



Beyond Awkward: When Talking About Jesus is Outside Your Comfort Zone

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Getting Beyond Awkward

Let's face it: talking about Jesus with unbelievers is generally outside the comfort zone of most Christians. Perhaps previous attempts at evangelism have not gone well. Maybe talking publicly about one's faith seems out of sync in a culture where faith is considered polarizing or privatized. Or it could be the fear of being viewed as a pushy evangelist that keeps believers silent.

Whatever difficulties Christians may have with evangelism, experienced evangelist Beau Crosetto is here to help. In *Beyond Awkward*, Crosetto offers himself as a personal evangelism coach: upbeat, honest and contagiously enthusiastic about helping the faithful push through awkward moments in order to experience the joy of leading someone to Jesus.

"People who step out and follow Jesus into witness understand that because God is sending them, the reward outweighs the risk," Crosetto says. "If you believe God is in the business of releasing incredible joy into people's lives, you will take on more awkwardness for the sake of seeing others encounter Jesus."

Crosetto has plenty of experience "taking on the awkward" and leading people to faith. For the last eleven years, he has served with InterVarsity Christian Fellowship (IVCF) in California, working at San Diego State for seven years before relocating to Los Angeles to plant new IVCF chapters among Greek fraternities and sororities on seventeen campuses. Crosetto has also partnered in planting the church Vineyard Underground in Los Angeles with fellow InterVarsity staff member James Choung. He also has a MA in evangelism and leadership from Wheaton College and is the founder of the missional blog *Release the APE*.

As opposed to demonstrating the truth of Christianity through rational proofs, Crosetto urges believers to vulnerably share their own transformational stories, highlighting the difference that Jesus makes in a person's life. "Showing how Jesus is transforming us trumps any argument. Our job in this experienced-based culture is to show people that Jesus works and changes us," he says.

Crosetto is also quick to highlight the critical role of the Holy Spirit in evangelism. "The reality of being a witness is that God sets up moments between his witnesses and seekers. It is our job to step into these moments and share the gospel," Crosetto says. By studying Scripture and cultivating an inner posture of attentiveness, believers can be led more easily into spiritual conversations with those the Holy Spirit has already selected.

With plenty of stories and engaging examples, Crosetto helps believers walk the fine line between remaining unhelpfully passive or becoming too pushy in their conversations with unbelievers. In the spirit of evangelism classics such as *Out of the Saltshaker*, *Beyond Awkward* serves as a heartening primer on how to do evangelism in today's culture.

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