Street Preaching: The “One Shot” Approach (2 minute)

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Over the years, I’ve tried just about every approach under the sun in street preaching, campus work, and other contexts of evangelism. The one thing I’ve learned is this:

You will have 100—if not 1000, or even 10,000—times more opportunities for a “one shot” (one or two minute) effort than any other opportunity in evangelism.

That’s just the reality. From casual conversations in coffee shops, to meeting at a bus stop r airline terminal, to an airline seat companion, or just an across the fence conversation with a neighbor, sometimes the ONLY opportunity you get to tell the story of Jesus is a “one shot” approach.

There’s something else I’ve come to realize over the years: Like me, years ago, most brethren with whom I’ve worked in evangelistic efforts could not present the gospel in under two minutes (as I kiddingly say), “under threat of being boiled in oil.” For some reason, that just not what we are trained to do. Yet, as I said above (and I repeat at the risk of being repetitive):

You will have 100—if not 1000, or even 10,000—times more opportunities for a “one shot” (one or two minute) effort than any other opportunity in evangelism.

Three Things to Remember, And Three More…

1. “One-shot” means exactly that: You have just one opportunity to tell the story. You have to get it right, period. The first time. Every time. With every prospect.

2. Your “one-shot” approach must be specific enough to convey the proper information, but generic enough to leave the door open for the prospect to say, “I want to hear more about this.”

3. The “one-shot” approach must convey three realities:

The Problem of Sin

The Divine Solution to Sin

The Response Necessary in the Hearer

You are welcome to use my approach, as here presented or with modifications to suit your purpose, but regardless of what approach you take, be sure to learn it well and can use it with but a moment’s notice:

A Simple Story of Divine Love and Forgiveness

“For God so loved the world, that He gave His only begotten Son, that whosoever believes on Him shall not perish, but have eternal life” (John 3:16, NASB).

The need of mankind—every one of us—is great, indeed:

The reason is simple: We are all sinners. If sin is not the universal problem, then where on Earth did all the bad stuff come from? “…for all have sinned and fall short of the glory of God” (‘Romans 3:32). This is serious, because we all know “…the wages of sin is death” (Romans 6:23).

God’s love was planned in eternity and demonstrated at Calvary.

Since law condemned, it could not save us. “But now apart from the Law the righteousness of God has been manifest, being witnessed by the Law and the Prophets, even the righteousness of God through faith in Jesus for all those who believe, for there is no distinction…” (Romans 3:21-22). In that simple way, He demonstrated “His righteousness at the present time, so that He would be just and the justifier of the one who has faith in Jesus” (verse 26). Compare Ephesians 3:11-12 and 1 Peter 1:20.

Sinners, understanding the power of God’s love, respond in faith.

“For you are all the sons of God through faith in Jesus Christ. For all of you who were baptized into Christ have clothed yourselves with Christ” (Galatians 3:26-27); a simple act “in which you were also raised up with Him through faith in the working of God, who raised Him from the dead” (Colossians 2:12). It is not faith in oneself, the preachers, the water—not even faith in the faith—but rather faith in what god will do when we believe in Jesus, repent of our sins, and obey Him.