



## Journey Toward Salvation

Where does their *journey* begin? In many cultures people have no concept of God. Or they may have taken on ideas that are far from God as is learned of him in the Bible. To understand their need for a savior, they need to understand their condition before a holy God. Their journey may begin with truths from God as described in Genesis. Not only do they need to increase their knowledge but also may first need a change of attitude.

The team working on the Turkish-language *Men of Courage* project used the scale below to chart the attitude and knowledge of two potential men from their audience. They looked at what media content and face-to-face interaction might be needed to help these men come closer to Christ. Many media forms and expressions will be useful in helping men to take the next steps. **Pray for this team as they are testing their media and interaction channels before launching their program in January!**

(The photos are stock images that represent people from the audience.)

### Audience Focused Contextualized Content Chart (AF3C)

COLD audience (interest wise)				WARM audience (interest wise)				HOT audience (interest wise)						
												+6: Continuing growth	Share / express	Discipleship
												+5: Aware of Responsibilities		
												+4: Knowledge of God's Kingdom	Obey	
												+3: Knowledge of Adoption		
												+2: Experience of God's Love		Study
												+1: Initial knowledge of Father God		
-5: Hostile	-4: Reject	-3: Resist	-2: Tolerant	-1: Curious	0: Amazed	+1: Desires		+2: Considered	+3: Eager	+4: Dedicated		-1: Grasp Implications / Aware of Cost	Decide	Outreach
												-2: Aware of Personal Need	Explore	
												-3: Aware of Basics of Gospel	Remember	
												-4: Interested in Jesus	Notice	
												-5: Aware of Jesus	Unaware	
												-6: Wonders if God can be known		
												-7: Vague Awareness / Belief in God		
												-8: God Framework		
												-9: Experience of Emptiness		
												-10: No God Framework		

## Journey To Your Inbox



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