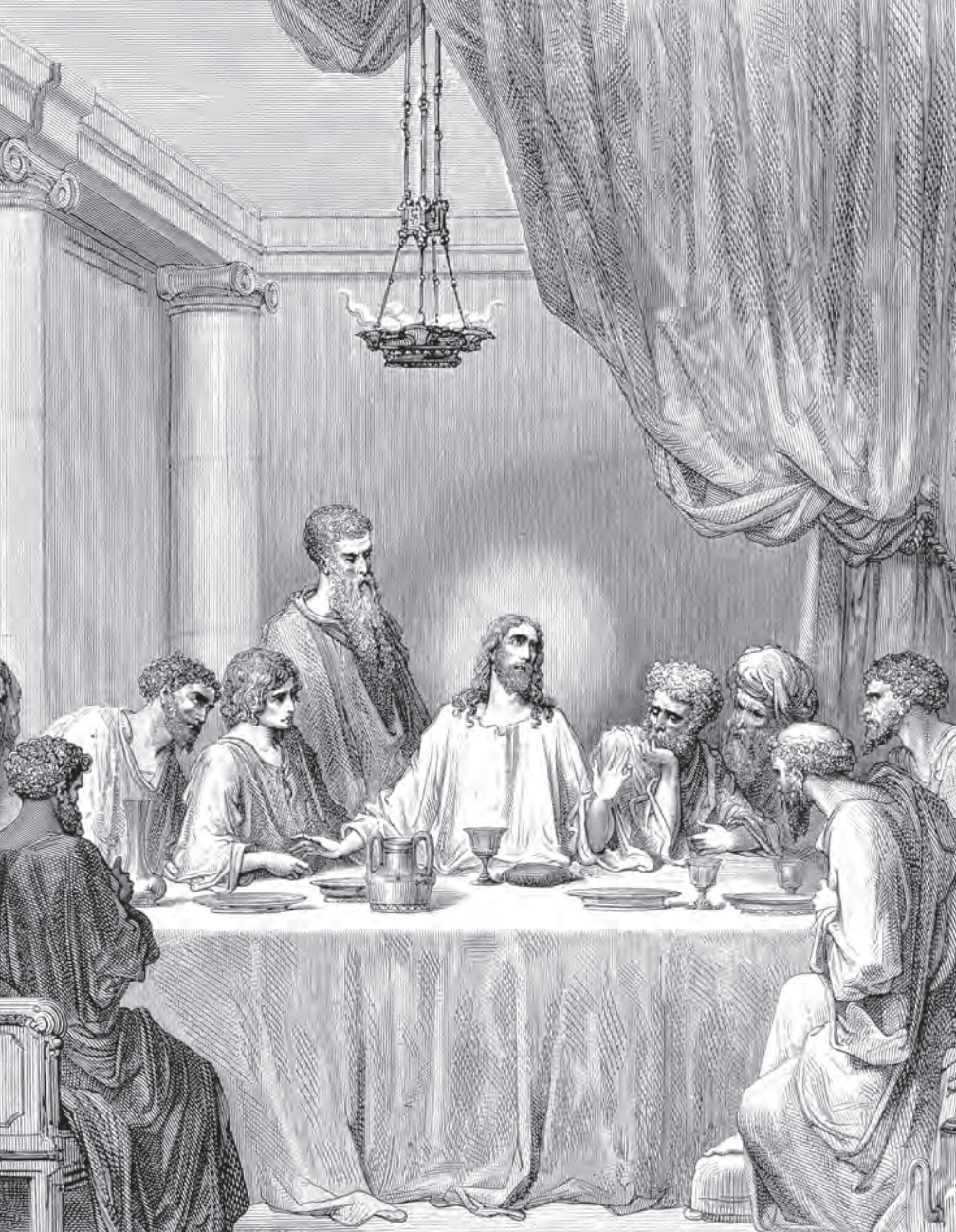


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Therefore, when he was gone out, Jesus said, "Now is the Son of man glorified, and God is glorified in him."
John 13:31

INTRODUCTION



Three-hundred-million years from now, what will be the only thing that will matter? Will it matter how much money you made? Will it matter what kind of car you drove? Will it matter who won the NCAA football and basketball titles this year? Will it matter who you took to the homecoming dance?

Three-hundred-million years from now, the only thing that will matter is who is in heaven and who is in hell. And if that is the only thing that will matter then, that should be one of our greatest concerns now. Jesus tells us in Matthew 18:11, “The Son of Man has come to save that which was lost.” If it is of the utmost importance for Jesus to reach the lost, shouldn’t it be a major priority for you? The real question then is: What are you doing of significance today that will matter three-hundred-million-plus years from now?

Second Corinthians 5:10 assures us that “we must all appear before the judgment seat of Christ; that every one may receive the things done in his body, according to that he hath done, whether it be good or bad.” Do you really believe, as a follower of the Lord Jesus Christ, that there will be a day on which you will stand before His throne? We will each go one-on-one with the God of this universe. Can you imagine that? Do you think it will matter on that day whether you boldly shared your faith with unbelievers, whether you told a very lost and dying world about Jesus—the only answer for a soul? Yes, it will. It will matter whether you shared the most precious thing you have with everyone you could.

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I have envisioned standing before the throne of God, and I believe certain thoughts are going to hit me. When I look at Jesus, I think it will occur to me that He is more real than I ever imagined. I will be struck by how sinful and impure I am in front of Total Holiness. It will amaze me how beautiful Heaven is, well beyond what I could have ever dreamed. But then I think it will really hit me that I'll wish I would have shared Him a whole lot more than I ever did on earth.

If we could spend time with Peter and Paul, I wonder what advice they would give us. If we were able to talk with Spurgeon, Whitefield, Wesley, and Moody, what guidance would they offer? I truly believe they would tell us to give ourselves totally to reaching the lost no matter what the cost; to not look back but to boldly speak out for our Lord. Romans 10:13–15 says:

For whosoever shall call upon the name of the Lord shall be saved. How then shall they call on him in whom they have not believed? and how shall they believe in him of whom they have not heard? and how shall they hear without a preacher? And how shall they preach, except they be sent? as it is written, How beautiful are the feet of them that preach the Gospel of peace, and bring glad tidings of good things!

That is what this book is about: sending every believer out with the confidence, boldness, and love of Jesus Christ to reach a very lost and dying world. People will not believe in Jesus and call upon Him for their salvation unless they hear about what He has done for them. And how can they hear unless each Christian takes the great name of Jesus to every person possible?

Over the last seven years, I have had the opportunity to witness to several thousand people individually. I have been humbled through that experience and by the lessons

INTRODUCTION

God has taught me along the way. This book distills what I've learned in those seven years, which I hope will shorten the learning curve for others. My prayer is that you will find this book to be very challenging, and yet encouraging. First Thessalonians 5:11 says, "Wherefore comfort yourselves together, and edify one another, even as also ye do." We all need encouragement to be the best that we can be for Jesus Christ. My intent is not to make you feel guilty because you have not been sharing your faith like you should. Instead, I hope through these pages to encourage you to be bold for the Lord. This book will challenge you that you have the only answer for eternity. And it will equip you to share that answer using very practical, biblical techniques for reaching the lost.

To help you use this book for personal or group study, we've prepared a Study Guide which you can download for free from www.markcahill.org. Going through the material as a group and discussing its ideas will help you to further build these principles into your life—so you can live them out.

Today, approximately 150,000 people will die. I wonder where each of them will spend eternity? Enjoy this book, and then step out of your comfort zone, trusting the Lord in what He can do through you. Always remember that, every time you step out of *your* comfort zone, you step right into *God's* comfort zone. Thanks for wanting to do something that will make a difference three-hundred-million-plus years from now!



**And there appeared an angel unto him from
Heaven, strengthening him.**

Luke 22:43

SOUTH BEACH

“Every Christian is either a missionary or an impostor.”

CHARLES HADDON SPURGEON

South Beach, Miami, Florida. If you have never been there, it is truly an amazing place. Beach, sun, sand, tans, Lamborghinis, drinking, drugs, nightlife, and sin—that’s what South Beach is all about. It is wild, it is crazy, and it is America’s version of Sodom and Gomorrah. And I just love going there! I know that sounds strange, but I try to get to South Beach at least once a year. The spiritual darkness there is unbelievable. So many people are hurting, and they are looking for truth and love. As a matter of fact, it is so dark there that it is easy for a believer’s light to shine very brightly.

A couple of years ago I was in South Beach witnessing. I like to hit the streets around 8:00 p.m. and stay until about 4:00 a.m. It makes for an interesting, but very long, evening. One night as I was walking along a street, I saw a young woman sitting on top of a newspaper stand. I approached her and struck up a conversation, then I asked her this question: “When you die, what do you think is on the other side?”

She gave me a most interesting answer: “A whole bunch of naked women.”

I have heard that answer from guys before, but never from a girl! As we talked, I learned that she was a seventeen-year-old Jewish girl who was struggling with lesbianism.

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She opened up, and had a lot of very in-depth questions about God and sin. She had really thought about the eternal side of life. About halfway through the conversation, she admitted that her curfew was midnight; it was now 12:40 in the morning.

She explained that, as she was driving home to arrive before her curfew, something in her mind told her not to go home, but to go to South Beach instead. So she did. She then pointed a finger at me and said, "You are the whole reason that I came to South Beach tonight!"

My jaw almost hit the concrete. We typically think that people don't want to talk with us about eternity and Jesus,

We typically think that people don't want to talk with us about eternity and Jesus, but that's just another lie from the devil.



but that's just another lie from the devil. This young lady was searching for eternal truth, and God had her out long past her curfew to hear the information that she had truly been seeking. Psalm 145:18 says, "The Lord is nigh unto all them that call upon him, to all that call upon him in truth." God has placed an awareness of God's truth in the heart of every man and woman. No matter how deep people may push it down, it is still there. They know there is something more than this life's relativism. It is our job to help them find the truth of what is waiting for them in eternity, of who God is, and how they can commit to Him and live by His principles.

As we continued to talk, one of her friends came out of an ice-cream parlor and sat down. She asked him, "Do you believe in this Jesus? What do you think about all this Jesus stuff?" This young lady was witnessing, and she wasn't even a believer yet!

SOUTH BEACH

Toward the end of our conversation, she looked at me and asked, “Are you an angel from God?”

I said that I couldn’t be: I have an address, a phone number, etc. The Bible tells us to entertain strangers because we might be entertaining an angel without realizing it. Although I was a stranger to her, I was not a stranger to the world. What she was saying, though, was that God had touched her life, and He happened to use me to do that. What a humbling thought that the God of this universe would use fallen mankind to plant seeds in the hearts of the lost! Five times in my life someone has asked me if I was an angel from God. It is a little unnerving, but when we step out in faith and boldly share the good news of Jesus Christ with all the love we can, people will see Jesus through our lives.

One Thing You Can’t Do in Heaven

I will never forget that young lady. But what would cause me to even want to talk with her that night? Here is one of those reasons—and it is a weighty piece of eternal truth. I can guarantee that there is one thing you cannot do in Heaven that you can do on earth. You can worship God in Heaven. You can praise God in Heaven. You can sing songs to God in Heaven. You can learn God’s Word in Heaven. But one thing you cannot do in Heaven is share your faith with a non-believer. Why? Because everyone in Heaven is a believer. Do you realize that when you take your last breath, you will never again be able to talk with a lost person? Since that is true, shouldn’t it be a priority of your life to reach out to all the lost people on earth while you can?

Auburn University gave me a four-year basketball scholarship for one very simple reason. I don’t say this to be cocky, but I can shoot a basketball pretty well. I can take that orange ball and put it in the goal. Some people say I was

ONE THING YOU CAN'T DO IN HEAVEN

born with the talent. I don't believe that, although I definitely have athletic talent wired into me. The real reason I can shoot a basketball pretty well is hours upon hours upon hours of practice. All I did as a kid was shoot basketball, and if you do something often enough you get pretty good at it. So, if we can't witness in Heaven and can witness only on earth, what is the only way we will ever become good at it? Practice. Practice. Practice.

I firmly believe that witnessing is a learned talent. God burdens our hearts to reach the lost, but we must get out there and start practicing those conversations. The funny thing is, though, the more you practice, the easier it becomes.

In That Very Hour

For the past four years, I have gotten into a conversation with every person I have sat next to on an airplane flight. I do this because I know I have to practice sharing my faith in order to improve. And since I pray for those people before we meet, I don't consider them strangers, but friends I haven't met yet. If God seats a believer next to me, I encourage that person to be a bold man or woman of God. If He puts a non-believer next to me, then I give the person the best news ever heard!

After taking my seat on a flight out of Colorado Springs, I introduced myself to the man next to me and we began to chat. He had in his hands a very thick book with very small print. I asked him what he was reading—and why he would want to read such a hefty book. It was a title by Dostoevski that he had read in college twenty years earlier, he told me, and he felt that he needed to read it again. I was thinking, *This guy has too much free time on his hands!*

He worked at the Pentagon for the Ballistic Missile Defense Operations. He was a very interesting man and was

quite conservative in his outlook. We hit it right off, and shared the same viewpoint on numerous issues. The problem was, he would not close his book. He didn't look at it, but he kept it open on his lap. When someone closes his book, it signals his interest in getting into a good conversation with you. We talked for an hour; the book was still open.

So I said, "Can I ask you an interesting question?"

He replied, "Sure."

"When you die, what do you think is on the other side? What do you think is out there when we walk out of here?"

He was not sure. The book was still open, but we kept talking. Suddenly he took his plane ticket, used it as a bookmark, and closed the book! Then the conversation really took off. The rest of the flight we talked about eternal matters. At one point he said, "I get the feeling that you are just walking me along!" We both laughed. I said that it might seem like that, but I do believe that all of this is very logical and straightforward. At the end of the flight, he said, "I want to thank you for something. You're not one of those zealots or fanatics, and I really like that."

God burdens our hearts to reach the lost, but we must get out there and start practicing those conversations.



I laughed, "Well, if you got to know me, you might have a different opinion!" Then I added, "But what I think you are trying to say is that I didn't take my religion and shove it down your throat."

He said, "That's exactly what I'm trying to say." I got his business card, and later wrote him a letter and sent him a book. We had this conversation six weeks before the World Trade Center and Pentagon attack; I have since wondered what happened to him.

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Little did I know that the living God was going to place a man so hungry for spiritual truth next to me on that flight. All I had to do was get into the conversation and watch it go from there. Jesus says, in Luke 12:12, “For the Holy Ghost shall teach you in the same hour what ye ought to say.” The Holy Spirit is very faithful to take us all the way through a conversation and to give us plenty of things to say. All we must do is get in “that same hour.” Let the Lord take you into those opportunities, and He will show you how faithful He really is.

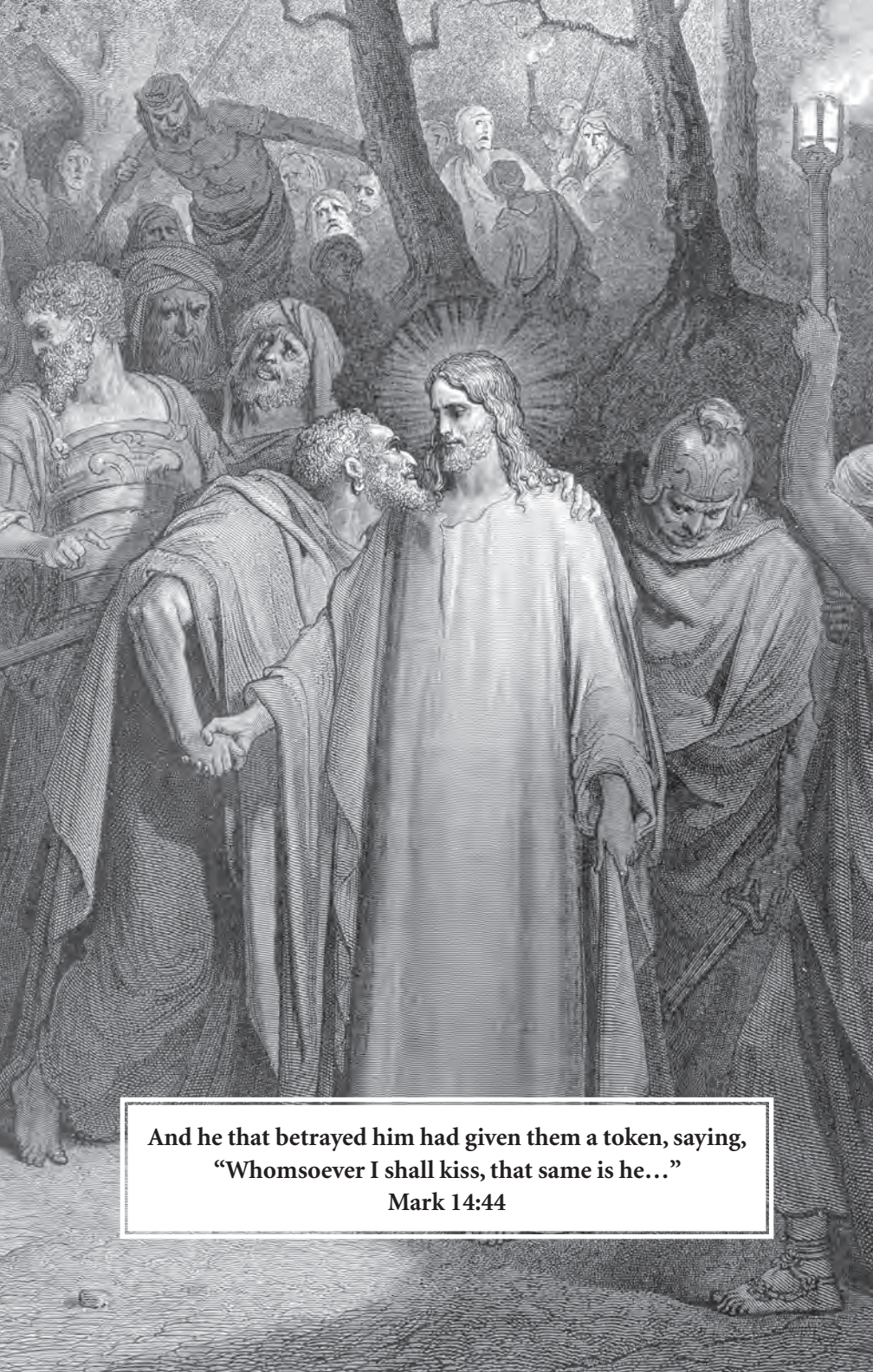
There are only two times to share the Gospel with people: in season and out of season. Any other time would be wrong!



Second Timothy 4:2–8 is a powerful part of the Bible. In verse 2, Paul tells us, “Preach the word; be instant in season, out of season; reprove, rebuke, exhort with all longsuffering and doctrine.” Remember that there are only two times to share the Gospel with people: in season and out of season. Any other time would be wrong! That means we should be prepared to preach the Word at all times, and go for it. Also realize that when we stand in front of God, none of us will say that we shared His Son too much. But many of us will realize that we shared His Son much too little during our time on earth.

Practice. Practice. Practice. Can you think of someone you need to practice with today? I am not referring to role-playing, but to an actual conversation with a friend. Go for it. You will be glad you did.

Now that we know one thing we can't do in Heaven, what can give us the boldness that we all should have in the Lord? The next chapter will show how we can train our minds to start viewing opportunities from the Lord in a different way.



And he that betrayed him had given them a token, saying,
“Whomsoever I shall kiss, that same is he...”

Mark 14:44

GET To!

“To be laughed at is no great hardship to me. I can delight in scoffs and jeers. Caricatures, lampoons, and slanders are my glory. But that you should turn from your own mercy, this is my sorrow. Spit on me, but, oh, repent! Laugh at me, but, oh, believe in my Master! Make my body as the dirt of the streets, but damn not your own souls!”

CHARLES HADDON SPURGEON

I firmly believe that we must change our mindset about sharing our faith. We must view it as the awesome opportunity that it is and not as some sort of drudgery. It should be a joyful activity that we can't wait to do instead of the worst part of our week. So how can that be done?

God impressed my heart a few years ago in a very simple but life-changing way. Often when we wake up late on Sunday morning and are tired, we think that we have “got” to go to church. That is completely the wrong perspective. It is not that we have “got” to go to church, but that we “GET” to go to church!

It is a privilege to gather with fellow believers and worship our great God and Savior. By just changing a vowel, it goes from being a task to being an opportunity! There are believers in China who literally walk six hours to go to church, and they don't have “McChurch” for thirty minutes! They thoroughly worship the Lord, and then they walk six hours back home. We consider it “suffering” when we have

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to drive to church in the rain! We must develop the mindset that we “GET” to go to church.

We may realize, at eleven o'clock at night, that we haven't had a quiet time of prayer that day. It is not that we have “got” to pray, but we “GET” to pray to the Almighty God of this universe! Isn't it amazing that the God who is in total control of this universe will take time out of His day to hear us pray to Him? He can't wait to communicate with us and listen to our heart. It is not a chore to pray, but an incredible opportunity. We should so desire to communicate with our heavenly Father that we “pray without ceasing” (1 Thessalonians 5:17).

Sometimes we realize very late at night that we haven't read our Bible yet that day. We have the mindset that we have “got” to read the Bible, but we must not view it as a chore. It's not that we have “got” to read our Bible, but we “GET” to read the holy Word of God. We have the chance to nourish our spirit with eternal food at any point during the day that we choose. Jesus said, “Man shall not live by bread alone, but by every word that proceedeth out of the mouth of God” (Matthew 4:4).

*Isn't it amazing
that the God who
is in total control
of this universe
will take time out
of His day to hear
us pray to Him?*



One time I was speaking in California and staying at Lake Arrowhead Resort. Each night I would return late from my speaking engagements. The second night there, I got into a conversation with the night security guard. Luis was a very interesting young man. He was twenty years old, and was struggling after a breakup with his girlfriend. He really thought she was the person he was going to marry. As we chatted, he told me that he had made a commitment

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to Christ when he was younger, but that he wasn't into it as much as he should be. He couldn't go to church on Sunday because of his work schedule. I asked him if he had a Bible, which he did. I then asked if he had time to read at work. He replied that just about all he did at work was read. Lying on his desk were *Rolling Stone*, *People*, and *Spin* magazines. So I told him that if he brought his Bible in to work and read just three-and-a-half chapters a day, he would be able to read the whole Bible in one year. Setting aside fifteen to thirty minutes a day is all it takes to read God's Word once through each year. He said he would do that.

The next two nights when I came in, Luis wasn't there. My last night in town, Luis was on duty and we had another good chat. I asked him if he had brought his Bible in and read it. He told me that he did and had been reading it each night. He had read twenty chapters the first night alone! He said that, since he closed the Bible two nights earlier, he had not had one jealous thought about his girlfriend.

Whatever situation you are facing, God's Word has the answer. Second Timothy 3:16-17 assures us, "All scripture is given by inspiration of God, and is profitable for doctrine, for reproof, for correction, for instruction in righteousness: That the man of God may be perfect, thoroughly furnished unto all good works." What a privilege it is to "GET" to read God's Word.

Many times we have the mindset that we have "got" to tithe our money to God. We most definitely have the wrong mindset. It is not that we have "got" to tithe and give our money to the work of the Lord, but that we "GET" to! As the economy has slowed recently, many pastors around the country are reporting that tithes are down significantly. All I know is that when times get tough we ought to give more, not less. If I need to make a cut in my budget, it cannot be

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in the money that I give to the work of God. I have cheated God in the past with my tithes and offerings, but no more.

A friend of mine supports twenty-five missionaries each month. When his finances got tight, he took out a loan to pay the missionaries that month! I was so humbled by what he did.

He knows the importance of giving with all that you have to the work of the Lord. Luke 6:38 tells us, “Give, and it shall be given unto you; good measure, pressed down, and shaken together, and running over, shall men give into your bosom. For with the same measure that ye mete withal it shall be measured to you again.” In Malachi 3:8–11, God says:

Will a man rob God? Yet ye have robbed me. But ye say, Wherein have we robbed thee? In tithes and offerings. Ye are cursed with a curse: for ye have robbed me, even this whole nation. Bring ye all the tithes into the storehouse, that there may be meat in mine house, and prove me now herewith, saith the Lord of hosts, if I will not open you the windows of Heaven, and pour you out a blessing, that there shall not be room enough to receive it. And I will rebuke the devourer for your sakes, and he shall not destroy the fruits of your ground; neither shall your vine cast her fruit before the time in the field, saith the Lord of hosts.

Giving back to God is a privilege. We must learn to view it that way. As I speak at different events, I find it interesting to observe the various styles of worshipping God. Apparently, many people consider it a chore to sing loud and from the heart to the Lord that we love. They appear to have the mindset that they have “got” to praise and worship God. Instead, they should realize that we “GET” to worship the King of kings with our entire being!

ONE THING YOU CAN'T DO IN HEAVEN

Psalm 150 gives us a good example of how we should worship Him:

Praise ye the Lord.

Praise God in his sanctuary: praise him in the firmament of his power.

Praise him for his mighty acts: praise him according to his excellent greatness.

Praise him with the sound of the trumpet: praise him with the psaltery and harp.

Praise him with the timbrel and dance: praise him with stringed instruments and organs.

Praise him upon the loud cymbals: praise him upon the high sounding cymbals.

Let every thing that hath breath praise the Lord.

Praise ye the Lord.

By the way, when we die, it is not that we have “got” to go to Heaven, but we “GET” to go to Heaven! I am praying that the Holy Spirit will use this book to change your mindset from one in which you have “got” to share your faith, to realizing that you “GET” to share your faith with all the lost people you can find until you get to Heaven.

When you die, it isn't that you've “got” to go to Heaven by yourself. When you die and “GET” to go to Heaven, you “GET” to bring as many people as you want to! We must have that mindset.

There is something else we must realize as we share our faith: the value of other people in the eyes of Almighty God. What is a soul worth? God said that He made mankind in His own image and likeness (Genesis 1:26). Every soul is of

GET TO!

infinite value to God. Once we understand that, it will keep us on the edge of our seat and on the tips of our toes to share the good news of Jesus with every lost soul on this planet.

In Mark 16:15, Jesus tells us to “Go ye into all the world, and preach the Gospel to every creature.” One great place to go out witnessing is at events such as state fairs. While at a state fair in Georgia, I had a great conversation with three wild-looking teenagers. They were tattooed, pierced, and wearing crazy-looking clothes. Near the end of the talk, I told them that they were fearfully and wonderfully made by God—that they had been knit together piece by piece in their mother’s womb. I asked, “How special does that make you?”

They responded, “Pretty special.”

I then asked, “Do you know that you were made in the image of the God of this universe? Do you know how special that makes you?”

They replied, “Very special.”

I agreed, “You are very special! If anyone ever tells you any different, they are 100-percent wrong—and don’t you ever forget that!”

You should have seen their eyes light up! I didn’t just view the outward appearance, I saw the value of the inward person. Because I knew how special they were in the eyes of God, I wanted them to hear the truth about His Son, Jesus Christ.

Because I saw how special they were in the eyes of God, I couldn’t wait for them to know the truth about His Son, Jesus Christ.



How do you see your coworkers? How do you see the people who walk past you every day? We must view them as valuable, as the Lord does; then there won’t be anything we wouldn’t do to help them come to a saving knowledge of the

ONE THING YOU CAN'T DO IN HEAVEN

Lord Jesus Christ. Going into the whole world to preach the Gospel will be a joy.

It may seem very intimidating to think about going out witnessing to strangers, but that's a great way to meet the lost—and it works!

I was asked to do a retreat for the youth group of a large church. The youth pastor and I were planning to hold it at a local hotel and then take the teens out witnessing at a mall. But once the pastor caught wind of our plans, he was none too happy. He told the youth pastor that that type of witnessing doesn't work. Christians must build relationships first and not do "cold-call" witnessing. The youth pastor then decided to take the teens to a retreat center far away from civilization (and any actual lost people) so they could learn how to share their faith. On Sunday afternoon after the retreat, one of the teens decided to go the mall to witness, and got into a conversation with an Iranian man.

The man said, "It's very interesting that you're talking with me. One of the reasons I came to America was to find out more about Christianity. Matter of fact, I just bought a Bible yesterday."

During the conversation, the teenager asked, "Have you ever been to a Christian church before?"

He said "no," so the teen asked, "Would you like to come with me next week to my church?"

The man said, "That would be great."

Isn't it nice to know that that type of witnessing doesn't work!

In the next chapter, I'll share with you something that the Lord impressed upon me—a truth that changed me from being a wimp for Jesus to being a much bolder witness for the Lord. It is also the truth that touches many people's lives when I speak around the country. It encourages believers to

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step out of their comfort zone when it comes to witnessing, and step right into God's comfort zone. They are never the same again! Let's see what changes so many lives.