

Peter's Public Relations Plan
I Peter

Introduction -Church work is the same wherever you go.

-Wherever you go, people seem to have the same opinion of Christians and the church.

I. Peter's P.R. Plan

- Peter's first letter contains a strategy, for the church to build up its image in any era.
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Strategy #1

I Peter 1:13-2:11

- The main accusation lodged against Christians is not about what they preach, it's what they practice.
 - There is no faking a genuinely holy life.
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Strategy # 2

2:13-25

- Our critical attitude is not what impresses people about us.
 - Good Christians are good citizens.
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Strategy # 3

3:1-8

- Few of us get to stand and speak on a "world stage."
 - People are not impressed by your doctrines they're impressed by how your doctrine affects your life.
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Strategy # 4 _____

3:13-4:19

- Christians have been persecuted in one way or another from the beginning.

- We need to remember that everyone in the world suffers.

Strategy # 5 _____

5:1-11

- Note that the final exhortation is to the elders and then to the flock they shepherd.

- Shepherds need to be faithful in their leadership; the flock needs to be faithful in following their lead.

Summary/Invitation

- Every church whether big or small has similar problems & challenges.

- Peter tells this church to take the spiritual “offensive.”

- Peter’s plan and my invitation are one and the same:

- Invite #1 *Renew* _____
- Invite #2 *Practice* _____
- Invite #3 *Make* _____
- Invite #4 *Learn* _____
- Invite #5 *Keep* _____

- Will you make this your plan for growth?
