



Street Evangelism

Training Manuel

Street Evangelism the Art of Communication

Communications theorists maintain that effectiveness in interpersonal communication has 3 components.

1. BODY LANGUAGE: 50%
2. TONE OF VOICE: 30%
3. VERBAL CONTENT: 20%

Although verbal content ranks third, it is still very important because it creates the foundation for the other elements. Until you know what you are going to say, it's hard to focus on body language and tone of voice. So we put verbal skills first:

THE 5 BASIC SKILLS

Verbal skills: Familiarity with Rap, Including overcoming objections.

This is the beginning to a strong foundation. Memorization of this manual helps with confidence when speaking to help you grow to a comfort level where you can branch off in to your own words.

Non-Verbal skills: Body language and Tone of Voice.

This means a good smile, steady eye contact, a relaxed confident posture, control of your hands, and a friendly, upbeat tone of voice. Avoid a monotone, vary your pace, tone and volume, and don't talk too fast! Relax and take your time.

Guide the Conversation but Be Interactive to Build Rapport!

You should do most of the talking and guide the conversation. However don't **over** control the conversation. When people react or ask questions, that's often positive. Respond to make the conversation more interactive and to build rapport – **AVOID ROBO-PREACHING AND TREAT EACH PERSON AS AN INDIVIDUAL!** We are not looking for a tally of people we talk to.

Keeping Current with Issues in Politics & Religion:

You will feel and sound more confident, especially when people ask questions or make comments. Pay attention to things you hear repeated by certain groups of faith. We need to be “wise stewards of the truth.”

THE IMPORTANCE OF ROLE PLAY: Role play is a big key to perfecting your communication and one on one speaking skills. Pay close attention to those who seem calm and confident and be open to input. Use role play to learn everything you can about your own body language, tone of voice, and the person you are speaking with.

A few general notes:

1. Starting our greeting and grabs a bit earlier.

Getting their attention an extra few feet ahead gives that extra moment to attract their attention, and then connect with them to get them to stop. We want to be completely done with our grab when they are at least an arm's length in front of us, maybe even a bit sooner.

Any time they are abreast of you when you finish the grab it means you started late.

2. Being loud and clear enough for them to hear EVERYTHING the first time.

If you find people often ask you to repeat your grab, it means you need to project more. Be CLEAR. It's hard for people to be compelled when they can't understand.

3. Using judgment about who to let go after grabbing.

Minimize time with people who stop, but then give multiple and/or firm signs of resistance. It's okay to let someone go when it's looking unlikely they have an open mind or heart. Persistence is important, but so is using your judgment to minimize your time when the seed has been planted, there are others wanting and ready to hear about truth

THE RAP

(GREETING) "Hi! [make eye contact, wave & smile!] How's it goin'?" [let them respond!]

(GRAB) "Would you like to talk about truth?" (A quick statement to get them interested.) We're talking about the world's best kept secret" or "What would you say if I said I had an answer?...to what?...everything." (If they still pay some attention, but continue to hesitate, consider following up again, with one out of a variety of potential follow ups: for example, maybe playfully add) I know you want to talk to me!" Or follow up by responding to something in the moment.

(INTRODUCTION) "Great, my name is ____, what's your name? Hi ____, nice to meet you. I'm out here talking to people like yourself about a book called The Urantia Book. It's a spiritual and philosophical book that discusses God, Jesus, science, cosmology, religion, history, and destiny. Have you ever heard of it before today?"

IF NO: Wonderful! I'm so glad to be the first one to introduce you to such an incredible book.

QUALIFYING QUESTION: 1. Do you have any religious or spiritual background?

2. Who is Jesus to you?

3. What news program do you turn to for your news updates?

At this point let them answer your question...Sometime's people give one word answers to have you finish your

“speech” faster, but pause and let them take a moment to fill the silence. If they have time I guarantee they will start to talk.

IF YES: Wonderful! What have you heard?...or What is your personal thoughts on it?

(Body of Conversation)

During this time you establish where the potential reader is in their own walk of spiritual enhancement. There may be a lot of questions but don't pretend to know answers to all of them. A fake knowledge of truth is what we need to avoid. We are not responsible for “converting, or changing live” only to be the vessel of a changed life. What makes one on one street evangelism so great is keeping a human connection with someone for a sustained period of time.

(CLOSE)

This is why I'm out here today. Because I believe I have a purpose and you are apart of that just because you stopped to speak to me. I want to see The Urantia Book on the shelf of every home and I can only do it one conversation at a time. Although we would like to give them all out the cost for the book is \$30, would you like to purchase The Urantia Book to take home today?

If no: Give them a free book card & spiritual vitamins

Hand them the clipboard to fill out their email or sign-up for a study group

While they are signing if lead you may inquire for a donation...”Would you like to make a small donation to help keep me out here talking to people and giving them free book cards like yours?”

If no: Keep your smile and thank them vigorously for stopping :)

RAP STRUCTURE

Here are the elements of the rap, with the objective of each. Our overall objective: **INSPIRE THIS PERSON!!**

1. **Greeting.** (Hi, how's it going!) Attract their attention
2. **Grab.** Arouse their interest.
3. **Introduction.** Introduce yourself and The Urantia Book. Develop rapport so they'll see you as friendly, give them a quick sense of peace.
4. **Body of Conversation.** Don't forget to “smel” the potential reader Smile, mirror, eye contact, listen
5. **CLOSE.** Make sure the questions they have are answered or they know where to go to find those answers.

OVERCOMING OBJECTIONS

Overcoming objections is a big part of successful street evangelism.

First, don't interrupt. Let them finish what they are saying. There is no rush. Then pleasantly respond and try to overcome the objection. Stay **calm and relaxed** while you listen, and **smile** while you respond. **When overcoming objections it's super important to take your time and be relaxed.**

Vampires

There needs to be a comfortable end in the conversation and often times both parties will feel it naturally and you can part ways. But more oftentimes than not we run into what I call vampires. They can be well meaning and beautiful vampires. But they are the people who suck your time, and energy out of what you are doing. You don't need to have multiple conversations to have a successful day of evangelism, but watch out for those or as humans we become burnt out quickly. Learn to guide and control your conversations to the best of your ability.

THE THREE TYPES OF PEOPLE

(and all of them have the capability of becoming a vampire)

TRUTHSEEKER Defined as people who want to know. They are genuine truth seekers and they have been waiting for the UB. There is no need for convincing. Take time with them and get them inspired to join a study group to further their understanding. This is where we have our future evangelists!

SWITCH Defined as people who hesitate, or give an objection that can be overcome. They require extra effort, but just need that light switched on.

SEED People who say no or give an objection with such finality you have virtually no chance of getting anywhere in this present conversation, but it is not at this time to cultivate any fruit.