

GO Georgia




Bullseye Preaching

**How to Build Sermons
That Connect With Every
Listener... *Every Time***

Georgia Baptist Mission Board

GO Georgia



THE SERMONATORS

**Eliminating boredom in the pew
and burnout in the preacher**

Georgia Baptist Mission Board



Why Do We Preach?

- ~~To Impress~~
- ~~To Inform~~
- ~~To Inspire~~
- **To Increase Faith in the Hearer**

Hebrews 4:2 “...*The message they heard was of no value to them, because those who heard did not combine it with faith.*”



Why Do We Preach?

Fundamental Faith Focus

Heb 10:38 The righteous shall live by faith

Heb 11:6 W/o faith it is impossible to please God

Rom 14:23

Everything that does not come from faith is sin.





“There can be no authentic obedience without faith, just as there can be no authentic faith without obedience.”



– Dr. Wayne McDill



Presuppositions

This Approach Presupposes...

- No replacement for prayer
- No replacement for dependence on Holy Spirit
- Good hermeneutics



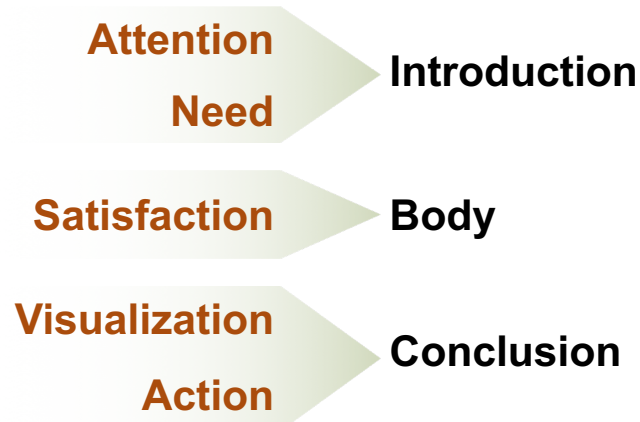


Distinctives

- Cuts through confusing methodologies
- Insures the Truth will penetrate
- Forces good organization of ideas



The Law of Motivated Sequence





Bullseye Sermon Development

The phase of prep where this comes into play:

- After the exegesis of the text
- After the main idea has been named
- After the basic principles (“points”) have been identified



Bullseye Outlining

Nailing the Big Idea and Your Preaching Points:

- Stake the Claim
- Fence It In
- Build it out (more stakes and fences)





Bullseye Sermon Development System


Powerful because it's based on how the mind catches ideas



The 4 Parts of The Listener


"If you aim at nothing, you'll hit it every time."







The 4 Parts of The Listener


- Intellect
- Imagination
- Reason
- Volition







The 4 Types of Material We Build

Intellect		Explanation
Imagination		Illustration
Reason		Argumentation
Volition		Application









“The test of a preacher is that his congregation goes away saying, not ‘What a lovely sermon!’ but ‘I will do something.’”

– Francis de Sales







Bullseye Preaching

The Preacher’s Aim in Each:


Explanation	Clarity
Illustration	Vividness
Argumentation	Plausibility
Application	Practicality




 **Bullseye Preaching**

Desired Response in the Listener


Explanation	Understand
Illustration	Imagine
Argumentation	Accept
Application	Decide



 **Bullseye Preaching**

Desired Response in the Listener

Explanation	<i>“I understand it”</i>
Illustration	<i>“I see it”</i>
Argumentation	<i>“I believe it”</i>
Application	<i>“I will do it”</i>





Bullseye Preaching

My Functional Role at Each Level

Explanation

Teacher

Illustration

Storyteller

Argumentation

Debater

Application

Counselor





Bullseye Preaching

The Law of Inverse Proportion in Persuasion:
*The more effort I put to persuasion, the
less effort required at decision*



Deep Dive!

