

Forty Effective Evangelism Strategies

Uncommon Keys to a Successful Soul Winning

by

Duodu Henry Appiah-korang

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Overview of the book

Evangelism has been part of me since 2008. From my experience, preaching and teaching the gospel is not enough. There are some fundamental truths and wisdom keys you must know about evangelism. Successful evangelism (soul-winning) works with principles.

Key elements in this book.

- I have revealed the best principles I use in winning souls into the Kingdom of God.
- You will explore seven fundamentals (principles) of successful evangelism (soul-winning).
- You will uncover seven ways to preach the gospel.
- You will know the main reasons evangelism fails.
- You will also read some of my life-changing evangelism experiences.
- The book will further reveal the hard truths about evangelism.
- You will explore forty strategic ways to win souls into the Kingdom of God.
- The book will reveal the best practical ways to evangelize successfully.
- You will explore forty biblical reasons Christian believers must evangelize.
- You will uncover forty biblical reasons we must study the Word of God.

Your dream of becoming a fruitful evangelist and Kingdom trillionaire is about to break loose. Do well to share this book with others and encourage them to share because the wisdom keys are life-transforming, teachable, biblical, practical, experiential, informative, and easy to read.

Introduction

I have been preaching and leading people to Christ Jesus since 2008. In Junior High School, I preached about Christ Jesus. In Senior High School, I preach Christ Jesus to my mates and several people.

The National Union of Presbyterian Students-Ghana (NUPS-G) in Senior High School made me an executive in the church leadership. I traveled with some of my schoolmates and church executives to different Senior High schools and villages to preach the gospel (the good news).

In University, I preach the gospel in various lecture halls, hostels, and apartments. I served in Deeper Life Campus Fellowship as the Evangelism Coordinator at the University. By God's grace, I have served several church leadership.

I set up an evangelism team in one of the tertiary schools in Koforidua (eastern region of Ghana). We preached the gospel and started student fellowship. I have preached the gospel in streets, public buses, and market centers.

I'm still in the business of preaching the gospel. People must know Christ Jesus through the gospel. When people hear the gospel, salvation (deliverance) will take place. Evangelism is one of the most significant mandates of every Christian believer.

Evangelism means spreading the gospel of our Savior and Lord Christ Jesus. You can evangelize without winning a soul for Christ Jesus if you don't know the fundamentals of evangelism (soul winning).

Effective evangelism involves soul-winning. If people surrender their lives to Christ Jesus after preaching, they have become children of God. However, it doesn't end there. You must know the principles of evangelism (soul-winning). What you should expect from this book.

1. Seven fundamentals (principles) of fruitful evangelism (soul winning).
2. The hard truths about evangelism.
3. Some of my experiences in evangelism.
4. Forty strategic ways to effective evangelism and seven ways to preach the gospel.
5. How to successfully evangelize.
6. Why evangelism fails.

7. Forty reasons you should evangelize and forty reasons you should study the Word of God.

Kindly share this book with your loved ones so that they will grow in wisdom.

Chapter One

The Mandate of Evangelism (Soul Winning)

Evangelism is for every Christian believer. Ministers of the gospel are not the only ones to preach the gospel. Every Christian believer must preach the gospel and win souls into the Kingdom of God because that is our primary duty. In the gospel of Matthew, we see a profound word from our Saviour and Lord Christ Jesus.

Then the eleven disciples went away into Galilee, into a mountain where Jesus had appointed them.

And when they saw him, they worshipped him: but some doubted.

And Jesus came and spake unto them, saying, All power is given unto me in heaven and in earth.

Go ye therefore, and teach all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Ghost:

Teaching them to observe all things whatsoever I have commanded you: and, lo, I am with you always, [*even*] unto the end of the world. Amen.

Matthew 28:16-20

Christ Jesus commanded us (**every Christian believer**) to preach and teach the Word of God (the Holy Bible). When people repent and accept Christ Jesus as their Saviour and Lord of their lives, we must baptize them in the name of the Father, the Son, and the Holy Spirit.

After the water baptism, we must teach them the Kingdom principles (the Holy Bible). Soul-winning is our mandate. It is unbiblical to leave evangelism (soul-winning) to gospel ministers.

Christian believers must join hands and labor in the Kingdom of God because Christ Jesus commanded the Church to win souls. Chapter two will reveal the top seven key elements (fundamentals) of fruitful evangelism.

Chapter Two

Seven Fundamentals to an Effective Evangelism

1. You must be born again

You cannot join the military to fight the enemy without adequate training. The military team must assess and endorse you before operating. In the same way, you cannot operate on the heart or teeth of people unless you are a qualified heart surgeon or dentist.

In the Kingdom of God, we work with principles. You cannot effectively win souls in the Kingdom of God **if you are not born again**. You will not get the spiritual ingredients to win and establish souls in God's Kingdom if you are not born of the Spirit and the Word.

Being born again means you have repented from your sins and accepted Christ Jesus as your Saviour and Lord of your life. [The Trinity](#) must bear witness of you if you are born again (meditate on 1 John 5:8-9).

The blood of Christ Jesus cleanses you from your sins when you become born again (meditate on 2 Corinthians 5:17). If your spiritual garment is clean in the realms of the Spirit, the enemy's accusations will not work.

Your evangelism will be effective if you are born again. One thing you must know about people is that they can detect whether you are born again or not. The devil and his cohorts will attack you if you are not born again.

They will project demonic arrows at you when you start winning souls. Like an unqualified man operating on a human's heart, such a person puts himself in danger. A man who does not have military training and weapons cannot stand the enemy.

In the same way, if you are not born again, you enter the enemy's territory at your own risk. The enemy will attack from every angle because you don't have spiritual garments to defend yourself (meditate on Ephesians 6:10-18).

You have no spiritual covering to stand in the territory of evangelism (battlefield) if you are not born again. It takes people born of the Spirit, Word, and Water to win souls for Christ Jesus effectively. **Are you born again?**

2. You must be full of divine power

Like the military man entering the battleground, he needs adequate training and weapons to defend himself. The military man needs training and adequate weapon to defeat the enemy. In the same way, you need divine power to preach, teach and win souls into the Kingdom of God.

You will face hostile people and people filled with evil spirits during evangelism. Demons and demon-possessed people will attack you in the spiritual realm because of the gospel. It would be best to have spiritual covering to stand these vicious attacks.

Christ Jesus preached with the power of the Holy Spirit because people submit to a higher power (see Luke 4:32). Christ Jesus knew divine power was mandatory in evangelism, so he commanded his disciples to wait for the [power of the Holy Spirit](#).

And, behold, I [**Christ Jesus**] send the promise of my Father upon you: but tarry ye in the city of Jerusalem, until ye be endued with power from on high.

Luke 24:49 [Emphasis Added]

Christ Jesus knew his disciples needed the anointing to do great works (evangelism).

Anointing is in dimensions. Freely download and read my [series of books](#) on my blog for more profound revelations on the anointing.

To effectively preach, teach, and win souls for Christ Jesus, you must be full of divine power. The power to work miracles, cast out devils, and do unnatural things comes from the fire (anointing) of the Holy Spirit.

Without the power of the Holy Spirit, your evangelism will be ineffective. Are you baptized with the Holy Spirit? (Meditate on Acts chapter two **in the Holy Bible** for more profound revelation).

3. Break the grounds

To evangelize effectively, you must break every evil ground of the enemy. **Some environments are not conducive** to effective evangelism. Pray before entering a territory to preach the gospel.

If you don't pray, the evil principality on that land will fight you and your people. The evil principality can make your evangelism fruitless if you fail to break their wicked grounds (curses, spells, and witchcraft strongholds).

Some people use demonic altars to hinder fruitful evangelism. It would help if you [dismantled ungodly altars and demonic forces](#) in the realms of the Spirit before venturing into such a place.

Before venturing into strange lands, command the elements to favor your course. Failure to break the evil strongholds will create an impression of the principality that you are an intruder.

You carry the power of the Holy Spirit. Use the Word of God to break every spiritual force in the area you want to venture into (meditate on Jeremiah 23:29). Failure to break the evil grounds will make your evangelism ineffective. Freely download and read my book, **1,001 Divine Principles of Spiritual Warfare**, for more profound revelations.

4. Engage the people

It is not enough to preach and win souls into the Kingdom of God. You must follow up on the new converts. I often print sheets of paper and provide empty spaces for the people (converts) who gave their lives to [Christ Jesus](#) to fill the empty spaces.

After winning souls into the Kingdom of God, record their contact numbers. Take their email addresses, Telegram or WhatsApp Numbers, room numbers (if it is a hostel), and necessary addresses.

Build a strong relationship with newborn babies (converts) by visiting and encouraging them if you are close to them. It takes money, time, and energy to follow up on new converts but do it from your heart.

Occasionally call and encourage the new converts through phone calls. After building a strong relationship with the newborn babies (converts), create a Telegram or WhatsApp group and connect with them.

Some of the converts will not be open to you. Connect with the few ones who will be available to you. You can also send the newborn babies occasional emails. It takes time and money to follow up on new converts effectively.

However, do it from your heart if you want to establish them in Christ Jesus. Once in a while, you can organize a live Zoom meeting or Google Meeting with the new converts. Dedicate time to pray for the souls you have won for Christ Jesus because the devil and unbelievers will attack them (meditate on Galatians 4:19). Follow this practical wisdom key. You will establish most of the new converts in the Kingdom of God.

5. Be one with the Logos

Effective evangelism cannot stand without the logos (the Word). You must study the Word of God (Holy Bible) because you will encounter skeptics. Some people will question your faith and the Word of God (the Holy Bible).

Without the knowledge of the Word, you will not be able to convince doubters, knowledgeable people, and vessels who are committed to their religion. Ignorance of God's Word can make your evangelism weak and fruitless because you will preach from your head.

You must know and understand the Word of God if you want your evangelism to be fruitful. The Word of God must be in your spirit, soul, and body. When you know the Word of God, you will not struggle to win souls into the Kingdom of God.

People often respond to the Word. If you want your evangelism to be fruitful, dedicate time to the Holy Bible. When you become one with the Word, your sermons will produce power. When your sermon is full of divine power, it will break the hardened heart of the unbelievers.

When your sermons are full of the Word, it will bring light. The light in the Word will bring life to the dead soul leading to salvation. If you want your evangelism to be effective, make the Word your priority because it is your weapon on the battleground (meditate on Ephesians 6:17).

6. Revive your secret place

Effective cannot stand the storms without a prayer life. By God's grace, I have a prayer life. The more I fast and pray, the Holy Spirit renews and empowers me to do great works. Evangelizing without a prayer life is a great disaster.

Set some days for prayer and fasting if you want your evangelism to be fruitful. Occasionally fast and build a relationship with the Holy Spirit. Your sermons will be full of divine power when you fast and pray consistently.

In my experience, fasting and prayers are excellent boosters for effective evangelism. A consistent prayer and fasting life will exclude you from the enemy's attacks. Because of your consistent prayer life, the enemy will keep silent while you win souls into the Kingdom of God.

The devil and his cohorts will attack you from every angle if you are not prayerful. This is one reason you must build a consistent prayer and fasting life. Failure to build a prayer and fasting life will make your sermons weak.

Your sermons will not change hardened sinners because demons can block and steal uninspired messages (meditate on Luke 8:4-15). If you want your evangelism to be effective, embrace prayers and fasting with all your heart.

Pray more in the Spirit (**tongues speaking**). Don't neglect your secret place if you want your evangelism to be fruitful. Your secret place is your field of prayer, fasting, and fellowship with the Holy Spirit. If you want your evangelism to be effective, keep the fire of the Holy Spirit burning in your secret place (holy altar).

7. Engage the Holy Spirit

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