



GLOBAL NETWORK  
OF **E**VANGELISTS

DISCOVERING YOUR  
**EVANGELISM STYLE**



**FOR, "EVERYONE WHO CALLS ON THE NAME OF THE LORD WILL BE SAVED."  
HOW, THEN, CAN THEY CALL ON THE ONE THEY HAVE NOT BELIEVED IN? AND HOW CAN  
THEY BELIEVE IN THE ONE OF WHOM THEY HAVE NOT HEARD? AND HOW CAN THEY  
HEAR WITHOUT SOMEONE PREACHING TO THEM? - ROMANS 10:13-14**



# DISCOVERING YOUR **EVANGELISM TYPE**

Wherever you find yourself in your Christian journey, God's forgiveness and grace in Jesus are a sure and steady hope for you. Isn't that amazing news? What Jesus has done for us in forgiving us of our sins is truly the greatest miracle and gift we will ever receive.

God's call to us as His faithful followers is to be involved and intentional in what He is doing to save others, too. As we rely on God's mercy towards us day by day, we are also called to be agents of grace in the world. This is the joy of evangelism!

But how might you go about evangelizing? Sometimes we don't even know where to start. One of the most important ways you can grow is to establish a deeper understanding of who you are, your personality type and style, your natural orientation towards other people and life, and perhaps your personal preferences. Understanding yourself more deeply will empower you to share the Gospel of Jesus with others in a way that comes more naturally to you.

This booklet goes into more depth about the results of our quiz. Haven't taken it yet? Take the quiz on our website [www.evangelist.global](http://www.evangelist.global) and then come back here to better understand your evangelism type and become more aware of how to better share the Gospel with others in a way that fits you.







# 7

## THE FOLLOWING EXPLAINS THE **7 EVANGELISM TYPES:**

- 01. The **Intellectual** Evangelist..... pg.6
- 02. The **Proclamation** Evangelist..... pg.8
- 03. The **Storyteller** Evangelist..... pg.10
- 04. The **Good Works** Evangelist..... pg.12
- 05. The **Innovator** Evangelist..... pg.14
- 06. The **Friendship** Evangelist..... pg.16
- 07. The **Counselor** Evangelist..... pg.18

***“GO INTO ALL THE WORLD AND PREACH  
THE GOSPEL TO ALL CREATION.” JESUS / MARK 16:15***



# 01

## THE INTELLECTUAL EVANGELIST

**Intellectual evangelists make a case for Jesus by helping people see the uniqueness of the Gospel message.** They employ logic to appeal to people's wills through their minds. Theology, philosophy, and apologetics often make their way into the conversations of the Intellectual evangelist, often pointing people to additional relevant resources.





## BIBLICAL EXAMPLES

Paul in Acts 17

Jesus in Matthew 22



### AREAS OF **STRENGTH:**

- Validate and protect the truth of the Gospel
- Take down intellectual barriers that keep people from Jesus
- Tend to be teachable and good learners
- Tend to be more adept at answering complex theological questions

### AREAS OF POTENTIAL **CAUTION/AWARENESS:**

- Be careful to focus on the Gospel without getting sidetracked on academic points
- Be careful to express the Gospel as an incarnational reality, not only an intellectual idea
- Remember the role of the Holy Spirit in bringing people to faith
- Be careful not to overwhelm or humiliate people in the process of explaining Christianity and the Gospel

***“LOVE THE LORD YOUR GOD WITH ALL YOUR HEART AND WITH ALL YOUR SOUL AND WITH ALL YOUR MIND.” JESUS / MATT. 22:37***



# 02

## THE PROCLAMATION EVANGELIST

**Proclamation evangelists seek opportunities to seize the moment and communicate a clear Gospel outline and the need to respond.** Whether in public or private interactions, speaking to a crowd or one-on-one, these people take initiative and employ a straightforward approach to Gospel conversations. They have a sense of urgency that people need to hear the Good News, usually relying on an often-used outline or presentation that they have developed.



## BIBLICAL EXAMPLES

Peter in Acts 2

Philip in Acts 8

Jesus in Luke 4



### AREAS OF **STRENGTH:**

- Provide a clear, compelling presentation of the Gospel
- Always prepared to share the Gospel verbally
- Tend to create opportunities instead of passively waiting for them
- Often feel the urgency of salvation for others

### AREAS OF POTENTIAL **CAUTION/AWARENESS:**

- Prioritize relational “connection” in the process of proclamation, as you may come across as impersonal, overly intense, or demanding
- Be mindful of the unique issues and circumstances of those being spoken to, as opposed to relying on a rigid outline
- When in smaller groups, ask questions and listen, avoiding a one-way communication dump
- Remember God’s wisdom and timing in bringing people to Himself
- Avoid being both pushy in demanding a Gospel response as well as disappointed if it does not happen immediately



# 03

## THE **STORYTELLER** EVANGELIST

**Storyteller evangelists prefer to communicate the Gospel through analogies, parables, or stories.** Their narration connects felt needs and contemporary realities to the Gospel with creativity and personal impact. Whether they are sharing their own personal testimony or weaving illustrations and stories into conversations, storyteller evangelists naturally find themselves having conversations with people which effortlessly flow into Gospel conversations.





## BIBLICAL EXAMPLES

Jesus' interactions in the Gospels: Matthew 12, Matthew 13, and Luke 15



### AREAS OF **STRENGTH:**

- Communicate the Gospel in a captivating and memorable style
- Resonate with people's felt needs and experiences through stories
- Show Christianity to be a lived reality, not an impersonal concept

### AREAS OF POTENTIAL **CAUTION/AWARENESS:**

- Be careful to link stories to Jesus, not getting caught up in the stories themselves
- While a storyteller's conversation often leads to a light and fun atmosphere, be careful to also bring in a serious tone of Gospel response
- Be aware of the limited nature of stories and analogies in communicating complicated theological truths

*"...FOR THE MOUTH SPEAKS WHAT THE HEART IS FULL OF." JESUS / MATT. 12:34*



# 04

## THE **GOOD WORKS** EVANGELIST

**Good works evangelists have a burden to be Christ's hands and feet in the world.** As they care for the real, practical needs of people they make it their duty to serve people in love. Often sympathetic, they place a high value on action and bringing relief to others through practical service. They are more adept than most at noticing the needs of people, and feel compelled to express the Good News through service and relief.



## BIBLICAL EXAMPLES

Mark 2

The disciples in Acts 6

Jesus in John 13

Mark 8



### AREAS OF **STRENGTH:**

- Meet practical needs as an expression of God's love
- Express care and concern for people, demonstrating kindness and mercy
- Express God's compassion, helping to combat negative stereotypes
- Help people to truly hear the Gospel

### AREAS OF POTENTIAL **CAUTION/AWARENESS:**

- Aim to eventually communicate the Good News in conversation with people
- Think through how you might verbally express the Gospel message
- Remember the reason and purpose of service

***"YOU ALSO SHOULD WASH ONE ANOTHER'S FEET."*** JESUS / JOHN 13:14



# 05

## THE **INNOVATOR** EVANGELIST

**Innovator evangelists are those gifted to see new and unusual ways of reaching people with the Gospel.** They are often thinking about maximizing impact to reach groups of people, demographics, or interest groups with God's grace. They naturally desire to formulate new strategies to increase Gospel witness, embracing unique opportunities and change. In essence, they are often thinking of new, innovative ways to spread the Good News of the Gospel, whatever that might look like in context.



## BIBLICAL EXAMPLES

Jesus in Luke 5  
Acts 18  
Acts 15:36-41



### AREAS OF **STRENGTH:**

- Bring Gospel impact through innovative evangelism methods and strategies
- Create evangelism momentum
- Inspire others with the urgency of evangelism
- Are often able to inspire people to get involved

### AREAS OF POTENTIAL **CAUTION/AWARENESS:**

- Will need to remember the purpose of events and strategies, and avoid becoming too distracted with operational matters
- May need to be more intentional with longer-term strategies, rather than too many short-lived initiatives
- Grow personal evangelism as well as creative strategic formulation

***ONE NIGHT THE LORD SPOKE TO PAUL IN A VISION: “DO NOT BE AFRAID; KEEP ON SPEAKING, DO NOT BE SILENT.” JESUS / ACTS 18:9***



# 06

## THE **FRIENDSHIP** EVANGELIST

**Friendship evangelists love to build relational bridges with people.** They are deeply loyal to those closest to them and often enjoy journeying with people through the hills and valleys of life. While not necessarily extroverts, people rely on them for friendship and know that they will be there for them no matter what. They enjoy connecting with people and trust that over time they will be able to share the love of Jesus.



## BIBLICAL EXAMPLES

Mark 2:13-17

John 4



### AREAS OF **STRENGTH:**

- Express the loyalty of Jesus
- Care for people relationally and emotionally, being an incarnational presence to them
- Respect and understand the unique journeys people are on in their belief in Jesus

### AREAS OF POTENTIAL **CAUTION/AWARENESS:**

- While loving people, remember that they need Jesus more than anything else
- Be bold and courageous, aiming to eventually share the Gospel in conversation
- As you grow in Christian community, remember to continue to be intentional in your friendship with unbelievers

***“IT IS NOT THE HEALTHY WHO NEED A DOCTOR, BUT THE SICK. I HAVE NOT COME TO CALL THE RIGHTEOUS, BUT SINNERS.”*** JESUS \ MARK 2:17



# 07

## THE COUNSELOR EVANGELIST

**Counselor evangelists believe in the power of God to transform people through counseling and care.** They are naturally concerned with the inner health of people and aim to provide comfort and relief. They are great listeners who ask helpful questions and provide guidance and support to those in need. Drawn to those in need, they will offer help and encouragement with the hope of imparting God's love and grace.



## BIBLICAL EXAMPLES

John 4

John 8



### AREAS OF **STRENGTH:**

- Demonstrate the care and compassion of Jesus to broken people
- Used as an instrument of inner healing through the Holy Spirit
- Help people recognize the power of the Gospel to change lives

### AREAS OF POTENTIAL **CAUTION/AWARENESS:**

- Be careful not to create a dependency on yourself, but point people to the Gospel
- Remember to avoid moralism, pointing to the true power to transform in Jesus by the Holy Spirit
- Remember the priority of forgiveness for sins in your endeavor to comfort hurting people

***“EVERYONE WHO DRINKS THIS WATER WILL BE THIRSTY AGAIN, BUT WHOEVER DRINKS THE WATER I GIVE THEM WILL NEVER THIRST.”*** JESUS / JOHN 4:13-14

one message.  
many expressions.



a ministry of

**LUIS PALAU**   
ASSOCIATION

PO Box 50 • Portland OR 97207 • 503.614.1500  
gne@palau.org • [www.evangelist.global](http://www.evangelist.global)