

## EVERYDAY LIFE

Thursday, September 18, 2008

**"You . . . are a letter from Christ, known and read by all."** 2 Corinthians 3:3 NIV

*"The message of your life must be consistent and uncompromised, the vocabulary understood."*

My thoughts today are, **"know your audience."**

Every newspaper, magazine, advertiser, product, and entertainment media carefully monitor their demographics by age, education, income, politics, and interests. They know that their **success is directly related to reaching their target audience.** Marketing is specifically targeted.

Political campaigns are either intriguing or irritating, depending on your political interest and amusement. I find the careful attention to opinions polls and the constantly changing numbers from focus groups and survey samplings to be something that only a politician could love, because they know that a single percentage point - or even a single vote - could make the difference.

You may have noticed how the candidates' advisors, strategists, and speechwriters tailor the candidate's theme and talking points to suit the audience they are addressing - whether blue collar, rural, professional, or scores of other special interests and differentiations. I am told this is the political strategy of micro-targeting. **They understand the need to know their audience.** They adapt their message to fit their audience, sometimes tempted - even advised - to change their message for political expediency or electability.

Since you are *"a letter from Christ, (to be) known and read by all,"* you must know your audience. But there is a vast and eternally important difference from what I wrote in the paragraph above. You and I need to know our audience in order to speak their language, identify with their needs and struggles, and **most of all, to accurately and effectively communicate the message that does not change.**

*"For God so loved the world that He gave His only Son so that everyone that believes in Him shall not perish, but have eternal life. God did not send His Son into the world to condemn it, but to save it. There is no judgment awaiting those who trust Him"* John 3:16-18 NLT. The methods of communicating truth may be adaptable, but the message of your life must be absolutely consistent - unchanged, uncompromised. **The means change as needed, the message never!** See 1 Corinthians 9:16-23 NLT.

Your life - each word, attitude, action, value, and expression - is the vocabulary of the message entrusted to you by God. *"For we speak as messengers who have been . . . entrusted with the Gospel - the Good News. Our purpose is to please God, not people. He examines the motives of our hearts."* 1 Thessalonians 4:3-6 NLT. Early in ministry, my Dad reminded me that my calling and profession was to handle the eternal souls of others with reverence and care.

**You life has a story to tell; let it be always about Jesus.** See 2 Corinthians 4:5 NIV. Paul was very aware of this sobering and eternal responsibility when he wrote of your being a steward of the Gospel of grace. *"Let a man consider us as servants of Christ and stewards of the mysteries of God . . . be found faithful . . . as each has received a gift, minister. . . as good stewards of the manifold grace of God."* 1 Peter 4:1-2/1Peter 4:10. Know your audience well; know your message better.

**My prayer for you is** to live purely, speak plainly, and communicate love simply.

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