

**2. I've been hurt in the past and don't want more**

**3. It's just a mask**  
– different communication levels:  
• cliché • facts & opinions • feelings • honesty

**4. It's all about their agenda not mine**  
– different learning styles



## NOTES ON VIDEO DISCUSSION

# Therefore.

## Therefore grow in compassion for people

**1. Show that you love them - see model of Paul in 1 Thess 2**  
– appreciate them don't criticise or condemn  
– remember their name

**2. Start by discovering their context - see model of Paul in Acts 17**  
– show a genuine interest in their lives  
– discern why conversations about Christianity might be threatening  
– seek to understand how they're wired by the questions they ask

**3. Develop listening skills**  
– Look at them (show you're listening and pick up non verbal communication)  
– Concentrate on what they are saying rather than half listening and with the other half of your brain trying to think of answers  
– Keep praying for God's Spirit to fill you with wisdom and to open their heart  
– Occasionally repeat what they've said in your own words to show you've understood / heard correctly. If you don't understand, ask for clarification

**4. Understand different teaching approaches**  
Jesus taught in all sorts of ways because people learn in all sorts of ways:  
• Two-way discussion seminar (Lk. 2:46–50); Outward bound assignment (Lk. 4:1–13); Preaching (Lk. 4:14–30; 6:17–49; 21:37–38); Practical demonstrations (Lk. 5:1–11, 17–26; 8:22–25); Parables (Lk. 5:33–39; 8:1–15; 10:25–37); Practical assignments (Lk. 9:1–9; 10:1–24); Question and answer (Lk. 10:25–37); Practical models (Lk. 11:1–13)

Jesus employed different approaches depending on where his audience was starting from: Religious knowledge but no personal encounter (John 3:1–21); Social and moral outsider (John 4:1–26); Disciple (John 4:27–42).

### Discussion.

When beginning a spiritual conversation with someone:

1. How might a spiritual conversation take them outside their comfort zone? How could you reduce their discomfort as a spiritual conversation develops?
2. How can you show you are listening to the person you're talking to and taking their story seriously?
3. How can you show you're not a 'chameleon' but show authenticity and transparency of motive?
4. How could you begin spiritual conversations in ways that show you are taking them and their agenda seriously?

# However.

## However different God given witnessing opportunities

### 1. Explore your preferences.

Write down your preferences:

- The activities and hobbies you prefer doing
- The topics of conversation you prefer developing
- The cultural events you prefer experiencing.

How could you engage in these activities, conversations and cultural events with others to build relationship by sharing 'in common' time with them?

### 2. Analyse your current evangelistic connectivity

Whatever situation God has called us to serve him in at the moment, he gives us plenty of opportunities to be his gospel ambassadors in daily life. The clearer we are on what those opportunities are, the more intentional we can be. With that in mind, these questions aim to help us grow in excitement as we see the opportunities:

- How many hours do you spend with unbelievers in a normal week (total time, not just speaking about Christ)?
- What do those people know of your Christian faith and what do they make of it? (Why not ask them!)
- In what situations and with which people do you find it easiest to speak of how your faith impacts your daily life?
- Which unbelievers are more open to discussing questions of Christian faith with you? Why do you think that is?

# Therefore.

## Therefore start regular prayer for people and opportunities

### 1. Decide who to pray for regularly

Use the FRANK<sup>2</sup> categories to form a prayer 'long list': Friends; Relatives; Associates at work; Neighbours; Kids (parents of your children's friends)

Prayer 'long list'

Use this 'longlist' as part of your regular prayer. Perhaps pray for particular people on particular days of the week. As you pray for each person, ask for God's help:

- To identify barriers which are preventing this person from hearing about Christ and practical ways you can help their progress on the journey of faith
- To open doors of opportunity for you to talk with him or her about the gospel
- To invite them to church events where they will hear more.

### 2. Decide who you're going to invest your life in.

Prepare a prayer 'shortlist' of a few people from your prayer 'longlist' who you will commit to praying for in an even more concentrated and regular way – perhaps each day. Select people who are not yet believers but are receptive to the gospel and that you are able, with God's help, to invest in and share life with.

- Who is it easier to spend time with because they share similarities with you in their 'preferences profile'?
- Who do you currently find God is opening up opportunities with to talk of him?
- Who welcomes your comments about how your faith impacts your life and who shuts down such conversations?
- Who is God's Holy Spirit working in to give a conviction of the truth? Who is asking questions?

These are your 'people of peace'.

Prayer 'short list'

# Session 2.

## Asking the right questions

and the respect barrier.



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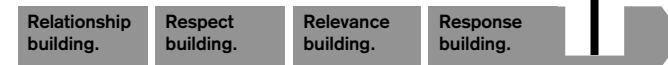
**Session 3.**  
Releasing the grip  
of idols  
and the relevance barrier.

**Session 4.**  
Presenting the joy  
of salvation  
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# Because.

Because it's going to be dark if you don't switch on the light

- **John 1:5; 2 Cor 4:4**  
– the issue isn't lack of information but lack of sight
- **Ps 14:1; 1 Cor 1:20**  
– without God there is no basis for wisdom or understanding
- **Ecclesiastes 3:1–11**  
– the darkness is very dark, bleak, hopeless and makes no sense of life
- **Rom 1:18–23; Col 2:2–4**  
– by definition the darkness remains cut off from the light
- **Mark 8:14–38**  
– sight is restored gradually by God:



### NOTES ON VIDEO DISCUSSION

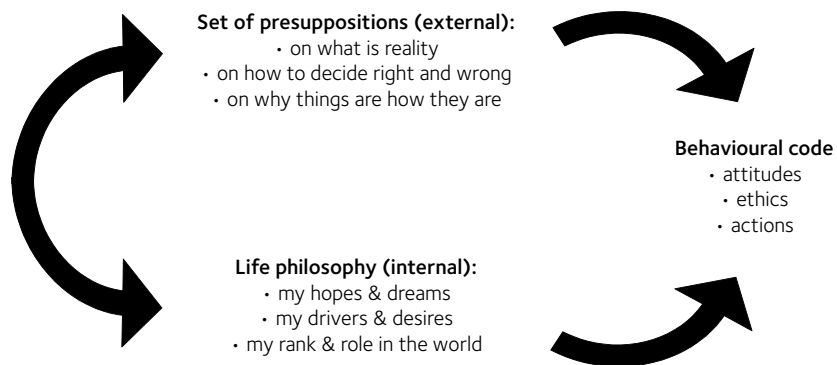
#### Quick Questionnaire

- Profile the worldviews of the main types of person you are called to reach:
- what are the main issues that concern them / they talk about?
  - how do they define reality? How do they think about things outside the 5 senses?
  - how would they answer who they are (identity) and what their purpose is?
  - what aspects of their worldview stop them seeing the truth of Christ?
  - what are their views on spirituality, religion and morality?
  - what are their barriers to the gospel and resistance to Christian witness?
  - what are their connection points with the gospel?

# However.

## However philosophical ‘delusions’

A worldview is a commitment, a fundamental orientation of the heart, that can be expressed as a story or in a set of presuppositions (assumptions which may be true, partially true or entirely false) which we hold (consciously or subconsciously, consistently or inconsistently) about the basic constitution of reality, and that provides the foundation on which we live and move and have our being.” – James Sire<sup>3</sup>



Every decision a person makes and action they take is determined by their beliefs about the world (presuppositions) and about themselves ('life philosophy' - focus of session 3). If they get these wrong, their whole worldview will be misaligned.

Some common false presuppositions:

### 1. The Material presupposition

### 2. The Now presupposition

### 3. The 'just a story' presupposition

#### Discussion:

##### 1. Discuss the fundamental set of beliefs people you know live by.

le how would they answer: What is reality and what is your view of the unseen spiritual world - is that reality?; How do you decide right from wrong - how do you know if you're right in that basis?; Why is the world ordered, logical, operates according to fixed laws, has basic agreed morality, isn't just about selfishness but includes joy and unconditional love and forgiveness and commitment etc which are selfless?

##### 2. Discuss to what extent the three presuppositions above apply to them.

# Therefore.

## Therefore challenge delusions

### 1. Discover presuppositions

*Prov 1:7 The fear of the LORD is the beginning of knowledge, but fools despise wisdom and discipline.*

### 2. Point out the holes in the logic

*"An argument for God's existence is the impossibility of the contrary."*<sup>4</sup>

#### • Preconditions

#### • Inconsistencies

#### • Arbitrariness

### 3. Suggest an alternative

*Tim Keller: "I urge sceptics to wrestle with the unexamined 'blind faith' on which scepticism is based, and to see how hard it is to justify those beliefs to those who do not share them. I also urge believers to wrestle with their personal and culture's objections to the faith, At the end of each process, even if you remain the sceptic or believer you have been, you will hold your own position with both greater clarity and greater humility."*<sup>5</sup>

People will be willing to look at the gospel of Jesus when they've revisited their underlying understanding of reality: 'have you ever thought what if...?'

#### • Alternative to the Material presupposition

#### • Alternative to the Now presupposition

#### • Alternative to the 'just a story' presupposition

## NOTES ON VIDEO DISCUSSION

# However.

## However consensus 'defeaters'

The philosophical presuppositions that develop and are shared within a culture produce a set of 'defeaters'. Defeaters are a structure of 'common sense' consensus beliefs held by cultures hostile to Christianity which are so strongly believed to be true that the claims of Christians are automatically implausible.<sup>6</sup> There are many of these 'off switches' and if any one of them is engaged when talking to someone then from that thought onwards, they switch off.

### 1. Assumption defeaters

- Contrary evidence (e.g., suffering and evil)
- God seen as angry and the Bible as full of violence and wars
- Science, evolution and the trustworthiness of the Bible
- Harsh actions in the name of religion and hypocrisy of corrupt church leaders

### 2. Tolerance defeaters

- pluralism
- relativism

### 3. Slow burn defeaters

- materialism
- narcissism

#### Discussion:

What are the top defeaters you come across?

#### NOTES ON VIDEO DISCUSSION

# Therefore

## Therefore master the art of asking questions

### 1. Use the questioning method

- Pray continually for wisdom and for God to open a door for the gospel message
- Don't force spiritual discussion conversations, but begin with questions people are already asking and issues they are raising.
- Begin with open questions that open up conversation.
- Avoid the role of simply answering questions.
- Respond to an unbeliever's 'grand statement' with disarming surprise
- Show a genuine desire to understand how they got to their position and ask them about the assumptions behind their question. Then question the basis of their assumptions and show them the ultimate and logical instability of them.
- Have a sense of purpose and direction. Keep track of how the discussion is developing and work out the next steps that will help them move towards the gospel solution you want them to know.
- Aim to bring to a conclusion – maybe by using personal testimony (though avoid using too early as can undermine the trust and the reflective process).
- Be ready to have multiple conversations.

### 2. Suggest an alternative using the questioning method

- Questioning assumption defeaters with alternatives
- Questioning tolerance defeaters with alternatives
- Questioning slow burn defeaters with alternatives

#### Practice the questioning method. Role play a conversation which begins with them making each of these opening statements:

1. I go to church sometimes and try to say my prayers
2. I believe all religions are the same God
3. I don't believe God sends people to hell
4. There's too much suffering in the world for their to be a loving God
5. I don't have time to look at unknowable questions

# Session 3.

## Releasing the grip of idols

and the relevance barrier.



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# Because.

**Because it's a god but not a very good one**

**What is an idol?**

• Ex 32:1-4; Is 42:17; Is 46:7

An idol is a replacement for God that we look to and trust in to save us. It's about turning a good thing created by God into the ultimate thing which replaces God

- personal idols: romantic relationships / popularity / dependency of others; career / academic achievement and success; financial security; sport / health; image to others (clothes / looks / reputation / facebook profile)
- cultural idols: power; progress; prosperity; human goodness; tolerance
- spiritual idols: performance; denial of self; religious acts<sup>7</sup>

• Ezek 14:1-6

Idolatry is about setting something up in our hearts as our source. Therefore greed is idolatry (Col 3:5) as is salvation by works (Gal 3:3).

• Ex 20.

Idolatry impacts behaviour. The reason we lie, steal, covet and murder is that we've lost our first love. Keep the first 4 commands and we'll keep the rest.

**Why are idols dangerous?**

• Jonah 2 :8-9

– because they stop us looking elsewhere for grace and hostile to the truth

• Is 46:1

– because they weary us from expecting anything more from life (inoculation).

• Deut 8:17-18

– because they cause spiritual atrophy, spiritually hardening us away from God.

• James 4:4

– because they make us enemies of God and hostile to his truth.

**Quick Questionnaire**

Profile the main types of person you are called to reach:

- what are their hopes and dreams?
- what they are aiming to achieve in life?
- what drives them to achieve?
- what do they fear?
- What barriers do they face to achieving their dreams?

# However.

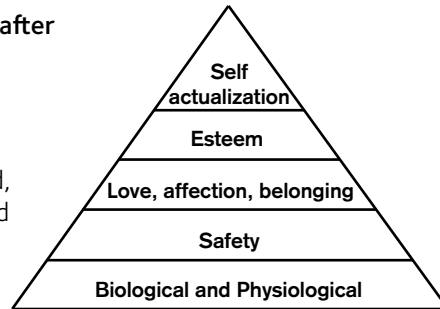
**However everyone has needs and desires**

Story Tape 1. I want to be loved

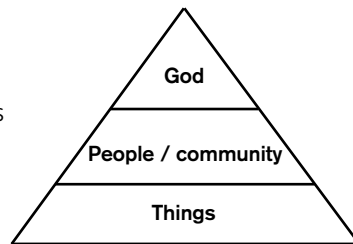
Story Tape 2. I want to be a success

Story Tape 3. I want to be happy ever after

Abraham Maslow's hierarchy of needs helps us to see that, before the spiritual 'self actualization' need can be addressed, people need to feel comfortable, safe and then loved and valued.



Our needs are met primarily by God and through trust in God we are equipped to serve the needs of others and use the things God provides wisely. The problem comes when things become the priority, people become less trusted and God is ignored completely as the ultimate provider.



**Discussion:**

**Where do people you know look to meet their needs at each level?**

**What evidence have you observed that people's needs are unrealised?**

**NOTES ON VIDEO DISCUSSION**

# Therefore.

**Therefore know your hope**

**Christian difference 1. I know who I am**

– Identity from Relationship  
protection of ultimate comfort as 'God's dearly loved child'

**Christian difference 2. I know what I'm here for**

– Meaning from Role  
purpose of eternal significance as 'God's creation transformer'

**Christian difference 3. I know where I'm going**

– Comfort from Rest  
hope which surpasses knowledge of 'God's happy ending home with him'

**Discussion:**

Practice answering the question 'why I'm glad I'm a Christian right now' using the three part outline of the Christian Difference.

**NOTES ON VIDEO DISCUSSION**

# However.

## However false saviours

### 1. Identify idols

#### • The desert island test

– If you were put on a desert island what would you miss the most from your current life? If then you were told you could keep one thing from your current life (eg job, a relationship, a possession or status) what would you want to keep?

#### • The chain of command test<sup>8</sup>

- whose authority do I acknowledge? To whom/what do I give allegiance?
- at whose word of command do I sit up and take notice?
- upon whom/what do I depend? Who/what can sort things out?
- who/what can make me safe and happy?
- what needs to be in place for me to get on with life?

### 2. Identify the false saviour of works based religion

*Luke 11: 52 "Woe to you experts in the law, because you have taken away the key to knowledge. You yourselves have not entered, and you have hindered those who were entering."*

- Martin Lloyd Jones' favourite question: 'are you really a Christian?'

Often they would answer, 'well I'm trying to be' to which Lloyd Jones would reply 'then you probably aren't!' He would go onto explain God's unconditional favour.

- The God question: 'What do you imagine God thinks of you right now?' Their answer reveals a lot about their understanding of living in life transforming grace.

*Richard Lovelace: Christians know in theory that they are justified by faith alone but in practice live as though their works and actions justify them. In their "day to day existence" they rely on "their sanctification for their justification... drawing their assurance of acceptance with God from their sincerity, their past experience of conversion, their recent religious performance or the relative infrequency of their conscious, wilful disobedience."<sup>9</sup>*

#### Discussion:

**What signs are there that people live as if they save themselves?**

**What are people's main idols? (See above plus page 15)**

**What do they seek from their devotion to them?**

**Why do people slip into a works based mentality?**

**How are gospel inspired actions and attitudes different?**

# Therefore.

## Therefore know the contrast of expulsive hope

- **1 Peter 2:9-17; Matt 5:13-16; 2 Cor. 2:14-16**

– the only way out of darkness is by being led into the light

- **Acts 13:43; Phil 1:4-6**

– continue in grace

### The expulsive method involves three steps:<sup>10</sup>

1. Step into their story:

what is their idol and what need does their idol claim to meet?

2. Show up the idols as destructive frauds:

fool's gold of no lasting value.

3. Show off the gospel as subversive fulfilment:

present Christ as the One in whom we find rest and his promises as treasure in your heart.

Eg temptation to look for comfort in food, drink or sex:

– Show the idol up: it never gives a comfort which truly satisfies

– Show the gospel off: the comforting promise of Jesus: 'come to me all who are heavy laden and I will give you rest'

Eg temptation to look for security in what we own

– Show the idol up: it never gives a security which truly satisfies

– Show the gospel off: the secure promise of Jesus: don't worry about the food you eat or clothes you wear, 'your Father in heaven knows you need them.'

Eg temptation to look for purpose in what we do:

– Show the idol up: it never gives a purpose which satisfies

– Show the gospel off: the purposeful promise of Jesus: 'I have appointed you to bear fruit that will last.'

Eg temptation to look for identity in what others think of us:

– Show the idol up: never gives an identity which satisfies

– Show the gospel off: the identity promise of Jesus: 'As the Father loves me so I love you.'

Eg temptation to look for justification in what I do for God:

– Show the idol up: never delivers the righteousness God requires

– Show the gospel off: the justification promise of Jesus: 'I am the way, the truth and the life.'

#### Discussion:

**Take it in turns to choose a popular idol and tell someone in your group why the gospel grace far outweighs it**

# Session 4.

## Presenting the joy of salvation

and the response barrier.



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# Because

Because what you see all depends on where you're standing

- **Isaiah 40**
  - Do you not know the transforming strength of God's truths from the beginning?
    1. The comfort of atonement v1-2
    2. The glory of new creation v3-5
    3. The certainty of God's word v6-8
    4. The tenderness of God's love v10-11
- **Daniel 4; Luke 15:17**
  - Looking down at our achievements or up to heaven?
- **2Cor 4:2; 2Cor 10:4-5**
  - Set forth truth plainly and demolish strongholds
- **Jonah**
  - show reality of who God is:
    1. Recognition of God's power over nature (1:6);
    2. Recognition of God's ability to save (2:8-9);
    3. Recognition of God's right to judge (3:9);
    4. Recognition of God's abounding love (4:2, 10-11)
- **Acts 13:16ff and 14:14-17** (see also 2:22-36; 17:16-33; 8:26-35)
  - same gospel different explanations

### Quick Questionnaire

1. What are the main questions and objections people raise when you're talking to them about faith?
2. For each question or objection you've identified:
  - what is the worldview from which the question is being asked?
  - what is their attitude to God, truth, their perception of how God has treated them in the past etc.?
  - what doctrine of God (Creator, Judge of sinners, Redeemer, Lord of New Creation) is misunderstood?

# However.

## However false doctrines

False doctrines that block people's sight of reality:

1. No God: 'My external value gives me internal value.'

2. No sin: 'It's not my fault.'

3. No problem: 'I'm good enough for God.'

4. No worries: 'All 'good' people go to heaven.'

### Discussion:

How have you seen people express these false doctrines in practice?

Why does each doctrine block people from grasping / seeing true reality?

### NOTES ON VIDEO DISCUSSION

# Therefore.

## Therefore teach the story of Scripture

### Creation (and the attributes of God)

*'God said... and it was done; God said, "Let us make human beings in our image, in our likeness, and let them rule." God saw it was very good.'* (Gen. 1:9, 26, 31)

Connection point: Uniformity of nature and universal laws

### Fall (and the problem of sin)

*All have sinned and fall short of the glory of God* (Rom 3:23)

Connection point: Moral absolutes

### Salvation (and the reality of atonement)

*There is now no condemnation for those who are in Christ Jesus* (Rom 8:1)

Connection point: Personal freedom and dignity

### New Creation (and the hope of whole creation liberation)

*Now the dwelling of God is with men... There will be no more death or mourning or crying or pain, for the old order of things has passed away.* (Rev 21:3-4)

Connection point: Death, eternity and meaning

### Discussion:

List the topics are in the news being talked about in daily conversation.

Which of the four part story of Scripture would be a particularly relevant starting point to a conversation on each topic with an unbeliever?

- creation starting point of 'Who I am'
- philosophical (fall) starting point of 'Why am I not who I want to be'
- needs (salvation) starting point of 'How can I be who I want to be'
- new creation starting point of 'What will it look like to be who I want to be'

In what ways might the four part story of Scripture challenge the unbeliever's presuppositions on the topic?

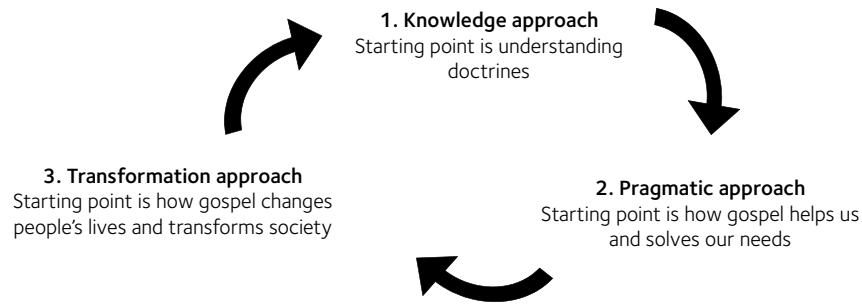
Practice some scenarios or watch and discuss video example.

# However.

## However different approaches to investigating doctrine

• 1 Cor 1:22-25

Same gospel, different objections



• Phil 3:8-11

Many gospels, one good news

Guy Kawasaki "The Art of Evangelism" <sup>11</sup>

- 1 Create a cause
- 2 Love the cause
- 3 Look for agnostics, ignore atheists
- 4 Localize the pain
- 5 Let people test drive the cause
- 6 Learn to give a demo
- 7 Provide a safe first step

**Discussion:**

With which types of people and in which situations would each approach be most appropriate?

Which gospel outlines do you know and with which types of people and in which situations would particular outlines be most appropriate?<sup>12</sup>

**NOTES ON VIDEO DISCUSSION**

# Therefore.

## Therefore develop choice architecture which promotes belief

Nudge theory is about helping people make a decision of their own free will by adjusting the architecture within which their choices are made – ensuring that the information you want them to know so they can make an informed choice is most readily accessible. The nudge may be a piece of information or a reminder, either in the form of words or a visible piece of marketing which puts the product or service higher up a person's list of wants or levels of awareness.

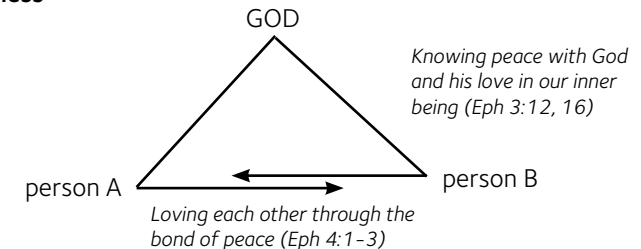
*'A nudge, as we will use the term, is any aspect of the choice architecture that alters people's behaviour in a predictable way without forbidding any options or significantly changing their economic incentives. To count as a mere nudge, the intervention must be easy and cheap to avoid. Nudges are not mandates. Putting the fruit at eye level counts as a nudge. Banning junk food does not.'*<sup>13</sup>

**Three types of spiritual nudge:**

**1. The game changing evidence for the resurrection of Christ**

**2. The life changing gift of grace which can only be received from one amazing source and has to be offered for free**

**3. The sight changing reality of a personal encounter with God's love and radical kindness**



**Discussion:**

Choose a defeater question you are often asked (see discussion on p12) – what nudge / change in their choice architecture might you employ?

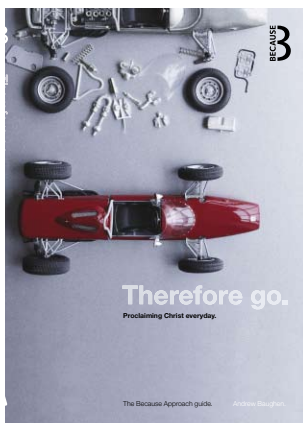
# www.becauseapproach.com

Good to Go leaders' notes and video clips are available so you can run this course in your local setting - please visit the Because Approach website.



## Therefore Go.

*Therefore Go* by Andrew Baughen is the companion book to the Good To Go course. It explains the four key steps in preparing to be an everyday evangelist. It combines biblical principles with contextual analysis and practical action points.



I'm very excited about this book. Here's a book on evangelism that has theological depth and cultural insight, but connects that with ordinary life and ordinary churches. Suddenly I can see how we might 'do' some of the big mission principles we believe in. This book will make you feel excited about evangelism instead of making you feel guilty. Plus it's a pleasure to read.

**Tim Chester, part of The Crowded House and Director of the Northern Training Institute**

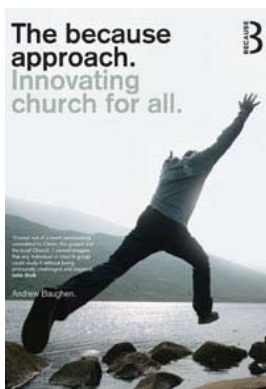
Andrew Baughen's volume on evangelism perfectly threads the needle, avoiding the opposite errors of being too 'canned' or too nebulous. He gives us concrete steps that will make us effective in our outreach, and yet allows for the necessary freedom to adapt to hearers of different temperaments, cultures, and capacities. I highly recommend this book.

**Tim Keller, Redeemer Presbyterian Church, New York City**

## The Because Approach.

*The Because Approach* by Andrew Baughen is a practical guide to planning innovative evangelism strategy in a local church. It includes:

1. How to build evangelism into the core values and practices of a local church
2. Casting vision for evangelism and maintaining a priority for people who are lost
3. How to implement an overall evangelism strategy as a church



Let me tell you why I heartily recommend Andrew Baughen's book on evangelism, *The Because Approach. Innovating Church For All*. It is deeply rooted in Scripture and in contemporary culture. It draws from his twofold experience in the city and in the parish. It combines solid theory about strategy with his realistic six-stage plan. And it comes out of a heart passionately committed to Christ, the gospel and the local church. I cannot imagine that any individual or church group could study it without being profoundly challenged and inspired. **John Stott.**

This book cuts you open. I found it confronted me with realities from the Bible, from my local church and from the culture. Page after page provokes careful reflection **Rico Tice, All Souls Church, Langham Place, London**