



DIGITAL EVANGELISM WORKBOOK

Training Manual on
how to Evangelize
in the digital space

About the Author

Cephas Alok is a Pastor, a digital minister, and teacher with a vision to “**Take Jesus Digital**” by raising an army of digital ministers equipped with the skills, knowledge, and spiritual insight to share the Gospel effectively in the digital world.

With extensive experience in digital evangelism and digital ministry strategies, he has been at the forefront of training churches, ministries, and believers in harnessing the power of technology to spread the Gospel.

He is the founder of **Cephas Alok Digital Ministries [CADIM]**, a ministry focused on empowering believers with the right tools and strategies to thrive in digital ministry. As a digital minister, Cephas has impacted countless lives and ministries through his teachings, workshops, and resource guides, inspiring Christians around the world to be bold in their witness online.

Website: www.cephasalokan.com

Email: cephas@cephasalokan.com

WhatsApp: +234 802 995 5396

Social Media: @cephasalokan (on all platforms)



TABLE OF CONTENTS

1. Purpose of the Workbook
2. What is Digital Evangelism?
3. Internet Statistics in Nigeria
4. Why Digital Evangelism?
5. Setting Up for Digital Evangelism
6. Understanding your Mission
7. Digital Evangelism Models
8. Strategies for Facebook Evangelism
9. Final Note



PURPOSE OF THE WORKBOOK

You are welcome. You are here because you want to know more about digital evangelism via your devices. You picked the right material. I pray that God will help us go through this together.

This workbook was developed with the goal of spreading the Gospel to the ends of the earth using digital platforms like Facebook, WhatsApp and other social messaging.

When using a workbook, kindly follow the instructions one after the other, you can reach out to us if there are problems you encounter when using this workbook.

If there is need for tutorial alongside using this workbook, we will recommend you to one.

God bless you as you embark on your digital journey of sharing your faith.

Enjoy the process!

WHAT IS DIGITAL EVANGELISM?

It is first **evangelism** before it is **digital**

In this evangelism workshop, we have talked about evangelism so digital evangelism is just understanding what we have learnt in the digital context

There is no special definition of digital evangelism than doing evangelism with your digital devices. The message remain the same only for the strategies to take a new turn

We are familiar with traditional way of evangelism, going to the streets, talking to our friends, crusade and many more. The same way we can go to the digital streets of social media, interacting with our friends, going live to preach the Gospel of Christ

When I am with those who are weak, I share their weakness, for I want to bring the weak to Christ. Yes, I try to find common ground with everyone, doing everything I can to save some. Cor. 9:22

**IF THE MESSAGE IS
NOT CENTERED
ON CHRIST, IT IS NOT
DIGITAL EVANGELISM**

INTERNET USAGE STATISTICS IN NIGERIA

JAN
2021

NIGERIA

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE



NIGERIA

⚠️ CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

TOTAL
POPULATION



208.8
MILLION

URBANISATION:

52.3%

MOBILE
CONNECTIONS



187.9
MILLION

vs. POPULATION:

90.0%

INTERNET
USERS



104.4
MILLION

vs. POPULATION:

50.0%

ACTIVE SOCIAL
MEDIA USERS



33.00
MILLION

vs. POPULATION:

15.8%



we
are
social



we
are
social

Hootsuite®

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; OECD; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR. **COMPARABILITY ADVISORY:** SOURCE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO MAY EXCEED INTERNET USER NUMBERS.

INTERNET USAGE STATISTICS IN NIGERIA

JAN
2021

OVERVIEW OF INTERNET USE

KEY INDICATORS OF INTERNET ADOPTION AND USE

 USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



NIGERIA

TOTAL NUMBER
OF INTERNET USERS
(ANY DEVICE)



104.4
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



50.0%

ANNUAL CHANGE
IN THE NUMBER
OF INTERNET USERS



+22.1%
+19 MILLION

AVERAGE DAILY TIME USERS
AGED 16 TO 64 SPEND
USING THE INTERNET



[N/A]

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



93.3%

SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU, LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJIL; CNNIC; THE UNITED NATIONS. DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI (Q3 2020). SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS.

we
are
social

 **Hootsuite**

INTERNET USAGE STATISTICS IN NIGERIA

JAN
2021

TOP WEBSITES BY TRAFFIC (SEMRUSH)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SEMRUSH



NIGERIA

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	220M	15.5M	18M 14S	6.33
02	BET9JA.COM	86.1M	6.83M	25M 58S	12.08
03	FACEBOOK.COM	48.1M	8.06M	18M 39S	8.08
04	NAIRALAND.COM	30.1M	3.09M	22M 33S	9.10
05	YOUTUBE.COM	25.6M	6.03M	25M 28S	4.61
06	XVIDEOS.COM	25.0M	4.84M	22M 45S	10.29
07	WIKIPEDIA.ORG	20.5M	6.42M	11M 49S	2.34
08	BETKING.COM	19.9M	1.26M	26M 49S	14.24
09	LIVESCORE.COM	16.0M	1.58M	21M 06S	6.01
10	LINDAIKEJISBLOG.COM	13.8M	1.01M	16M 17S	4.56

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	XNXX.COM	13.4M	298M	21M 29S	9.86
12	YAHOO.COM	13.0M	2.51M	11M 37S	5.05
13	JUMIA.COM.NG	11.9M	3.58M	12M 50S	8.16
14	GOOGLEWEBLIGHT.COM	11.5M	2.03M	14M 41S	8.27
15	PUNCHNG.COM	10.6M	2.16M	11M 36S	2.45
16	INSTAGRAM.COM	10.3M	3.03M	18M 05S	7.64
17	GOAL.COM	10.2M	1.74M	12M 03S	3.92
18	TWITTER.COM	10.1M	3.18M	16M 25S	5.84
19	SPORTYBET.COM	9.98M	769K	38M 17S	19.07
20	BBC.COM	9.72M	1.96M	11M 47S	3.80

SOURCE: SEMRUSH (JAN 2021). FIGURES REPRESENT TRAFFIC FOR DECEMBER 2020. **NOTES:** "UNIQUE VISITS" REPRESENTS THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.



INTERNET USAGE STATISTICS IN NIGERIA

JAN 2021

SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE



NIGERIA

⚠️ DATA ARE *NOT COMPARABLE* WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS*



we are social

33.00
MILLION

SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION



KEPIOS

15.8%

ANNUAL CHANGE IN THE NUMBER OF SOCIAL MEDIA USERS



KEPIOS

+22.2%
+6.0 MILLION

NUMBER OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE PHONES



KEPIOS

32.74
MILLION

PERCENTAGE OF TOTAL SOCIAL MEDIA USERS ACCESSING VIA MOBILE



99.2%

INTERNET USAGE STATISTICS IN NIGERIA

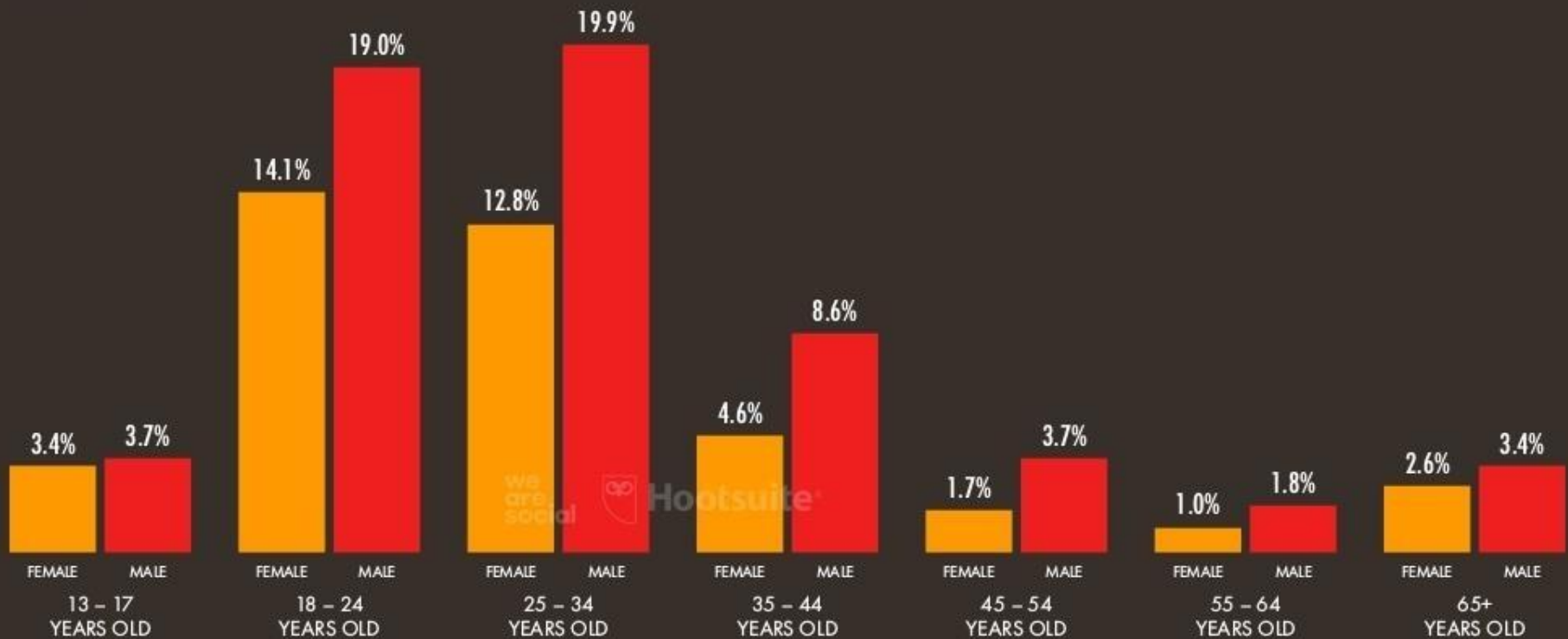
JAN 2021

SOCIAL MEDIA: ADVERTISING AUDIENCE PROFILE

SHARE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADVERTS ON SOCIAL MEDIA BY AGE GROUP AND GENDER*



NIGERIA



SOURCE: EXTRAPOLATIONS OF DATA FROM SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** MOST SOCIAL MEDIA PLATFORMS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORIES:** USERS MAY IDENTIFY BY DIFFERENT GENDERS AND /OR MISREPRESENT THEIR AGE ON SOCIAL MEDIA, WHICH MAY AFFECT THE COMPARABILITY OF SOCIAL MEDIA DATA vs. DEMOGRAPHIC DATA FROM OTHER SOURCES. *USERS* MAY NOT REPRESENT UNIQUE INDIVIDUALS.



INTERNET USAGE STATISTICS IN NIGERIA

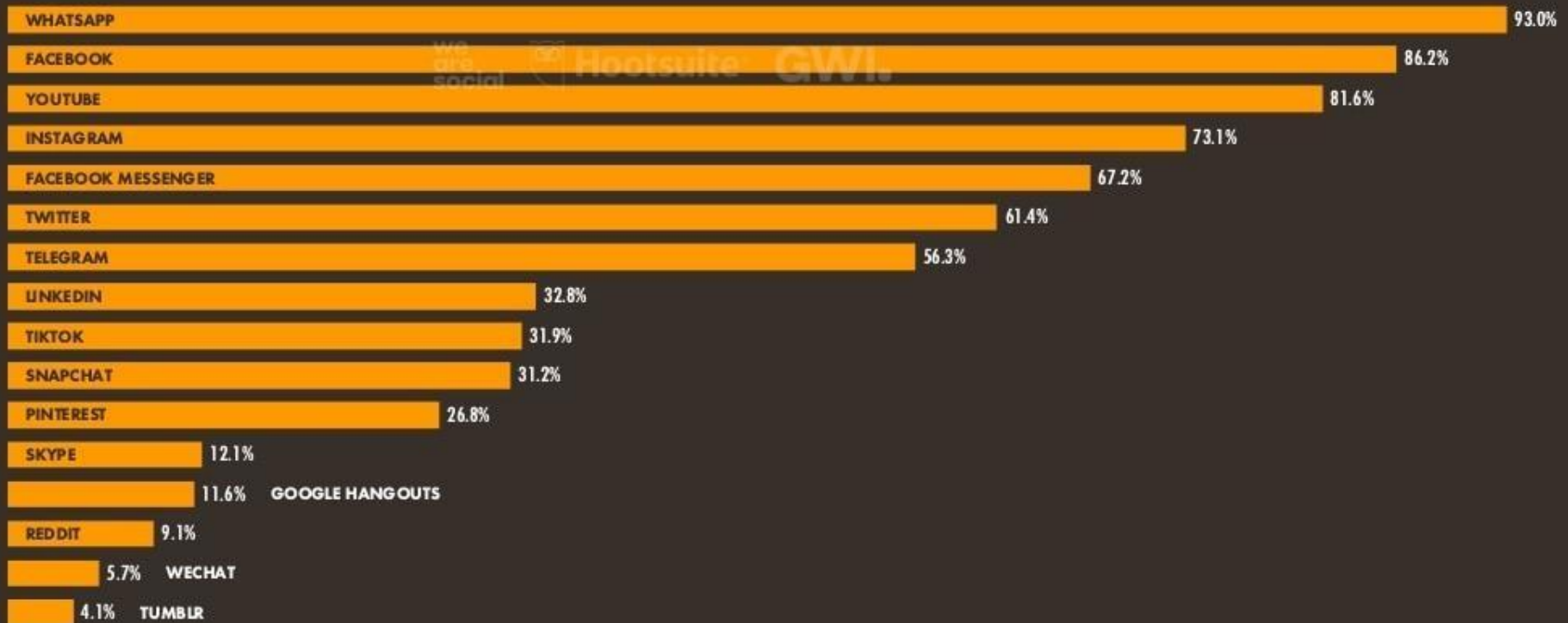
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



NIGERIA





ACTION POINT

1. Meditate on what is digital evangelism
2. Meditate on the truth that more than 33 million people are on the internet that need to hear about CHRIST
3. Share your ideas from meditation with a friend of yours so that you can both Take Jesus Digital

WHY DIGITAL EVANGELISM?

BECAUSE

1. It is a COMMAND from Jesus
2. The world is digital and the Gospel must go digital
3. It is the fastest way to reach people without stress
4. People are desperate for online communities
5. People finds online interactions safer
6. Online engagement facilitates long term engagement
7. There are no geographical boundaries
8. There is a societal change and we must embrace it
9. We need to raise a new generation of digital ministers
10. None Christians are searching for Christ online
11. It is cheap and affordable
12. It is easier



ACTION POINT

After meditating on the reasons why you need to do digital evangelism, you can add yours as the Spirit lead

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

SETTING UP FOR DIGITAL EVANGELISM

In this workshop, our focus will be digital evangelism through platforms like Facebook, Telegram and WhatsApp.

There are other ways also you can do digital evangelism with YouTube, Website, Blogs and other social media platforms

Messenger, Telegram and WhatsApp are social messaging applications that facilitates personal messages and interaction. They are different from Facebook, Instagram, YouTube, Pinterest, Twitter and LinkedIn who are for connecting, sharing our thoughts, and networking

If we don't know the essence of a thing, abuse is inevitable.

What you basically need to do is optimize your profile, make sure your profile picture carry your picture and update your profile status so that people will see you as a real person



ACTION TASK

Checklist for Setting up

- Profile Pic
- Profile Bio
- Add some photos about yourself
- Make some friends
- Talk about Jesus on your feed
- Share about other things on your profile

You must show people that you are real, that is why this checklist is important. You will be talking about Christ to people and they must be assured and feel safe when they check your profile.

Let's move!

UNDERSTANDING YOUR MISSION

The ultimate mission we have is to be represent Christ in the digital world.

Therefore, if anyone is in Christ, he is a new creation. The old has passed away; behold, the new has come. All this is from God, who through Christ reconciled us to himself and gave us the ministry of reconciliation; that is, in Christ God was reconciling the world to himself, not counting their trespasses against them, and entrusting to us the message of reconciliation. Therefore, we are ambassadors for Christ, God making his appeal through us. We implore you on behalf of Christ, be reconciled to God. 1 Cor. 5:17-21

Though God has given each of us different visions to enable the Gospel's spread across the world, we must recognize that our first assignment is to

1. Be an ambassador of Christ
2. Make appeal to people
3. Implore them to be reconciled to Christ

UNDERSTANDING YOUR MISSION

God has given us different visions to fulfil his eternal agenda.

- Different age ranges to target,
- Different assignments
- Different focus of the Gospel
- Different locations
- Different patterns

BUT THE SAME GOSPEL!

This applies to the digital world. We must align our activities on Facebook to God's given mandate.

Apostle Paul understood this when he pointed out that he was sent to make the Gospel known to the Gentiles and Peter to the Jews.

When you understand your personal evangelism mission on Facebook, it becomes easier. The world is so large that you cannot reach everywhere.

Know your mission!

WHAT TO KNOW!

UNDERSTANDING YOUR MISSION

Understanding your audience is prerequisite to knowing how to reach them. The way you will approach a younger generation in the digital world is different from the way you will approach an older generation

These twelve Jesus sent forth, and commanded them, saying, Go not into the way of the Gentiles, and into any city of the Samaritans enter ye not: But go rather to the lost sheep of the house of Israel. Matt. 10:5

Jesus sent them out to the LOST SHEEP of the HOUSE OF ISRAEL, not to the GENTILES

Understand the peculiarity of your assignment before you can have success in digital ministry

KNOW THE _____ OF YOUR ASSIGNMENT

- LOCATION (City, State, Country, Continent)
- DEMOGRAPHY (Age range, Gender,
- INTEREST
- MESSAGE

When you understand your mandate, vision and mission, you will know which platform to use and how to use it

Also, it helps you in understanding how to interact with your audience



ACTION POINT

Where is the location of your assignment?

What is the age range and gender of people you have been sent to?

What are they interested in?

WHERE ARE THEY? (WhatsApp or/and Facebook)



ACTION POINT

What is the message God has given you for His sheep?

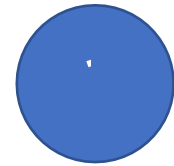
There are 2 models of digital evangelism

1 BROADCASTING MODEL

2 INTERACTIVE MODEL

The 2 models will be explained in this workbook. We have focused more on the broadcasting model and ignored the interactive model. However, if we must achieve a great feat in digital evangelism, the two must be maximally utilized.

BROADCASTING MODEL



As the word implies, “broadcast”.

To broadcast is to “transmit information to many receivers.” When we broadcast we do not care about a “response”.

Social media can be broken into two words, “Social” and “Media”. The “media” represents the broadcasting while “social” represent interaction.

Our methods for ages in this part of the world (Africa) has been the broadcasting model which is a setback to evangelism.

Effective evangelism does not only consist of transmitting information about the Gospel, but also we should care about the response.

Though transmitting information may work with traditional evangelism, it is not effective with digital evangelism. Every platform comes with its strategy and we must play by the rules.

We have done enough with broadcasting, live videos of ministers of God without a call to action or intention to be interactive will do us no good if our mission is to win souls for Christ

BROADCASTING MODEL

TOOLS FOR BROADCASTING MODEL

- Facebook Live
- Youtube Live
- WhatsApp broadcast
- Mixlr App

We engage these platforms for our church events and we broadcast to basically our church members, though that is fine but we must do evangelism with a heart of reaching the unreached, unbelievers, gentiles.

But in your hearts revere Christ as Lord. Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect. 1 Pet. 3:15

If we want to win more souls for Christ in the digital sphere, moving from broadcasting model to interactive model will be the way out.

Let's move to INTERACTIVE MODEL!

INTERACTIVE MODEL

Glory to God! We are progressing

Briefly, we have understood why broadcasting model has its limit. Social media is a tool for engagement not another television or radio.

Doing evangelism on Facebook will require us to move to being interactive. To be interactive means to influence each other.

- Who are we influencing?
- Why are we influencing them?
- What are we using to influence them?

**UNBELIEVERS
TO KNOW CHRIST
THE GOSPEL**

To achieve great feat in digital evangelism, we must

- Be open to people for interactions
- Be ready to talk about your faith because they have many questions to ask. As you are answering a question, it leads to another
- Be able to lead them to Christ

INTERACTIVE MODEL

Platforms for Interactive Model

- ZOOM
- Facebook Messenger
- WhatsApp
- Telegram
- Telegram Live Streaming
- Google Meet
- Other interactive platforms

Our emphasis will be on Facebook and WhatsApp, which is our focus.

There is a way we can utilize these tools for the advancement of the Gospel throughout the world.

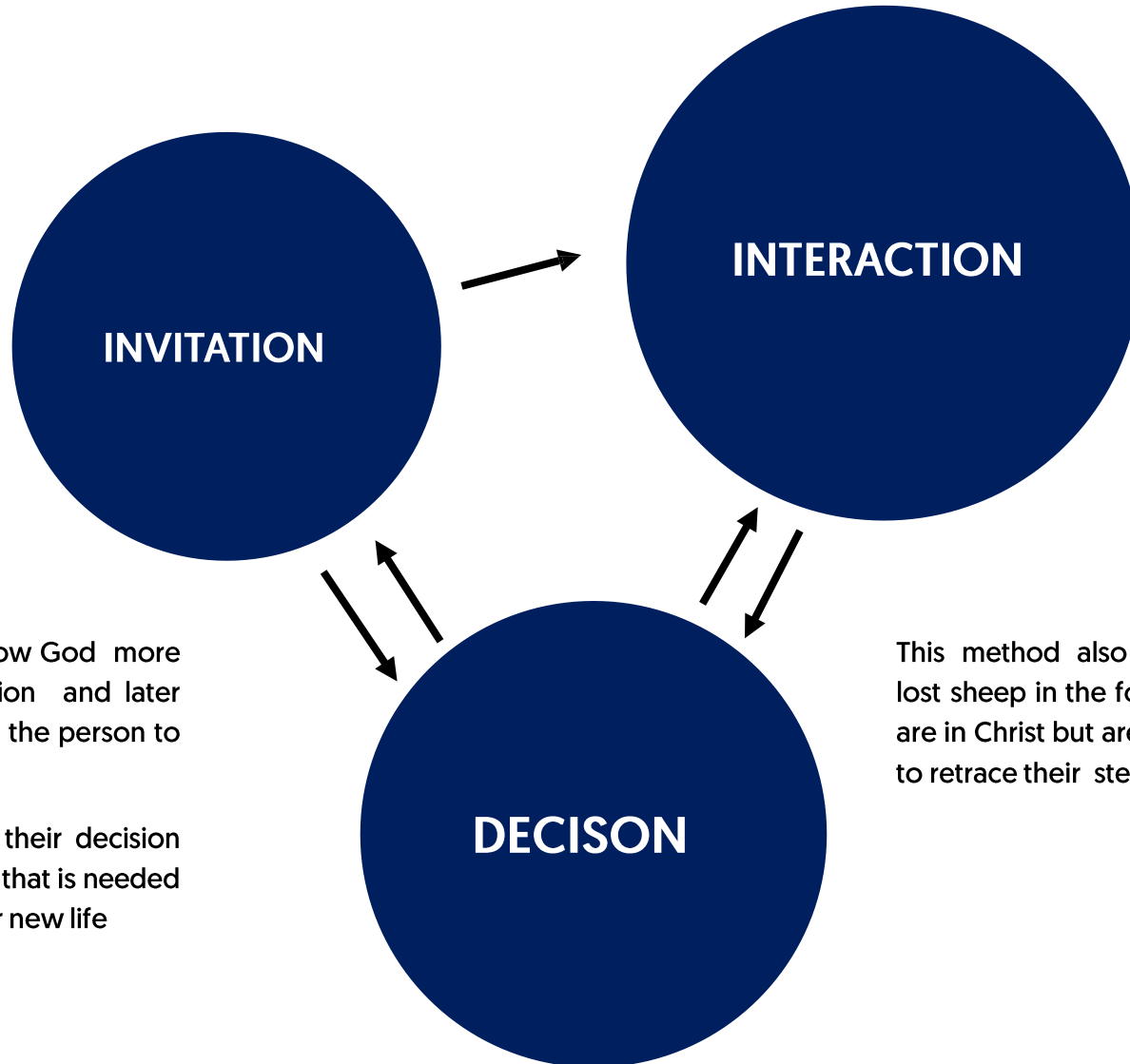
This leads us to **Strategies of Digital Evangelism**



ACTION POINT

Lessons from Broadcasting and Interactive Model of Digital Evangelism

HOW?



You invite people to know God more which leads to interaction and later leads to the decision of the person to follow Christ

Some people may make their decision via the invitation and all that is needed is interaction about their new life

This method also works for the lost sheep in the fold. Those who are in Christ but are lost and need to retrace their steps to Christ.

STRATEGIES OF DIGITAL EVANGELISM

Invitation can be done through many ways. We will highlight some and trust the Holy Spirit to give more ideas on how to propagate Jesus on Facebook

1. DISCUSSION STARTER

An invitation to engagement should start from somewhere, that is, what we label as discussion starter. Below are some questions you can use to start a question

- Do you feel something is missing in your life?
- How may I pray for you?
- Can I ask what your experience with God has been?
- Do you think there is life after death?

...and many more

We need to dwell more on this part because it is an important strategy in digital evangelism



Conversation starter is important when doing both personal and group evangelism either in the digital or physical world.

STRATEGIES OF DIGITAL EVANGELISM

People want to talk about their problems and beliefs, giving them a platform to express themselves will be a way of inviting them to interact and from there you can easily lead them to Christ. For some who are trying to find their way in Christ, that will be an opportunity to lead them to Christ.

When you ask questions

- It gives them opportunity for people to express themselves
- It draws people to conversation
- It creates curiosity about matters that concerns Jesus and faith
- It lays the foundation for people to receive Christ

The best strategy of digital evangelism is to start a conversation about faith. We have examples in the Bible

To the Samaritan woman, it is “...Will you give me a drink?” John 4:4

To the Ethiopian eunuch, it is “...Do you understand what you are reading?”
Acts 8:30

To Nicodemus, it is “...Very truly I tell you, no one can see the kingdom of God unless they are born again” John 3:3

Before you engage in spiritual conversations, you must

- Be a student of the word of God
- Pray before doing the activity
- Let the Holy Spirit lead you

Engaging in spiritual conversations is a strategy under the interactive model of digital evangelism. We have been trying that under our evangelical platform as a ministry and to God be the glory, we have getting positive feedbacks.

Here are 25 evangelism conversation starters you can try out

1. Do you feel something is missing in your life?
2. What makes you anxious of the future
3. What are the things you rely on?
4. In your view, how do you become a Christian?
5. Do you really believe in life after death?
6. In your viewpoint, who is/was the man Jesus?
7. How do you define fun and entertainment?

STRATEGIES OF DIGITAL EVANGELISM

8. What are you living for?
9. How significant do you feel the life of Jesus is?
10. What do you believe in God?
11. Has God become real to you before?
12. Do you consider yourself a spiritual person?
13. If you ask God to do one thing for you, what would that thing be?
14. How do you wish to spend eternity?
15. Who do you think is the most important person in history and why? (This conversation should lead to Jesus as the most important person in the history of mankind)
16. Do you think God is interested in you?
17. Why do you think bad things happen?
18. Have you ever felt God is angry with you before?
19. Is God part of your life?
20. Have you ever tried talking to God? What was His response?
21. Have you ever asked Jesus what He thinks about you?
22. Have you ever thought of asking God for help?
23. What would you ask God if you could ask any question from God?
24. Did you go to church? Why or why not?
25. What is humankind's reason for being? What is your purpose in life?

STRATEGIES OF DIGITAL EVANGELISM

Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect. 1 Pet. 3:15

The goal of evangelical conversation is to know Christ. That the knowledge of Jesus will fill the digital world. Always have that in mind.

2. REQUEST FOR PRAYER

The world needs healing, people you see with beautiful pictures online are broken and need healing, both believers and unbelievers. Requesting to pray for them is a way of engaging them.

The day we requested to pray for people on our platform was when we had more responses.

Show some love, let them know you really care, ask to pray with them.

STEPS:

1. Pray before you start. Not for the people, but for your mission.
2. As a profile, go to your Facebook Messenger and locate your friends that are online. But for a Page, locate where you have people that liked your Page and engage from there.
3. Send greetings, wait till you have a response.
4. After all the familiarity greetings, just make your intentions known in a humble manner. E.g. “Glad to have you here, we (I) are (am) doing an online outreach to pray for our (my) audience (friends), so I want to know how we (I) can pray for you”. Only a few will turn down the opportunity of someone praying for him/her.
5. Pray with the person then you can use any of the conversation starter questions to engage the person more and know his/her stand in Christ.
6. REMEMBER, THE GOAL IS TO KNOW CHRIST!

STRATEGIES OF DIGITAL EVANGELISM

3. DEVOTIONAL STUDY

This is suitable for Facebook Groups and Facebook Profiles.

One simple way you can engage your friends on an evangelistic journey is to make a friendly invitation to study a devotional with you.

There are hundreds of devotional studies on anger, love, patient, addictions, depression and a lot more on YouVersion Bible App

STEPS:

1. Download the YouVersion Bible App
2. Go to Plans
3. Choose a category of the devotional. Useful Tips: pick one with few days. Maybe 2 or 3 days devotional.
4. Tell your unbeliever friend about a devotional you would love to read together
5. After the devotional, ask the friend what he/she thinks about Christ



MAKE SURE
YOU PRAY!

4. SHORT INSPIRATIONAL VIDEOS ABOUT CHRIST

This generation deals with conviction. If you are telling them about Christ, they need to see the reason why they should accept Christ.

YouTube is the second most visited website in the world because of motion contents.

I once read some series of comments from a Mount Zion movie on YouTube and I saw that even Muslims watch Christian movies and are blessed by them. I saw their testimonies on the channel.

One of the ways to enhance Facebook Evangelism is creating short inspirational videos that ultimately talk about Christ and also invite people to Christ.

It may require technical skills and cost implications but I expect us to “...become all things to all people, so that I may by every possible means save some. Now I do all this because of the gospel, so I may become a partner in its benefits.” 1 Cor. 9:22-23

5. SHARE YOUR TESTIMONIES

Your testimony might be a blessing to others on Facebook. Especially your salvation testimony.

You can share testimonies about the following

- The peace you found in Christ
- The salvation of your soul
- The assurance of being an adopted son of the Father and many more



ACTION POINT

What digital evangelism strategies do you prefer to use?

List other digital evangelism strategies that God has laid in your heart

**DIGITAL
EVANGELISM
PRATICAL STEPS**

STEP 1

- Pick a random friend on your contact list from a WhatsApp group (excluding church, ministry, and fellowship groups), or a Facebook friends

Take note: This must be someone of the same sex who you do not know personally or his/her religion. You can select as led.

- Introduce yourself in a friendly manner, e.g.

Hi, I am Oluwaseun Cephass,

I just want to check up on someone I don't know and I see that we have something in common which is (being friends on Facebook, or we are together in same WhatsApp group)

Trust you are doing fine sir/ma

- Be calm and wait for any reply, either positive or negative
- If negative, kindly walk away and say a word of prayer for the person that his/her heart will be receptive to God, but if positive, go to the second phase

STEP 2

- Continue the conversation and give an encouraging word or prayer when it is needed

Take Note: Make sure you find where you will drop the encouraging words because that is where the real conversation starts after the familiarization

- After the response to the encouraging word, kindly ask

“I am having a digital outreach to reach out to people and pray for them, please, how can I pray for you?”

- Never push for deeper revelations of the person's problems, you are only engaging in a discussion.
- Spend at least 10 minutes praying over the request.
- If the individual did not send a prayer request, pray as led by the Holy Spirit.
- Tell the person that you have prayed for him/her, then move to the next step

STEP 3

- Ask your new friend if both of you can have a discussion
- Ask this question, "*Is God a part of your life?*". Allow a free flow of interaction. Don't jump to conclusion about the person, don't judge or say anything that will make the person lose interest
- Deduce from the conversations, if the individual is a Christian or not and be sure.
- Do not engage in argumentative conversations. But ensure you conclude the discussion by sharing how God is a part of your life (sharing your testimony as a believer).
- If the person did not respond, kindly send a message to remind him/her about the unanswered question
- Don't push for any discussion, allow the Holy Spirit to lead you in the discussion

STEP 4

- **In the case of an unbeliever**, discuss the need to live a God-centred life and share the message of salvation with the person.
- Ask the person to take a step of faith by believing in Christ
- Encourage the individual to attend a Bible believing church or link the person to CAC Mount Bethel if he/she is near a branch of Bethel all over Nigeria
- **In the case of a believer**, discuss together continuous faith and trust in God and the fellowship of the Holy Spirit
- Encourage the person to also engage in the God given assignment to reach out to the unreached
- In some cases, some people would rededicate their life to Christ, the discussion will be centered on living a life based on continuous fellowship with the Holy Spirit

**ALWAYS DO A REGULAR CHECKUP, IF
POSSIBLE GIVE THE PERSON'S
NUMBER TO SOMEONE WHO CAN
CHECK UP**

POINTS TO NOTE

- Know when to stop if the person is taking you into deeper arguments about religion. Your role is to talk about Christ not to defend religion
- People use this opportunity to ask for financial aid, the best thing you can do in such a situation is to say a prayer of faith and if you felt led to give, you can
- Don't take offenses, the devil will look for ways to frustrate you through the person you are talking to, NEVER take offenses. Your gentleness in conversation is a way of showing the lifestyle of Christ
- Walk away when there is no response at all and keep praying for the person
- Pray before each step, very important
- PRAY! PRAY! PRAY! Before, during and after each conversation
- Most especially, LET THE HOLY SPIRIT LEAD YOU.
- Finally Let the Holy Spirit do His work, the work of conviction.

We recommend you take a course on
[How to Respond Online to Questions on Faith](#)

Click the link to redirect you to the course.

FINAL NOTE

Our eloquence or strategies are not what gets a soul saved but the Holy Spirit at work.

When we are on the mission field, let us do our part and PRAY that the Holy Spirit would complete His work.

NEVER DO THE WORK OF THE HOLY SPIRIT

For I am not ashamed of the gospel, for it is the power of God for salvation to everyone who believes, to the Jew first and also to the Greek. Rom. 1:16

For the kingdom of God does not consist in words but in power. 1 Cor. 4:20

for our gospel did not come to you in word only, but also in power and in the Holy Spirit and with full conviction; just as you know what kind of men we proved to be among you for your. 1 Thess. 1:5

**THE POWER OF THE
GOSPEL IS IN THE
GOSPEL NOT YOUR
ELOQUENCE OR
STRATEGIES**

Cephas Alokun

About the Author

Cephas Alok is a Pastor, a digital minister, and teacher with a vision to “**Take Jesus Digital**” by raising an army of digital ministers equipped with the skills, knowledge, and spiritual insight to share the Gospel effectively in the digital world.

With extensive experience in digital evangelism and digital ministry strategies, he has been at the forefront of training churches, ministries, and believers in harnessing the power of technology to spread the Gospel.

He is the founder of **Cephas Alok Digital Ministries [CADIM]**, a ministry focused on empowering believers with the right tools and strategies to thrive in digital ministry. As a digital minister, Cephas has impacted countless lives and ministries through his teachings, workshops, and resource guides, inspiring Christians around the world to be bold in their witness online.

Website: www.cephasalokan.com

Email: cephas@cephasalokan.com

WhatsApp: +234 802 995 5396

Social Media: @cephasalokan (on all platforms)

