

## Seven Steps in Reaching a Soul With Muscle and a Shovel

Make contact with a lost soul (*my personal goal is to meet one new soul every day [quickmart, gas station, grocery store, Home Depot, etc.]*)

1. "Do you believe in God?" [yes] "Do you believe that Jesus Christ is the Son of God?" [yes]

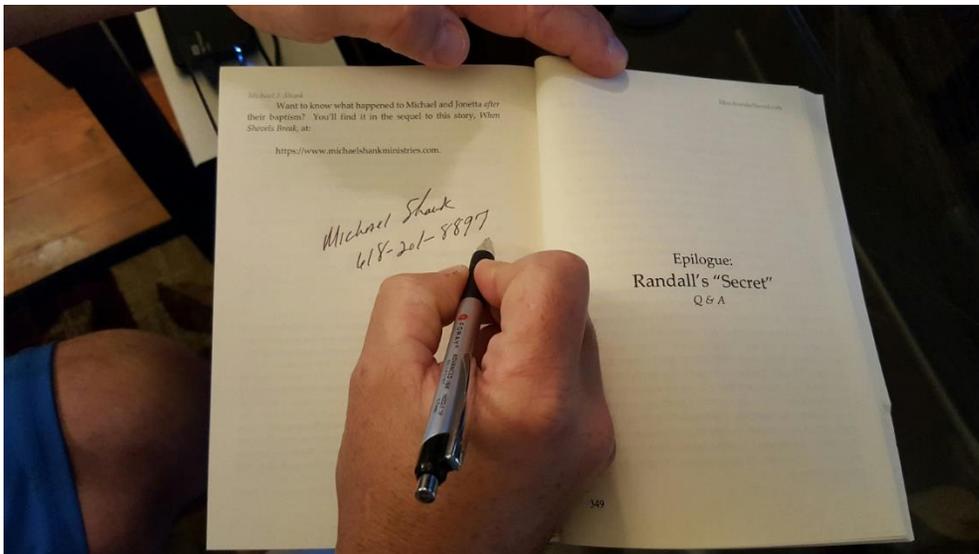
*(We cannot waste time with souls who have no belief. Atheists and Agnostics require a much different approach and study. Verifying their basic belief in the previously mentioned facts allows you to know who to spend your time with.)*

2. (Smile and be excited. Monotone or robotic is not attractive to any soul.) "Then I've got something that might change your life in the most positive way!" (Retrieve book & return to prospect.)

3. Say, "This is a story that will make your head spin - all I ask is that you read this entire story without skipping around. Will you give me your word you'll read it and give me your **honest opinion?**" [Yes]

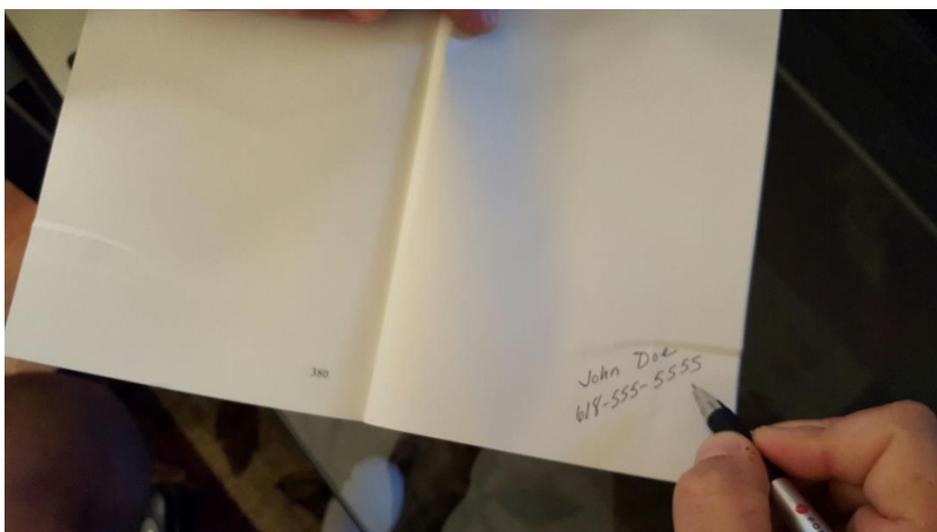
*(Every soul loves to give an opinion, and the previous question gives them that opportunity, but it also satisfies the human need to "help" another human.)*

4. Open the book and go to the end of the last chapter (*last page of Chapter 40, before the Epilogue*). Write your name and telephone number on that page while saying, "I'm so excited to know your thoughts - here's my name and telephone number. Will you **promise to call me** when you finish?" [Yes] (*SEE PHOTO #1: Your Name & Number*)



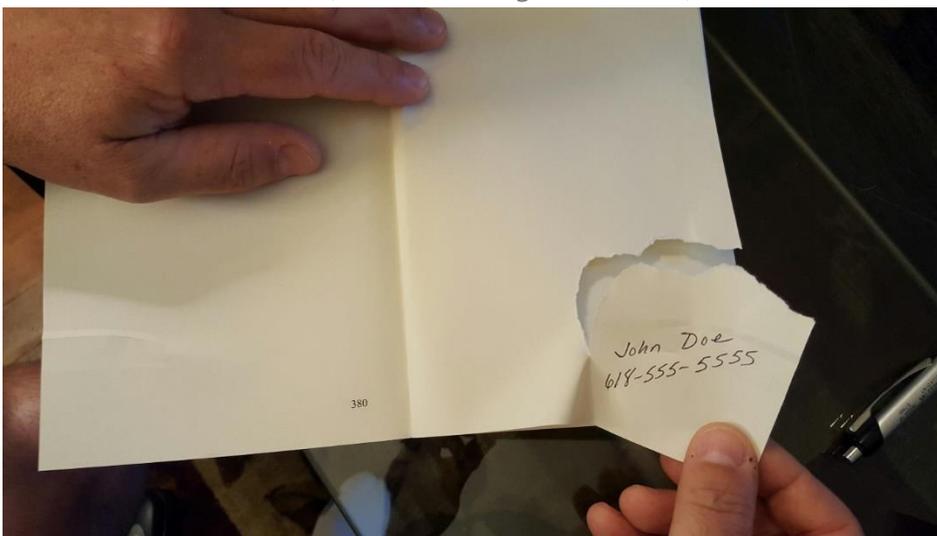
Your name and number (Step 4) *Write your name and number at the end of chapter 40.*

5. After writing in your name and phone number, flip to the very last page in the book (*blank page*) and ask them for their name and cell number **without looking up at them**. Write it down on the last page as they watch – this is a key component. I cannot emphasize enough how important this step is. (*SEE PHOTO #2: Their Name and Number*)



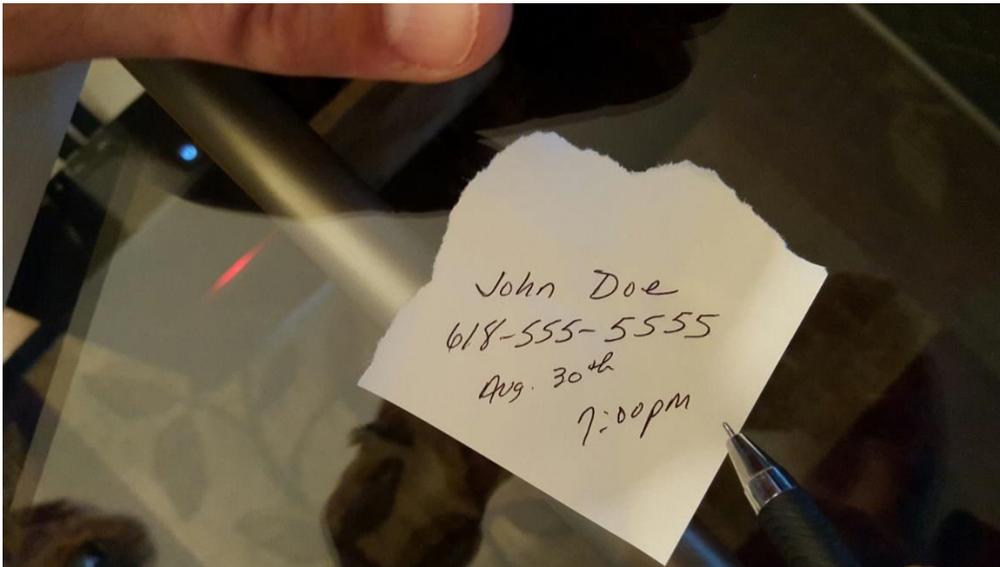
Their name and number (Step 5) *Write their name and number on the last page of the book (blank page).*

6. Tear out their name and number and say, "If I don't hear from you by \_\_ (schedule follow-up two weeks from the current day) \_\_, I'll give you a call to **find out what you think**. What time is best?" Write down the date and time, then tear it out of the book! **This action shocks people** and gets their attention. Hand them the book and pocket their name and number. (SEE PHOTO #3: Tear it Out)



Tear it Out! (Step 6) *Tear-out their name/number and hand them the book. Pocket their name.*

7. Shake their hand with a smile. Express how **thankful you are for their help in giving you their honest opinion**. This is another key. You are only asking for their honest opinion. No pressure. Calendar their name, number, and follow-up date. (SEE PHOTO #4: Date and Time)



Entry into your calendar (Step 7) *Calendar their name, phone number, date and time of your follow-up.*

NOTE: Be sure to carry a calendar and write down the prospect's name/number on the follow-up date. Keep the "torn-out" note in an envelope. Also write any pertinent notes in your calendar (i.e. date book given, prospect's family names, where you met, the prospect's religious affiliation, etc.)

### Why Does This Method Work so Effectively?

- People love to give their opinion
- People want something that might help them to change their life for the better
- People instinctively find satisfaction in helping others
- It is a very soft approach without any pressure
- When you take their name and number, they realize that they are now accountable
- "Tearing out" their name and number from the book creates shock in the prospect's mind, and the act also demonstrates your seriousness and commitment to them
- Accountability motivates people to read the entire story
- A specific date creates urgency in their mind; therefore, the book becomes a priority
- Your love, humility, respect, excitement, fervor and desire for their opinion creates a desire in that lost soul to live up to the expectation
- We MUST follow up. We MUST follow up. We MUST follow up.
- It is NOT enough to throw out a few books and "hope" that these souls will somehow get to the water. A seed sown must be watered, weeded, nurtured, fertilized and checked on.
- Randall does ALL THE WORK! You are inviting Randall into their home. He points them to the Word of God – the POWER IS IN THE WORD! Randall destroys their false doctrines and preaches the glorious gospel!
- The prospect can open their own Bible, study and read at their own pace, and compare the ideas in the story to their own Bible and to their own existing beliefs.

- You can have Randall employed in on-going Bible studies with dozens of lost souls simultaneously.
- The follow-up provides future opportunities for relationship building.

## This Method Provides Measurement

Rather than a “hap-hazard” approach (i.e. giving out books with no names, numbers, or follow-up dates), this method puts the control back into your hands. It is also incredibly soft, as well as very easy to do. It is seven simple steps that are easy to memorize and easy to employ.

The method gives you, the soul winner, a system by which you can set goals, budget for the evangelistic tools (books) needed, and provides a focus-of-mission. It also enables a way of measurement. Statistical results reveal the following:

- Approximately 1 out of 12 souls will desire **baptism** into Christ immediately.
- Approximately 3 of the 12 souls will ask questions and agree to a one-on-one **Bible study**.
- Approximately 6 will state that they have **not yet read or finished** the book, which gives you the opportunity to schedule a new follow-up date and renew the commitment.
- Approximately 2 will state that they did not like the book, which gives you the opportunity to ask reasons why and/or schedule a date to pick up the book. **Thank them** for their honest opinion!

- |   |                                                                  |
|---|------------------------------------------------------------------|
| 1 | Conversion (now they will go and evangelize by your example)     |
| 3 | Bible studies leading to more conversions                        |
| 6 | Not finished (reschedule follow-up)                              |
| 2 | Not for me (thank them for their opinion and retrieve your book) |

## Should You Be Genuinely Excited?

Absolutely! You should be more excited about the gospel of Jesus Christ than ever before! Why? There are several good reasons why you should have a renewed sense of zeal and excitement for the Lord Jesus Christ, His precious blood and His blood-bought body, the church. Christians have never before had such a host of platforms to reach souls (Facebook, Twitter, email, blogs, etc.). We have never had such a variety of soul-reaching gospel tools (DVD’s, tracts, books, CD’s, etc.).

Regarding your use of Muscle and a Shovel as an evangelism, approximately 800,000 copies of Muscle have been distributed worldwide (as of August 2016). The Shank family has heard of approximately 52,000 baptisms into Jesus Christ as a result of God’s power and grace in using this humble tool called Muscle and a Shovel. To God be all honor, praise, credit and glory!

Muscle and a Shovel is a flawed, humble, man-made evangelistic tool. It is just a tool to help people remove the blinders of religious error. It puts forth the pure gospel of Christ, reveals the first-century church of Christ, and helps the soul to see God’s plan of salvation.

The method outlined above has been practiced for the past few years by many, including myself, with tremendous success. The method began with Shane Otts, and he has perfected the approach. It is outlined in detail in his book, *How to Use Muscle and a Shovel Effectively*. Shane has baptized over ninety souls using this method with all honor and praise to God! Maybe we should call this approach the Otts Method. This is not said to glorify Shane, but to merely share his method of success. Friend, I hope you will be greatly encouraged, because you can go and do likewise!

I pray that you, dear brother or sister in Christ, will share this method with every brother and sister in Christ. I pray that you will take the minimal amount of time and effort required to use this method, for you will change countless lives for eternity. I pray that our Father will renew your mind, your heart, your soul and your spirit through the Word for Jesus Christ's message of hope and eternal life in Him.

Brother and sister, you are the hands, the feet, and the mouth of Jesus Christ. God uses His people to accomplish His will. Is this really true? The Bible answers the question. When Saul of Tarsus was stuck down by Jesus Christ on his way to Damascus (Acts chapters 9 and 22), Saul asked the Lord, "What shall I do, Lord? (Acts 22:10)" Jesus replied, "Arise, and go into Damascus; and there it shall be told thee of all things which are appointed for thee to do." Who "told" Saul of all the things he was appointed to do? A man by the name of Ananias (Acts 22:12-16).

Jesus Christ used a mortal, flawed, feeble human man to do His good will. Ananias taught Paul. Friend, you are today's Ananias. While you and I have not had Jesus Christ speak to us in a vision, or tell us to receive and teach a specific person, the principle that our Lord uses His people is found throughout the Bible.

May our Father God light a fire in your heart for this lost and perishing world, and may you respond by spreading the gospel to all whom you contact.

## Memorize the Method: 7 Basic Steps

1. Do you believe in God and Jesus Christ?
2. Got something for you
3. Here's a book for your opinion
4. Your name and number in book
5. Get their name, number, date and time of follow-up
6. Tear it out
7. I'll be calling for your opinion

For more information, evangelism tools, or to contact Michael Shank, please visit:

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