

robert coleman master plan of evangelism

robert coleman master plan of evangelism is a foundational framework for Christian evangelism that has influenced countless believers and ministries worldwide. This strategic plan offers a clear and practical approach to spreading the Gospel effectively by focusing on essential biblical principles and methods. Developed by Robert Coleman, a respected theologian and missionary strategist, the master plan emphasizes the importance of personal relationships, intentional discipleship, and ongoing spiritual growth. This article explores the core components, biblical basis, and practical applications of the Robert Coleman master plan of evangelism. Additionally, it highlights how this plan continues to shape evangelistic efforts in contemporary Christianity by equipping individuals to share their faith with confidence and purpose. Readers will gain an in-depth understanding of the plan's structure, key steps, and its relevance for modern ministry contexts. The following sections detail the origins, essential elements, implementation strategies, and lasting impact of this evangelism model.

- Overview of the Robert Coleman Master Plan of Evangelism
- Biblical Foundations and Theological Insights
- Core Elements of the Master Plan
- Practical Application and Strategies for Evangelism
- Impact and Legacy in Contemporary Ministry

Overview of the Robert Coleman Master Plan of Evangelism

The Robert Coleman master plan of evangelism presents a systematic approach to spreading the Christian Gospel based on the life and methods of Jesus Christ. Coleman outlines a step-by-step process to guide believers in evangelistic outreach and discipleship. The plan is rooted in the belief that effective evangelism requires intentionality, relational engagement, and spiritual mentoring. Coleman's framework is widely regarded as a pioneering effort to combine biblical exposition with practical ministry strategies. The plan is not merely theoretical; it is designed to be implemented by churches, missionaries, and individual Christians seeking to fulfill the Great Commission.

Historical Context and Development

Robert Coleman developed this master plan during his extensive missionary work and theological studies. His observations of Jesus' method of evangelism in the Gospels led him to identify key principles that could be replicated in contemporary settings. The master plan was first published in the mid-20th century and quickly gained recognition for its clarity and effectiveness. Coleman's approach addressed the need for structured discipleship alongside evangelistic outreach, emphasizing that conversion is only the beginning of a lifelong journey of faith.

Purpose and Goals

The primary goal of the Robert Coleman master plan of evangelism is to equip believers to confidently share their faith and cultivate new disciples. This involves fostering a deep spiritual commitment and providing mentorship that encourages growth in Christlikeness. The plan aims to establish a multiplying effect, where new believers become evangelists and disciplers themselves, thereby expanding the reach of the Gospel exponentially. It underscores the importance of personal involvement and relational dynamics in evangelism rather than impersonal or mass evangelistic techniques.

Biblical Foundations and Theological Insights

The Robert Coleman master plan of evangelism is firmly grounded in Scripture, drawing extensively from the life and teachings of Jesus Christ. Coleman's theological approach emphasizes obedience to Christ's commands and the empowerment of the Holy Spirit in the evangelistic process. The plan reflects a Christocentric understanding of salvation, discipleship, and mission.

Jesus as the Model Evangelist

Central to Coleman's master plan is the portrayal of Jesus as the ultimate evangelist who demonstrated effective methods for reaching and discipling individuals. Coleman highlights how Jesus selectively chose disciples, taught them intimately, and sent them out to continue His mission. This model encourages believers to replicate Jesus' relational and intentional approach to evangelism.

Key Scriptural Passages

Several biblical texts serve as the foundation for the master plan, including:

- **Matthew 28:18-20** – The Great Commission emphasizing making disciples of

all nations.

- **Mark 3:13-19** – Jesus calling and appointing the twelve disciples.
- **Luke 10:1-16** – Sending out the seventy-two with specific instructions.
- **John 15:16** – Jesus' promise that believers will bear lasting fruit.

These passages underpin the master plan's emphasis on disciple-making as the heart of evangelism.

Core Elements of the Master Plan

The Robert Coleman master plan of evangelism is structured around several key elements that guide believers through the process of evangelism and discipleship. These elements ensure that evangelistic efforts are intentional, relational, and spiritually grounded.

Selecting and Building Relationships

The first step involves identifying individuals with whom to build meaningful relationships. Coleman stresses the importance of personal connection as the foundation for evangelistic outreach. Building trust and demonstrating genuine care create opportunities for sharing the Gospel effectively.

Evangelizing and Leading to Commitment

Once relationships are established, the next element is sharing the message of salvation clearly and compellingly. This includes explaining the Gospel, addressing questions, and inviting individuals to respond in faith. The goal is to guide people toward a personal commitment to Christ.

Discipling New Believers

Conversion is seen as the beginning of discipleship rather than the end. The master plan emphasizes ongoing teaching, mentoring, and spiritual nurturing to help new believers grow in their faith and obedience. This discipleship process equips believers to live out their faith and prepare them for future evangelistic efforts.

Multiplying Evangelists and Disciples

A defining feature of the master plan is the multiplication principle. New disciples are trained and encouraged to become evangelists and disciplers

themselves. This creates a cycle of growth that extends the reach of the Gospel message continually.

Summary of Core Elements

1. Selecting individuals for evangelism
2. Building genuine relationships
3. Sharing the Gospel message
4. Leading to personal commitment
5. Discipling new believers
6. Encouraging multiplication of disciples

Practical Application and Strategies for Evangelism

The Robert Coleman master plan of evangelism is designed for practical use in churches, mission fields, and individual outreach. It provides actionable strategies that help believers implement the plan effectively in diverse contexts.

Training and Equipping Believers

Effective evangelism requires preparation. Churches and ministries often use the master plan as a training tool to equip members with knowledge, skills, and confidence to share their faith. This includes teaching evangelistic methods, role-playing, and providing resources for ongoing growth.

Intentional Relationship Building

Believers are encouraged to engage intentionally with non-believers in their communities, workplaces, and social circles. This relational approach prioritizes listening, empathy, and authentic interactions over quick conversions. It fosters trust and opens doors for spiritual conversations.

Use of Discipleship Materials

Coleman's plan often incorporates structured discipleship materials such as Bible study guides, mentorship programs, and accountability groups. These resources support the spiritual growth of new believers and help them understand essential doctrines and Christian living.

Adapting to Cultural Contexts

The master plan is flexible and can be adapted to various cultural and demographic settings. Evangelists are encouraged to be sensitive to cultural differences and to contextualize the Gospel message without compromising biblical truth. This adaptability enhances the effectiveness of evangelistic efforts worldwide.

Impact and Legacy in Contemporary Ministry

The Robert Coleman master plan of evangelism has left a lasting legacy on Christian missions and evangelistic practice. Its principles continue to influence church programs, missionary training, and individual evangelism efforts globally.

Influence on Evangelistic Training

Many seminaries, mission agencies, and churches incorporate Coleman's master plan into their curricula and training programs. The plan's clarity and biblical foundation make it a preferred resource for preparing believers to engage in evangelism systematically.

Global Reach and Adaptation

The master plan has been translated and adapted across numerous cultural contexts, proving its universal applicability. Its focus on relationships and discipleship resonates with diverse populations and helps foster sustainable spiritual growth.

Ongoing Relevance

In an era of changing evangelistic methods and cultural challenges, the Robert Coleman master plan of evangelism remains relevant by emphasizing timeless biblical principles. It encourages a return to relational and discipleship-driven evangelism, countering trends of superficial or mass evangelism.

Frequently Asked Questions

What is the Robert Coleman Master Plan of Evangelism?

The Robert Coleman Master Plan of Evangelism is a strategic guide for spreading the Christian gospel, emphasizing personal relationships, prayer, and discipleship as key components of effective evangelism.

Who is Robert Coleman and why is his Master Plan of Evangelism influential?

Robert Coleman is a Christian author and missionary known for his book 'The Master Plan of Evangelism.' His plan is influential because it draws directly from the methods Jesus used to train His disciples, making it a practical and biblical approach to evangelism.

What are the main components of the Master Plan of Evangelism by Robert Coleman?

The main components include focusing on prayer, selecting and investing in a few key disciples, teaching through example, and gradually empowering these disciples to reach others, creating a multiplying effect.

How can modern churches apply Robert Coleman's Master Plan of Evangelism?

Modern churches can apply the plan by encouraging leaders to mentor a small group of committed believers, fostering deep relationships, emphasizing prayer, and equipping these disciples to evangelize and disciple others within their communities.

Why is discipleship emphasized in Robert Coleman's Master Plan of Evangelism?

Discipleship is emphasized because Coleman believes that effective evangelism goes beyond initial conversion; it involves nurturing and training believers to grow spiritually and to continue the work of evangelism themselves, ensuring lasting impact.

Additional Resources

1. *The Master Plan of Evangelism by Robert E. Coleman*

This classic book lays out the foundational principles of effective evangelism through the life and methods of Jesus Christ. Coleman emphasizes

the importance of personal relationships, discipleship, and intentionality in spreading the Gospel. It is a must-read for anyone seeking to understand and implement Christ's strategy for evangelism.

2. Evangelism That Works: The 21st Century Edition of the Master Plan of Evangelism by Robert E. Coleman

An updated version of Coleman's seminal work, this edition addresses modern challenges in evangelism while maintaining the original's core principles. It includes practical insights and contemporary examples to help readers apply the Master Plan in today's cultural context. The book is a valuable resource for church leaders and evangelists seeking relevant strategies.

3. Discipleship That Transforms: A Guide to the Master Plan of Evangelism by Robert E. Coleman

Focusing on the discipleship aspect of Coleman's Master Plan, this book explores how transformation through mentoring and teaching leads to effective evangelism. It highlights the process of nurturing new believers into mature followers who can then reach others. The book is ideal for those interested in deepening their discipleship practices.

4. Reproducing Leaders: Implementing the Master Plan of Evangelism

This book expands on Coleman's idea of reproducing leaders as the key to sustainable evangelism. It offers practical steps for identifying, training, and releasing new leaders within the church community. The author stresses the importance of leadership multiplication for ongoing Gospel impact.

5. Intentional Evangelism: Applying Robert Coleman's Master Plan in Modern Ministries

Designed for contemporary ministry contexts, this book adapts Coleman's principles to various cultural and societal settings. It provides actionable strategies for intentional outreach and relationship-building. Readers will find helpful tools for creating evangelism plans tailored to their unique ministries.

6. The Heart of Evangelism: Lessons from Robert Coleman's Master Plan

This devotional-style book reflects on the spiritual motivations behind evangelism, inspired by Coleman's teachings. It encourages readers to cultivate a heart for the lost and to engage in evangelism with passion and humility. Each chapter includes reflections and practical applications.

7. Mentoring for Multiplication: A Companion to the Master Plan of Evangelism

Focusing on the mentoring process, this book complements Coleman's work by detailing how mentors can effectively raise up new disciples and leaders. It offers guidelines for developing mentoring relationships that lead to multiplication of ministry efforts. Perfect for those involved in leadership development.

8. Evangelism in the 21st Century Church: Insights from Robert Coleman's Master Plan

This book examines how churches today can implement Coleman's strategies amidst technological advances and cultural shifts. It discusses digital

evangelism, community engagement, and cross-cultural outreach while staying true to the Master Plan's core values. A valuable resource for church leaders navigating modern evangelism.

9. *Building a Legacy of Faith: The Long-Term Impact of the Master Plan of Evangelism*

Highlighting the enduring influence of Coleman's work, this book showcases stories and case studies of churches and ministries transformed by the Master Plan. It emphasizes the importance of commitment, perseverance, and vision in creating a lasting evangelistic legacy. Readers are inspired to invest in generational discipleship.

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