

Knowing Jesus: The Message Is Jesus

By Bob Young

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Why did I develop and record the “Knowing Jesus” videos series. Why does the “Knowing Jesus” Video Study series matter?

What I want above all is for people to know Jesus, for people to understand clearly who Jesus is, the surpassing worth of knowing him, the power of his resurrection, his righteousness, obedient faith coupled with faithfulness, becoming like him.

I speak from my heart, because I care! (I share my heart, echoing thoughts from my friend, Larry West.) When first-century Christians spoke to the multitudes around them (which is, incidentally, what we do when we post on Facebook), their message was the Gospel of Jesus. They always talked about Jesus, not about themselves. Remember Jesus’ words to his disciples. “Go into all the world and preach the Gospel,” the Good News about Jesus! A reminder from *Struggles of the Kingdom* (Payne and Woodruff): the need is to preach the seed, not the results. In the Pentecost sermon where the gospel was first preached, Peter made clear the importance of preaching the gospel. Unless people hear the gospel about Jesus, believe and obey the gospel, and receive God’s gift of the Holy Spirit (God’s seal of ownership), they cannot be saved. Read Acts 1-5. Identify and underline all the references to life and death. The gospel is the message. Helping people respond to the gospel message is a life and death matter.

Application time. The message the first Christians carried into all the world and displayed before the multitudes was not filled with doctrinal details, distinctions, disagreements, and divisions. Instead of talking to us about us, instead of arguing points of disagreement and parading division, let us talk the gospel. Let us talk the Lordship of Jesus, the King in his kingdom, confessing Jesus, bowing the knee to Jesus. If we are serious about reaching the multitudes with the saving, powerful gospel of Jesus, let us filter our public presence. Let us be people who talk about Jesus, not about us, not about fine points of Bible teaching. When differences arise, settle disagreements privately.

Here is what I have found in over fifty years of focusing on evangelism. The world is full of people hungering and thirsting to understand the simple message of Jesus as Lord and Savior. While many of God’s people find evangelism offensive, or fear that it will turn unbelievers off, that is not my experience! I have witnessed hundreds baptized in my own local ministries and many more in mission efforts. Partnering mission churches report thousands of baptisms.

Friends in Christ, let us be bold to present the gospel. The gospel of Jesus Christ is still God’s power to salvation. My prayer is that in the Knowing Jesus studies you will find a helpful way to introduce Jesus to others and to begin gospel conversations.