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"Why was Jesus Such a Good Communicator and What Can We Learn from Him?"
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Introduction...
To evangelize means 'to win over'. Jesus was without doubt the greatest evangelist who ever walked the earth. But what was it that drew people to Him? Why was He such a great communicator? What can we learn from the Master as we seek to reach others for Christ?

Here are 5 reasons why people LOVED being around Jesus:

1) Jesus spoke 'as one who had authority' (Matthew 7:28-29): People contrasted the confusion of the Pharisees to the clarity of Jesus! Whereas the Pharisees made everything sound so complicated, Jesus made so much sense! Whereas people knew what the Pharisees were AGAINST, people knew what Jesus was FOR.

What can we learn?
When we communicate the message of Jesus to others, we need to know what we're talking about! It's not about being able to quote lots of scripture verses (though it is important to know scripture well). It's about having a vibrant faith and a deepening relationship with Christ - and inspiring others to experience this too.

How can we keep our relationship with God fresh and vibrant? Why is this crucial to effect personal evangelism?

2) Jesus was friendly! (Luke 7:34): The Pharisees referred to Jesus as the 'friend of sinners'. This was meant as an insult - but it was actually the greatest compliment they could have paid him. Jesus spoke in a way that people understood. He spoke the language of the people.

What can we learn from this?
Being friendly and down to earth is highly important. This may sound like a shallow point - but it really is important that we learn to connect better with those who are non-believers. Affirmation is always a better way to win people than antagonism!

Read Luke 19:1-10. What can we learn from how Jesus 'won' Zacchaeus to faith?

3) Jesus was an incredible story teller (Luke 15): In Luke 15, Jesus draws the crowd with three simple yet powerful stories (lost sheep, lost coin, lost son). He was creative in how he communicated the Father's love for 'lost' people.

What can we learn from this?
Telling our story is important. Remember, people connect with people before they connect with truth. It is important for us to communicate our story (testimony) really well!
Take 30 seconds to tell the story of how you came to faith. Later in your own time, learn to articulate it even better.

4) Jesus empathized with people (Matthew 8:3 & John 11:35): In Matthew 8:3, Jesus 'touched' the leper. In other words, he touched the untouchable and empathized with his need. In John 11:35, 'Jesus wept' at the funeral of Lazarus. Again, this emphasizes the care and compassion of Jesus.

What can we learn?
People don't care how much we know until they know how much we care.
How can we demonstrate God's good news better both in word and action?

5) Jesus was not quick to condemn (John 8:1-11): For example, in John 8:1-11 the Pharisees tested Jesus to see how He would respond to the dilemma of a woman caught in adultery. However, Jesus didn't respond to their challenge. Instead, he remained silent until they'd gone. He refused to shame the woman - but instead gave her hope and value.

What can we learn?
There is always hope - even for those who seem hopeless. THIS is the power of the Gospel.

How can we become more intentional about communicating God's hope to others in everyday life?

**Final Prayer:**
Take some time to pray that God will help you be more effective in your personal evangelism (i.e. winning others to faith in Christ). Remember, if you talk to God about people, you'll find it much easier to talk to people about God! Make a decision that you are going to be more INTENTIONAL about sharing your story. Pray that God will give you confidence.