
Effective Evangelism Training

Speaker: Pastor Kerry Robertson Host: Pastor Luka Robertson

Opening Prayer

Father, we just thank You for this time together. Can I hear an Amen? Father, we come because we want to learn more about You. We want to move in the Great Holy Ghost. We want to understand Your heart for lost souls. Father, we've come intentional today because we're hungry. So I pray today, let it be an open heaven.

We thank You for Pastor Kerry and Pastor Rianne. We thank You for their hearts to train and equip the body of Christ to see souls saved. We're going to come into a momentum of people moving in the great Holy Ghost. Can I hear an amen? Our hearts are open for more of You. So today we say yes to You. We say yes to You, Jesus, and we pray You'd be with us and bless us today. In Jesus' name, and everybody said amen.

Introduction by Pastor Luka

Well, it's a great honor to be here. We have a very small window of time to focus on what we're trying to cover today, but first of all I just want to honor Pastor Kerry — we've been great friends for many decades, literally. Brothers with the same last name, just different mums! I just love this guy. We've traveled together for years and it's just great to be back here.

I'm also honored that we have people who've come from other churches and other cities to be part of this today. Pastor Kerry simply said to me, "Hey, let's put on an evangelism seminar so we can teach people to be effective in evangelism and how to move in the power of God." So over the next two hours, that's exactly what we're going to do — learn how to be effective in reaching the lost.

Kerry Robertson — Introduction

For those who have no idea who I am: Kerry Robertson. My amazing wife Rianne is on the front row here. This year we celebrate 33 years of ministry between New Zealand, Australia, and the US — 17 years of that as lead pastors on the Gold Coast and in Dallas, Texas.

When we couldn't get out of Australia, God supernaturally provided the visas, and we were able to plant a church there. Six months ago, we handed that church over to our daughter and son-in-law. The reason was simple: there is a global crisis going on right now. I heard two great pastors say, *"There are plenty of pastors — but where are the evangelists?"* That was enough to speak to me.

Six months ago, we stepped out as global evangelists. In that time, we've ministered in around eight different countries doing large-scale crusades in developing nations. In just those six months, we've seen just over 6,000 people come to Christ — and I'm not here to brag. I'm simply

here to thank God for what He's done. I know this: when someone says yes to God, the opportunities unlock.

Before we stepped out, God also spoke to me about starting a global movement — raising up a generation of soul winners to carry out the Great Commission. My part is to travel the world and challenge believers to do their part in reaching those God has called them to.

So — why did *you* come today? What are you hoping to learn?

(Congregation responses: "How to be bold.")

You're going to get a whole lot more than that today. Let's get straight into it.

Opening Prayer

Come on, just close your eyes and put your hands out in front of you.

Father, we lift our hands and surrender to You, believing that over the coming minutes You will use each one of us — in their context, whatever that is. Empower them today, we pray, in Jesus' name. Amen.

Part 1: Follow Me, and I Will Make You Fishers of Men

Matthew 4:18–20 *"While walking by the Sea of Galilee, Jesus saw two brothers, Simon who was called Peter, and Andrew his brother, casting a net into the sea, for they were fishermen. And he said to them, 'Follow me, and I will make you fishers of men.'"*

I want you to highlight those words: *"Follow me, and I will make you fishers of men."*

The Fishing Story

A number of years ago, when my eldest daughter was around two years of age, we were on holiday on the Coromandel Peninsula. Late at night, we went down to the local wharf — she'd gone to bed, so we thought we'd drop a line and catch a fish. Something she'd never experienced before.

We showed up, about ten people already there, lines in the water. We dropped our line — nothing. No bites. Then some guy shows up and plants himself right in the middle of us all. He drops his line. Two minutes — bang — pulls up a fish. My daughter woke up and was like, *"He got a fish! How come he got a fish? We were here before him!"*

Within half an hour, he'd pulled out at least 10–15 fish. No one else had caught anything. So I went over to him and said, "Hey, you're discouraging my daughter right now. Any chance you can spare me one? I don't care what size." He reaches in and hands me one.

I put the hook through its mouth, dropped it in the water, then said, "Oh — I've got a fish!" — shaking the line. She came over and reeled it in. For the first time in her life, she was absolutely pumped. I grabbed the line, gave it a little movement to make it seem alive, then got my jandal out and gave it a whack. It was done. She thought she was the champion of the day.

I told her the truth when she was a young adult — that first fish was never actually caught by her. But she thought she was a champion.

The point of that story is this: I could have sat there for hours in frustration watching that other guy pull up fish after fish, when I could have gone over and learned from him. Learned his skills. What bait he was using. Become effective in that same spot.

That's why I honour you for coming out today. I'm not here to tell you I'm the greatest evangelist — I could point to many people far more effective than me. But I know God has graced me in the area of soul winning, and I want to share what I've learned.

Why We Need to Reach People

Every second, two people die somewhere on planet earth. That's:

- **120 per minute**
- **7,250 per hour**
- **174,000 per day**

In the two hours we're together today, around **14,000 people** will die. It's estimated that 31% of the planet are Christian. If we take those stats at face value, that means approximately **9,700 people per day** are dying without Christ.

- **42% of the planet** have never heard of Jesus — what missionaries call "unreached people groups"
- Only **3%** of those who go as missionaries go to unreached people groups
- The global population grows by **185,000 people per day**, most of them born into those unreached groups

In the US, there is roughly one minister per 250–400 people. In New Zealand, one per 1,000. In Australia, one per 1,200. In parts of North Africa and the Middle East, one per half a million. In parts of India, one per million.

The church must become more effective in reaching the lost.

Mark 16 says: *"Go into all the world and preach the good news to all creation."*

Yet research tells us:

- **73%** of Christians believe they have a personal responsibility to share their faith (Barna Group) — yet only **52%** have ever actually done it
 - **61%** of Christians haven't shared their faith with anyone in the last six months (LifeWay Research)
 - The primary reasons? Fear of offending others, feeling unequipped, lack of confidence, and the perception that evangelism is no longer socially accepted
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Jesus' Process with Peter

Jesus said to Peter: *"Follow me, and I will make you fishers of men."* At that point, Peter wasn't great at it — but Jesus took him on a journey. Here's the process:

1. **Peter followed Jesus and watched Him** — for 3½ years, Peter sat at His feet, listened to Him preach, travelled with Him, and watched Him win souls.
 2. **Peter asked questions, and Jesus gave feedback** — *"Lord, teach us to pray"* is one example.
 3. **Jesus gave Peter and the disciples opportunities to fish for people** — Matthew 10:1: *"He called his disciples and gave them authority to drive out impure spirits and heal every disease and sickness."*
 4. **The disciples received feedback on how to improve** — Matthew 17:14–20: a boy wasn't healed, and Jesus explained, *"This kind only comes out through prayer and fasting."* That was a feedback moment.
 5. **Peter was sent out on his own** — Jesus left the planet. Peter was told to wait and pray in Jerusalem. On the Day of Pentecost, the Holy Spirit came (Acts 2), and Peter became one of the greatest soul winners in history.
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You Don't Have to Be an Evangelist

You might be thinking: *"That's great, but I'm not an evangelist."*

You don't need to be an evangelist to be a great soul winner. Consider the five-fold ministry — apostle, prophet, evangelist, pastor, teacher. You may not be an evangelist, but that doesn't excuse you from reaching the lost. Paul said in **2 Timothy 4:5**: *"Do the work of an evangelist and fulfil your ministry."*

Your primary gifting may be something else entirely — but we are all called to reach the lost.

Different Ways to Fish

Evangelism is not just standing on a street corner with a big Bible. That's one style — but there's so much more.

I've shared the gospel on a ferry in pouring rain doing illusions to get people's attention. I've preached to a few hundred people on a Virgin Airlines flight after doing a magic trick. I've prayed loudly over my meal in a packed restaurant. These things may not be your style — and that's okay.

Here's a key insight: **there are different types of fish, and every fish requires a different lure, different bait, a different environment.**

Fishing in a river is different from deep-sea fishing, which is different from fishing off the beach. You wouldn't use whitebait bait to catch a shark. The same is true in evangelism — different people, different contexts, different approaches.

Where Is Your Pond?

The best place to catch fish is the place you're best at fishing. So the powerful question is: **where is your pond?**

You need to know what pond you're graced to fish in:

- It might be a particular neighbourhood, country, or culture
- It might be a specific age group — youth, retirees, children, young adults
- It might be a particular environment — the workplace, the school gate, before and after church

Research shows the most effective age to win a soul is what's called the **4–14 window** — ages four through fourteen. Five weeks ago, we held our very first gospel crusade for children in Gulu, Uganda. We had 3,600 kids show up — 37 buses were cancelled on the day, and we still couldn't fit them all in. That day, **3,400 children gave their lives to Jesus**.

Hints to Your Pond

Here are some clues to help you identify who you're called to reach:

1. **Your background and experiences** — A woman in our Dallas church had an abortion as a teenager, later married the man, came to Christ, and has been incredibly effective ministering to others in that same situation.
2. **Your natural gifts** — I've seen people who couldn't teach a Bible study to save their life, but who had an extraordinary gift of hospitality. They started hosting potluck dinners and drew so many people to Christ through that.
3. **Your practical skills** — Two men in our church, Bill and Henry, were incredibly gifted practically. When a single mum in the community had her car break down and couldn't afford to fix it, they fixed it for free. That became their pond.

Just because you're graced in certain areas doesn't mean God can't use you elsewhere too. When we were in a village in Gulu, Uganda, preaching to people who had been forced by a guerrilla army to shoot their own fathers as children — I've never been through anything like that. Yet God used me, and 300–400 people came to Christ that day.

What's Your Goal?

A lot of people come back from evangelistic efforts feeling discouraged when no one came to Christ. That's happened to me too — I've had Sundays as a pastor where I've given an altar call and no one responded.

Here's a shift that helped me: **my goal is not necessarily to get them saved. My goal is to have them take one step closer to Jesus.**

1 Corinthians 3:6 — *"I planted the seed, Apollos watered it, but God made it grow."*

They say the average person needs to hear the gospel **seven times** before they respond. You may be planting. You may be watering. That's enough.

The Key Scripture: Colossians 4:5–6

"Be wise in the way you act towards outsiders; make the most of every opportunity. Let your conversation always be full of grace, seasoned with salt, so that you may know how to answer everyone."

Let's unpack this:

- **"Be wise towards outsiders"** — this implies there are *unwise* ways to reach the lost
- **"Make the most of every opportunity"** — opportunities are everywhere, every day. The question is: are we ready?
- **"Full of grace"** — Jesus came with good news, not bad news. How much grace has God shown you? Give that same grace to others.
- **"Seasoned with salt"** — salt brings flavour and creates thirst. Is your conversation flavorful? Does it make people thirst for more of God?

Matthew 5:6 — "Blessed are those who hunger and thirst for righteousness, for they shall be filled."

If we want people to be filled by the things of God, we need to create thirst.

Six Unwise Ways to Reach Outsiders

1. Trying to clean the fish before you catch it. You can't wash someone up before they come to Christ. *"You'll have to quit smoking before you become a Christian. You need to change your clothes. Cut your hair."* That's not your job — it's God's job to clean them up.

2. Being expressionless. If God rescued you from the pit, there should be some expression about it! I remember being in churches where people were told to worship God with no passion. How do you remove emotion from a God who rescued you?

3. Being boring about what God has done. If a colleague tells you about their wild weekend, and you say *"Oh, not much — went to church"*, you've missed an opportunity. You could say: *"Man, I went to this church Sunday — the music was incredible, the pastor spoke straight to me, and there was someone there who used to be in a gang six months ago, totally changed..."* Use passion. If you were once passionate about sin, be more passionate about what Jesus has done in your life.

4. Being argumentative. You can win an argument and lose a soul. When we were in Dallas, there was a woman who'd come from Hollywood — raised in church, backslidden, got into the adult industry, become a substance user. She saw no problem with Christians occasionally smoking marijuana. We could have argued that point and lost her entirely. Instead, we just kept loving her. Her life is on a trajectory of healing.

5. Not embracing the prodigal. *"Though a righteous man falls seven times, he will rise again."* Righteous people fall. We have all fallen. Luke 15:20 — while the son was still a long way off, the father *ran* to him and threw his arms around him. There are thousands of prodigals around your church. Some of them have hurt you. Some have betrayed you. But if there's no embrace waiting for them, they won't come back. Be the one who embraces them, no matter what.

6. Being judgmental. 1 Corinthians 13:1 — *"If I could speak in all the languages of the earth and of angels but did not have love, I would only be a noisy gong."* Love first. Always.

Five Elements of Effective Evangelism

#1 — Be wise in the way you act towards outsiders (*covered above*)

#2 — Learn to ask great questions

Questions cause people to think. They help people find answers to their own problems.

Don't open with: *"Do you have a couple of minutes? I want to talk to you about something."*
They'll be gone.

Some great questions to use:

- *"Do you have a spiritual background?"* — helps you figure out where they're at without putting them on the spot
- *"Do you believe in life after death? And if so, what do you believe?"* — opens a genuine conversation
- *"What are your beliefs, and how did you come to them?"* — especially useful when someone tries to shut the conversation down

Once a conversation is going well, you can introduce the Ten Commandments as a bridge:

"Have you ever lied? That makes you a liar. Have you ever stolen? Jesus said that hatred in your heart is the same as murder in God's sight — have you ever hated someone?"

This isn't to condemn them — it's to reveal that there is sin, and that sin requires justice.

Galatians 3:24 — *"The law was our tutor to lead us to Christ."* When the law does its work, people realise: *I need a Saviour.* That's when you introduce Jesus.

[5-minute break]

Part 2: Continuing the Five Elements

#3 — Know how to deliver your story

Every single one of you has a story — a testimony. You don't need to have been a prostitute or been to prison for it to be powerful. Even a quiet life has a story worth telling. Write it out in three parts:

1. **What was your life like before Jesus?** — Don't be afraid to be honest. People identify with real struggles. Anxiety, broken relationships, fear — if you name it, someone in front of you will say, *"That's me."*
2. **How you became a Christian** — Make it so clear that if they walked away, they would know how to give their life to Jesus. My wife gave her life to Jesus at six years old, sitting on the toilet, after her Sunday school teacher told her she could do it anywhere. One

simple sentence was enough. Make the prayer clear: *"I asked Jesus to forgive my sins and come into my life."* In their lowest moment, they'll remember.

3. **Life after coming to Christ** — Talk about the journey. Don't paint it as perfect — people have been sold that lie before. But talk about how God is working, the guilt that's gone, the change that's coming.

Get your testimony down to **2–3 minutes**. Ideally, practice getting it down to **one minute** — for the elevator, the brief conversation, the passing moment.

They can deny the existence of God. They can dismiss the church. But **they cannot deny the change in a person's life**. Your testimony has power — *"They overcame him by the blood of the Lamb and the word of their testimony"* (Revelation 12:11).

#4 — Be empowered by the Holy Spirit

Acts 1:8 — "You will receive power when the Holy Spirit comes upon you, and you will be my witnesses in Jerusalem, Judea, Samaria, and to the ends of the earth."

For years I tried to witness without really understanding this. Then, when I was 19, frustrated and ready to walk away from everything, my mum gave me Benny Hinn's book *Good Morning Holy Spirit*. He described being raised in church, finding it boring, and then having a God encounter. That was me.

I threw the book down, got on my knees, lifted my hands, and said: *"God, I want what this man has. I want to be baptised in the Holy Spirit. I want fire."*

Immediately, the power of God came into that room. I could feel heat — the fire of God. My body was tingling, shaking. Head knowledge dropped into my heart.

The following Sunday, I threw out my prepared message and told the story of what happened. When I gave the altar call, people began to shake, to fall under the power of God. I'd never seen anything like it.

What shifted was this: **when I got filled with the Holy Ghost, a supernatural boldness came upon me.**

The book of Acts shows this again and again — when the Holy Spirit came upon them, they spoke the word boldly.

Think about your phone. Last night you probably plugged it in to charge it. Why? Because you want it to work today. Many Christians say, *"I got filled with the Holy Ghost 17 years ago."* But when did you last get a power boost? We need to keep being filled. I don't step onto a crusade ground in front of thousands of people without the power. I don't want to do it without Him.

#5 — Moving in the Power of God

When Jesus sent out the disciples two by two, He told them to cast out demons, heal the sick, cleanse lepers, raise the dead. These were the instructions — not just for those disciples, but for the church today.

John 20:30–31 — *"Jesus performed many other signs in the presence of his disciples, which are not recorded in this book. But these are written so that you may believe that Jesus is the Messiah, the Son of God, and that by believing you may have life in his name."*

What is a sign? It's a piece of evidence. It's something that points in a direction. A miracle is a sign pointing to the fact that God is alive, that Jesus is who He says He is.

The Gospels record **37 miracles** of Jesus — from turning water to wine, to healing the blind, to raising the dead. And He said:

John 14:12 — *"Anyone who believes in me will do the works that I have done, and greater things than these."*

Mark 16:15–18 — *"Go into all the world and preach the gospel. These signs will accompany those who believe."*

The key word is: **believe**. You've got to believe that God does miracles in 2026 — and that He can do them *through you*.

I remember sitting as a young man watching healing services on VHS cassettes, saying to myself: *One day, I'm going to see someone get out of a wheelchair. I don't know how, but I'm believing for it.* I created that expectation. Build it in yourself.

Your pastor can't go everywhere you go. He will never step into your home, your workplace, your neighbourhood. **You are the only one from your church in some of those environments.** That's your opportunity.

A six-year-old girl named Abby — her dad had just got saved, her mum had left. One day her mum was at the house and said her stomach was hurting. Abby said, *"You don't have to have that, Mum."* She went over, laid her hands on her mum, and said, *"Jesus, heal my mummy."* Instantly healed. **If a six-year-old can do it, so can you.**

Four Elements to a Move of God

1. The Preaching of the Word *Mark 16:20* — *"They went out preaching everywhere, the Lord working with them, confirming the word through accompanying signs."*

If you want salvation, preach salvation. If you want healing, preach healing. "Preaching" doesn't mean a three-point sermon — when you witness, you are preaching. If I'm looking for a healing miracle, I'll share a story of one I've seen. It creates faith in the moment.

2. Faith The preaching of the word creates faith — expectation, belief that something could happen. *"Faith comes from hearing, and hearing through the word of Christ"* (Romans 10:17).

3. Gifting The more you step out in the things of God, the more you'll discover areas you're stronger in than others. I prophesy, but prophetic gifting sits much more strongly on Pastor Luka's life than mine. For me, healing miracles are a particular grace. Flow in your gifting — it unlocks a move of God.

4. Anointing Sometimes, as you're witnessing, a specific anointing drops into the moment. A repentance spirit falls. Joy comes. Flow with it, even if it's not what you expected. If you're trying

to pray for healing and the person suddenly breaks down in tears ready to surrender — follow the anointing.

Ministry Time

[Kerry invites the Holy Spirit and begins ministering to the room, praying for individuals, calling forward those feeling God's presence, and then leading the congregation in praying for those with physical pain.]

Practical Healing Exercise

Kerry asks those with physical pain to stand, and instructs those without pain to go and stand with someone:

"Ask them: Where is the pain? And out of 10, how much pain is there? Then lay hands on that area — somewhere appropriate — and pray boldly. Don't beg. Don't say 'Oh Jesus, she's a really nice person who serves in the church and deserves a miracle.' The Bible says to take authority. Be bold. In the name of Jesus, command the pain to leave."

After prayer, testimonies of healing shared:

- **Left hip pain (7/10)** — completely gone; demonstrated with squats and jumping
 - **Lower back pain (8/10)** — couldn't sleep the night before; felt something move along her spine during prayer; able to touch toes
 - **Further partial healings** — Kerry encouraged those with partial healing to receive prayer again, citing the example of Jesus praying twice for the blind man
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On Partial Healing

"Partial healing means I'm on the road to my miracle. When Jesus prayed for the blind man and he saw people like 'walking trees', Jesus didn't say, 'Well obviously he's not meant to be healed.' He prayed again. If you have partial healing — go again."

Key Observation

"Did you notice what I did just then? I stayed on stage the whole time. That healing came from *you*, not from me. I was proving to you that you don't need the preacher at the front for signs and wonders to take place. You can take that out there."

Closing Prayer

Father, we've come here today because we want Your touch on each of us — to be effective in reaching the lost. God, it's not tens, not hundreds — it's thousands of people who are going to come to Christ through these people over their lifetime. Have the touch of God be on them as they go. In Jesus' name, amen.

Closing Challenge

My challenge: **in the next 25 hours, do something with what you've received today.** Whatever that looks like. It could be as simple as asking someone, *"Do you know how to get to heaven? You'd better figure it out before it's too late"* — and driving away. Whatever it is, just do something.

If you want to follow what we're doing, find us on Instagram: **@kerry__robertson**

End of session.