September Book of the Month

The Master Plan of Evangelism

It all started when Jesus called a few men to follow him and share God’s message with their neighbors. We are called to do the same. But evangelism can be difficult – even intimidating. With all the evangelism resources available, where should you turn to find advice on how to share the Good News with others? Robert E. Coleman says the answers aren’t found in TV evangelism, easy-evangelism guidebooks, or the latest marketing techniques. Rather, he looks to the Bible, to the ultimate example found in Jesus Christ.

For more than forty years this classic, biblical look at evangelism has challenged and instructed over three million readers. Now repackaged for a new generation, The Master Plan of Evangelism is as fresh and relevant as ever. Join the movement and discover how you can minister to the people God brings into your life.