

# Three Ways to Persuade

Message Series –

Ambassadors For Christ –

Faith In The Marketplace

## CHRISTIAN APPLICATION

[Act 19:8](#) And he went into the synagogue and spoke boldly for three months, reasoning and **persuading** concerning the things of the kingdom of God.

[Act 28:23](#) So when they had appointed him a day, many came to him at *his*

lodging, to whom he explained and solemnly testified of the kingdom of God, **persuading** them concerning Jesus from both the Law of Moses and the Prophets, from morning till evening.

## **1) Ethos**

**Ethos uses trust, and focuses first on the speaker. showing the speaker as a person of integrity and good character.**

### **•Reputation**

**The reputation of a person depends on their past, and what is known and spoken about them. Note that although there is usually a close relationship between reputation and reality, this is not always so. Politicians, for example,**

**guard their reputation carefully, yet many still have skeletons in the closet.**

**Leveraging reputation often means reminding others of your illustrious past, perhaps through stories of your successes, of how you have helped others and been able to see the truth where others have not.**

## **•Character**

**Character paints you as a three-dimensional human, even with a few flaws (though these should not be important to the audience). It shows you as being subject to the same problems and pressures as other people. It says 'I am like you'. It also shows you as a person of virtue, who stands by their good values.**

## •Credibility

Credibility, depends both on expertize and how this is portrayed. If you want people to believe you, you must first show that you believe yourself.

To use credibility, position yourself as an expert. Talk as if you cannot be challenged. Show how others look up to you. Use powerful gesture, eye contact and so on to position yourself as a leader.

## CHRISTIAN APPLICATION

**Jos 15:18**

Now it was so, when she came *to him*, that she **persuaded** him to ask

her father for a field. So she dismounted from *her* donkey, and Caleb said to her, “What do you wish?”

☐ [2Ki 4:8](#)

Now it happened one day that Elisha went to Shunem, where there *was* a notable woman, and she persuaded him to eat some food. So it was, as often as he passed by, he would turn in there to eat some food.

☐ [2Ch 18:2](#)

After some years he went down to *visit* Ahab in Samaria; and Ahab killed sheep and oxen in abundance for him and the people who were with him, and persuaded him to go up *with him* to Ramoth Gilead.

☐ [Pro 25:15](#)

By long forbearance a ruler is persuaded,  
And a gentle tongue breaks a bone.

☐ [Jer 20:7](#)

O LORD, You induced me, and I was persuaded;

You are stronger than I,  
and have prevailed.  
I am in derision daily;  
Everyone mocks me.

☐  
Mat 27:20

But the chief priests and  
elders persuaded the  
multitudes that they  
should ask for Barabbas  
and destroy Jesus.

☐  
Luk 16:31

“But he said to him, ‘If  
they do not hear Moses  
and the prophets,  
neither will they be  
persuaded though one  
rise from the dead.’ ”

☐ [Luk 20:6](#)

“But if we say, ‘From men,’ all the people will stone us, for they are persuaded that John was a prophet.”

☐ [Act 13:43](#)

Now when the congregation had broken up, many of the Jews and devout proselytes followed Paul and Barnabas, who, speaking to them, persuaded them to continue in the grace of God.

☐ [Act 14:19](#)

Then Jews from Antioch and Iconium came there;

and having persuaded the multitudes, they stoned Paul *and* dragged *him* out of the city, supposing him to be dead.

☐ Act 16:15

And when she and her household were baptized, she begged *us*, saying, “If you have judged me to be faithful to the Lord, come to my house and stay.” So she persuaded us.

☐ Act 17:4

And some of them were persuaded; and a great

multitude of the devout Greeks, and not a few of the leading women, joined Paul and Silas.

▣ [Act 17:5](#)

But the Jews who were not persuaded, becoming envious, took some of the evil men from the marketplace, and gathering a mob, set all the city in an uproar and attacked the house of Jason, and sought to bring them out to the people.

☐ Act 18:4

And he reasoned in the synagogue every Sabbath, and persuaded both Jews and Greeks.

☐ Act 19:26

“Moreover you see and hear that not only at Ephesus, but throughout almost all Asia, this Paul has persuaded and turned away many people, saying that they are not gods which are made with hands.

☐ Act 21:14

So when he would not be persuaded, we ceased, saying, “The

	will of the Lord be done.”
<a href="#"><u>Act 27:11</u></a>	Nevertheless the centurion was more <b><u>persuaded</u></b> by the helmsman and the owner of the ship than by the things spoken by Paul.
<a href="#"><u>Act 28:24</u></a>	And some were <b><u>persuaded</u></b> by the things which were spoken, and some disbelieved.
<a href="#"><u>Rom 8:38</u></a>	For I am <b><u>persuaded</u></b> that neither death nor life,

**nor angels nor principalities nor powers, nor things present nor things to come,**

**[2Ti 1:5](#)**

**when I call to remembrance the genuine faith that is in you, which dwelt first in your grandmother Lois and your mother Eunice, and I am persuaded is in you also.**

**[2Ti 1:12](#)**

**For this reason I also suffer these things; nevertheless I am not**

ashamed, for I know whom I have believed and am persuaded that He is able to keep what I have committed to Him until that Day.

## 2. Pathos

- Pathos appeals to the emotions of the listener, seeking to excite them or otherwise arouse their interest.
- An effective way of arousing passions is in appeal to values. Tell stories of poor values, for example where innocent people are harmed.
- Use Ethos to show your own values and how you put others before

yourself. You can also work with their goals and interests or even challenge their beliefs.

- Language has a significant effect on emotion, and hot and cold key words (fire, child, anger, smooth, etc.) can trigger senses and feelings.

## CHRISTIAN APPLICATION

2Sa 3:35

And when all the people came to persuade David to eat food while it was still day, David took an oath, saying, “God do so to me, and more also, if I taste bread or anything else till the sun goes

down!”

 [1Ki 22:20](#)

“And the LORD said,  
‘Who will persuade Ahab  
to go up, that he may  
fall at Ramoth Gilead?’  
So one spoke in this  
manner, and another  
spoke in that manner.

 [1Ki 22:21](#)

“Then a spirit came  
forward and stood  
before the LORD, and  
said, ‘I will persuade  
him.’

 [1Ki 22:22](#)

“The LORD said to him,  
‘In what way?’ So he

said, 'I will go out and be a lying spirit in the mouth of all his prophets.' And the LORD said, 'You shall persuade *him*, and also prevail. Go out and do so.'

[2Ki 18:32](#)

'until I come and take you away to a land like your own land, a land of grain and new wine, a land of bread and vineyards, a land of olive groves and honey, that you may live and

not die. But do not listen to Hezekiah, lest he persuade you, saying, “The LORD will deliver us.”

2Ch 18:19

“And the LORD said, ‘Who will persuade Ahab king of Israel to go up, that he may fall at Ramoth Gilead?’ So one spoke in this manner, and another spoke in that manner.

2Ch 18:20

“Then a spirit came forward and stood before the LORD, and

said, ‘I will persuade him.’ The LORD said to him, ‘In what way?’

 [2Ch 18:21](#)

“So he said, ‘I will go out and be a lying spirit in the mouth of all his prophets.’ And *the LORD* said, ‘You shall persuade *him* and also prevail; go out and do so.’

 [2Ch 32:11](#)

‘Does not Hezekiah persuade you to give yourselves over to die by famine and by thirst, saying, “The LORD our

God will deliver us from the hand of the king of Assyria”?

[2Ch 32:15](#)

‘Now therefore, do not let Hezekiah deceive you or persuade you like this, and do not believe him; for no god of any nation or kingdom was able to deliver his people from my hand or the hand of my fathers. How much less will your God deliver you from my hand?’ ”

▣ [Isa 36:18](#) *‘Beware lest Hezekiah persuade you, saying, “The LORD will deliver us.” Has any one of the gods of the nations delivered its land from the hand of the king of Assyria?*

### 3) Logos

**Logos focuses first on the argument, using cool logic and rational explanation, as well as demonstrable evidence.**

## ● Evidence

Science and scientific proof are based on the use of empirical evidence. If you argue without evidence, a scientist would dismiss your argument as metaphysical (literally, outside the physical world).

Evidence cannot be refuted, as courts of law seek to demonstrate. If you show, then it is very difficult to deny without calling into question the validity of the evidence produced.

Evidence can include statistics, pictures and recounted experience (especially first hand). Pathos may also be evoked when giving evidence as you give it an emotional spin. Ethos is also important to establish the credibility of the witness.

## • Reason

Reason uses rational points that call on accepted truths and proven theories.

Where evidence does not exist, reason may still prevail. A common tool in reasoning is to link two items together, for example by cause and effect.

Reasoning often uses syllogisms, that include a major premise, a minor premise and a conclusion based on the combination of the two premises.

## OUR CHRISTIAN CONCLUSIONS

<a href="#">Act 26:28</a>	Then Agrippa said to Paul, “You almost <u>persuade</u> me to become a Christian.”
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<a href="#">2Co 5:11</a>	Knowing, therefore, the
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terror of the Lord, we persuade men; but we are well known to God, and I also trust are well known in your consciences.

☐ [Gal 1:10](#)

For do I now persuade men, or God? Or do I seek to please men? For if I still pleased men, I would not be a bondservant of Christ.

**Let's Pray!**

**Compiled By:**

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# Help-Feed The Hungry

**Mat 5:6** Blessed are those who hunger and thirst for righteousness, For they shall be filled.



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- Prayerfully
- Biblically
- Economically
- Practically

## Resources

<http://www.blbclassic.org/search/translationResults.cfm?Criteria=Persuading&t=NKJV&sf=5>

<http://www.blbclassic.org/search/translationResults.cfm?Criteria=PersuadED&t=NKJV&sf=5>

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[http://changingminds.org/disciplines/argument/making\\_argument/three\\_persuade.htm](http://changingminds.org/disciplines/argument/making_argument/three_persuade.htm)