

The Personal Touch

A respected brother in Christ, Flavil Yeakly, has contributed much to the practical application of Bible principles to evangelism. His statistical work has well-illustrated a variety of important biblical teachings. Among them:

People feel most comfortable and respond most favorably and lastingly to a friendly Bible study where the Bible is the only equipment.

Manipulative methods lead to resentment and dropouts.

Mere transmission of facts leads to little or nothing.

A study between friends accomplishes more in the long run than any other approach.

Growing churches emphasize the personal, friendship aspects of evangelistic methods.

Stagnant churches do little besides give out information in an impersonal manner.

Some of the churches that seem to be growing really aren't because they have high dropout rates due to their use of manipulative methods.

All of the principles Flavil Yeakly has validated by his exacting research methods were to be expected. They all have supreme validation from the Bible. The personal touch is huge—God, after all, sent His Son to live with us in the flesh (John 1:1, 14, 18). Additionally, impersonal, exploitive means are clearly ineffective and unethical.

Friends don't treat friends with detached, manipulative techniques. God does not deal with us that way. There is a reason why integrity, compassion, concern, and friendship work—they are from God. Accept no substitutes!

Edwin Jones

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