

**Are We Witnessing for Jesus?  
or are we  
Marketing Our Product?**

Build your fellowship through soul winning and discipleship.

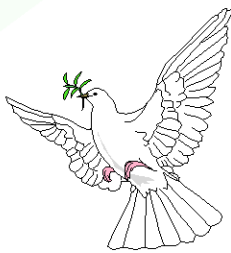
Give a man a fish you feed him for a day. Teach a man to fish you feed him for life.

Teach men to fish.

Some plant, some water, but God gives the increase.

Be content to plant, water and encourage the flock to keep moving towards God's will for their lives.

Do not become possessive of God's possession.



**HUNGRY HEARTS MINISTRIES**

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## Soul Winning = Church Growth

Jesus said, "Follow me. And I will make you fishers of men."

Jesus' method of building the Kingdom of God was through his personal sphere of influence and by going out into the highways and the hedges and preaching the good news.

He commanded *us* to do the same. God chose the foolishness of *preaching* as his method for spreading the good news. We are overcomers by the Blood of the Lamb and the *word of our testimony*.

A disturbing trend in the church today is the shift towards *marketing* in order to build church membership, rather than *witnessing to win souls*.

This is a dangerous motivational shift. When we choose to market *the church* rather than focus on *winning souls*, we begin to compromise on preaching the Word. We become more worried about offending people and adversely affecting our church membership numbers than winning souls for Christ.

God never intended for *churches to grow* through networking or billboard/ newspaper ads, or any other form of *marketing*. He intends for *souls to be won* through *witnessing* and *preaching the gospel*. He intends for these *new converts* to be disciplined according to *his word*.

If we are on our faces crying out to God for *church growth*, God will answer us in the same way he answered Joshua after his defeat at Ai.

*"Get up off your face! There is sin in the camp."*

Church growth occurs naturally as the **result** of *soul winning*

Church growth should *never* be the **Goal**

*If that is the case, then our motivations have become sinfully distorted*

We are working to help build the Body of Christ,  
which is the church--not our church.

Soulwinning leads to point "B" and results in many new converts who are disciplined and taught to become productive soulwinning members of the body of Christ.

**Point B**

Course Change becomes worse & much more difficult to correct later

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**Point C -- OFF COURSE**

Many years, and lots of hard work, later we wonder why God isn't blessing our ministry more.

**Or Worse**

We have marketed our product so well that we have succeeded in attracting great numbers of people--for all the wrong reasons--and the shift in our motivations has distorted our discernment to the point that we have become men pleasers and ear ticklers in our efforts to grow our ministries and hold onto our members.

**Point A**

Just a few degrees off here, leads to massive course change and error later as we continue heading in the wrong direction--but course change is much easier to correct at this point

**Church Growth is a  
RESULT  
Never a goal!**