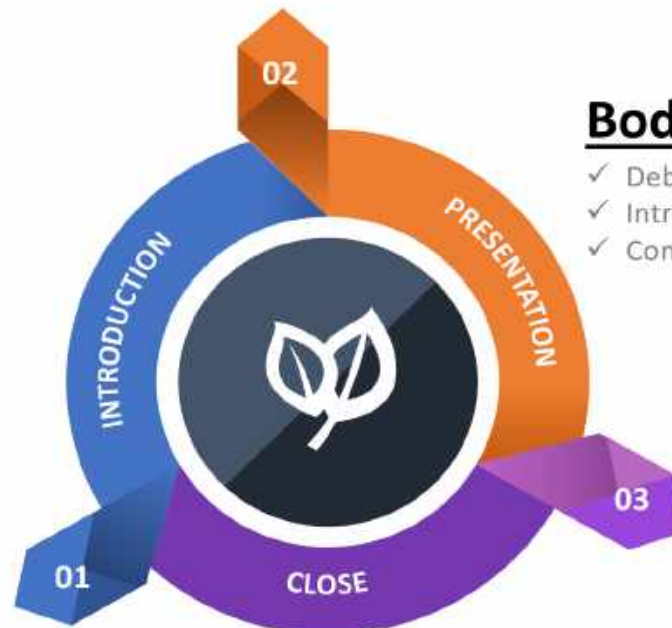


Presentation Strategies Of The Apostle Peter

Introduction

- ✓ Opportunistic: TIMING
- ✓ Frame The Presenter
- ✓ Clarify The Target



Body of the Presentation

- ✓ Debunk False Beliefs / Major Objection
- ✓ Introduce The BIG PROMISE
- ✓ Contrast their error with truth

Close The Deal

- ✓ Hand hold (Next Steps)
- ✓ Promise (Guarantee)
- ✓ Seal the deal (Social Proof)

OPEN WITH IMPACT!

- “When the day of Pentecost came, they were all together in one place. **Suddenly a SOUND like the blowing of a violent wind** came from heaven and filled the whole house where they were sitting.
- **THEY SAW what seemed to be tongues of fire** that separated and came to rest on each of them. All of them were filled with the Holy Spirit and began to speak in other tongues as the Spirit enabled them.”
(Acts 2:1-4)
- There was a dramatic display of SIGHT and SOUND that validated what Peter was about to say.
- It set the stage for what Peter was about to preach.
- In practical terms, that’s called “FRAMING”
- Fourfold Witness





Opportunistic Marketing

- ***“Now there were staying in Jerusalem God fearing Jews from every nation under heaven.”*** (Acts 2:5)
 - This presentation didn’t happen in obscurity.
 - It was timed to occur at a feast time when Jews from around the world gathered.
 - Opportunistic marketing can take many forms... Tie your offer into a special season (i.e. Christmas) or event (i.e. Super Bowl)
- ***“When they heard this sound, a crowd came together”*** (Acts 2:6)
 - The intro should grab their interest, draw a crowd, secure an email address, etc.
- ***“in bewilderment”*** (Acts 2:6)
 - Literally “to confound”, as in “they haven’t heard this before!” It’s not the same old, same old. What is THIS about?!?!?!?

Gain Attention, Interest

- ***“because each one heard their own language being spoken.”*** (Acts 2:5-6)
 - Speak their language. Use lingo they understand. When you use high minded terms, people aren’t familiar with, you tend to lose them. Make your words relatable.
- ***“Utterly amazed, they asked:”*** (Acts 2:7)
 - Arouse curiosity
- ***“Aren’t all these who are speaking Galileans?”*** (Acts 2:7)
 - Makes them question what they already know. It challenges their assumptions.



Make them want to know HOW

- *“Then HOW is it that each of us hears them in our native language? Parthians, Medes and Elamites; residents of Mesopotamia, Judea and Cappadocia, Pontus and Asia, Phrygia and Pamphylia, Egypt and the parts of Libya near Cyrene; visitors from Rome (both Jews and converts to Judaism); Cretans and Arabs—” (Acts 2:7-11a)*
 - There’s a need to know that what you are doing is legit and for real. Show me HOW you did that.
 - If you promise something hitherto out of reach or unknown to a prospect, they will want to know HOW at some basic level, so they can accept your claim and move on.



Be Bold

- ***“We hear them declaring”***
 - DECLARING (not meekly suggesting), expound upon the virtues of your offer with confidence!
- ***“...the wonders of God”***
 - About the wonders (virtues) of your product, service or ideas. The magnificent, excellent, and wonderful things about your offer.
- ***“in our OWN tongues!”***
 - In their own language. Unique to them. Relate to them individually. (Maybe give examples that they can relate to)
- ***“Amazed and perplexed”***
 - As much as possible, amaze and astound. Must keep within the bounds of truth and reality.





Not Everyone Gets It

- ***“they asked one another, “What does this mean?”*** (Acts 2:11b – 12)
 - Arouse profound and personal application curiosity.
 - Notice that the first question they wanted an answer for was the “how” question. They wanted to know that it was legit and not a trick.
 - The second question they wanted an answer for, was what it meant for them. You want what you say to make them begin wondering what it means to them, what’s in it for them, (WIIFM) how will it favorably impact their life.
- **“Some, however, made fun of them and said, “They have had too much wine.”** (Acts 2:13)
 - Understand that there will always be scoffers.
 - Doesn’t even have to be similar. Just could have been a bad experience and they transfer their negative impressions onto you.

Bring The Team

- ***“Then Peter stood up”***
 - Standing implies importance. It also gives you clarity, portrays confidence and implies authority.
- ***“with the eleven,”***
 - Bring others into the equation, even if just by their presence or endorsement. Bring the team so to speak.
- ***“raised his voice”***
 - Answer with confidence and authority in your voice.
- ***“and addressed the crowd:”***
 - Unafraid to address the naysayers and begins to answer the crowd.





The “CALL OUT”

- ***“Fellow Jews and all of you who live in Jerusalem,”*** (Acts 2:14)
 - Clarifies WHO he is addressing.
 - For example, “If you’ve tried your own business and failed...”
 - “If you’ve ever wanted to find a Biblical way of selling but thought it doesn’t exist...”
 - “Attention seniors living in Florida...”

Debunk False Beliefs

- ***“let me explain this to you; listen carefully to what I say.”*** (Acts 2:14)
 - Creates importance and expectation. “Let me make this perfectly clear...” or “Let me remove any doubt or ambiguity”
- ***“These people are not drunk, as you suppose”.***
 - Peter debunks the objection (misconception) HEAD ON and denies.
 - Knock out the objections early “This is not one of those online get rich quick programs that no one except maybe the presenter actually makes money on...”
- ***“It’s only nine in the morning!”***
 - Supplies logic as to why objection is groundless. “10,000 satisfied clients can’t all be wrong about this”
- ***“But this is what was spoken of by the prophet Joel...”*** (Acts 2:15 – 16)
 - Redirects with quote from revered historical figure.
 - Learn to make good use of quotes. (I use Scripture or use trees)
 - Others can use highly successful and respected proof sources.



Establish Yourself As An Authority

“And it shall come to pass in the last days, says God, That I will pour out of My Spirit on all flesh; Your sons and your daughters shall prophesy, Your young men shall see visions, Your old men shall dream dreams. And on My menservants and on My maidservants I will pour out My Spirit in those days; And they shall prophesy. I will show wonders in heaven above And signs in the earth beneath: Blood and fire and vapor of smoke. The sun shall be turned into darkness, And the moon into blood, Before the coming of the great and awesome day of the Lord.” (Acts 2:17 – 20)

- Peter accurately quotes (from memory) the trusted historical source verbatim.
- By quoting Joel at some length, Peter establishes himself as an authority. He knows his stuff.





The BIG PROMISE

- ***“And it shall come to pass That whoever calls on the name of the Lord Shall be saved.”*** (Acts 2:21)
 - This answers the WHAT (WIIFM) question.
 - What does it mean to them?
 - It meant that if they called on the Lord, they would be saved!
 - That’s a big promise!

A man with long hair, wearing a white robe, stands in the middle of a dark, stormy sea. He is viewed from behind, looking out towards a bright, hazy horizon. The water is turbulent with white-capped waves. The sky is filled with dark, heavy clouds, with a bright light source breaking through near the horizon, creating a dramatic silhouette effect on the man's robe.

Focus Attention

- ***“Fellow Israelites, listen to this:”***
 - Now that Peter has demolished the objection, ***he again gathers their attention.***
 - He is also identifying with them by using the term “fellow Israelites”.
- ***“Jesus of Nazareth”***
 - Introduce your subject with clarity – straight to the point!
- ***“was a man attested by God”***
 - Attested means to be proven. Bring out your top proof source early.
- ***“to you”***
 - This proving did not take place in a foreign lab. It took place in front of them.

Demonstrate Potential

- **“by miracles,”** (*DYNAMIS: demonstration of power & ability*)
 - Jesus exceeded what was thought possible.
- **“wonders”** (*TERAS: something so strange causes you to watch, observe, pay attention to. It makes you wonder.*)
 - Jesus created wonder and awe with His deeds.
- **“and signs”** (*SEMELON: that by which a person or a thing is distinguished from others and is known*)
 - Signs distinguish you and your claims from all others.
 - Signs were considered proof sources. What are your proof sources?
 - Signs have messages. (Luke 1:62 Made signs to his father Zacharias what would John be called.)

