GETTING CONTACTS

COLD APPROACH

Personal evangelism guide

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Cold Approach

I tend to have success with Cold Approach. It is one of my favorite methods. It's social and for all occasions. The method is geared for people you meet at work, the gym, the grocery store, karate lessons, the barbershop, etc. who you chat up with. As with networking or in asking someone out, you approach the person, start a conversation, then steer it to a desired topic, like business, if you’re talking shop, or a cup of Joe, if you are interested in going on a date.

People are everywhere. This form of outreach can be used anywhere you go. You can use it when at the mall, gym, beach, etc.

Cold Approach (evangelism) is similar, to the above examples, but instead of networking or asking someone out, you steer the conversation towards spiritual things, like an invite to church or a Bible study. This format can also be used in talking with family members and friends. It maybe intimidating to think about doing this. It maybe way left field of what you think you can do. But if you want to personally grow in the ALL areas of social interaction, learning this method is worth it. In regard to evangelism, Cold Approach is a great way to do meet people, do invites and get contacts.

Examples:

Example 1: I go to Crunch Gym, in Tampa, FL. It is a small and a friendly place where people workout and can meet new folks. A denominational evangelist, named William Conner, goes there to pump iron. He looks like a Greek warrior and is a super friendly guy. What William does when he goes to the gym, each day, is talk to people. He builds connections. He makes people get to know him. He makes friends. When William talks to folks, he’ll invite them to his weekly Bible study group at St Joseph's Hospital's cafeteria on a given evening. When William gave the invite to me, he said something like this, "I have a Bible study men's class, I teach, would you be interested in coming?" I said yes, I gave William my number, he texted me, I got the time and place from him.

I go to the gym and have done the same thing. I have gotten yes's and no's. I don't go up to someone and give the invite right away. I start a conversation first. It's like asking a girl or boy out, when you were a teen. You did not walk up and immediately ask for their number or ask them out on a date. You talked with them first, build rapport, then you gave the (date) invite. Same thing with Cold Approach. This may seem hard. But the more you practice the easier it gets.

Example 2: Last Tuesday on May 14 (2019) while at Staples, (I was trying to make some evangelism materials), I talked with the 20 something, staff member working at the copy center, named Ariel. It was not a long talk, nor was it a soul penetrating discussion. Ariel was frustrated that the electricity went out in the store. We talked about prices for some materials I wanted printed and the electrical problems. I related with her frustrations. I was warm and friendly. Before leaving, I invited her to come to a Bible study group, (on Thursday's) I was doing. Ariel said "yes."
For me the stats (on average) are 1-10 people to get a "yes" response for a Bible study. It depends on where someone is at, socially. For different folks it maybe higher, it maybe lower. The better one gets the smaller the number gets.

Social enhancement Tips: to help in getting comfortable with Cold Approach.

- I’d encourage you to try to talk to 5 people a day. It can just be a brief hello or good morning. But this with time, will change your social (psychological mind) state. You will become naturally more interactive and social. This is a great way to warm up for Cold Approach. This daily method will also help to keep your social skills sharp. To learn more visit my Cold Approach page www.churchofchristevangelism.com/cold-approach.html.

- Mind hack: every morning look in the mirror and pretend your greeting someone. Smile. Verbally say, "hi, my name is________, it's a pleasure to meet you. What's your name?" Practice saying this phrase with warmth, love and enthusiasm. By doing this exercise daily, you will become naturally more social, personal, enthusiastic, friendly, warm, in your interactions.

Cold Approach tips:

- Remember anything in life that you felt uncomfortable doing, and kept doing, what happened, after a while? You got desensitized, and adapted, you internally got comfortable. This is the same. Easiest beginning point for me in Cold Approach, was to begin by talking with professional folks at stores, Walmart, Publix, Walgreen’s, Dry Cleaners, Taco Bell, etc. If that’s too much start with family or friends.

- It’s about numbers in any method and in any performance of that method. Examples: asking people out on dates, selling a secular product via phone or door to door, advertising a brand online, getting support for donations at your company, etc. Results come when enough people are reached. Again, it’s about numbers.

- If you do the exercises and get comfortable with socializing this should come naturally as well. The first few invites may be a little intimidating. BUT the more you do them, the more natural they will become, and such invites for studies, will become easy to insert in a conversation.

- Advanced optional method: Also, for openers, (saying something that invokes a desired response) after talking with a person, give a complement. About something spiritual you see, (give a truthful and sincere example, fact is most people reflect spiritual qualities, attitude, character, disposition, work ethic, friendliness, etc).
Point this out. Use the word “spiritual.” When you use an opener word, people will usually start talking about spiritual/religious things. When they start talking about spiritual things, this gives you an opener to ask about where they go to church, do they study the Bible, and talk about the religious things they value. When they start talking about this and express an interest in religious things, or in church or the Bible, you can give an invite, to church or to a Bible study, to meet the interests they have communicated. Again, this is optional. Experiment to see if you like this format or not.

- A less complicated way of doing this, is to simply, just give an invite after talking for a little while. Invite: "Hey I really enjoyed talking to you. You seem like a really spiritual person, (again give truthful and sincere examples) was wondering if you'd like to study the Bible with me? Got some amazing truths we can talk about.

- Find what works best for you. You can simply talk to people, then give an invite. Do what fits your style and personality.

I have a program, (I made), that has helped me become comfortable with approaching people. I used to be very timid and shy. The exercises in this program helped me overcome my fears. The program below will show you how to slowly, in baby steps, desensitize one's discomfort zones in approaching strangers.
Cold Approach: This Program is for helping people overcome social anxiety and discomfort in approaching strangers, so they can give a church or Bible invite.

This program is designed to help you learn how to get comfortable with people in new environments and social situations. The following exercises reflect that. They may seem stupid or silly, but in the below stages, they will help you acclimate to interacting with strangers. This program can be used individually and also as homework for soul seekers, in a Bible class. Of course this exercise material in such instances should be accompanied with proper Bible study material resources. If done in a group setting, in or outside of the church, encourage the students to talk about their experiences, and where they are at and their progress. Each person will reach the end of the program at different speeds. But a group dynamic will give the extra benefit of accountability and will be a support structure.

Before any exercise: First talk to people to warm up. If you’re very shy, it can be family, friends that you first practice on.

Go at your own pace. The more time and days you devote to exercises the faster your progress.
The goal is to interact with 2-5 people per exercise, until you feel comfortable with that exercise. Then move forward with the next social exercise.

We are all at different levels. So, certain exercises will be harder for some than for others. Some people will take longer finishing the program then others will. But this is not a race. Go at your own speed and level.

I have these exercises set for 2-3 days to a week of practice. Keep doing an exercise till you're comfortable with it. May take 1 time doing an exercise, may take many times of doing the exercise. It should not take longer, then doing them from 3-5 times. But if it does, know you are growing. You are facing walls and are slowing eroding the limitations away. As said before. Go at your own pace. Once you feel comfortable, then feel free to move on to the next exercise.

If you need some TLC and a week off. Feel free to take an emotional break. External behavior that causes discomfort and Internal change can be taxing. But know that, the sooner you get done with this program, the sooner you can get a new social life, (for God) started.

The more you do these exercises, the smoother, more confident, you will become. These actions build behavior patterns that will be more and more instinctive and natural over time; such patterns that are once done a few times can be redone, even under difficult emotional circumstances. Know that in tearing down your social limitations, you will also broaden your life, not just in evangelism but in all facets of life. This is a program to help you develop and get strong socially. But it does require you to go to the preverbal gym.
Remember that each exercise should be focused on being down in a week’s time. Each exercise should engage, (unless specified in the exercise) 2-5 people. And each exercise should take no longer then 3-5 times to finish. If you can’t meet these aims, do what you can at your pace. It’s not a race. The only competitor you face is you. And the prize is worth the work, that of reduced limitations and social freedom.

Stage 1: Beginner

People you know exercises: Environments.

Exercise 1: Talk to 5 people you know in a comfortable environment

Exercise 2: Talk to 5 people you know in uncomfortable environments. Start in your least uncomfortable go to places and slowly add more different environments, malls, gym, Movie Theater, etc.
Exercises for learning how to communicate and talk

Friend exercises

Exercise 3: Just talk to someone you know in a comfortable environment.

Exercise 4: Just talk to someone you know in an uncomfortable environment.

Exercise 5: Talk to friends as long as you can.

Stage 2: Intermediate

Exercises for learning how to approach Strangers

Exercise 6: Talk to 5 professional people at their jobs, cashiers at gas station, cashier at grocery store, cashiers in general, can move on to other types of professional servers, waitress’/waiters, etc.

Exercise 7: Go up to strangers in the outdoor mall, at Starbucks, in the park or other social area you know and give a statement remark, like “man it’s hot in here,” “wow
they have amazing ice cream,” or the like, in comfortable environments. Do this with 5 people. Try to do so with others who are walking by you, like at a beach, park, parking lot, etc.

Exercise 8: Go up to strangers in the outdoor mall, at Starbucks, in the park or other social area you know and give a statement remark, like “man it’s hot in here,” “wow they have amazing ice cream,” or the like, in uncomfortable environments. Do this with 5 people. Try to do so with others who are walking by you, like at a beach, park, parking lot, etc.

Exercise 9: Go up to strangers in a comfortable environment and ask a question, even if it’s a question you already know, may even be easier if you do, like “do you know where the food court is? ” or ”do you know what time it is?” Do this with 5 people. Try to do so with others who are walking by you, like at a beach, park, parking lot, etc.

Exercise 10: Go up to strangers in a uncomfortable environment and ask a question, even if it’s a question you already know, may even be easier if you do, like “do you know where the food court is? ” or ”do you know what time it is?” Do this with 5 people. Try to do so with others who are walking by you, like at a beach, park, parking lot, etc.

Exercise 11: Go up to 5 strangers in a comfortable environment. After giving a statement remark ask a question or ladder question: Goal being, to try to engage in some dialogue.

A ladder question is a question that is connected to the last question answered. Example: Do you know where McDonalds is? They got such great food. 😊 (Answer) Thanks! Do you know if they are still serving Breakfast? (Answer) Great been craving some pan cakes. 😊 Probably will take a while to get there from here, right? (Answer) Cool! Appreciate the help! 😊

For further study on ladder social interactions and much more, see my favorite social tip booklet. How to Make People Like You in 90 Seconds or Less: by Nicholas Boothman.

This is book is on Youtube in audio format.
Exercise 12: Go up to 5 strangers in an uncomfortable environment. After giving a statement remark ask a question or ladder question: Goal being, to try to engage in some dialogue.

The following three exercises are the most critical and are the foundational stones for building the bridge to social interaction.

Exercise 13: Try to engage people you know well and are close too, like friends, family, in your conversations. Ask them questions. Listen to answers. Rinse and repeat till comfortable. Try to keep the conversation going as long as you can.

Exercise 14: Try to engage people you know in conversations, coworkers, neighbors, church members, relatives, people you interacted with day to day, etc. Ask them questions. Listen to answers. Rinse and repeat till comfortable. Try to keep the conversation going as long as you can.

Exercise 15: Try to engage people you don’t know in conversations. Find reasons to engage and talk to them. Ask them questions. Listen to answers. Rinse and repeat till comfortable. Try to keep the conversation going as long as you can.

How to engage strangers? Ask questions on something you see, want to know about, or are interested in. If you are aware the person you want to engage is doing or wearing something, ask them about that. When it comes to engaging, it helps to first start with talking to professional staff, at a store, hair salon, restaurant, etc.

You can also give a complement, followed by a question in connection to that complement. Later when you are advanced and socially comfortable with approaching people, you can also just introduce yourself in certain social settings, like at a party, at church, in a college class or office meeting, at a gym. You can say “Hi I have not met you here before, I am” (name), and extend you hand.

The great part is, for the situation, place and occasion, when you do something and it works, the interactions and words you used, becomes a social pattern that can be done again and again.
Stage 3: Advanced

Exercises for learning how to connect through deep diving

Exercise 13: Practice talking to people you are real close to, friends or family about their hopes, dreams, goals, their interests. Till comfortable.

Exercise 14: Practice talking to people you know, coworkers, church members, neighbors, relatives, etc. about their hopes, dreams, goals, their interests. Till comfortable.

Exercise 15: Practice talking to people you meet about their hopes, dreams, goals, their interests. Till comfortable. Example, to cashier, how long have you been working here? (Response) Do you enjoy your job? (Response) What job would you rather have? Or are you going to college too, (for a future degree/job?)
Stage 4: Active missionary

Exercises for getting comfortable with outreach

Exercise 16: Talk to friends or family about general Bible stuff.

Exercise 17: Talk to friends or family on just their hopes and dreams, Segway after bring hopes and dreams up into spiritual things; this will take practice.

Exercise 18: Talk to people you don’t know well on just their hopes and dreams, Segway after bring hopes and dreams up into spiritual things; this will take practice. But with time you will become smooth.

Exercise 19: Talk to stranger on just their hopes and dreams, Segway after bring hopes and dreams up into spiritual things.

Exercise 20: Talk to stranger on just their hopes and dreams, Segway after bring hopes and dreams up into spiritual things. If they seem warmed to talking with you on such topics invite them to study with you, give

Don’t expect soul saving results. The goal of these exercises is to get comfortable. If results happen that is an added bonus.

It’s good to be actively part of a work that does outreach, or to be personally doing outreach. But even if you’re new, with practice in having Bible studies you’ll get comfortable in sharing the Word.

When inviting you can suggest meeting at a place like McDonald’s, Starbucks, IHop, Chick fil a, Perkins, etc. Some place you know that does not have a large crowd or has privacy. This is a good idea, if it’s just you doing outreach and you don’t want to be alone with someone in your house.

But if you do have Christian friends who are interested in studying with you or you have a outreach group helping you. This is great for support, though once you do get comfortable with studies, this moral buster will not be necessary, except as a buffer if alone with the opposite sex.
them your card or get their number. Again such will take practice. But with time will you become natural and comfortable with doing this.

Congratulations!! You've finished! You are now more experienced in social interaction then most people you will meet and know. Approaching strangers and getting a conversation is a rare talent and is seldom learned. For reminders and tips before you go, please remember to visit the Cold Approach page at the church of Christ evangelism website, www.churchofchristevangelism.com.

Thanks for having the desire to serve God and save the lost. We need people like you! May God bless your efforts!! :D

Sincerely,

Joseph Sullivan