

# Strategic Evangelism: Jesus' Pattern of Reaching People

A Bible Study on how Jesus intentionally pursued the lost — and how we can follow His example today.

BIBLE STUDY SERIES



# Evangelism Is More Than Preaching



What many assume evangelism looks like:

How Jesus actually evangelised:

**Matthew 4:19** — "Follow Me, and I will make you fishers of men."

Street Preaching

Debates

Speeches

Conversations

Relationships

Compassion

Discernment

# The Woman at the Well: Jesus' Strategic Pattern

*John 4:1-30* — Six intentional moves that transformed a stranger into a witness.

1

## Initiated Conversation

"Give Me a drink." — He began naturally, not with a sermon.

2

## Crossed Social Barriers

Jews avoided Samaritans. He went anyway.

3

## Identified the Deeper Need

She came for water. He addressed spiritual thirst.

4


## Revealed Truth Gradually

No condemnation. He built toward revelation with wisdom.

5

## Led to Transformation

She became a witness to her entire community.

 Effective evangelism produces multiplication — one encounter can reach a whole village.

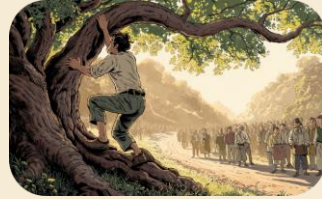
# Jesus Adapted His Approach

Jesus never used a one-size-fits-all method. He read people, discerned their condition, and responded accordingly.



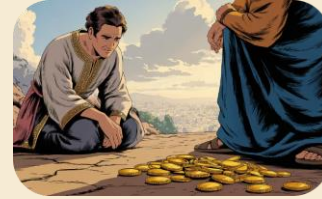
## Nicodemus — The Intellectual

*John 3:1-21* — Jesus engaged with reasoning, spiritual rebirth, and kingdom truth. **Some people need explanation.**



## Zacchaeus — The Outcast

*Luke 19:1-10* — Jesus ate with him first. **Love and acceptance open hearts.**



## The Rich Young Ruler

*Mark 10:17-22* — Jesus confronted idolatry directly. **Discernment exposes what truly holds the heart.**

# Core Principles of Jesus' Evangelism



## Compassion Before Correction

*Matthew 9:36*— Jesus saw the crowds and had compassion. People respond far more to love than to condemnation.



## Relationship Opens Doors

Jesus spent time with sinners, tax collectors, and outsiders. Influence grows through genuine presence and trust.



## Ask Strategic Questions

"Who do you say I am?"  
Questions reveal the heart, create engagement, and encourage honest reflection.



## Meet Real Needs

Jesus addressed physical, emotional, and spiritual brokenness. Practical compassion strengthens the Gospel witness.



## Depend on the Holy Spirit

*Luke 4:18*— Strategic evangelism is not manipulation. It is Spirit-led sensitivity in every conversation.

# The Early Church's Evangelism Strategy

## House-to-House Ministry

**Acts 2:46–47** — "Day by day, attending the temple together and breaking bread in their homes..."

The church grew through homes, relationships, and daily interaction — not programmes alone.

## Public + Personal

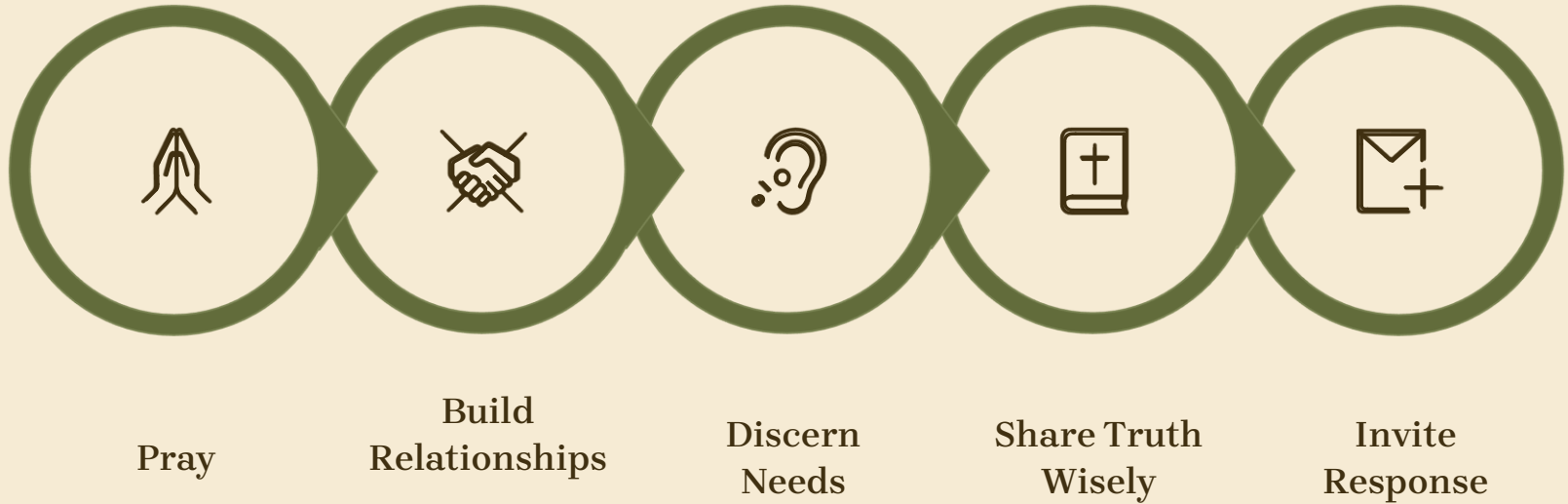
The apostles preached boldly in public *and* ministered personally one-on-one. Healthy evangelism holds both in tension:

Large Gatherings

One-on-One Discipleship



# A Strategic Evangelism Framework



This framework is not a rigid formula — it is a Spirit-guided posture. Every step depends on sensitivity to the person in front of you and the prompting of the Holy Spirit.

# Practical Evangelism Tools

## Share Your Testimony

- 1 My life before Christ
- 2 How I encountered Christ
- 3 What changed in me

## Use Questions, Not Pressure

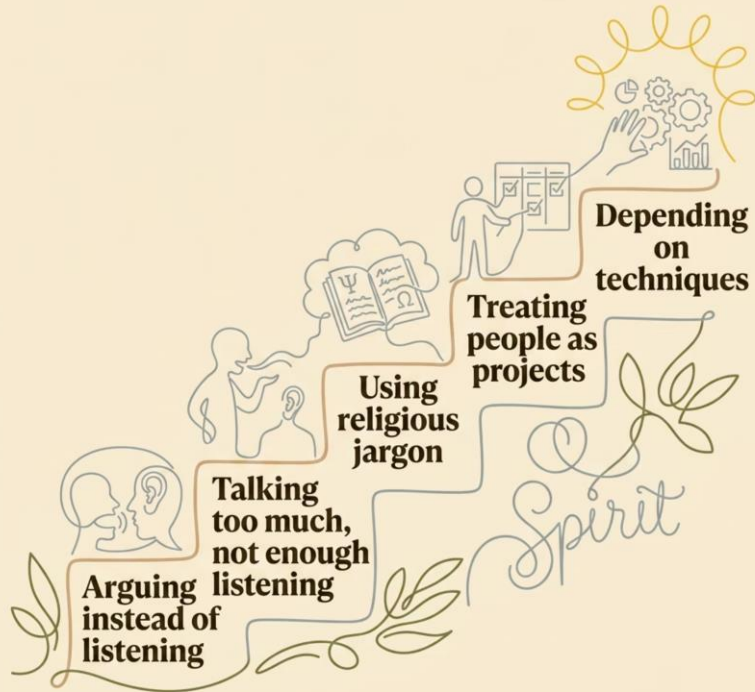
"What do you believe about God?"

"Do you think people can truly change?"

"Have you ever read Jesus' teachings personally?"

- ✔ The Holy Spirit changes hearts. Our role is faithfulness, love, and truth.

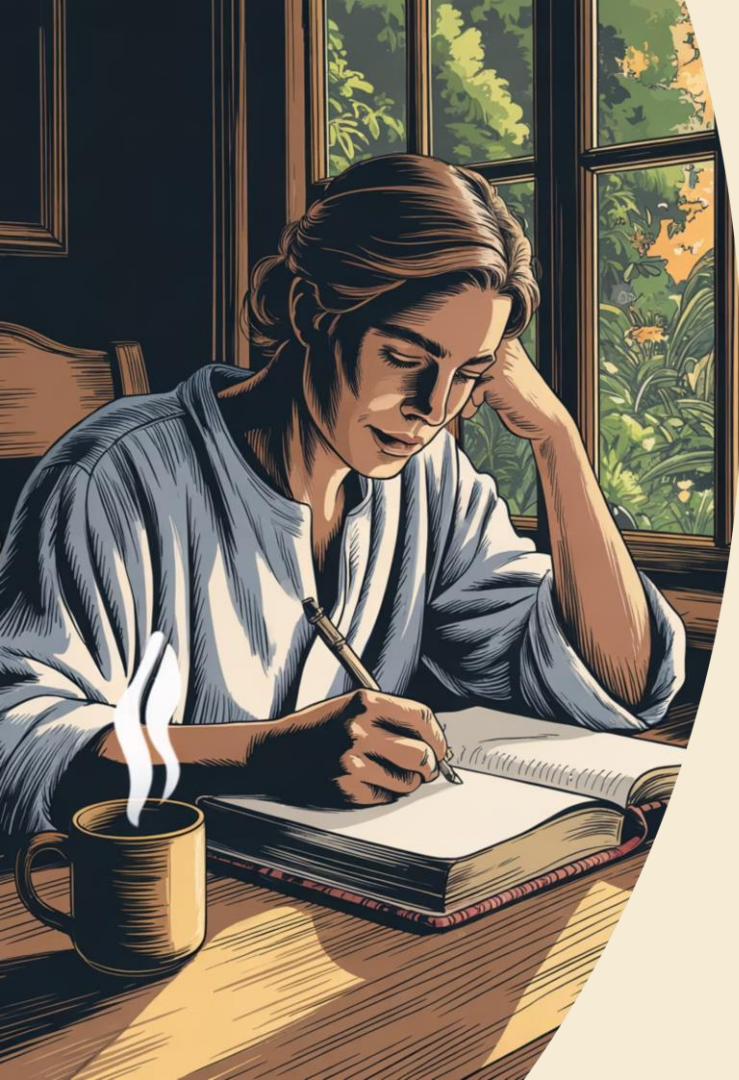
# Common Evangelism Mistakes



Each of these mistakes shares a common root: **self-reliance over Spirit-dependence.**

When we argue, we close hearts. When we lecture, we lose connection. When we use jargon, we build walls. When we treat people as targets, we reveal our own pride.

⚠ Strategy without the Holy Spirit is just salesmanship. True evangelism flows from surrender.



# Reflection, Assignment & Final Challenge

## Reflection Questions

- Which evangelism pattern of Jesus challenges you most?
- Are you more comfortable talking – or truly listening?
- Who has God placed in your life right now to reach?

## Your Practical Assignment This Week

"Jesus did not merely preach to crowds  
– He **intentionally pursued people.**"

1

### Name 3 people

Write down three people you want to reach.

2

### Identify their need

What might they be searching for or struggling with?

3

### Take one step

One practical, loving action you will take this week.