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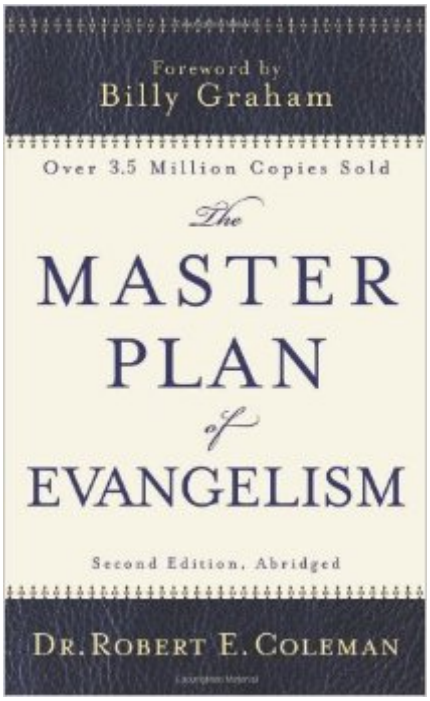
The Master Plan Of Evangelism



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Synopsis

For more than forty years this classic study has shown Christians how to minister to the people God brings into their lives. Instead of drawing on the latest popular fad or the newest selling technique, Dr. Robert E. Coleman looks to the Bible to find the answer to the question: What was Christ's strategy for evangelism? This convenient, portable format has an updated look for a new generation of readers.

Book Information

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Customer Reviews

I grew up hearing a lot of teaching and preaching in church about what the gospel was. It consisted, I was told, mostly of what Jesus taught.One day when I was in college, a guest speaker came to our youth ministry class and uttered a sentence that would open an entirely new dimension to my understanding of the gospel. "Jesus' methods," the speaker said, "are just as much a part of the gospel as his message." Wow!This book takes a simple, yet profoundly insightful, look at Jesus' methods--how he made disciples, how he equipped his disciples to carry out his mission.If we want to know how best to make disciples, doesn't it make sense to ask how the greatest disciple-maker of all time did it? That's what Coleman does in this book that has become a classic.Many of today's "discipling" methods consist primarily of guiding either individuals or groups through a curriculum. They begin with cognitive knowledge and assume that cognitive knowlege leads to behavioral change. Sometimes it works. Often it doesn't.That was not Jesus' approach. Coleman identifies eight principles that Jesus embodied in his disciple-making: Selection, Association, Consecration, Impartation, Demonstration, Delegation, Supervision, and Reproduction--and devotes a chapter to each.A few excerpts:"Most of the evangelistic efforts of the church begin with the multitudes under

the assumption that the church is qualified to preserve what good is done. The result is our spectacular emphasis on numbers of converts, candidates for baptism, and more members for the church, with little or no genuine concern manifested toward the establishment of these souls in the love and power of God, let alone the preservation and continuation of the work.

Coleman begins his book with a preface titled "The Master and His Plan." He begins his discussion with the problem in evangelistic methods. He lists objective and relevance as the crucial issues of our work. The question must be asked: Is it worth doing? And, does it get the job done?We must have a well thought through strategy for fulfilling the Great Commission. For this Coleman offers his book as a study in principles. He follows Jesus' method as the model for the principles he sets forth in his book.Chapter one is titled "Selection." Coleman begins with the observation that men were Jesus' method. Jesus focused on training a few men who were willing to learn, without neglecting ministering to the masses. Jesus concentrated on a few men because he knew that he needed quality leaders to carry on the work of the kingdom in his absence.Coleman observes that this is seldom the practice in churches today. He says most evangelistic efforts are directed to the multitudes because of our emphasis on numbers of converts rather than a genuine concern for the spiritual welfare of those that are reached. But we must begin to intentionally disciple believers if we are to achieve lasting growth. This will be a slow, tedious, and painful process that will probably go unnoticed by people at first, but the result will be glorious.Chapter two is titled "Association." Coleman says that Jesus had a very informal teaching method. The essence of his training program was just letting his disciples follow him, just to be with him. They were able to observe, discuss, ask questions, and listen to Jesus' teaching. His method was himself. Coleman points out what our problem is today.

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