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## *The Master Plan of Evangelism – Overview*

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You are about to embark on a study that has the potential to change your life and to multiply your ministry until Jesus returns! *The Master Plan of Evangelism*, by Robert Coleman, is a genuine classic, considered by many to be the best and most concise study of the ministry strategy of the Lord Jesus ever written.

Here are a few suggestions to help you to maximize this opportunity:

- ❑ Pray for your study time. Ask for a learner's heart and for eyes to see what the Lord would have you learn from your study.

“Open my eyes, that I may behold wonderful things from Thy law.” Psalm 119:18:

- ❑ Read the assigned chapter once quickly. (The chapters are quite short.)
- ❑ Read the study questions.
- ❑ Read the chapter again, including footnotes, marking your book and thinking about the study questions as you read.
- ❑ Write out your answers to each question. Use a clean piece of paper – the study guide does not give you adequate space for thoughtful answers.
- ❑ Come to the discussion with a question or two of your own.
- ❑ Start early. Allow yourself time to do an adequate study of the book. As with any worthwhile endeavor, what you get out of this study will depend upon what you put into it.
- ❑ As you study, always be thinking of practical applications of these principles.

Enjoy your study. And may God use this book to multiply your life to the ends of the earth!



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## Week 1: Preface and Chapter 1

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*“Philosophers have only interpreted the world differently; the point is, however, to change it!”*

### Preface

1. Coleman notes that “objective and relevance” are the crucial issues of our work.  
What might be the outcome of having a clear objective but being irrelevant?  
Of being relevant but having no clear objective?  
How might our message be delivered in an irrelevant way?  
How might the messenger live in an irrelevant way?
2. Two key questions to ask ourselves in our busyness are:  
“Is it worth doing?”  
“Is it getting the job done?”  
  
How do we know the answer to these questions?
3. Define *form* and *function*.
4. List three examples of forms that may have outlived their function, whether in church, The Navigators, school, or business.
5. Coleman says that Christ’s objective was clear. What was it?
6. What questions does the preface to this book raise in your mind?

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### Chapter One: Selection

1. Why was Jesus not very concerned with programs to reach the masses?  
What was He concerned with? Why?
2. Coleman observes that while the early results of Jesus’ ministry had little impact, that didn’t matter? Why did that not matter?
3. What were Jesus’ twelve “key men” like? Why did He choose them?
4. Is this principle of *selection* kind of elitist? Why or why not? Is there a distinction between selection and favoritism?
5. How did Jesus focus on the Twelve without neglecting or rejecting the masses?
6. Why did Jesus choose to launch His ministry of reaching the world as He did? Why didn’t he just send angels to use skywriting?
7. What does Coleman say must be our first concern? Do you agree? Why?
8. How will our ministry be affected if we fail to implement the principle of *selection*?

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9. How could the principle of *selection* be incorporated into the Nav ministry at UWEC?  
In your personal ministry?

10. Write a brief summary of the principle of *selection*.

11. Write a specific application of this study to your life.

Scripture memory: Luke 6:12-13

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## Week 2: Chapters 2 and 3

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### *Chapter Two: Association*

1. What was Jesus' primary teaching technique?
2. How did Jesus' relationship with the Twelve change over time? Why is this significant?
3. How did Jesus juggle His ministry to the Twelve and to the masses?
4. According to Coleman, what is the “foundation of follow-up”?
5. Draw a series of concentric circles to illustrate Jesus' level of association with different people or groups of people.
6. Who were some of the significant people included in Jesus' life and ministry, but not included in the Twelve? See for example Mark 1:13-14; John 11:1-3
7. What does Coleman say is the problem with the Church today?
8. Summarize the principle of *association*. What is it? Why is it important?
9. What should *association* look like at UWEC?
10. Write a brief summary of the principle of Association.
11. How can you apply this principle to your own life?

Suggested Scripture memory: Luke 8:1

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### *Chapter Three: Consecration*

1. Read Luke 9:23-26; 57-62. What does it cost to follow Jesus?
2. What can we learn about disciple-making from John 6:66-69? (Consider the context.)
3. Jesus patiently endured the stumbling of the Twelve. How should we do the same?
4. Jesus did not ask for a commitment to doctrine, but to \_\_\_\_\_. How can we do this in our ministry today?
5. What is the proof of love? Why is this important?
6. Jesus didn't just talk the talk. He walked the walk, putting into practice what He taught others to follow. How does this make a difference?

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7. Coleman says, “no one can ever be a leader until he has learned to follow a leader.” Why is it important for emerging leaders to learn to follow well? What are the repercussions of having leaders who have not learned to follow well?
  8. Why did Jesus set a standard of absolute obedience? Does He have the right to expect that of us? Do we have the right to expect that of those we lead?
  9. Do you agree that there is no place in the Kingdom for a slacker? Why?
  10. Write a brief summary of the principle of *consecration*.
  11. For reflection: Have you consecrated yourself? Have you committed yourself to pay the price to be a real follower of Jesus?

Suggested Scripture memory: Acts 20:24

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## Week 3: Chapters 4 and 5

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### Chapter Four: Impartation

1. Coleman suggests that the disciples “knew they were not just keeping a law, but responding to the One that loved them – who was willing to give Himself for them.” What, specifically, did Jesus give to the Twelve?
2. What was Jesus’ driving passion? How did He impart this to His followers?
3. Jesus’ whole evangelistic plan hinged on what?
4. What credentials are required to serve God?
5. What is the key to winning people to Christ?
6. What is the role of the Holy Spirit in Jesus’ strategy?
7. Would you rather have walked on earth with Jesus as the Twelve did, or have the indwelling Holy Spirit? Why?
8. What does Coleman say is the secret of the victorious life? How does he define this secret?
9. Explain Coleman’s statement: “Evangelism without the Holy Spirit is as lifeless as it is meaningless.”
10. How can we appropriate this empowering in our own lives? How about in our ministry to others?
11. Write a brief summary of the principle of *impartation*.
12. What is the Lord asking you to apply to your life from this study?

Suggested Scripture memory: John 12:24

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### Chapter Five: Demonstration

1. What is the best way to learn?
  - a. Attending a class or a seminar
  - b. Reading a book
  - c. An apprenticeship.
2. How did Jesus teach the Twelve to pray? To value the Word? To witness?
3. Did Jesus teach methods or a lifestyle? Why is this important? What place is there for “methods” in discipling others?

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4. How can we impart critical spiritual disciplines to our friends at UWEC today?
  5. What responsibility does Coleman say we must not shirk?
  6. Coleman suggests that “This [*demonstration*] is the Master’s method, and nothing else will ever suffice to train others to do His work.” Do you agree? Why?
  7. The Navigators have developed the Wheel and the Hand illustrations to summarize many of the disciplines that Jesus demonstrated. Draw these illustrations, and write a simple plan to teach one of these disciplines (Scripture memory, prayer, witnessing, etc.) to another believer.
  8. Write a brief summary of the principle of *demonstration*.
  9. As God enables you, to whom would you like to teach the above (#7) by demonstration?

Suggested Scripture memory: Philippians 4:9

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## Week 4: Chapters 6 and 7

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### Chapter Six: Delegation

1. Define the principle of *delegation*.
2. When and how is delegation appropriate and when and how is it not?
3. How can we, at UWEC, practice *delegation* in our evangelism strategy?
4. Coleman speaks of establishing a beachhead. What might this look like in our ministry?
5. Jesus sent His disciples out two-by-two on an evangelism foray. What are some ways we can similarly help younger believers to “get their feet wet” in evangelism (in the dorms or elsewhere)?
6. Coleman says, Jesus “never asked anyone to do something which He was unwilling to do.” Is there an aspect of making disciples that you have thus far been unwilling to do? Why? What can you do to overcome this obstacle?
7. Read the following, among Jesus’ last words to His friends on earth:  
Matthew 28:19-20  
Mark 16:15  
Luke 24:44-49  
John 20:21  
Acts 1:8-9  
  
What was foremost in Jesus’ last words to His friends? What are the implications for us today?
8. Coleman makes a bold statement: “Evangelism is not an optional accessory to our life. It is the heartbeat of all we are called to be and do.” Do you agree? Is this overstated?
9. Is there anything holding you back from carrying out the Great Commission today? Fear? Lack of training? Something else? What would help you to be more bold and intentional in evangelism?
10. Write a brief summary of the principle of *delegation*.
11. You may not be in a mentoring relationship where you can delegate tasks to another. But you may be in a position where you can ask that responsibilities be delegated to you. What might this look like in your own ministry?

Suggested Scripture memory: Matthew 28:19-20

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## Chapter Seven: Supervision

1. What are the three main aspects of *supervision*? Why is each aspect crucial to the process?
2. Describe what the principle of *supervision* might look like as you help a friend with Scripture Memory.
3. What is the overall goal of *supervision*?
4. According to Coleman, why do we fail? What is the result? How have you seen this in your own life?
5. Read the last paragraph of the chapter. What is the difference between disciples being “brought to maturity” and just letting it happen?
6. In our culture today, and more specifically in the UWEC Navigators, do you think we are generally “holding the fort” or “storming the heights”?
7. Why are most Christians content to “hold the fort”? What needs to change in our thinking in order to reverse this?
8. Write a brief summary of the principle of *supervision*.
9. What do you think the Lord would have you do in response to this chapter?

Suggested Scripture memory: Colossians 1:28-29

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## Week 5: Chapter 8 and Epilogue

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### Chapter Eight: Reproduction

1. What was Jesus’ intention for His disciples?
2. Describe the principle of reproduction.
3. Coleman says that Jesus’ “whole evangelistic strategy – indeed, the fulfillment of His very purpose in coming into the world, dying on the cross, and rising from the grave – depended upon the faithfulness of His chosen disciples to this task...He had no other plan.”

Is this a true statement? Why?

4. On what does His strategy depend today? Is there now a “Plan B?”
5. Comment on Coleman’s statement: “A barren Christian is a contradiction. A tree is known by its fruit.”
6. When have we reproduced our life? Explain your answer.
  - a. When we have shared the Gospel.
  - b. When we have led someone to Christ.
  - c. When we have established that new believer in his/her walk with Jesus.
  - d. When that friend has led someone to Christ.
  - e. When our friend has established their friend.
  - f. When our friend’s friend has led someone to Christ.
7. If we find and recruit every Christian student on campus to get involved in a Christian ministry and every Christian group on campus is overflowing with Christians praising Jesus, are we fulfilling the Great Commission? Why?
8. What, according to Coleman, is the only hope of the world? Do you agree?
9. Calculate in two columns:
  - How many years would it take an incredible evangelist to reach the whole world with the Gospel at the rate of 100,000 converts per year without spiritual reproduction?
  - How many years will it take a “reproducer” to reach the world at the rate of one per year, doubling each year?
10. If the principle of reproduction works, why has the job not been finished by now? Why have short cuts failed? See Matthew 13:1-9; 18-23 for other reasons.
11. Write a brief summary of the principle of *reproduction*

Suggested Scripture memory: 2 Timothy 2:2

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## *Epilogue*

1. Write a one-sentence summary of each of the eight principles of *The Master Plan of Evangelism*.
2. “A journey of a thousand miles begins with one step.” For you to fulfill your role in the Master Plan, what is the next step you need to take?
3. Begin praying, and keep on praying that God will give you another person, a friend through whom you can reproduce and multiply.

“Ask of me, and I will make the nations your inheritance,  
the ends of the earth your possession.” Psalm 2:8