

# **Influence Non-Christians for Christ through Your Writing**

By Rusty Wright

## **I. Introduction**

## **II. Why Should We Adapt Our Communication for NonChristians?**

- A. The Great Commission
- B. Paul's example
- C. Jesus' example
- D. Spiritual warfare
- E. Love for the lost
- F. Different psychological, emotional and intellectual languages

## **III. Analyze your Audience.**

- A. Religion
- B. Intellect
- C. Psychological makeup
- D. Needs
- E. Moral attitudes
- F. Issues
- G. Heroes

## **IV. Design your Communication**

- A. Real needs and felt needs
- B. Some suggestions
  - 1. Choose topics of current interest.
  - 2. Provide valuable information, entertainment, etc.
  - 3. Lead with the secular.
  - 4. Be sure the gospel relates to your theme.

5. Use careful and appropriate transitions. Samples:
    - a. "A Christian perspective"
    - b. The total person: physical, psychological and spiritual
    - c. Surface problem, root problem, solution
    - d. Define your terms
    - e. A testimony
    - f. A wise saying
    - g. Seeker- and skeptic-friendly articles as examples: [www.RustyWright.com](http://www.RustyWright.com)
  6. Be tactful about Christ
  7. Avoid Christian jargon
  8. Balance emotion and reason
- C. Get others' critique
- D. Pray

#### V. Some Personal Challenges

- A. Try to write a Christian paper or article for the secular media, speak in a class or at an affinity group meeting, appear as a guest on secular talk shows.
- B. Don't let ego or sloth prevent you from working hard to communicate well.

#### VI. Summary

- A. Think like nonChristians.
- B. Love the lost.
- C. Be willing to change if necessary
- D. Trust the Holy Spirit

#### VII. Resources

- A. Audience Analysis Chart:  
<https://www.dropbox.com/s/b4pbnxs8gyjbkpv/Audience%20Analysis%20Chart.doc>
- B. Seeker/Skeptic-friendly articles
- C. Personal involvement

Rusty Wright, P.O. Box 702, Mount Hermon, CA 95041-0702 USA  
Telephone: +1-831-335-9046; [RustyWright@aol.com](mailto:RustyWright@aol.com)

#### VIII. Questions and Answers

### Speaking your Audience’s Language – Suggestions Table

Rusty Wright

Here are some suggestions for translating “Christianese” into language that can better connect with the nonbelievers you seek to reach. No item in the table below is inviolate, but ask God to give you wisdom to apply these suggestions as appropriate for your situation. Trust Him to give you words and thoughts that will help people understand God’s truth. Remember, you are not seeking to compromise God’s message, but simply aiming to communicate it using language and concepts your audience can understand, relate to, and digest.

<b>Christian Jargon</b>  Instead of (and/or sometimes in addition to) this ...	<b>Normal HumanSpeak</b>  Consider trying this ...
The Bible says	<ul style="list-style-type: none"> <li>• The biblical documents indicate...</li> <li>• A biblical perspective would be that ...</li> <li>• A first-Century follower of Jesus maintained that ...</li> <li>• Jesus’ close friends claimed he taught that ...</li> <li>• Paul, an early Christian, wrote in a letter to some friends ...</li> <li>• One first-Century witness to the events claimed ...</li> <li>• An ancient Israeli king said ...</li> <li>• A ancient Jewish wise man/sage once wrote ...</li> <li>• Etc.</li> </ul>
Saved, salvation	<ul style="list-style-type: none"> <li>• Made safe (rescued) from separation from God</li> </ul>
Hell, damnation	<ul style="list-style-type: none"> <li>• Eternal separation from God</li> <li>• A consequence of deciding to reject God – who loves you and wants to be your friend – is having to live apart from him for eternity. That would not be pleasant at all.</li> </ul>
Sin(s)	<ul style="list-style-type: none"> <li>• Separation from God</li> <li>• Alienation from the Creator</li> <li>• A condition of being unplugged from God</li> <li>• Human flaw(s)</li> <li>• Moral flaw(s)</li> <li>• Missing the mark of divine perfection</li> <li>• Note: Using the word “sin” is not always a turnoff, but try introducing it with some phrasing like the above, and sprinkle such phrases throughout your discussion.</li> <li>• “Some psychologists would call this separation from God ‘alienation.’ The biblical documents refer to it as ‘sin.’”</li> </ul>
Sin nature, depravity	<ul style="list-style-type: none"> <li>• Fallen nature</li> </ul>

<b>Christian Jargon</b>  Instead of (and/or sometimes in addition to) this ...	<b>Normal HumanSpeak</b>  Consider trying this ...
	<ul style="list-style-type: none"> <li>• “To use a philosophical term, humans are deeply fallen.”</li> </ul>
Man is sinful	<ul style="list-style-type: none"> <li>• Humans are alienated from the God of the universe by their rebellion.</li> </ul>
Witness, evangelism	<ul style="list-style-type: none"> <li>• Communicating the basic message of Jesus</li> </ul>
Pray/prayer	<ul style="list-style-type: none"> <li>• Talking with/communicating with God</li> <li>• Expressing your thoughts/views/heart to God</li> </ul>
Gospel	<ul style="list-style-type: none"> <li>• Jesus’ message of good news</li> <li>• Jesus’ basic message</li> <li>• Jesus’ perspective on/explanation of how humans can be plugged back in to God</li> </ul>
Saving faith	<ul style="list-style-type: none"> <li>• Place trust in Jesus as the means of one’s forgiveness</li> <li>• Getting plugged into God</li> </ul>
You need to receive Christ today	<ul style="list-style-type: none"> <li>• A biblical perspective of how anyone becomes fulfilled and complete is that it involves developing a relationship with one’s creator.</li> </ul>
Propitiation	<ul style="list-style-type: none"> <li>• Jesus, through his sacrificial death on the cross, paid the penalty we owed for our rebellion/disobedience/alienation.</li> </ul>
God’s view is ... The biblical view is ...	<ul style="list-style-type: none"> <li>• A biblical perspective would indicate ...</li> </ul>
Make Jesus your Lord	<ul style="list-style-type: none"> <li>• Ask Jesus to become your best friend and to give you the strength to follow his lead.</li> </ul>