

How To Preach The Gospel Effectively

'The Spirit of the Lord is on Me because He has anointed Me to preach good news to the humble; He has sent Me to bind up the broken-hearted, to proclaim liberty to the captives, and freedom to those who are bound; to proclaim the year of the Lord's favour, and the day of vengeance of our God; to comfort all who mourn; to appoint to those who mourn in Zion, to give to them a garland for ashes, the oil of joy for mourning, the garment of praise for the spirit of heaviness; that they may be called trees of righteousness, the planting of the Lord, that He may be glorified' (Isaiah 61:1 to 3).

"The Spirit of the Lord is on Me because He has anointed Me to preach good news to the poor. He has sent Me to heal the broken-hearted, to proclaim release to the captives, recovering of sight to the blind, to deliver those who are crushed, and to proclaim the acceptable year of the Lord" (Luke 4:18 & 19).

The Lord Jesus came to preach the good news of the Gospel and when He preached, people listened. 'Who has believed Our message? To whom has the arm of the Lord been revealed?' (Isaiah 53:1). Jesus was very stern with religious leaders who followed religion rather than the Lord but He was gentle with new converts. When we share the Gospel, the Lord gives us the correct words to say to the individual person or group, just as the Lord gave Jonah a message for Nineveh. "Arise, go to Nineveh that great city and preach to it the message that I give you" (Jonah 3:2). The message was repentance or destruction, so when the whole city of Nineveh repented in sackcloth, ashes and fasting, and the main theme was – they believed so God did not destroy the city.

'Jonah entered the city a day's journey and he cried out and said, "Yet forty days and Nineveh shall be overthrown!"

The people of Nineveh believed God and they proclaimed a fast and put on sackcloth, from the greatest of them even to the least of them ... God saw their works, that they turned from their evil way. God relented of the disaster which He said He would do to them, and He did not do it' (Jonah 3:4, 5 & 10).

The Lord gave John the Baptist a similar message. 'In those days John the Baptist came preaching in the wilderness of Judea saying, "Repent, for the Kingdom of Heaven is at hand!" (Matthew 3:1 & 2). 'John came baptising in the wilderness and preaching the baptism of repentance for forgiveness of sins' (Mark 1:4). 'They (the apostles) went out and preached repentance' (Mark 6:12).

After John, Jesus came preaching the same message. 'From that time, Jesus began to preach and to say, "Repent! For the Kingdom of Heaven is at hand." ... Jesus went about in all Galilee, teaching in their synagogues, preaching the Gospel of the Kingdom, and healing every disease and every sickness among the people' (Matthew 4:17 & 23).

'Jesus went about all the cities and the villages, teaching in their synagogues and preaching the Gospel of the Kingdom, and healing every disease and every sickness among the people' (Matthew 9:35). 'Jesus said to them, "Let us go into the next towns, that I may preach there also, because I came for this reason." He went into their synagogues throughout all Galilee, preaching and casting out demons' (Mark 1:38 & 39).

After Jesus began His ministry He gave His disciples instructions to preach the same message of the Kingdom. 'As you go, preach, saying, 'The Kingdom of Heaven is at hand!' (Matthew 10:7). 'They departed and went throughout the villages, preaching the Gospel and healing everywhere' (Luke 9:6). 'It happened that when Jesus had finished directing His twelve disciples, He departed from there to teach and preach in their cities ... The blind receive their sight, the lame walk, the lepers are cleansed, the deaf hear, the dead are raised up, and the poor have the Gospel preached to them' (Matthew 11:1 & 5).

Three days after Jesus was resurrected He gave them a mandate to preach the full Gospel, this time repentance and healing was included with baptism, signs and miracles. 'Jesus said, "Go into all the world and preach the Gospel to the whole earth. They who believe and are baptised will be saved, but they who do not believe will be condemned. These signs will accompany those who believe: in My name they will cast out demons (evil spirits); they will speak with new tongues (languages); they will take up serpents (be unhurt if bitten by a venomous creature); if they drink any deadly thing it will not hurt them; they will lay hands on the sick and they will recover."

So then the Lord Jesus, after He had spoken to them, was received up into heaven and sat down at the right hand of God. They went out and preached everywhere, the Lord working with them and confirming the Word by the signs that followed. Amen' (Mark 16:15 to 20). 'They went preaching the Kingdom of God and teaching the things concerning the Lord Jesus with all boldness and without hindrance' (Acts 28:31).

Preaching the Gospel of the Kingdom did not begin until Jesus came to earth. Jonah preached repentance, then the message of the Kingdom of God was added, and lastly the miracles and the full Gospel was added to the original message. Jesus gave us the progression. 'The law and the prophets were until John. From that time the Gospel of the Kingdom of God is preached and everyone strives to go into it' (Luke 16:16).

'Jesus opened their minds so they might understand the Scriptures. He said, "Thus it is written, it was necessary for the Messiah to suffer and to rise from the dead the third day, so repentance and remission of sins should be preached in His name to all the nations, beginning at Jerusalem' (Luke 24:45 to 47).

If we want to be effective at preaching, sharing or teaching the Gospel, there are scriptural guidelines that we must adhere to. First we will look at what we must never do. 'Now therefore listen to the word of the Lord. 'Do not prophesy (nor speak) against Israel, and do not preach against the house of Isaac (the Jewish people)' (Amos 7:16). The Jews will always be the Lord's chosen people and Israel will always be His chosen land and we must never slight the Lord our God by speaking out against them, especially when we are preaching the Gospel to the unsaved.

The desired outcomes of preaching:

(1) Love. 'If I speak with the languages of men and of angels, but do not have love, I have become a clanging cymbal ... Faith, hope and love abide but of these three, the greatest of these is love' (1 Corinthians 13:1 & 13). It is good to have faith and hope but if our preaching is not reflecting the love of God to humanity – and in fact to every aspect of His overall creation, then our preaching is a worthless clanging cymbal. It is by the unsaved being able to see our love for fellow believers that reveals God's love for us. Jesus said, "A new commandment I give to you, that you love one another just like I have loved you. By this love, everyone will know that you are My disciples, if you have love for one another" (John 13:34 & 35).

(2) Repentance. 'The men of Nineveh will stand up in the judgment with this generation and will condemn it, for they repented at the preaching of Jonah; and behold, Someone greater than Jonah is here' (Matthew 12:41). Our preaching should bring people to a point where they repent and are able to be saved from eternal damnation.

(3) There should be a testimony of the blood of Jesus. 'They (the believers) overcame him (the devil) because of the blood of the Lamb and because of the Word of their testimony. They did not love their life, even when facing death' (Revelation 12:11). Every person who is born-again has their own personal testimony of how the Lord reached out and saved us by His blood.

(4) The Gospel should glorify Jesus. 'John preached saying, "After me comes He who is mightier than I, the thong of Whose sandals I am not worthy to stoop down and loosen ... After John was taken into custody, Jesus came into Galilee preaching the Gospel of the Kingdom of God saying, "The time is fulfilled, and the Kingdom of God is at hand! Repent, and believe in the Gospel" (Mark 1:7, 14 & 15). John the Baptist said, "He (Jesus) must increase, but I must decrease" (John 3:30). 'If anyone speaks, let it be as it were the very words of God. If anyone serves, let it be as of the strength which God supplies, that in all things God may be glorified through Jesus to Whom belong the glory and the dominion forever and ever. Amen' (1 Peter 4:11). Too many preachers talk about themselves and their problems when speaking at the pulpit. When we share the Gospel we need to focus all our attention on the Lord – not on ourselves. The Gospel is all about Jesus – not us. We are merely His vessels to bring the good news of salvation to people. As preachers we are standing in the place of God and delivering His message, therefore we must do what John the Baptist said – we must decrease so He can increase. If you are a preacher who is inclined to use examples involving yourself, your family or 'props' to deliver the message then you are too focussed on 'self' and not focussed enough on the Lord of Glory.

(5) The Gospel should turn people to Jesus and to salvation. 'Brothers, what shall we do? Peter said to them, "Repent and be baptised every one of you, in the name of Jesus for the forgiveness of sins, and you will receive the gift of the Holy Spirit' (Acts 2:37 & 38).

(6) The Gospel should encourage people to worship the Lord. 'The hour is here when the true worshippers will worship the Father in Spirit and truth, for the Father seeks such to be His worshippers. God is Spirit, and those who worship Him must worship in Spirit and truth' (John 4:23 & 24).

(7) The Gospel should make it clear, the salvation message is more than life on earth, it is the Gospel of the Kingdom of God. 'This Gospel of the Kingdom will be preached throughout the whole world for a testimony to all the nations, and then the end will come' (Matthew 24:14). 'The Gospel must first be preached to all the nations' (Mark 13:10). Jesus said, "My Kingdom is not of this world. If My Kingdom were of this world, then My servants would fight so that I would not be delivered up, but My Kingdom is not from here" (John 18:36).

(8) The full Gospel should make people hungry for the truth of the Word of God and lead them into church. 'When the Jews went out of the synagogue, the Gentiles asked that these words might be preached to them the next Sabbath' (Acts 13:42). That is an amazing statement. The Gentiles wanted to go inside the synagogue to hear the Word of God preached by the people who preached it best – the Jews.

(9) To make disciples of people who should in turn, go out and make more disciples. 'When they had preached the Gospel to Derbe and had made many disciples, they returned ...' (Acts 14:21). 'Go and make disciples of all nations, baptising them in the name of the Father, Son and Holy Spirit' (Matthew 28:19). There is no scripture that says we should have numerous outreaches but there are scriptures that tell us to make disciples.

(10) To remind people of what Mary Magdalene did. She may not seem significant to some people but what she did was very important to Jesus. Mary was the only woman who anointed Jesus for burial and she was the only person who sat at His feet to hear what He had to say. "Most certainly I tell you, wherever this Gospel is preached in the whole world, what this woman has done will be spoken of as a memorial of her" (Matthew 26:13; Mark 14:9).

(11) The Gospel should encourage. 'With many other exhortations Jesus preached the Gospel to the people' (Luke 3:18). If the Gospel message is not encouraging and uplifting then we may need to change. We should not leave church feeling frustrated or saddened.

(12) Preachers need to speak the truth. The Gospel is the message of salvation and should always be influenced by the Holy Spirit. 'We are of God. He who knows God listens to the Gospel. He who is not of God does not listen. By this we know the Spirit of truth and the spirit of error' (1 John 4:6). 'This is He who came by water and blood. Jesus came, not with the water (baptism) only, but with the water and the blood. It is the Spirit who testifies (about Jesus), because the Spirit is the truth' (1 John 5:6). There are many preachers who see verses in the Bible, put their own spin onto that verse then preach on it. The moment we hear a preacher say, "I believe," we can be sure they are not preaching the Word but are preaching their own thoughts or opinions. We must never preach our opinions but we must always teach only what the Bible says, nothing more and nothing less. Many preachers make up scenarios and teach them as fact. Many preachers tell Bible stories and try to make them modern. Many preachers exaggerate what the Bible says to the point of lying. Many preachers do the opposite and minimise the power of God. Many preachers need to do more research before teaching anything because our knowledge is limited and we must learn more before we can teach more. Most pastors need to be more humble and should listen to their flock. 'Let those who receive instruction in the Word of God share all good things with their teacher' (Galatians 6:6).

What should the main themes always be?

(1) The Kingdom of God. 'They believed Philip's preaching the Gospel concerning the Kingdom of God and the name of Jesus the Messiah, they were baptised, both men and women' (Acts 8:12).

(2) The First Resurrection of the righteous. 'That I may know Him and the power of His resurrection, the fellowship of His sufferings, becoming conformed to His death; if by any means I may attain to the first resurrection from the dead' (Philippians 3:10 & 11). 'Blessed and holy is he who has part in the first resurrection' (Revelation 20:6). If we do not have the resurrection as our eternal focus then our Christian walk may be less than God intended.

(3) The reasons for Jesus' torture, death and resurrection. 'Surely He has borne our sickness and carried our suffering; yet we considered Him plagued, struck by God and afflicted. He was pierced for our transgressions. He was beaten for our iniquities. The punishment that brought our peace was on Him and by His wounds (strips, lashings) we are healed' (Isaiah 53:4 & 5). 'If we walk in the Light as He is in the Light, we have fellowship with one another and the blood of Jesus His Son, cleanses us from all sin' (1 John 1:7).

'God raised up His servant Jesus, sent him to you first to bless you, in turning away everyone of you from your wickedness' (Acts 3:26).

(4) Repentance. 'The Lord is not slow concerning His promise, as some count slowness; but is patient with us, not wishing that any should perish, but that all should come to repentance' (2 Peter 3:9).

(5) Baptism. 'Do you not know that we who were baptised into Messiah Jesus were baptised into His death? We were buried therefore with Him through baptism to death, so just like Jesus was raised from the dead through the glory of the Father, so we also might walk in newness of life. For if we have become united with Him in the likeness of His death, we will also be part of His resurrection' (Romans 6:3 to 5).

(6) Holiness. 'You shall be holy for I the Lord am holy' (1 Peter 1:16).

(7) Forgiveness. 'If we confess our sins, He is faithful and righteous to forgive us our sins, and to cleanse us from all unrighteousness' (1 John 1:9). 'Whenever you stand praying, if you have anything against anyone, forgive them, so that your Father who is in heaven, may forgive you your transgressions. But if you do not forgive, neither will your Father in heaven forgive your transgressions' (Mark 11:25).

(8) The Lordship and Deity of Jesus. 'To those who have obtained a precious faith with us in the righteousness of our God and Saviour, Jesus our Messiah; Grace and peace be increased in the knowledge of God and Jesus our Lord' (2 Peter 1:1 & 2). 'The Word which He sent to the children of Israel, preaching the Gospel of peace by Jesus; He is Lord of all' (Acts 10:36).

(9) Judgement Day. 'We will all stand before the Judgment Seat of Jesus' (Romans 14:10). 'I tell you that every idle word that men speak, they will give account of it in the Day of Judgement, for by your words you will be justified, and by your words you will be condemned' (Matthew 12:36 & 37). 'Leaving the doctrine of the first principles of Jesus, let us press on to perfection (spiritual growth), not laying again a foundation of repentance from dead works, of faith toward God, of the teaching of baptisms, of laying on of hands, of resurrection of the dead, and of eternal judgment ... Beloved, we are persuaded of better things for you, and things that accompany salvation' (Hebrews 6:1, 2 & 9).

Where should we preach? 'I (Jesus) must preach the Gospel of the Kingdom of God to the other cities. For this reason I have been sent' (Luke 4:43). 'He went through cities and villages, preaching and bringing the Gospel of the Kingdom of God' (Luke 8:1). 'Jesus said to them, "Go into all the world and preach the Gospel to the whole earth' (Mark 16:15). 'Those who were scattered abroad went around preaching the Word' (Acts 8:4).

When should we preach? 'Every day in the temple and at home, they never stopped teaching and preaching Jesus the Messiah' (Acts 5:42).

We should open our mouths and preach boldly and convincingly. 'Philip opened his mouth and beginning from this Scripture, preached Jesus to him' (Acts 8:35). 'What does the Bible say? "The Word is near you, in your mouth and in your heart; that is the Word of faith which we preach"' (Romans 10:8).

We are to preach in Jesus' name. 'Paul was with them entering into Jerusalem, preaching boldly in the name of the Lord Jesus' (Acts 9:29).

Preaching and teaching go hand-in-hand. 'Paul and Barnabas stayed in Antioch, teaching and preaching the Word of the Lord, with many others also' (Acts 15:35).

We should be eager to preach. 'As much as is in me, I am eager to preach the Gospel to you who are in Rome' (Romans 1:15).

How can people be saved unless someone tells them? We need people who are prepared to preach. 'Whoever will call on the name of the Lord will be saved. How will they call on Him in Whom they have not believed? How will they believe in Him Whom they have not heard? How will they hear without a preacher? How will they preach unless they are sent? As it is written, "How beautiful are the feet of those who preach the Gospel of Peace, who bring glad tidings of good things!" ... So faith comes by hearing, and hearing by the Word of God. We say, did they not hear? Yes most certainly, "Their sound went out into all the earth, their words to the ends of the world" (Romans 10:13 to 18).

We must preach the full Gospel not a watered-down version. There are many scriptures that tell us the message that God wants preached. The full Gospel includes laying on of hands with miracles following. The full Gospel includes healing, deliverance from evil spirits, baptism by full emersion, receiving the Holy Spirit, speaking in tongues, supernatural protection and events that happen by the power of God, all done in the name of Jesus. Our Lord will not return until the full Gospel is preached to every nation on earth. He stated, "This Gospel of the Kingdom will be preached in the whole earth for a testimony to all the nations, and then the end will come" (Matthew 24:14).

'In the power of signs and wonders, in the power of the Spirit of God, I have fully preached the Gospel of Jesus our Messiah, making it my aim to preach the Good News' (Romans 15:19 & 20).

'Jesus sent me not to baptise, but to preach the Gospel, not in wisdom of words so that the cross of Jesus would be made void, for the Word of the Cross is foolishness to those who are dying (spiritually), but to us who are saved it is the power of God ... It was God's good pleasure through the foolishness of the preaching to save those who believe. Jews ask for signs, Gentiles seek after wisdom, but we preach Jesus crucified; a stumbling block to Jews, and foolishness to Gentiles, but to those who are called, both Jews and Gentiles, Jesus is the power and the wisdom of God' (1 Corinthians 1:17 to 24).

'My speech and my preaching were not in words of human wisdom, but in demonstration of the Spirit and of power' (1 Corinthians 2:4). 'If I preach the Gospel, I have nothing to boast about for it is laid on me; but woe is me if I do not preach the full Gospel' (1 Corinthians 9:16).

'There is not another Gospel. There are some who trouble you and want to pervert the Gospel of Jesus, but if we, or an angel from heaven, should preach to you any Gospel other than that which we preached to you, let him be cursed. As we have said so I now say again: if any man preaches to you any Gospel other than that which you received, let him be cursed. Am I seeking the favour of men or of God? Am I striving to please men or God? If I were still pleasing men, I would not be a servant of Jesus, but I make known to you Brothers, concerning the Gospel which was preached by me, that it is not according to man, neither did I receive it from man, nor was I taught it, but it came to me through the revelation of Jesus the Messiah' (Galatians 1:7 to 12).

'Preach the Word; be urgent in season and out of season; reprove, rebuke and exhort, with all patience and teaching. For the time will come when they will not listen to true doctrine, but having itching ears, will heap up for themselves teachers after their own lusts and will turn away their ears from the truth, and turn aside to myths. Be sober in all things. Do the work of an evangelist and fulfil your ministry' (2 Timothy 4:2 to 5).

Let all of us who believe, do whatever we can to effectively spread the full Gospel to every nation on earth, snatching the unsaved out of the eternal fire. We are the ones God has called to do His work, so let us work diligently to increase the Kingdom of God.

Amen and God bless you.

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