



*Evangelism for Non-Evangelists:  
Sharing the Gospel Authentically*  
**Available October 2016**  
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*“Only when we offer the good news of Jesus Christ as that which has touched and transformed our lives does it become meaningful and interesting to others. Only when we are authentic to who we are in Christ is evangelism done well.”*

—Mark R. Teasdale, author of *Evangelism for Non-Evangelists*

## Taking the Discomfort out of Evangelism

Evangelism can be intimidating, whether you are a pastor, student, church leader, or layperson. It was for Mark R. Teasdale, author of *Evangelism for Non-Evangelists* and E. Stanley Jones Associate Professor of Evangelism at Gerrett-Evangelical Theological Seminary.

Throughout his book, Teasdale draws on his personal encounters with evangelism and his role as a professor to help people become more comfortable with sharing the gospel.

“I take as my premise the need to approach evangelism authentically,” Teasdale writes. “My goal is not to convince you to adopt a specific way of understanding or practicing evangelism (though I certainly have my own ideas about this) but to provide you with the tools to think through evangelism for yourself.”

Teasdale’s approach helps us navigate our way toward expressing the gospel in a manner true to what we believe, authentic to who we are, and attractive and even compelling to others.

*Evangelism for Non-Evangelists* contains the following chapters:

### Introduction

1. Evangelists Are Taught, Not Born
  2. Finding a Better Starting Point
  3. Looking Inward to Look Outward
  4. Putting the Good News in Context
  5. Fashioning New Wineskins for the Old, Old Story
  6. Evangelizing Yourself, Evangelizing the World
- Appendix: What I Wish I Knew When I Started Seminary  
Postscript: How to Use This Book

The book is also accompanied by a study guide and Instructor Resources for use in group study or a classroom setting.

“Dr. Teasdale has written an immensely insightful book helping individuals and local churches rethink and reframe conversations around evangelism,” says Debi Nixon, managing executive director of The United Methodist Church of the Resurrection in Leawood, Kansas. “While written from a thoughtful theological and academic perspective, Dr. Teasdale’s own personal experiences and obvious passion for evangelism make the book powerful and practical for every reader, from pastors to seminarians, church leaders, and lay people.”

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