

## INTRODUCTION.

- A. Scripture text: **1Peter 2:9,10**.
- B. To sell the church is to interest others, hence, to induce one's a favor of the teachings, and ideas and salvation offered.
- C. People will want to buy the truth and sell it not when they are sold on the great value of the church and the word of God (Prov. 23:23).

## I. WE MUST GET THE ATTENTION OF THE PEOPLE.

- A. The apostles did this on Pentecost by speaking in tongues.
- B. We cannot do this today, and even when the church could it was not profitable for unbelievers. Prophecy was more important (1Cor. 14:19,23,24).
- C. Businesses today get our attention by using gimmicks, ads, slogans, and whatever means. The church can also do this to a degree.
- D. We can draw attention to the church by:
  1. A faithful life out of every member.
  2. A well-kept building and grounds.
  3. A cordial welcome to visitors and a friendly atmosphere, and a well-balanced feast of gospel preaching.

## II. INTEREST MUST BE CREATED.

- A. "Confounded," "amazed," and "perplexed" is found in Acts 2 as the reaction of the people.
- B. The things the church does must create good interest from the community.
- C. No bad publicity should emerge because of internal struggles or problems.
- D. Matthew 5:16 tells us how our light should shine into the world.
- E. This kind of light will make us like the city on a hill (Mt. 5:14).
- F. Nothing breeds success like success.

## III. THE PEOPLE'S CONFIDENCE MUST BE WON.

- A. Peter quickly, and decisively dismissed the charges about him and the apostles that they were drunk. Then by preaching from the OT to the Jews he was able to win their confidence.
- B. Sound, balanced, positive gospel preaching is needed to save the world as people would rather hear how to go to heaven than that they are headed for hell. People will build confidence in a church that is not hypocritical. Hypocrisy kills evangelism. Showing the world that the principles Jesus laid down in the sermon on the mount work in the face of trial, tribulation and persecution will build confidence in the unbeliever that his problems can be overcome.

## IV. A DEMAND MUST BE GIVEN BY PERSUASION.

- A. We need to have a persuasive tone in our voice when speaking about the church and what Christ offers.
- B. We are the salt of the earth and salt creates thirst. We are to create hunger and thirst on the part of individuals to be part of the church and a follower of Christ.
- C. Peter told the people they had crucified the one who is both Lord and X. Their reply was a question as to what they needed to do.
- D. We need to have an influence that others will be questioning us about the church and what they need to do to properly follow Jesus.
- E. We need to emphasize the:
  1. Divine nature of the church over man-made institutions.

2. It is the church which supplies all of man's spiritual, needs (Eph. 1:3).
3. The church gives the best opportunity to serve others.

**CONCLUSION AND INVITATION.**

- A. Philippians 4:13 says that we can do it.
- B. The word of God is powerful, and if we will present it in a way which is not offensive to it will convict and convert.
- C. Plan of salvation for non-Xians, erring-Xians.