

The Best Way to Tell Others About Jesus

2 Corinthians 5:14-20 on July 13, 2025

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Telling others about Jesus...

...is an incredible responsibility and a wonderful privilege that gives purpose and meaning to our everyday lives.

2 Corinthians 5:20 says, “We are therefore Christ’s ambassadors, as though God were making his appeal through us....”¹ Every deeply devoted follower of Jesus is given the title of “Ambassador.” What an incredible commission! To be clear, the appeal that God is making through us is not dependent on us, because God alone can save a human soul.² That being said, God has graciously determined to work in/through His people in order to make His Good News known to a world in need.³

With this responsibility and privilege in mind, it begs the question:

What is truly the very best way to tell others about Jesus?

- > Is it hardcore street witnessing?
- > Is it large, community-wide outreach events?
- > Is it simple friendship evangelism?
- > Is it through hospitality and service?
- > Or is it something else?

Which way is TRULY the best?

We’re going to think about this question today.

Telling others about Jesus...

...is debatable in terms of which way is “best.”

A long time ago⁴, an author named Jospeh Bayly published a humorous book titled, “The Gospel Blimp.” It’s a satire about large group evangelism. The book tells the fictional story of some very well-intentioned Christians, who have a deep burden to tell their neighbors about Jesus. The strategy was to have this blimp float around throughout their community with gospel messages attached. Well, as you might imagine, this strategy backfired on a number of fronts:



¹ “Ambassador” = “πρεσβεύω: (derivative of πρεσβεία ‘representative,’ 37.87) to function as a representative of a ruling authority—to be a representative of, to be an ambassador of.’¹² ὑπὲρ Χριστοῦ οὖν πρεσβεύομεν ‘we, then, are representatives of Christ’ 2 Cor 5:20. It may be possible to render ὑπὲρ Χριστοῦ οὖν πρεσβεύομεν in 2 Cor 5:20 as ‘we serve as those who have been delegated by Christ’ or ‘our work has been specially assigned by Christ.’” Johannes P. Louw and Eugene Albert Nida, [*Greek-English Lexicon of the New Testament: Based on Semantic Domains*](#) (New York: United Bible Societies, 1996), 481.

² Earlier verse 18 says “ALL this is from GOD, who reconciled us to himself through Christ....”

³ Two verses later, 2 Corinthians 6:1 refers to Christ-followers as “God’s co-workers.” Again, what an amazing responsibility and privilege each Christ-follower has been given. What incredible purpose and meaning this gives to our everyday lives!

⁴ Around 1960.

> Members of the community complained because the blimp kept floating over their homes and dropping hundreds of gospel leaflets onto their rooftops which then clogged up their gutters.

> The loudspeakers on the blimp were blaring out the gospel message at all times of the day and night. Yes, people were hearing the Good News about Jesus, but it didn't necessarily feel good.⁵ *(Many of us can relate, because we're growing tired of all the soliciting that's been going on the past few weeks in Bemidji. Leaflets from tree removal companies and roof repair quotes, and on and on!)*

Skipping to the end, Bayly's story wraps up with the original group of board members sitting down together and visiting in one couples' living room. One member, who'd quit the Gospel Blimp project early on, introduces the other board members to his neighbor, who had recently become a Christian! The board members are SO excited to talk with this new believer; certainly it was the Gospel Blimp that led him to Jesus!

They peppered him with questions:

> Was it the leaflets? > Was it the messages over the loudspeakers?
> Was it the blinking neon sign hanging from the blimp that proclaimed, "Jesus Saves!"?

The new Christian gently informs them that it had nothing at all to do with the blimp. Rather, it was because his neighbors had visited his wife in the hospital while she was sick, and they'd brought over some meals for them. During that time they'd also shared the gospel with them.

The whole point of this book then, seems to be that friendship evangelism is much better than large group events.

Here's the thing though, millions and millions of people have come to faith in Jesus Christ through large-group pronouncements like the Billy Graham crusades. In fact, I'll never forget what an incredible blessing it was at a large-group evangelistic event right here in Bemidji when my neighbor, Patti, came forward to pray and receive Christ as her Savior.⁶ My wife Debbie had been sharing Christ with her for a long time, but God used that particular large-group event to finally bring her to salvation. So, we shouldn't be too hasty in completely ruling out one particular evangelistic approach over against another. Now, does this then mean that there isn't a "best way" to tell others about Jesus? Well actually, there is... let me explain. You see, different people respond to different presentations. So for some, the Gospel Blimp might actually be the best approach, but for others, friendship evangelism might be what gets their attention, and for still others, it might be something else entirely.

⁵ Proverbs 27:14 comes to mind.

⁶ The outreach event was called Rise Up America, which was hosted in the old BSU hockey arena shortly after 9-11.

Telling others about Jesus...

...is not a “one-size-fits-all” kind of thing; it varies person to person, culture to culture, and generation to generation.

This is important for us to grasp for at least two reasons:

1. First of all, if someone you love and care about doesn't respond to the gospel through one particular presentation, there's still hope that they'll respond to a different one. *(God uses all kinds of different ways and means to bring people to Himself.)*
2. Secondly, if you aren't gifted in sharing the gospel in a particular way, that's ok, because the best way for YOU to tell others about Jesus is the way that God has gifted you.

God has gifted each believer differently, so “the best way” for you to share the gospel, might be different than “the best way” for me to share the gospel. And that's a good thing, because that means that you and I are each uniquely equipped to reach different people, at different times, and in different places. A diversity of approaches gives us the best opportunity to reach a diversity of people.

Romans 12:6-8 says it this way, “6 We have different gifts, according to the grace given to each of us. If your gift is prophesying, then prophesy in accordance with your faith; 7 if it is serving, then serve; if it is teaching, then teach; 8 if it is to encourage, then give encouragement; if it is giving, then give generously; if it is to lead, do it diligently; if it is to show mercy, do it cheerfully.” Now this list of spiritual gifts isn't comprehensive, but it is a good sampling of some of the good gifts that God gives to His people. Interestingly, the gift of evangelism isn't even specifically listed here. And maybe that's because ALL of these spiritual gifts have something to contribute toward evangelism.

I was first energized by this idea back when I was a Youth Pastor teaching one of my favorite SS classes: “Becoming a Contagious Christian.” This curriculum suggests 6 different evangelism styles that a person might have. I like how it encourages us that we don't all have to be up on stage preaching at a crusade, or boldly sharing Jesus on a street corner; we can simply share Jesus with people in the natural ways that best fit our particular spiritual gifting and personality. With this in mind, let's briefly consider these 6 different styles.

Telling others about Jesus...

...can and should be done in a variety of ways for a variety of people.

1. The 1st way is **Interpersonal** (telling our friends/family):

An example of this could be when Andrew told his brother Simon about Jesus in John 1:41-42, “41 The first thing Andrew did was to find his brother Simon and tell him, “We have found the Messiah” (that is, the Christ). 42 And he brought him to Jesus....”

So Interpersonal is simply telling our closest family and friends about our own personal faith in Jesus. Once Andrew had come to faith in Jesus himself, he couldn't help but want to tell his big brother. And that can be our experience as well, as we simply share the faith that we've found with those we already know and love.

2. A 2nd way is **Testimonial** (sharing our personal faith story):

An example of this could be the blind man in John 9:25, who simply says, “...One thing I do know. I was blind but now I see.” 1 Peter 3:15 says, “But in your hearts revere Christ as Lord. Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect.”

So Testimonial is telling our personal story of faith, whether that be telling our closest family and friends, or telling somebody we don't know as well, or even someone we just met. The best person to share your personal story of faith... is you; after all, you're the number one expert on how God has worked in your life and led you to Himself. And your particular faith story could be the very thing God uses to lead someone else to Him.

3. A 3rd way is **Invitational** (asking someone to join you for a Christian event or gathering):

An example of this could be the woman at the well in John 4:28-30, “28 Then, leaving her water jar, the woman went back to the town and said to the people, 29 “Come, see a man who told me everything I ever did. Could this be the Messiah?” 30 They came out of the town and made their way toward him.” Or we could consider Levi the tax collector in Luke 5:29, “Then Levi held a great banquet for Jesus at his house, and a large crowd of tax collectors and others were eating with them.” (*By the way, hospitality is a wonderful tool in evangelism.*)

It's wise for us to pray for discernment on this one, because we need to consider what type of event might be the best fit for someone. It might not necessarily be Sunday morning; it may be better to invite them to a Men's Breakfast first, or to a women's event, or something else. There are a lot of people who would be glad to attend a Christian event if someone would

simply take the time to invite them. So prayerfully consider *who* you might invite, *what* you might invite them to, and *how* you could help them feel at ease their first time or two there.

4. A 4th way is **Serving in Jesus' name** (doing good deeds that point people to God):

An example of this is found in Acts 9:36, "...there was a disciple named Tabitha...; she was always doing good and helping the poor." Matthew 5:16 says, "...let your light shine before others, that they may see your good deeds and glorify your Father in heaven."

Many of us from E-Free Bemidji are consistently out in our community helping at the Food Shelf, or with the Pregnancy Center, or Meals on Wheels, or whatever else it might be. In fact, I recently had the privilege of hanging up a new sign in our church foyer; it's an "Outstanding Service Award" from Bemidji Meals on Wheels." To be clear, it's not about the human accolades, it's about serving our community in such a way that God is well represented. God is glorified as His people serve this community in Jesus' name. And people are blessed, not only to be served, but also to be reminded that God is present all throughout our community; He is alive and well, and He wants to rescue us from sin and transform our lives.

5. A 5th way is **Intellectual** (using an apologetic approach):

An example of this could be the Apostle Paul in Acts 17:16-17, "16 While Paul was waiting for them in Athens, he was greatly distressed to see that the city was full of idols. 17 So he reasoned in the synagogue with both Jews and God-fearing Greeks, as well as in the marketplace day by day with those who happened to be there."

Not all of us are geared for this particular style, but some of us thrive in this kind of environment. God has called a number of us to lovingly, and humbly, defend the faith with sound reason and intelligent discussion. To be clear though, our God-given intellect is not so that we can just win arguments, it's for winning people to faith in Jesus.

6. A 6th and final way is **Confrontational** (boldly declaring Jesus in challenging settings):

An example of this is found in Peter's public address at Pentecost in Acts 2:36-38, "36 ...God has made this Jesus, whom you crucified, both Lord and Messiah." 37 When the people heard this, they were cut to the heart and said to Peter and the other apostles, "Brothers, what shall we do?" 38 Peter replied, "Repent and be baptized, every one of you, in the name of Jesus Christ for the forgiveness of your sins...."

Now this approach certainly takes some guts, and a high degree of spiritual discernment. And it's important to keep in mind the earlier instruction from 1 Peter 3:15 about using gentleness and respect. Yes we can be firm when God calls us to confront someone with the gospel, but there should still be a measure of gentleness and respect.

Well, these 6 approaches certainly aren't intended to be an exhaustive list, but they are a good start in getting us thinking about "The Best Way to Tell Others About Jesus."

The best way FOR ME to tell others about Jesus is to use the spiritual gifts and opportunities that God has given me.

We all have different spiritual gifts, different personalities, and different skills and abilities. So we can just be ourselves, and we can share our faith as a natural overflow of how God has made us. There's no one particular style which is any better or worse than the others. Each style has its place, and God uses each one in His sovereign plans. So the answer to our opening question: "What is the best way to tell others about Jesus?" is this, "to use the spiritual gifts and opportunities that God has given us."