

The Master Plan of Evangelism: 30th Anniversary Edition

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This is the 30th anniversary edition of Robert Coleman's classic work on evangelism, issued so that a new generation of Christians can discover the biblical framework for implementing the impulse they have for spreading the Good News.

"Few books have had as great an impact on the cause of world evangelization in our generation as Robert Coleman's *The Master Plan of Evangelism*."--Billy Graham

It all started when Jesus called a few men to follow him and share God's message with their neighbors. We are called to do the same. But evangelism can be difficult--even intimidating. With all the evangelism resources available, where should you turn to find advice on how to share the Good News with others? Robert E. Coleman says the answers aren't found in TV evangelism, easy-evangelism guidebooks, or the latest marketing techniques. Rather, he looks to the Bible, to the ultimate example found in Jesus Christ.

For more than forty years this classic, biblical look at evangelism has challenged and instructed over three million readers. Now repackaged for a new generation, *The Master Plan of Evangelism* is as fresh and relevant as ever. Join the movement and discover how you can minister to the people God brings into your life. Robert E. Coleman is Distinguished Professor of Evangelism and Discipleship at Gordon-Conwell Theological Seminary. He also served as dean of the Billy Graham International Schools of Evangelism as well as director of the Billy Graham Center Institute of Evangelism at Wheaton College.

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