

Dear Pastor and or Christian Leader,

The purpose of this letter is to introduce myself and our ministry, Norm Geisler International Ministries, (*formerly Meekness and Truth Ministries*) in order to explore some common ground in which we might be able to work together for His Glory.

Most of us have been trained in various forms of evangelism but might not be familiar with the “Art of Conversational Pre-Evangelism.” Perhaps you have never even heard of the term, “pre-evangelism”. Simply put, there is a certain set of skills and sensitivity that, when possessed by a Christian, will effectively lower our lost friends’ intellectual, cultural, and emotional barriers to the Gospel. In many instances, BEFORE our lost friends can even “hear the Gospel”, these barriers must be overcome. Conversational Pre-Evangelism is a proven technique and methodology that does just that and also *creates greater openness among our non-Christian friends to actually hear the gospel.*

Think about this: How can we proclaim the Good News to someone who:

- *does not believe he/she is a sinner (morality is relative) and therefore sees no need for a Savior?*
- *is very happy with himself/herself and really not interested in good news.*
- *believes that he or she can measure up.*
- *believes that all the ways eventually lead to one true God.*
- *believes that he or she is God.*

The world is full of people who ascribe to one or more of those beliefs and reaching them might seem next to impossible to some believers. Not only do we, as believers, need His touch and the presence of the Holy Spirit, but we also must be wise in how we reach out to others (Col. 4:5). For those who might be shy, or unable to adequately and properly express their faith, and/or the love of the Lord, this training also relaxes and equips the believer to be as effective as possible.

So, how did this pre-Evangelism concept and training first get started?

In 1994 in the US, Campus Crusade for Christ saw a need to approach graduate students in a different way when it became obvious that the Four Spiritual Laws approach did not work very well with those who were indifferent or skeptical towards Christianity. *I (David) was hired to help develop this new approach and what I discovered after five years with Campus Crusade was that it wasn’t just graduate students that were skeptical.* In fact, a new generation of doubters and non-believers had risen who needed special attention to their objections and sensitivities. *In 2000, God gave me a burden to start Meekness and Truth Ministries, to teach Christians this new art form called Conversational Pre-Evangelism, which creates many more open doors for evangelism.* In 2009 this training material was published in a book by Harvest House called *Conversational Evangelism: How To Listen and Speak So You May Be Heard.* It has been translated into Chinese, Indonesian, Korean, and Slovakian. In Jan. 2015 *I partnered with my dad (Norm Geisler) to start the Norm Geisler International Ministries.*

What is Pre-Evangelism?

Witnessing used to involve laying out the truth and guiding a person to understand and accept it. But the awareness of basic Christian principles has changed and so have the needs of “pre-believers.” **If evangelism is planting seeds of the gospel, pre-evangelism is tilling the soil of their mind and heart, preparing them to at least be willing to listen to the Truth in partnership with the Holy Spirit (Mark 4:8).** It raises curiosity in the mind of the hearers so that they become interested. *This Conversational Pre-Evangelism methodology involves asking thought provoking questions that surface uncertainty, minimizes their defensiveness, and yet creates a sense of curiosity to hear more about Jesus or at least continue the conversation.*

Greater opportunities for direct evangelism are created by learning and adhering to a pre-evangelism paradigm containing four parts and the four different roles we play that lead to direct opportunities for evangelism.

The **four parts** to Conversational Pre-Evangelism are: **Hearing, Illuminating, Uncovering, and Building.**

The corresponding **four different roles we play** are:

1. **The role of a Musician:** listening carefully and also hearing the gaps in their beliefs e.g. (Morality is a personal preference)
2. **The role of an Artist:** painting a picture for others by asking thought provoking questions that help people to see themselves in a more true light.
3. **The role of an Archaeologist:** digging beneath the surface to uncover their real barriers to the Gospel.
4. **The role of a Builder:** finding common ground, building a bridge and looking for opportunities to move from pre-evangelism to direct evangelism.

Once interest has been created, just like the Samaritan woman at the well in John 4, it can lead more easily to direct evangelism. **Now once someone learns the art of Conversational Evangelism, they can more easily combine it with greater training in the area of apologetics and be more fruitful in their witness to others.**

How can I learn more?

For the past 15 years I have been conducting C.P.E. Seminars throughout the world. For seven years Norm Geisler International Ministries (formerly Meekness and Truth Ministries) has trained Christian ministries, seminary students, and church and lay leaders all over Asia in this art called *Conversational Pre-Evangelism*. In July, 2011, I moved our ministries headquarters from Singapore to the United States in order to expand the vision. With a passion for people, I share an engaging, conversational approach to evangelism and address:

- Why we don't have a greater heart to reach those around us.
- What makes old models of witnessing ineffective in today's culture.
- Why evangelism must start with relational pre-evangelism.
- How to ask questions, listen attentively, and understand what someone believes.
- How to engage others pre-evangelistically and keep their interest.
- Ways to identify the real barriers to belief in order to build a bridge to the Truth.

Please prayerfully consider how Norm Geisler International Ministries might partner with your church and or ministry to advanced God's kingdom.

In Him,

Dr. David Geisler
President, Norm Geisler International Ministries
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What Christian Leaders Have Said About This Training:

"I believe that every church would benefit by integrating the concepts of Conversational Pre-Evangelism into their existing evangelistic programs and strategies!"

- **Josh McDowell**

"David Geisler's Conversational Evangelism model is a winsome and effective presentation of how skeptics perceive the Gospel and how we might help them discover its truth for themselves. While recognizing the vital role of the Holy Spirit in the process, he illustrates how asking probing questions and pointing out the inconsistencies between belief and behavior till the ground—and is often the pre-evangelism necessary—to help remove long-entrenched barriers to the Gospel. I enthusiastically recommend David's pre-evangelism methodology and his work through Meekness and Truth Ministries."

- **Ravi Zacharias**

"Truth is best communicated in the realm of interpersonal relationships. And the best conduit for establishing relationships is the fine art of soul-searching conversation. As such, conversational evangelism and apologetics are vital tools for communicating the Gospel in a non-threatening, pre-evangelistic manner. This fresh pre-evangelism model by Rev. Dr. David Geisler is excellent. It is seeker-sensitive, Word-centered and purpose-driven. It is designed to win a hearing from a conversation with pre-believers, much like what Jesus did when He engaged in conversational evangelism with the Samaritan woman at Jacob's well (John 4)."

- **Rev. Edmund Chan, International Discipleship leader and author of "Built To Last" and "A Certain Kind"**

"Conversational Evangelism isn't a book that you read and pass on. It's a book that you read and reread, that you underline, highlight, notate, and dog-ear, that you keep on the shelf within arms reach because you use it regularly."

- **Tim Hawks, Senior pastor, Hill Country Bible Church, Austin, Tx.**

"I fear that well-meaning evangelists sometimes employ a one-size-fits all approach in their conversations with skeptics. David and Norman Geisler, in their "Conversational Evangelism," provide immensely practical advice on how to approach each individual and deal with his or her specific questions, mindset, and personality. *This is a powerful instruction manual for truly effective evangelism in our times.*"

- **David Limbaugh, author of *Jesus on Trial***

What Participants Have Said About This Training:

"Your training is refreshing in its format and content. I have not found anything published [aside from individual books on evangelism] that comes close to dealing with the legitimate barriers that most people have BEFORE they can give the Gospel a hearing."

- **Erin Kerr, Former Evangelism Pastor, Saddleback Church, San Clemente, Ca**

"Conversational Evangelism hits the mark! Similar to leading seeker small groups, this approach—asking relevant questions so seekers can discover biblical truths for themselves—is one of the most effective and powerful ways to reach out and help seekers cross the line of faith."

- **Garry Poole, Former Evangelism director at Willow Creek Community Church and author of Seeker Small Groups**

"I believe that if more Christians learn this C.E. model, it will lead to greater boldness and a greater understanding in how to share the good news in today's world! This is a great tool to add to your evangelism tool belt."

- **Dr. Edward J. Pearson,**

Discipleship/Evangelism Director at Arizona Southern Baptist Convention

What Others Have Said About the Conversational Evangelism Book:

If you're looking for a book that will help you share your faith more effectively, Conversational Evangelism is a great choice. It contains no gimmicks or slick methodologies, just thought provoking and practical ideas on how to spark engaging dialogue that will help you sow the gospel into the hearts of others. I especially appreciate the way the concept of "pre-evangelism" is developed. By using examples from Jesus' life and ministry, and observing how He built bridges into the lives of others before communicating eternal truth, brilliantly reveals Jesus' heart for evangelism.

We have used Conversational Evangelism as a springboard for our weekly roundtable discussions among our pastoral staff. **I believe this book is a must read for every pastor, and anyone who seriously desires to win souls.**

- **Lloyd Pulley, Calvary Chapel, Old Bridge New Jersey**

"Calvary of Albuquerque recently hosted David Geisler in conjunction with an apologetics conference. Speaking on the topic of conversational pre-evangelism, I found his points relevant and informative. **I would recommend his book to anyone wanting to clearly understand the nature of personal evangelism.** I particularly enjoyed the section in his book on how to ask the right questions, listening to a person's worldview; and then providing answers that connect them with the truth of Scripture."

- **Skip Heitzig, Calvary of Albuquerque, N.M.**

“Yes! That was my reaction when introduced to this book! It admirably teaches all of us how to build bridges to unbelievers in such a way that (1) they will not be needlessly alienated and (2) that they will actually listen to what we have to say. These writers follow the lead of Jesus by teaching us how to stimulate thought and awaken people to their need by asking provocative questions. Here we have answers to age old questions such as, how do I begin a conversation with someone who is not interested in the gospel? And, how do I learn to talk about my beliefs in an understandable way? In short, **here is practical instruction on how to introduce the Gospel into the market place of ideas without awkwardness or fear.**”

- **Dr. Erwin Lutzer, Moody Church Chicago, Il.**

“**Conversational Evangelism is one of the most helpful and practical books on personal evangelism I've ever seen.** It makes evangelism seem as easy as having a conversation with a friend-which it is. You give so many ideas on starting conversations that don't shut people down. Students want to tell you what they think and sometimes don't care what you think. These tips give me ways to keep a conversation going with a student that doesn't seem to care. It is well written and easy to put into practice. When I think of some of the training times I have had with staff, I wish I had had this book for them to read.”

- **Warren Culwell, Campus Crusade, Red River Regional Office, Texas**

Why should I read Conversational Evangelism? Recent studies within churches indicate that successful evangelism is no longer being measured on how many tracts one hands out or how many times they got to share the gospel. Today it is being measured in terms like: “How many meaningful spiritual conversations did you have with non-Christians in the last six months?” Today it may take several encounters by several different people before the gospel is understood or embraced. Greg Hawkins of the Willow Creek association says, “The human spirit is wired by God to search for Him.” Part of our problem is how to dialog with people to help them know where to search or even to know that they have a need to search. It is often hard to start those dialogs, to know where to begin, how to bridge barriers to the gospel. This is where Conversational Evangelism fits. **This book is a great resource to help Christians effectively do that. There is room for this resource in any church's outreach or evangelism process.**

- **Ed Newell, Church Discipleship Ministry**

"I have been in ministry over 40 years and let me say that this is some of the most helpful training in evangelism that I feel a person can have in light of what we are facing in the world today. It takes the evangelistic training that we may have had previously and lifts it into an art form called - a conversation! I highly recommend it." -

- **Dr. Geoff Gorsuch, The Navigators, Singapore.**