



Answers to the Question “Why Shirt Evangelism?”

*Blessed are all who fear the LORD, who walk in his ways.
~Psalms 128:1*

Shirt Evangelism Draws Questions

When people are intrigued by a shirt, they will often ask about its meaning. With this question they have initiated a conversation they want information. We have been invited into that normally closed and protected world. A world so private many people would rather die than open up to strangers. When they ask about our shirt, we can answer their question. This is nonthreatening, non-invasive, after all they asked. Now we tell them about the shirt and lead the conversation to the most important question; what is their relationship with Jesus.

Shirt Evangelism is about personal commitments to Christ

Shirt Evangelism is evangelism. A person asking about our shirt starts a conversation. While watching for opportunities to share the Gospel, we tell them about the shirt. Where the conversation goes varies. Our goal is to share the Word. It is the Word that breaks bondages and sets people free. Planting of the Word is a step-by-step process. Each application of the Word changes people.

Evangelism is often a process. The final goal is winning or reviving of personal commitment to Christ. The Word is planted or cultivated; friends or strangers led to a commitment to Christ. This is Shirt Evangelism.

Shirt Evangelism is a Request for Information

It is no longer presenting a speech or tract. You have been asked a question ... What does your shirt mean? Now the door is open for a real talk about what Jesus has done. You did not have to come up with a conversation starter or door opener. You are just answering their questions. This changes the mental focus of the conversation. The barriers to real conversation are broken down. Now you have an opening to talk about the important things of life, even to a stranger.

Now it is important to know about your shirt and how to talk about the Gospel. With the barriers down you have an opening. What is the Christian message of your shirt? At times this may be all you can say. They may stop you or walk off, but often you can direct the conversation to salvation. As the Holy Spirit leads you now is your opportunity to share.

Shirt Evangelism Does Not Scare People

It is very often difficult to start conversations. People are trained by society not to talk with one another. So it is with no small measure of trepidation that we try to talk to people, especially about the Gospel, with Shirt Evangelism that changes. They initiated the conversation and so they retain a measure of control. So they are not threatened, they can listen. You are not threatened; after all, they ask you! Now when you answer his or her question you have a real conversation and can confidently present Jesus to someone who is listening.

Shirt Evangelism Helps to Over Come Superficial Conversations

We live in an age where most conversations are very superficial. We ask how someone is, as a greeting, but not out of interest in his or her health. When we start conversations about religious topics the problem is magnified. Due to embarrassment, fear, and this social vagueness that permeates our society; we do not talk about important topics. And with religion, we only talk about that in church; of course we don't talk about it in church either.

Shirt Evangelism breaks through the conversation barrier. There is no need for superficial talk. When they ask about your shirt it is a request for information and the start of a conversation. A real conversation. No one is threatened. There is no need to be vague or evasive. You answer their question, telling them about your shirt and looking for opportunities to share about Jesus.

Shirt Evangelism is for Everyone

Anyone can be a Shirt Evangelist. Bold or shy, young or old, all Christians can Shirt Evangelize. With your shirt opening doors of opportunity and the barriers to conversation broken by their question, you can share. All you need is a Christian shirt with a message that will draw questions and the desire to tell people about Jesus. Learn a little about your shirt and sharing the Gospel and you are ready.

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Written By: David Williamson Dave@feargod.com Visit our web site at www.FearGod.com

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