

**Simple Evangelism #6**  
**The Message**  
**By Bill Denton**

**INTRODUCTION**

**A. We've looked at some things I call "simple evangelism"**

1. Invitations to people, asking them to visit with us
2. "Give-aways" – from your church bulletin to other items designed to break down barriers and generate interest
3. Personal stories – enabling other people to relate to you, and to see how God has worked in your life, helping them see that God can work in theirs
4. Enthusiasm – that positive, energetic attitude that says you think this is really worthwhile
5. Love for the lost – the very difficult job of loving people that God loves, even when it's tough, because love is the best motivator we have

**B. Tonight I want to talk about one more aspect of simple evangelism**

1. This is another of those no-brainers, but it's something that gets lost in our modern competitive effort between churches
2. In recent years, evangelism has been too much about the church
  - a. at times, the whole effort has been about the right church instead of being about the gospel of Jesus
  - b. there is a time to teach people about the church, but I have said, and will say again, the church doesn't save anybody – it is the saved
  - c. Jesus does all the saving, so we really need to get this right
3. Tonight I want to talk about the message

**C. Illustration**

On an elevator, a man recognized Billy Graham. He said, "You're Billy Graham, aren't you?"

"Yes," Billy said.

"Well," the man said, "you are truly a great man."

Billy immediately responded, "No, I'm not a great man. I just have a great message." -- Harold Myra and Marshall Shelley, [\*The Leadership Secrets of Billy Graham\*](#) (Zondervan, 2005)

1. I wish we had things as straight as Billy Graham did with that answer
2. Today's church needs to recognize that it's not about us, it's about Jesus
3. If we don't get that, we'll never get the message right

## I. GET THE MESSAGE RIGHT

### A. Mark 16:15-16 -- The mission is to deliver a message

15 And He said to them, "Go into all the world and preach the gospel to all creation. 16 "He who has believed and has been baptized shall be saved; but he who has disbelieved shall be condemned. NASU

1. Our message is called good news
  - a. therefore it can't be about us because there's nothing good to tell
  - b. Romans 3:10 -- 10 as it is written, "THERE IS NONE RIGHTEOUS, NOT EVEN ONE; NASU
  - c. Romans 3:23 -- 23 for all have sinned and fall short of the glory of God, NASU
2. There is only one who is good enough for us to talk about and that's Jesus
  - a. 2 Corinthians 5:21 -- 21 He made Him who knew no sin to be sin on our behalf, so that we might become the righteousness of God in Him. NASU
  - b. 1 Peter 2:22 -- 22 WHO COMMITTED NO SIN, NOR WAS ANY DECEIT FOUND IN HIS MOUTH; NASU
  - c. 1 John 3:5 -- 5 You know that He appeared in order to take away sins; and in Him there is no sin. NASU
3. Our message must be about Jesus, the Son of God

### B. The message is about forgiveness of sins and salvation

1. Mark 16:16 -- The point is that the message is about salvation  
16 "He who has believed and has been baptized shall be saved; but he who has disbelieved shall be condemned. NASU
2. 2 Timothy 1:8-10  
8 Therefore do not be ashamed of the testimony of our Lord or of me His prisoner, but join with me in suffering for the gospel according to the power of God, 9 who has saved us and called us with a holy calling, not according to our works, but according to His own purpose and grace which was granted us in Christ Jesus from all eternity, 10 but now has been revealed by the appearing of our Savior Christ Jesus, who abolished death and brought life and immortality to light through the gospel, NASU
3. The bad news is that we are sinners and condemned before God, but the good news is that God provided a way to be saved – that's our message

### C. The message is not about us

1. Ephesians 2:8-10 – by grace, through faith, but not works of merit  
8 For by grace you have been saved through faith; and that not of yourselves, it is the gift of God; 9 not as a result of works, so that no one may boast. 10 For we are His workmanship, created in Christ Jesus for

good works, which God prepared beforehand so that we would walk in them. NASU

2. 2 Timothy 1:9 – not according to our works, thus it can't be about us  
9 who has saved us and called us with a holy calling, not according to our works, but according to His own purpose and grace which was granted us in Christ Jesus from all eternity, NASU
3. Titus 3:5 – not according to our righteousness, thus not about us  
5 He saved us, not on the basis of deeds which we have done in righteousness, but according to His mercy, by the washing of regeneration and renewing by the Holy Spirit, NASU
4. You can say this in many ways, but however you say it, the message is not about us, it's about Jesus Christ, his perfection, his sacrifice, his love, grace, and mercy

**D. The message is the foundation upon which everything else is built**

1. Corinthians 15:1-3 – the gospel is of “first importance”  
15 Now I make known to you, brethren, the gospel which I preached to you, which also you received, in which also you stand, 2 by which also you are saved, if you hold fast the word which I preached to you, unless you believed in vain. 3 For I delivered to you as of first importance what I also received, that Christ died for our sins according to the Scriptures, NASU
  - a. look at the message – Christ died for our sins according to the Scriptures
  - b. you don't lay this foundation, the whole structure is shaky
2. Acts 4:12 – not how important this message is  
12 "And there is salvation in no one else; for there is no other name under heaven that has been given among men by which we must be saved." NASU
3. Galatians 1:6-9  
6 I am amazed that you are so quickly deserting Him who called you by the grace of Christ, for a different gospel; 7 which is really not another; only there are some who are disturbing you and want to distort the gospel of Christ. 8 But even if we, or an angel from heaven, should preach to you a gospel contrary to what we have preached to you, he is to be accursed! 9 As we have said before, so I say again now, if any man is preaching to you a gospel contrary to what you received, he is to be accursed! NASU
  - a. this is one reason to be concerned that we don't change the message
  - b. change the message, you destroy the good news
  - c. we must be very careful that our message is right

## II. TO REACH THE LOST, TALK ABOUT JESUS

### A. John 3:16

16 " For God so loved the world, that He gave His only begotten Son, that whoever believes in Him shall not perish, but have eternal life. NASU

### B. Romans 5:8

8 But God demonstrates His own love toward us, in that while we were yet sinners, Christ died for us. NASU

### C. 1 John 4:9-10

9 By this the love of God was manifested in us, that God has sent His only begotten Son into the world so that we might live through Him. 10 In this is love, not that we loved God, but that He loved us and sent His Son to be the propitiation for our sins. NASU

### D. 1 Thessalonians 5:8-11

8 But since we are of the day, let us be sober, having put on the breastplate of faith and love, and as a helmet, the hope of salvation. 9 For God has not destined us for wrath, but for obtaining salvation through our Lord Jesus Christ, 10 who died for us, so that whether we are awake or asleep, we will live together with Him. 11 Therefore encourage one another and build up one another, just as you also are doing. NASU

### E. Romans 1:16-17

16 For I am not ashamed of the gospel, for it is the power of God for salvation to everyone who believes, to the Jew first and also to the Greek. 17 For in it the righteousness of God is revealed from faith to faith; as it is written, "BUT THE RIGHTEOUS man SHALL LIVE BY FAITH." NASU

### F. 1 Corinthians 1:21-25

21 For since in the wisdom of God the world through its wisdom did not come to know God, God was well-pleased through the foolishness of the message preached to save those who believe. 22 For indeed Jews ask for signs and Greeks search for wisdom; 23 but we preach Christ crucified, to Jews a stumbling block and to Gentiles foolishness, 24 but to those who are the called, both Jews and Greeks, Christ the power of God and the wisdom of God. 25 Because the foolishness of God is wiser than men, and the weakness of God is stronger than men. NASU

## CONCLUSION

A. Want to make evangelism easier, talk about what's easier – Jesus!

B. Let's not make "us" the focus of the message, let's make Jesus the focus

C. The message is the good news that Jesus died to save you from your sins, give you the gift of eternal life, and make it possible to live forever