

## INTRODUCTION.

- A. Scripture text: **1Thessalonians 2:5-10.**
- B. There are "tricks to every trade" that are known to man. Paul gives us a few suggestions as how to be effective ministers of the gospel.
- C. This morning we want to look at some positives and negatives in our search for being profitable in our preaching.

## I. THINGS NOT TO DO.

- A. First, **we are not to use flattering speech.**
  - 1. The power of the gospel is foremost in the message itself, not necessarily in how it is presented (2Tim. 4:2-4).
  - 2. Paul warned Timothy that he might not fall into the trap of tickling ears instead of preaching the word. People may want their ears to be tickled with myths and fables, but it is the word of God that will save their souls
  - 3. Paul gives other warnings against flattering speech in place of the good news (Rom. 16:18; 1Cor. 1:17).
- B. Second, **we are not to have a pretext for greed.**
  - 1. It is not wrong to preach the gospel and receive a living from it (1Cor. 9:14), but it is wrong for the one who proclaims to preach just for the money.
  - 2. Preachers must preach for the salvation of souls (1Tim. 6:9,10; Ac. 19:24-28).
- C. Third, **we are not to receive glory from men as our reward.**
  - 1. If we are appreciated it is because we bring good news that is fine, but preachers should never preach as to please men, that is, to seek their approval (Mt. 23:28).
  - 2. Sometimes preachers are not liked because of false doctrine preached, but sometimes they are not liked because of the truth they preach (Jn. 5:44).
  - 3. And no messenger of the good news should ever feel rejected when their message is rejected. The one who wrote the message should feel rejected. We just carry the message to others.
- D. Summary:
  - 1. We preach not with flattering words to tickle ears.
  - 2. We preach not for money and material gain.
  - 3. We preach not to receive glory from men, but approval by God.

## II. THINGS TO DO.

- A. First, **be gentle.**
  - 1. We have heard, "you can get more with sugar than you can with salt." This is true in gospel preaching. People will respond to love much faster than guilt, condemnation, and negativism.
  - 2. The analogy Paul uses is that of a mother and her newborn. Great care, as to every detail, is used in a mother's care of their child after birth. So, we remember that in preaching we are dealing with people's souls.
  - 3. Let us be careful not to offend, but to encourage.
- B. Second, **show fond affection.**
  - 1. This goes hand in hand with v7 (1Th. 2:8).
  - 2. There is great strength in love and gentleness. When we are wronged and people reject our message only love and gentleness will allow us another opportunity to pierce a person's hart of sin.

3. Love also means that you will want the best for that person, even if it means pointing out the sin in their life. Remember Paul wanted to share his life with them and this would take into account when he persecuted the church.
- C. Third, **we must labor and endure hardship**.  
Preaching the gospel is not easy. The more effective we become at it, the more Satan will begin to thwart our efforts (1Th. 2:9).
- D. Summary:
  1. It takes work to be successful at anything, and preaching the gospel is no different.
  2. Thomas Edison endured hardship with 10,000 failures before he perfected the electric light bulb.
  3. We must endure much hardship as well to be effective evangelists in leading others to Christ.

#### **CONCLUSION AND INVITATION.**

- A. Paul also says (1Th. 2:10) that we should be devout, upright, and blameless in our lives before the believers (and the world as well).
- B. A clean life will only help us to spread the good news.
- C. Let us take these things to heart that we have studied, and become better messengers of God's word.
- D. Plan of salvation for non-Xians; erring Xians.