

MINISTRY TOOLBOX

Ideas, insights, inspiration for leading your church

READY TO WITNESS

80% of Southern Baptists are willing to share their faith, but only 25% are intentional about doing so. Research shows being trained to witness gives people more incentive to share with others.

Help members of your church learn the necessary skills to present the basics of the gospel. Visit www.NAMB.net/evangelism for resources to assist you in equipping others to tell His story.

Talked with an unsaved person about becoming a Christian



I feel at ease talking about my faith and seek opportunities to do so



Led a person to make a commitment to Christ



■ Trained to share their faith
■ Not trained to share faith

upcoming events

- May 22-28 **ON MISSION IN BAPTIST ASSOCIATIONS**
- June 4 **DAY OF PRAYER AND FASTING FOR WORLD EVANGELIZATION**
- June 10-11 **CROSSOVER (GREENSBORO, NC)**
- June 13-14 **SOUTHERN BAPTIST CONVENTION GREENSBORO, NC**
- June 18 **BAPTIST MEN'S EMPHASIS**
- August 13 **DAY OF PRAYER FOR STUDENTS**

7 WAYS TO IMPROVE THIS WEEK'S MESSAGE

By Greg Penna, Strategic Resourcing Associate, NAMB

1 FOCUS ON PACE

“Start low, go slow, and end with a bang!” A sermon should build. Starting low and slow grabs attention and allows the preacher to set a sustainable pace for the message. Running out of breath, running out of voice, running out of energy, are all pace problems. Pace the message so that the fastest pace and highest pitch are at the most important point.

2 DELIVER YOUR MESSAGE

A sermon should be delivered with confidence. The pastor should stand with good posture, make good eye contact, and patiently deliver God’s word on a weekly basis. The congregation will never be more excited about the message than what is communicated through body language; effectively using your entire body is good delivery.

3 LIMIT YOUR DEPENDENCE ON NOTES

Memory is one of the most important tools for the preacher—develop it. Notes should be used to guide specific points, for quotations and as an occasional help. Excessive use of notes distracts the congregation. Extemporaneous-type speaking is the most effective in today’s culture.

4 MAKE SURE THAT THE BODY LANGUAGE MATCHES THE MESSAGE

People will believe body language over what is spoken every time. Preachers sometimes fall into the trap of sending mixed messages. They may tell a sad story with a smile. Most of the time, when the message is mixed, the listener thinks the person is lying. This causes preachers much grief. It’s the source of questions about authenticity. A sad story needs a sad face.

5 USE PICTURE WORDS

The average speaker can speak about 110 words per minute (wpm). The average person can process about 300 wpm. This fact causes “audience fade.” Try to find ways to use the extra brainpower not being used while listening. Appealing to the imagination, having the listener picture things, helps make up for the gap.

6 PREPARE A SMOOTH LANDING

Preachers spend five times the amount of effort on their introduction than they do their conclusion. Chasing rabbits lately? It’s because you haven’t prepared the ending. Everything, until the ending, has been going smoothly. Now the congregation desperately wants a crash landing so the sermon will end. Avoid this by planning an effective ending to the message.

7 KEEP IT SIMPLE

Creativity should not equal complication. The main goal of preaching is to effectively deliver God’s word on a weekly basis. Master this before trying to add layers of creativity. Creative things like humor should emphasize a simple message, not detract from it. When a message becomes overly complicated because a pastor is trying to use something like alliteration, the message will be rejected.