

The Power of Three

Steve Cohen

And though a man might prevail against one who is alone, two will withstand him—a threefold cord is

not quickly broken (Eccles. 4:12, English Standard Version).

Before I was a believer in Jesus, I had many different jobs in direct sales. I worked for a period with Mutual of Omaha, then sold Kirby vacuum cleaners, went on to Compact vacuum cleaners, tried my hand at door-to-door selling with waterless cookware, worked in a portrait photography studio selling graduation and wedding packets, and worked in several jewelry stores selling everything from costume jewelry to fine diamonds and watches.

While the products changed as I moved from position to position, the principles of sales remained the same:

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Out of the Mouths of...

Run! Run! Run!

More

We Are Now Available to Speak at Your Church

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Estate Planning and Planned Giving Assistance



Continued...The Power of Three

1. Help the person identify their wants/needs.
2. Demonstrate the value of the product in fulfilling those wants and needs.
3. Ask the closing question and invite them to sign on the dotted line to seal the deal.
4. Deliver the product and confirm their satisfaction.
5. Ask for referrals to begin the cycle again with another potential customer.

When I received God's gift of salvation in 1973 through the prayerful witness of Alan Rither, a longtime friend, I wanted to know how I might present the Gospel to others. One day I asked at the Lutheran Church I was attending this question: "If you have a friend who does not yet believe in Jesus, how do you start the conversation?" One of the members of that church stood and said, "Mr. Cohen, we are Lutherans, we do not do that sort of thing!"

I was shocked because it was a Lutheran who invited me to consider the case for Jesus being the Messiah. Since those early days I have been to dozens of seminars on faith sharing, and they all have a very common theme:

1. We must be acutely aware that unbelievers are facing hellfire and damnation because we are all born in that fallen state.
2. In the context of our relationship with others, it is wise to invite them into a personal evangelistic dialogue with the focus of Jesus being the one and only way for salvation.
3. In the context of that dialogue, we need to help them discover three vital truths:
 - a. There is a God who created everything, including us
 - b. We are separated from a living relationship with our God because of sin
 - c. God provided a solution through the death and resurrection of Jesus for all who will confess Him as the risen savior
4. It is urgent that we invest in the lives of others since life is short and there are no do-overs after we die.

We are never called to convert people, which is the sovereign realm of the Holy Spirit who convicts of sin and plants faith in the lives of sincere seekers of salvation. But we are commissioned by our Lord to go out into the world and tell others:

And Jesus came and said to them, "All authority in heaven and on earth has been given to me. Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age." (Matt. 28:18-20, ESV)

Witness is not and never has been selling a product in the hopes that others will buy-in. Witnessing is a deeply personal activity in which we join together in a threefold cord:

1. The power of the Word of God.
2. The power of the Holy Spirit to change lives.
3. The power of prayer to keep us engaged in the lives of others in the midst of the intense spiritual battle by the enemy seeking to keep people from salvation.

While it may sound rough, I do believe that the absence of witness to others is tantamount to saying, "I do not care if you spend eternity in Hell."



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If you think that you do not know how to witness, I invite you to come to our web site and view some of the great tools we have at our website (<https://www.appleofhiseye.org/share/how-to-reach-out>).

Finally, have your faith story in your mind as an elevator speech sharing briefly what the Lord has done in your life. And then end with sharing the Apostles Creed to confirm your faith in their heart and mind the power of three in one:

*I believe in God, the Father almighty,
maker of heaven and earth,
And in Jesus Christ, his only Son, our Lord,
who was conceived by the Holy Spirit,
born of the Virgin Mary,
suffered under Pontius Pilate,
was crucified, died and was buried.
He descended into hell.
The third day he rose again from the dead.
He ascended into heaven
and sits at the right hand of God
the Father almighty.
From there he will come to judge the living and the dead.
I believe in the Holy Spirit,
the holy Christian Church,
the communion of saints,
the forgiveness of sins,
the resurrection of the body,
and the life everlasting. Amen.*

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Out of the Mouths of...

Tiki Cohen

100% of people who breathe oxygen die.

Coincidence? I think not.

Death is something we are all certain of. But not all of us know where we're going after we die. Because of my salvation through Jesus's death on the cross, I can confidently say that when I die, I'm going to heaven. But so many people don't have that assurance.

We've heard the great commission in Matthew 28, where Jesus says: "Therefore go, and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you" (Matt. 28:19-20).

The great commission summarizes what Evangelism is. It's spreading the good news; that we have hope even in this dark world. Yet we still make many excuses for why we can't or won't evangelize.

If you are reading this right now and you are not a Christian, I'm earnestly praying that you would recognize and accept God's gift of salvation and come to have a personal relationship with Him. It's the most important choice you could ever make. And for those of you who are Christians, I want you to see why it is so crucial to spread the gospel. Today we'll be looking at some of the main excuses we have for not evangelizing, how to overcome them, and why the world needs us to.

When I was younger, my parents, especially my dad, made sure I had lots of opportunities for sharing the gospel. I handed out gospel tracts on street corners in downtown Chicago and in Independence Day parades, I volunteered at a homeless shelter, and did outreach with my church. But after my dad was diagnosed with Huntington's, a degenerative brain condition, and then hospitalized about 6 years ago, I wasn't encouraged as often to actively share the gospel. I began making excuses so I don't have to go out of my way to evangelize.





Like me, most Christians know that Evangelism is important. Of course, we want other people to come to Christ! But recently, Barna Research found that while most of us even understand that we should share the gospel, we just don't do it. "When asked if they have a personal responsibility to share their faith with others, 73% of born again Christians said yes. When this conviction is put into practice, however, the numbers shift downward. Only half (52%) of born again Christians say they actually did share the Gospel at least once this past year." ¹

Why don't we want to evangelize, and how do we change? Let's look at four of the most common excuses. These are...

- I don't have time
- I don't know what to say
- I don't have anyone to tell
- I'm afraid of people's responses

The first excuse is "I don't have time." Let's think about it this way. If the President of the United States came and gave you a task, would you really say, "I can't do it, I don't have time!" It's ridiculous, but we say that to God and His command to share the gospel, even though it is so much more important.

We make time for our priorities, the things we really want to do, and those aren't necessarily bad. But if you consistently say you don't have time for something God tells you to do, it might be wise to review what you're really spending your time on.

The second excuse is "I don't know what to say." Now, imagine you're walking near a river and you see someone drowning, struggling to keep their head above water! Are you going to tell them "I'm sorry, I'm not an expert on saving drowning people," and keep walking? If you're not heartless, you're going to offer a hand. When someone is drowning, it's not about being perfectly qualified, it's about taking action. People are drowning in sin and hopelessness, and God never calls us to be perfectly qualified. He knows that's a standard we can't reach! But He does call us to act.

Whether you grew up in a Christian home or you came to the Lord later in life, you've most likely heard the basic gospel. You don't need a Ph.D. in Christianity to share the good news. The gospel isn't very complicated.

To put it simply, God created us perfectly, in a perfect world. We sinned and that perfect world became broken. Romans 3:23 says "We have all sinned and fallen short of the glory of God." But God didn't leave us in our sin, instead He sent His son, Jesus, to take the punishment we deserve for our sin. If we put our faith in Jesus's death on the cross and our salvation through that, we are no longer slaves to sin, so we shouldn't act like we are.

You can practice sharing the gospel with your friends and family. Speaking well is a skill, and like all skills, practice is necessary for improvement. Plus, your friends and family can come up with questions you might encounter, and you can answer them. These practice conversations can be incredibly helpful in sharing the gospel.

The third excuse is "I don't have anyone to tell." Until I started working in September, everyone I knew outside of a few of my extended family members were Christians. I thought I had no opportunities to evangelize! But I've realized that even for those who think we have no opportunities, every day is a chance for either passive or active evangelism. Passive evangelism means that, in our everyday lives, we must be living for God. 1 Corinthians 10:31 tells us that "Whether you eat or drink or whatever you do, do it all for the glory of God." If we're truly living for God, it will make

¹ "Is Evangelism Going Out of Style?" Barna Group, December 17, 2013, <https://www.barna.com/research/is-evangelism-going-out-of-style/>



a difference, and others will see it. This leads to active evangelism, which is getting into conversations about God, sharing your faith, and answering questions.

And there are always people to tell. Jill Briscoe, founder of an Evangelistic Radio Program, shared her salvation experience in a video I saw. She was in the hospital and another patient, Jenny, told her the gospel message. Jill was amazed. This was such good news! But she said to the girl "Does anybody else know about this, Jenny? Cause I've never heard about this until now. If somebody else knew, and they hadn't told me, I couldn't believe that." Jenny replied "Don't look down on those people, Jill, just because they didn't tell you. From now on, everybody who comes into the orbit of your life must hear. There's the head nurse, tell her."²

We all have people who come into the orbit of our lives. Friends, coworkers, neighbors, people at your library, at the grocery store. When my dad was around, he would ask every person he met, "Who do you think Jesus is?" At doctor appointments, when they ended with "do you have any questions?" he would always say "Yes! Who do you think Jesus is?" I thought it was a bit embarrassing, and when we were running late to something I got frustrated if he got into a conversation. But looking back now, I realize what a good example he was. Everyone needs to hear the gospel, and we need to share it, like my dad did.



But the final excuse is "I'm afraid of people's responses." Fear is a big influence, and your fears isn't fun. I've been doing speech and debate for four years now, and while I've grown a lot in confidence and ability, I'm still afraid when I get up to speak. But I always get through it, and I'm glad I did it. Often, we over exaggerate our fears and make them out to be far worse than they actually are. Though we fear what might happen, sometimes the best way to face a fear like public speaking is just to get out and do it. Almost every time, fears turn out not to be so bad in the end. Furthermore, we are to recognize fear and offer it to God. Did you know that the Bible tells us a variation of "Fear Not..." 366 times? One of those is Philippians 4:6: "Do not be anxious about anything, but in everything, through prayer and petition, with thanksgiving, present your requests to God." This verse tells us not to fear, but it also tells us that, in our fear, we still praise God. God is truly worthy of our praise and our trust. He is able and willing to give us peace and confidence over our fear. And yes, people do have bad reactions to the gospel. Christians have lost their jobs, been kicked out of their homes, and even killed for sharing their faith. But the gospel isn't about us. We haven't

² Briscoe, Jill "Jill Briscoe Describes Her Conversion Experience - CLC Banquet Nov 16, 2012." YouTube, uploaded by CLCWorldVideos, 21 November 2012, <https://www.youtube.com/watch?v=-tlgJo9PWM>



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been saved from eternal punishment just to keep living our lives as we are. We have been saved for a reason, and that reason is to glorify God in everything we do. He is worth it.

Though my opening quote may have sounded silly, the truth is, we are all going to die. This life is going to end. For Christians, that can be a source of hope. But so much of the world doesn't have this hope, nor the assurance of anything to look forward to after death. In his book, *The Purpose Driven Life*, Pastor Rick Warren says "Without God, life has no purpose, and without purpose, life has no meaning. Without meaning, life has no significance or hope."³ It makes sense that people live for themselves and chase meaningless pastimes but find no gratification in it. Without the truth of the gospel, there is no hope in this world.

What then is our response? We must spread the news we have heard. Jill Briscoe was shocked that none of the many Christians she knew had told her the good news. We have the truth of the most important thing there is, and we need to share it. Galatians 6:9 says, "Let us not become weary in doing good, for at the proper time we will reap a harvest, if we do not give up." We must never give up in spreading the gospel, and we must overcome the barriers and excuses we put up. I challenge you to pray continually for opportunities, to become prepared to share your faith, and to get out and do it.

Tiki Cohen,
Steve Cohen's granddaughter

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As we move through the COVID era, we are trusting the Lord to open churches for us to speak in. We are now solidifying our speaking calendar for 2022-23.

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- Unwrapping Romans 11
- To the Jew First
- Our Jewish Roots
- Jewish Evangelism Seminar
- Winsome Witnessing

Email Jordan: jordan.merrifield@appleofhiseye.org

Phone Jordan: (636) 326-4040, ext. 2.

³ Warren, Rick. *The Purpose-Driven Life: What on Earth Am I Here for?* Grand Rapids, Michigan, Zondervan, 2002



NanC's Corner

Run! Run! Run!

Nancy Cohen

So they departed quickly from the tomb with fear and great joy, and ran to tell his disciples. (Matt. 28:8, English Standard Version)

Trembling but ecstatic they went out and fled from the tomb. (Mark. 16:8, New Living Translation)

...and returning from the tomb they told all these things to the eleven and to all the rest. (Luke 24:9, Complete Jewish Bible)

Can you imagine? They had gotten little sleep from the time Yeshua had been crucified; yet here is His tomb - empty just as he had said. He arose from the dead. Hallelujah! Slowly, slowly they plodded their way back to the disciples, keeping the news to themselves. Huh? No way! They ran! They ran back to the disciples (and anyone else who would listen) to share the wonderful news of a risen Messiah. He is alive. Hope. He gave hope to world that wonderful morning. The temple curtain was torn in two, opening the Holy of Holies to everyone (Jew and Gentile alike) to enter and worship.

Can you imagine? Apparently, most church parishioners cannot. I recently heard people complaining that their 8 a.m. service cannot grow because it is too early for people to come. What? How misinformed the church goers are as to how the Church (of God Almighty) grows. Church times and types of worship services, aesthetics, parking lots, etc., (fill in the excuse) do not "grow" the church. It is through witnessing, sharing the Gospel, and invitation that the church increases.

Please do not get me wrong here, I would not be enticed to go to an unkempt building or shoddy parking lot, but these things are not what draws people to Yeshua. The disciple John said that if He is lifted up, all men will be drawn to Him (Jn. 12:32). By the way, that means all colors of mankind. In a world of hate and godlessness, evangelism must be at the top of the budget for every church and in the heart of every believer.

We are not talking about a country club. We are talking about the church, which Yeshua the Messiah himself established. Steve and I have attended many 8 a.m. services around the United States and abroad, as well as a meeting in Wisconsin (cold) that had its early service at 7:30 a.m. in full attendance. It is not about getting to sleep in, it is about accommodating those who work. I know people in my home church who must go straight to work after the service. Are we so complacent in our churches that we do not see the needs of others? We had a meeting in Saginaw, Michigan, where the church had a Saturday p.m. service, three Sunday services, and then a Monday p.m. service! Now that was dedication to the community for the sake of Christ.

There is a movement in our world to get spiritual. Younger people are migrating to "spiritual" meetings. Harry Styles, a popular singer today, was asked if he believes in God? "No", he said, "but I am spiritual". That is sadly the norm for our young people. And we need to be careful of being sucked into that philosophy. Can you imagine? Being "spiritual"



and going to hell? Who is going to tell them? We have no excuses, that is, unless we ourselves are just spiritual or religious and have never had a time of repentance and acceptance of Yeshua.

Stop focusing on church hours and instead on more souls brought to the Lord. Organize a weekly outreach in your church or Sunday Bible class or small group. It could be the culmination of lessons on soul winning.

Nowhere in the Bible do I read "If you build it, they will come." But, I do read: "And he said to them, 'Go into all the world and proclaim the gospel to the whole creation'" (Mk. 16:15, ESV); "Go therefore and make disciples of all nations..." (Matt. 28:19, ESV); "...and that repentance for the forgiveness of sins should be proclaimed in his name to all nations, beginning from Jerusalem" (Lk. 24:47, ESV); and "Look carefully then how you walk, not as unwise but as wise, making the best use of the time, because the days are evil. Therefore, do not be foolish, but understand what the will of the Lord is." (Eph. 5:15-17, ESV).

The Holy Spirit works in the hearts of men (and women), but you are a vessel that God can use to bring others to Him. Luke 14:23 (ESV) says "And the master said to the servant, 'Go out to the highways and hedges and compel people to come in, that my house may be filled.'" A parable that is teaching the very thing we are writing about today.

Not everyone will hear. But that is not your business; it is God's. Some sow and others reap. For instance, here is a letter from a lady I witnessed to. When I met her, her son met me and another lady at the door. He told me that his mom was asleep in the bathtub. My friend stayed with the boy (a three year old), and I went to find his mom. She was alive, but in the tub passed out. We helped her to sober up enough to care for her son until her husband came home. I told her about our loving, forgiving, healing Savior. She listened with interest and then said she just was not into God. We prayed for her and left. I returned and spent some time with her, but she wanted no part of the Savior. Sadly, I did not see her again. Five years later we left the east coast and moved to Washington state to plant a church. Interestingly and surprisingly, I received the following letter:

Dearest Nancy,

I am not sure you'll remember me, but I have never forgotten you. My name is ___. I used to live at ___ and own a pale yellow 1970's Volkswagen bug. I am the half Japanese/Italian girl, remember? One of my friends was a very tall blonde haired beautiful young girl named ___. I met you through an outreach program called (I think) "let's be friends", though I never personally attended. Now do you remember?

How much I hope so. I have wanted so much just to thank you for planting that most precious seed...I am saved and reborn now. I was home earlier in the year and called the church, hoping we could have lunch together. That is where I got your address. I am happy the Lord has given your husband a church to pastor, and I pray the Lord will bless his ministry. I was disappointed that I did not see you though. I want so much to share my testimony in person!

Without going into too much detail of my road to Damascus, I am happy to say it has been a wonderful two years (come the latter part of February 1987, God willing). I was completely delivered from my drug abuse at my conversion, and have stayed that way! I have had highs and lows, but I cling to the master...I have never been happier in my life.

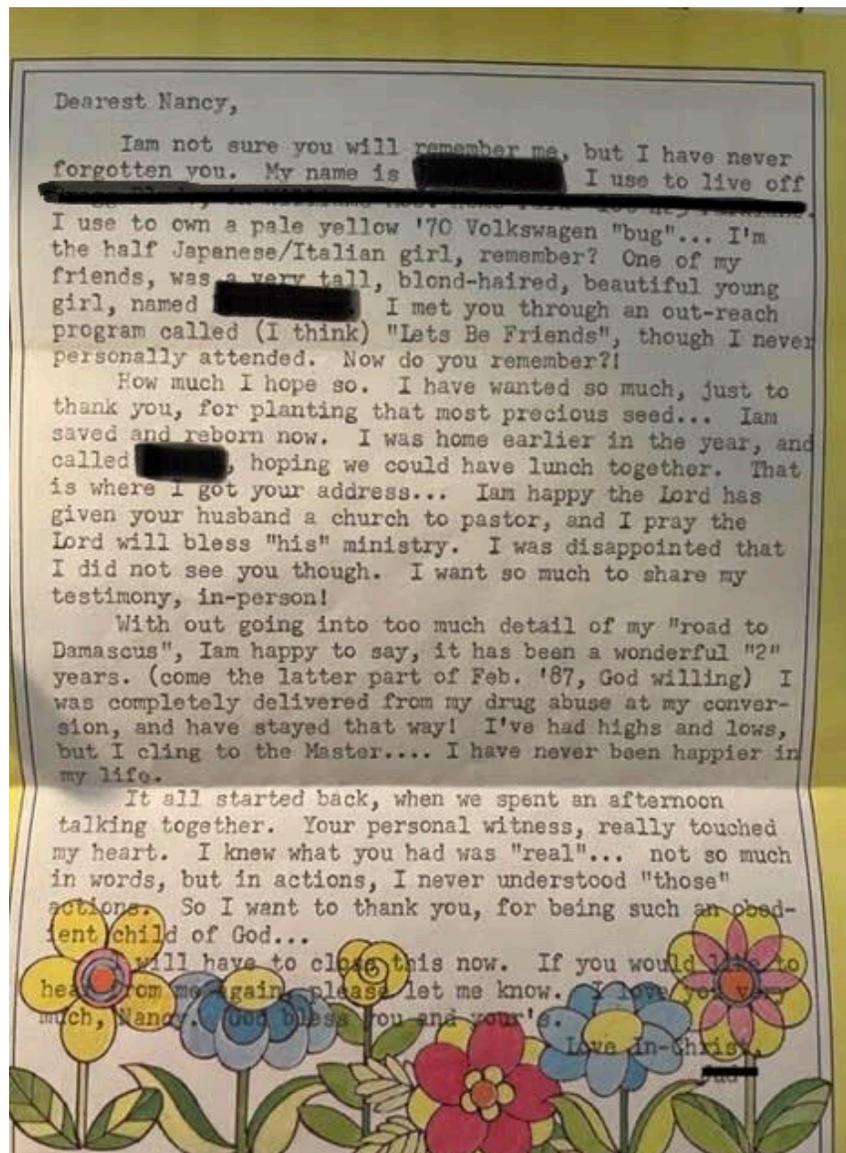
It all started back when we spent an afternoon talking together. Your personal witness really touched my heart. I know that what you had was real...not so much in words but in actions. I never understood those actions. So, I want to thank you for being such an obedient child of God.



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I will have to close this now. If you would like to hear from me again, please let me know. I love you very much. God bless you and yours.

Love in Christ,



JUST TELL SOMONE WHAT YESHUA HAS DONE FOR YOU. Our beloved friend Pastor Matt Gunia, while pastoring in Chicago, invited me to speak twice (two different churches) on evangelism. Each meeting was glorious. The first meeting ended with the entire group going in pairs door-to-door in the church neighborhood. We would announce at each door that we were from the church and would ask if there was anything we could pray for on their behalf. When everyone returned after an hour, the stories were wonderful! At the first door of one couple, a man said he had cancer and asked the ladies to pray for him and his family. Another homeowner was a member of the church we represented but had stopped attending. She was so taken with the gesture, that she asked prayer for consistency and started coming again. At the second church, a pastor and his wife attended. He knew the need to share the Gospel message with the lost and used my talk to help his congregation with this.



Many want to share the good news, but just do not know how. Write or call me, and I will help or will find someone in your area who can. Steve and I both have taught seminars on evangelism; call us if you are interested in having us in your church, small group, or Bible study. We can Zoom if that would be best for your group. Steve has written a book called *Win-Some*; we would love to send you a copy as a PDF.

On a personal note, I want you all to know how I love hearing from you. I will not share your letters unless you ok it. But I do pray over them and for you personally. Please pray for us as well.

Love from my heart,

nanC

P.S. Let's love each other and be kind, and no drama. I heard a pastor say recently: "Drama can always be traced back to an unwise decision." We must be on guard daily. Love one another as Christ loves you.

Nancy Cohen is the Director of Women's Ministries at Apple of His Eye
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In Memoria: The Innocent of Uvalde, Texas

Precious in the sight of the Lord is the death of his saints. Psalm 116:15

The Lord is near to the brokenhearted and saves the crushed in spirit. Psalm 34:18

Alexandria Aniyah Rubio, 10
Alithia Ramirez, 10
Amerie Jo Garza, 10
Annabell Guadalupe Rodriguez, 10
Eliahana Cruz Torres, 10
Eliana "Ellie" Garcia, 9
Eva Mireles, 44
Irma Garcia, 46
Joe Garcia, 46 (Irma's husband died of a broken heart)
Jackie Cazares, 10
Jailah Nicole Silguero, 10

Jayce Luevanos, 10
Jose Flores, 10
Layla Salazar, 10
Makenna Lee Elrod, 10
Maite Rodriguez
Miranda Mathis, 11
Nevaeh Bravo
Rojelio Torres, 10
Tess Marie Mata
Uziyah Garcia, 8
Xavier Lopez, 10

The eyes of the Lord are toward the righteous and his ears toward their cry. The face of the Lord is against those who do evil, to cut off the memory of them from the earth. When the righteous cry



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for help, the Lord hears and delivers them out of all their troubles. The Lord is near to the brokenhearted and saves the crushed in spirit. Many are the afflictions of the righteous, but the Lord delivers him out of them all. (Psalm 34:15-19)

There are six things that the LORD hates, seven that are detestable to Him: hands that shed innocent blood... (Prov. 6:16)

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