**SHARING KEN CRAIG’S “THE BIG PICTURE OF THE BIBLE”**

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Intro.

A. Ken Craig’s “The Big Picture of the Bible” is a booklet published in 2009, and is a simple presentation of the true gospel. It can be purchased from Deward publishing at: [www.dewardpublishing.com](http://www.dewardpublishing.com). I suggest most congregations get a box of 128. There is a large price break if they are purchased in bulk. Check with Deward Publishing for details on quantity pricing.

1. The first 2/3rd of the booklet has been condensed down into a “flip chart” presentation which is designed to be presented in less than one hour. It is available in word format, printed two charts to a page for easy duplication. Just print out as many copies as you think you will need, cut in half, bind at the top, and you have one of the most practical and powerful tools available today for winning souls. More information about this later.

2. The Big Picture shows how the Old Testament and New Testament relate to one another and ties the whole Bible together in a clear and concise way. It is a very moving and persuasive presentation designed to move the “good and honest heart” (Lk 8: 15) to obedience to the gospel.

B. The lesson is getting rave reviews from most all who use it. It is resulting in God working an amazing increase of souls (I Cor 3: 6-7). Frankly, such **results demand respect!**

1. The stories I hear from others in the US, prison ministries, and from oversees work are absolutely astonishing. Ken Craig, the author, reports over the years he has had about a 50% response rate.

2 Personally, this Big Picture gospel lesson has the best response rate of anything I have ever used. Over the last four years the Lord has given increase with better than 50% of those that I have shared the message. As of this writing, in the past thirty-six months, approximately 56 precious souls have responded to the gospel. I have learned a lot through this process. This outline is an attempt to share what I have learned with others.

C. This outline on how to effectively share and train others on how to use the Big Picture will cover the following four areas:

**1. Why is “The Big Picture” getting such good results?**

**2. Methods of sharing and learning the material.**

**3. Tips for Success.**

**4. The importance of follow-up. If you can’t be a Peter, be an Andrew!**

**I. WHY IS THE BIG PICTURE GETTING SUCH SUPERIOR RESULTS TO OTHER METHODS?**

A. The focus is on where **the power is**…..the **gospel**; (Romans 1:16), rather than on the church, authority, or baptism.

1. Remember: **Baptism is the *response* to the gospel; it is not the *gospel.***

2. The constant use of the “five steps” (H, B, R, C, be baptized) confuses the two in a way that can blunt the gospel’s power. Many people go directly to the five steps before the seeker has even heard the gospel message and has a chance to touched by what Jesus did for him.

a. The “Big Picture lesson” discusses who and what God and Jesus have done, and why Jesus had to die first.

b. This way the prospect understands why the gospel is “good news” news BEFORE man’s appropriate response to the gospel is even discussed. Man’s response is saved for the end, as it should be; instead of being proclaimed prematurely. This is very important to understand.

B. The lesson also lays out the importance of following the one true gospel without talking negatively about other groups. However, the person should understand they cannot continue to worship with and support in good conscience a fellowship that ***does not teach the true gospel*** (Gal 1:6-12). This is a very important and powerful point that most readily grasp when they hear the lesson.

C. This approach is more ***practical.*** It does not try to teach “too much” before the gospel is presented and enables the soul-winner to “scatter the seed” (Lk 8:11) through an open door that otherwise would not be opened.

1. I used to easily set up studies for six weeks in a row, for a certain evening of the week, say Monday or Tuesday. In the 70ies and 80ies, it came rather easily! Now it is next to impossible. Why? ***Our society has changed!*** People are just ***too busy*** and fearful of confrontation and being pinned down.

2. However, people will often agree to just one less than an hour presentation of “The Big Picture.” Folks like a “bottom line, Reader’s Digest approach” to things today. Helping someone to “get their arms around how the whole Bible fits together” is no exception.

3. Dan Degarmo, a very successful soul winner, is simple***: “Would you give me an hour of your time for me to share my faith with you?”*** (Those are their ***17 magic words***)! Use whatever is most comfortable for you. But even more important than *your comfort*, is the fact that your friends and neighbor’s most often will find this approach is more comfortable *for them*!

D. This approach is a simple, and should be easy to **“duplicable.”** The potential is exciting! Every evangelist is charged with the work of “equipping the saints for the work of service” (Eph 4:12). Providing this set of flip charts to church members and training members in how to use this evangelistic tool successfully is one of the best ways I know of to help church members become soul-winners for Jesus.

1. Remember, it is God’s plan that all Christians become a part of a royal priesthood (I Peter 2:9). The NT church is to consist of a priesthood of all believers (I Peter 2:9); serious about blessing people with the gospel (Heb 5:12).

2. These flip-charts can be placed in a believer’s Bible once they learn how to use them. It will take practice and some role-playing, but once mastered each believer is “ready to give an answer for the hope that is within them” (I Peter 3:15).

3. Christian soldiers need to be trained and equipped with effective tools to share a powerful message. This will reduce fear and empower folks to get out of the way and let the gospel shine through!

4. Keep in mind that Ken Craig is not a super salesman or especially eloquent of speech. He does a fine job in presenting the material; but he is not a preacher or professional motivational speaker. He is an elder and a business man.

a. Anyone who sincerely shares “The Big Picture” is getting great results if they do so with a sense of ***passion and care***. There is no need to possess a great speaking ability. In fact, this is best presented one-on-one across a kitchen table!

1) I am reminded of Moses who objected to God’s call for leadership because “he was of slow speech and of slow tongue (Ex 4:10).” God’s answer was something that applies to all of us today. So the LORD said to him, "Who has made man's mouth? Or who makes the mute, the deaf, the seeing, or the blind? Have not I, the LORD? Now, therefore, ***go, and I will be with your mouth and teach you what you shall say"*** (Ex 4:11-12).

2) Also Paul, whom the Lord used in a great way, even though he told the church at Corinth that he did not come with “great eloquence of speech” ( I Cor 2:1; Exodus 4:10).

b. Why did God use the likes of Moses and Paul? To demonstrate the fact that a great harvest is obtained because the power of God is found in God’s word, which is the seed, (Lk 8:15) not the sower!

c. These facts should make everyone feel better about learning and sharing the “Big Picture” lesson! Keep in mind; it does not have to be perfect. It is not about *you*!

E. This is about the clear and ***powerful gospel truth*** that people need to hear! God intended for it to be eventually shared by all believers (Heb 5:12) and not left up to an elite few. Yes, it is a process that can be duplicated in others, so let’s get to it!

**II. Methods of Sharing and Learning the Material**

A. Take a copy of “The Big Picture Booklet” and read it over in one sitting. Get familiar with it.

B. Keep your objective in mind—to get to the “next level” of learning.

1. The **first level of learning** is: ***“I understand, I get it, I agree! That makes sense.”***  However, that does not mean necessarily that you will be able to explain it well to someone else.

2. The **second level of learning** is where ***you know it well enough to share with someone else comfortably in your own words!*** The goal is for every baptized believer to eventually get to the point that they are at level two! Be patient. You can do it!

C. You may want to get familiar with the “Big Picture of the Bible” as I have presented them from the pulpit. The latest version of these that match the most updated version of the flip charts can be downloaded from the Johnson Avenue church website: www.jacofc.org. Go to the Evangelism/Sermons tab at the top of the page, and then to the Featured Series tab, and then to the “Big Picture of the Bible” tab for a number of important Big Picture of the Bible resources. You can also go to www. kirklandchurchofChrist.org and go to All Media/Sermons and scroll down to June 2, 2013 and you will find three important lessons on the Big Picture there. There are also lessons on “Four Simple Things We Can Do to Reach the Lost,” “Overcoming the Fear of Rejection,” “The Greatness Need,” “If it is to me it is up to me, ” and other motivational lessons listed on the site.

1. I suggest you sit down with the flip charts and follow along as you hear me go through them. This will enable them to become very familiar to you. Regular practice and repetition will help you get to the “level two” of learning quickly. The plan of course is to listen to the lessons with the idea of learning it well enough to share with those on your prospect list!

2. The more you know about what you are sharing, the more confidence you will have in sharing the lesson.

D. Power point versus use of the Flip-charts. Which is best?

1. Dan Degarmo uses the Power Point presentation and takes his lap top everywhere he goes. The Power Point has also been used effectively in prison ministries. Lyle Graddon, an elder at Kirkland, has made a pdf file of the power point slides and transferred it to his ipad for easy viewing. If you would like a copy of the actual Power point presentation, or a pdf version, email me at [brenthunt@aol.com](mailto:brenthunt@aol.com) and I will be more than happy to send you an email attachment. None of these resources, except the Ken Craig, “Big Picture of the Bible” booklet itself, are copy- righted. They are available to be used by soul winners everywhere to the glory of God!

2. The author, Ken Craig, says he never uses his laptop (except to teach Christians) but instead uses a flip chart. I have put together my own version of a flip chart with study guide notes underneath each chart to make them easy to share. These can be easily printed out from a word document. I recommend that congregations use these flip versions for the members to use. As mentioned earlier, you can print them out from the Johnson Avenue website. Color copies at FEDX in San Diego cost about $20.00 a piece. The black and white versions can usually be done for $7.00 or $8.00 a piece and work fine, especially as a simple tool for learning.

3. Personally, I like the flip charts because they can be used anywhere and are so easily placed in one’s Bible as a tool to use at any time! The fact they are *less professional* and polished may even be to the teacher’s advantage.

a. Practice sharing the material with the flip charts until you are very comfortable. Role-playing is the best way to learn. Get with someone who is really good at it to schedule one-on-time with you. They will be able to offer a helpful critique of how to present the lesson most effectively.

b. If possible, see if you can sit in on a “presentation” with someone who is experienced and has really got it down. There is nothing like being there to get the feel of how the lesson flows and works. We have successfully asked folks to join us for a small group Big Picture presentation, so they are not alone, and those present are mostly Christians there to watch the presentation done by an experienced presenter.

c. I suggest you listen to the mp3 files on your ipod when you are exercising or while you are in the car. Make it your own, but when you share it, keep it to a maximum of about 55 minutes.

E. Keep a bunch of ***“Big Picture Business Cards”*** on your person and pass them out as “Fishing Cards.” It is like casting out “bait” to discern who is interested.

1. This works best on folks you have come to know rather than complete strangers. But strangers are sometimes receptive as well. It takes very little time and effort to share these as you bump into people during your daily activities. One of our most recent conversions came from a lady who waited on us at Wells Fargo Bank, whom it turned out, knew one of our members.

2. The front of the business card simply states***: “The Big Picture of the Bible.”*** The back side is a picture of a man studying the Bible and a telescope (showing the idea of “The Big Picture”) which simply says: ***Understand how the Bible fits together and what the true gospel is all about in less than one hour!*** ***The Bible is the most popular book in history yet also the most misunderstood. I would love to present “The Big Picture of the Bible” to you at your convenience. Give me a call!*** Then there are blank lines for the soul-winner to place their name, phone, and email address. You can get a down loadable form of the Big Picture business card off of the Johnson Ave church of Christ website. They are no copyright restrictions. Use as you see fit. These definitely should be in color! You can download the files to make your own BIG PICTURE business card from the [www.buildeternalhomes.com](http://www.buildeternalhomes.com) website under BIG PICTURE FEATURED RESOURCES listed on the home page.

**Suggestion:** Once you get a commitment from someone using the business cards, consider asking if someone else can join you who has indicated they want to learn the Big Picture, if you are not able to use the small group method mentioned above.

1. We formed a ***PP & P group at Johnson Avenue (“Peter, Paul, & Priscilla group”)*** to give special help and encouragement to those who really want some special support and encouragement in learning and sharing the lesson. Once they feel they are ready to do Big Picture presentations, we put them on a ***“Big Picture Presenters List.”*** These individuals agree to be on call to share the Big Picture lesson by appointment.

2. Not everyone will be willing or able to learn the Big Picture and share it with others. That is fine. Not everyone has the same level of confidence or talent. The rest of the congregation becomes part of the ***“Andrew Group.”***

a. These follow the example of Andrew who learned about Jesus and told his brother, Simon Peter***, “We have found the Messiah. He then brought Peter to Jesus.”*** (See John 1:41-42 ). Every Christian should get familiar with the Big Picture lesson and help to talk up the “Big Picture” presentation.

b. Once they get someone interested in hearing the presentation, they go to someone on the PP&P group list and see who is available to go with them with their prospect and do the presentation. Hopefully, eventually, after hearing the presentation several times, members of the ***Andrew Group*** will be ready to move up to the ***PP&P Group***!

c. See more about responsibilities of the ***Andrew Group*** under the section on the importance follow-up.

3. **Evangelism in the 21st Century is a team effort!** (See the attachment: “Lessons from Geese.”)

**III. TIPS FOR SUCCESS**

A**. Share with as many people as possible!** Remember: This is a prospecting, sorting type of opportunity. Don’t over analyze, or prejudge people’s interest; just look for opportunities to present the Big Picture!

1. By making the presentation, you find out by their response, their level of their interest. In short, it is foolish to waste six weeks only to find out at the end of the studies that they have no real interest in making a commitment to serve the Lord! I have had numerous times where the person simply responds, “Well that’s interesting.” At best they only had an intellectual curiosity in the presentation.

2. Our job is to “scatter the seed” on as much ground as possible and see what happens according to the parable of the sower (Lk 8:5-15). The results are often amazing! We do our part (sharing the gospel) and then let God do His part (with their heart). In the book of Acts, the most common example we have is a single presentation of the gospel followed by a response. The best example is the Philippian Jailor in Acts 16. He was a raw pagan, he knew next to nothing, but after hearing the gospel they took him out and baptized him immediately (Acts 16:33). **We are on solid Biblical ground with this approach.**

3. The “Big Picture booklet” is helpful for follow-up after an oral presentation but not particularly effective as simple reading material. The gospel is to be preached or shared personally, one on one whenever possible. So, look for an opportunity to sit down with someone to share the message personally, in less than one hour!

1. Resist taking the easy way out. Do not use the booklet as a tract and ask folks to read it on their own time. This rarely works.

2. The power of the gospel shines through when it is presented by a ***saved person who does so with passion and sincerity!***

B. An important key is to not focus on having a *Bible study*, but simply seeing if they will **listen to a presentation of the gospel.**

1. The seven magic words: ***“Would you study the Bible with me”*** have changed.

2. It is now the fourteen magic words***: “Would you let me present the ‘Big Picture of the Bible’ presentation to you?”***

a. Why is this so effective? This keeps it from being perceived as being *confrontational.* This is to be non-threatening and non-combative.

b. **Remember:**  *“The Lord's bond-servant must not be quarrelsome, but be kind to all, able to teach, patient when wronged, with gentleness correcting those who are in opposition, if perhaps God may grant them repentance leading to the knowledge of the truth”* (II Tim 2: 24-25).

C. ***Avoid getting into arguments.*** Simply encourage them to hear the presentation through, then determine whether or not it makes sense to them. Deflect any questions until after the presentation is complete (unless it is something they don’t understand).

D. Always make sure you get the prospects “spiritual journey” or salvation experience (if they have one) first….

1. ***If you were to die tonight, or the Lord were to come, is your life to the point where you are 100% confident that you would be right with the Lord?***

2. If they say “no” – then say that is okay***. Salvation is not up to fate or chance but based upon choice.*** The Big Picture presentation will help you to understand what you need to do and what your choices are if you wish to be right with God.

3. If they say “yes” --- or more likely…. “I hope so, or I think so” then say, okay…. ***“Tell me about your spiritual journey.”***

a. Take out a 3” by 5” card and ask them if you can write down their spiritual journey as it is very important to you to get this right.

b. Then go through the process of finding out what they have done and at what point they felt they were **SAVED, HAD HOPE OF HEAVEN, THEIR SINS WERE FORGIVEN, AND THEY WERE A CHRISTIAN.**

1) Many will say when they “asked the Lord into their heart.” Whatever they say, write it down and ask, “Is that right?”

2) Then ask if they have ever been baptized. Many will say, “Yes, about a week after I was saved.” Write down what they say the purpose of the baptism was and put the card back in your pocket.

3) You may need to refer back to this later at the end of the lesson. I find it important to get an objective answer to this question before they learn what the Bible has to say about the subject.

4) The writing down of their salvation experience should be low key. You will notice that “The Big Picture” does not include baptism in the original quotation of the great commission. Again, the idea is to not discuss or stress baptism until after they have heard the gospel.

c. Ken Craig and others wait to ask this “Are you saved?” question before they get to Romans 6 discussion towards the end. That works too. I prefer to start the conversation with this “spiritual journey” discussion. You do whichever you find the most comfortable. (None of this is part of the one hour time frame used for the presentation. That starts after the salvation experience and the prayer before you begin the actual Big Picture presentation.)

E**. Say a prayer as you begin the study and ask for God’s blessings upon the study and that our hearts will be open and enlightened as we study God’s word.**

F. Make sure you get familiar with the **“Asking for a Decision”** outline on how to lead into letting the word of God extend the invitation after they have heard the gospel. If you would like a copy, it can be downloaded from [**www.buildeternalhomes.com**](http://www.buildeternalhomes.com)under the **Big Picture of the Bible Featured series** tab. Click on “Personal Evangelism 101” pages 95-98 or the “Asking for a Decision” word document which is also listed separately.

1. I give the person three chances to respond and then close with a prayer. Ken Craig gives the person two opportunities to respond. About 70% of Ken Craig’s responses come within two requests after they hear it. Each soul winner needs to use their own judgment as to how they encourage them to respond. I have had about 25% wait to respond until after the third opportunity to respond has been given, after additional teaching has been provided to help them make their decision.

2. Beloved, we need to be *politely persistent* and remember that “through the terror of the Lord we persuade men” (2 Cor 5:11) and “speak boldly what we ought to speak” (Eph 6:19).

3. Pray for wisdom (Jas 1: 5) as to how to work this out in your own soul winning!

4. While many are convinced of the truth initially they often need to go away and “count the cost,” before they respond. Others need to read through the entire Big Picture booklet, including “The Four Testimonies” (the last 1/3 of the booklet) before they are convinced. Everyone is different.

5. If the prospect responds that they are not even sure they believe in God, Christ or the Bible, set up a time to sit down with them and watch the DVD’s by Lee Strobel: ***A Case for a Creator, A Case for Christ, and a Case for Faith.*** They can be purchased from Amazon.com inexpensively and they are excellent resources to have on hand to help in teaching the lost and strengthening the faith of believers.

**IV. THE IMPORTANCE OF FOLLOW-UP. URGENT!** This is not a one-shot or “Dip them and leave them approach.” God Forbid. The Great Commission is twofold: Make a disciple, then ***“continue to teach them whatsoever things I have commanded you”*** (Matt 28: 18-20). In fact, the Divine imperative in the Great Commission is on the second teach, or on the need to disciple!

A. “The Big Picture” is a one lesson approach designed to teach about the king first, and then follow up immediately with lessons on the kingdom, etc. The biggest challenge with the whole process is keeping people faithful.

B. As a part of your follow-up, make sure you have an extra copy of the “Big Picture” booklet to present to the prospect as a gift. Write something personal in the front of the book. Do not give them your copy of the flip chart. There are a lot of personal notations to the presenter that makes it awkward to leave with the prospect. They will often ask, but do not give them the flip chart, instead present them with the nice color booklet done in a readable paragraph format.

C. The flip charts are abbreviated and only cover the first 2/3rd of the booklet. Tell them to read the booklet through carefully, notate the scripture references, and make sure they understand it thoroughly. It is great reinforcement after hearing the presentation!

D. The last part of Ken’s booklet on “The Four Testimonies” is there to do additional teaching if needed. It is often needed as a good follow up if the prospect has been ingrained with “faith only” teaching and is skeptical.

1. The Four testimonies information is in the booklet. I can provide you with a Power Point presentation of the four testimonies of the gospel if you are interested. Just contact me.

2. Practically, I have rarely found “The Four Testimonies” necessary as a part of the initial presentation. It works best when used as a follow-up second presentation later. Ken Craig also uses this approach.

E. Getting the new Christian to **take Berry Kercheville’s eight-week Home study course, “Arising in Newness Of Life”** plus asking them to listen to the “Searching for Truth” CD available through the World Video Bible School (www.wvbs.com) is helpful to assisting the person in their discipleship. Berry’s book is out of print, but I hope to have it available for free down load up on the Kirkland church of Christ shortly.

1. Berry’s work book gets them into the habit of studying and praying regularly as a new Christian. Very important! Make sure you get someone to help mentor and pair them up with the new convert to help teach and encourage them.

2. I also like to use the “Journey to Eternity” chart series by Mid McKnight, if there is time. I especially like his charts on the Bible and the New Testament church. The After Conversion chart found in this series is helpful as well.

F. Johnson Avenue has set up a follow-up “after care” program to make sure folks are assimilated socially. If new converts do not develop new friends in the congregation within the first three to six months, the chances are very high that they will fall away. **Getting the new members socially involved and assimilated into the congregation is very important.**

G. In summary, here are the responsibilities of the follow up ***Andrew Group:***

1. **INVITING.** Andrews help with “inviting” friends and neighbors to services and to hear the Big Picture.

2. **DISCIPLESHIP.** Andrews help with grounding and teaching new converts based upon the great commission’s instruction: Matt 28:18-20 “Teaching them to observe whatsoever I have commanded you.” Andrews help with the follow-up teaching! This frees up the ones on the front lines who share the Big Picture to do so.

3. **ASSIMILATION.**  Eph 4:15-16 “Every joint is to supply its several part.” ***Operation assimilation*** is what we call it. Hospitality is especially important to be shown to our new members.

4. **ENCOURAGEMENT.** Those who are aggressively doing evangelistic work need prayers and encouragement. The new converts need encouragement. Train and encourage the Andrews to be congregational cheerleaders of those who need it.

**BIG PICTURE RESOURCES:**

Here are the links to some Big Picture resources that are available now:

[www.buildeternalhomes.com](http://www.buildeternalhomes.com). This is the Johnson Ave church of Christ web-site. There are lots of audio lessons on evangelism on the site along with the Big Picture Featured Series Tab.

**www.embryhills.com/resources/plan-of-redemption**/ The Embry Hills church in Atlanta has the audio recordings available to stream under the heading the Plan of Redemption. You, or anyone else is welcome to post these as well. This is a DVD of Ken Craig presenting the material. You will find it interesting and helpful to meet the author of the Big Picture through this posted presentation of when he was at Embryhills presenting the Big Picture of the Bible.

**www.dewardpublishing.com** This is the site where The Big Picture of the Bible book can be purchased. Discounts are available for churches (or anyone) that purchase them in bulk.

**ADDENDUM:**

**Lessons from Geese**

“Lessons from Geese” provides a perfect example of the importance of team work and how it can have a profound and powerful effect on our evangelistic efforts. When we use these five principles in our personal, business and church life it will help us to foster and encourage a level of passion and energy in ourselves, as well as those who are our friends, associates or brothers and sisters in Christ. Please mediate on these principles and how they relate to either sharing the “Big Picture” or encouraging others to worship with us. Teamwork happens inside and outside of the church when it is continually nurtured and encouraged. Hope you find this helpful! *Brent Hunter*

**Lesson 1 - The Importance of Achieving Goals**

As each goose flaps its wings it creates an UPLIFT for the birds that follow. By flying in a 'V' formation the whole flock adds 71 percent extra to the flying range.

**Outcome:** When we have a sense of community and focus, we create trust and can help each other to achieve our goals.

**Lesson 2 - The Importance of Team Work**

When a goose falls out of formation it suddenly feels the drag and resistance of flying alone. It quickly moves back to take advantage of the lifting power of the birds in front.

**Outcome:** If we had as much sense as geese we would stay in formation with those headed where we want to go. We are willing to accept their help and give our help to others.

**Lesson 3 - The Importance of Sharing**

When a goose tires of flying up front it drops back into formation and another goose flies to the point position.

**Outcome:** It pays to take turns doing the hard tasks. We should respect and protect each other's unique arrangement of skills, capabilities, talents and resources.

**Lesson 4 - The Importance of Empathy and Understanding**

When a goose gets sick, two geese drop out of formation and follow it down to the ground to help and protect it.

**Outcome:** If we have as much sense as geese we will stand by each other in difficult times, as well as when we are strong.

**Lesson 5 - The Importance of Encouragement**

Geese flying in formation 'HONK' to encourage those up front to keep up with their speed.

**Outcome:** We need to make sure our honking is encouraging. In groups and teams where there is encouragement, production is much greater. 'Individual empowerment results from quality honking'