

Literature Evangelism is Easy You Can Do It Too

Begun 1-18-04 and last revised 1-18-04

I had a job downtown. I was eating my sack lunch and praying. I felt led to walk back to work the long way. I met a man that was giving away New Testaments. He had a card table with a small sign. He talked with those who would stop. This thrilled me. He purchased the paperback New Testaments by the case for about 50 cents each. I told him about the source of free gospels of John I had been using.

That was several years ago. That man and I have passed thousands of copies of the gospel of John both together and alone.

I have found that when I just hold out the booklet like those who offer free samples of products, then about eighty percent take it as they pass. They do not slow down or stop usually. During the lunch hour about an hundred an hour is the average. About a third of those are in Spanish in Dallas.

My main objective is to distribute as many as possible while on the sidewalk. The version I give out has evangelistic notes. They are going from one place to another. I am quietly inviting them to read the Bible for themselves. The Holy Spirit will use the printed page to make the gospel message clear. If they become born again then the first thing I would give them is the gospel of John anyway.

Some people that I have worked with over the years are very concerned about putting the name of their church in the publication. It is okay. That costs them some time and energy. Personally I trust that the Good Shepherd can lead His sheep to the right church.

Some people also insert their favorite tract. They feel that many Americans are too busy to read the whole gospel. That is how God is leading them.

It is very encouraging when a stranger takes a booklet and then turns around and asks for more copies for their relatives, coworkers and friends. I always tell them about the web site where I request the cases of 100 www.livingwater.org

My friend likes to read the Bible to those passing on the sidewalk. He reminds me that we are not to neglect the public reading of scripture. That is how he came to faith. A dear saint was reading the Bible aloud and giving out New Testaments in a public park.

My style is to be quiet. I do not want the person approaching me to be recalling unpleasant memories about religion. I want this unit in their hand. That person may read it at lunch or another day. It may go into their car and then their home. It may be left in the company break room. After it is gone from me the Holy Spirit and angels can use that beacon of light amidst the spiritual darkness.

Those who go to church often or grew up in the church do not understand that not everyone hears the Bible read, taught and preached every week. There are those who are members of churches that do not believe that the Bible is true. There is a large percent of the population that have no clue about what the Bible says. And the gospel of John is often used on the mission field as an introduction to the rest of the Bible.

You do not need to have any training to just hand out the gospel of John in public. You do not need to be skillful in personal evangelism nor have deep theological understanding. As I hold out one booklet I just say "This is free." Or "This is for you, it is free." As the people see that I am not there to ask for money or debate, they take it. Over the years I have had less than a dozen negative reactions. And most of those were from drunks.

If you wish to participate in literature evangelism then go to the web site for Living Water gospel of John www.livingwater.org . Request a case or two and give it a try. There is no charge for the publications or shipping.

Possible places to distribute include public parks, public sidewalks, bus stops, door-to-door and along the beach. My favorite distribution opportunity is during a parade. Another option is after a sports event or concert. Be careful to distribute from the public sidewalk and not on private property. Some people have had success at some malls.

The Bible says that if you sow bountifully then you will reap bountifully.

As a footnote I carry a box of English and Spanish in my car. I am amazed at when and where God has used me to pass these along to other believers who will have other opportunities.

If you wish to buy a case of New Testaments then here are some sources
Bible League www.bibleleague.org
American Bible Society www.americanbible.org/
International Bible Society www.gospelcom.net/ibs/

Some other evangelism web sites include
www.readcarryshare.org
www.freeword.org
www.evangelcube.org

Feel free to forward this to others.

(c) 2004 John S. Oliver