

Study Guide

Message: *Becoming a Christian Influencer*

Messenger: Pastor Keith

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Scripture: Matthew 5.14 (NKJV)

Objective: to remind us of our call to influence those who touch our lives to follow Christ.

Message: *Becoming a Christian Influencer*

Definition: A Christian influencer uses their life to share their Christian beliefs, values, and teachings, so they can inspire or guide others to follow Christ.

Overall: Being an influencer is not optional. We're called to live countercultural life that radiates the light and truth of Jesus in a culture that's wandering in darkness. Matthew 5.14

Application:

1. Influencer's _____: Reference: Romans 10.1

Application: My heart's desire and prayer to God for _____ is that they may be saved.

Spiritual warfare: Christian influencers must take their calling seriously, recognizing that they operate in a spiritual battlefield where Satan's forces seek to control the world's systems to rebel against God. References: 1 John 5.19, Isaiah 6.8, Acts 19.13-16

2. Influencer's _____:
- a) Put on the whole armor of God (Ephesians 6.10-18)
 - b) Give no place to the devil (Ephesians 4.27)
 - c) Pray in the Spirit (Ephesians 6.18)
 - d) Use the Name of Jesus (John 14.13)

When the name of Jesus is used, demons react, not only to the name itself but also to the person using it, to see whether they have true authorization being under the authority of Christ through relationship with Him.

The attacks of the evil one:

- a) **Discourage** your faith
- b) **Deceive** you through lies
- c) **Distract** your mind
- d) **Divide** you from others
- e) **Destroy** your witness

3. Influencers build a _____:

Proverbs 18.10. The name of the Lord is a strong tower; the righteous run to it and are safe. (NIV)

- a) **Intercessor**: target list, who you want to reach
- b) **Identify**: what are the barriers (racial, religion, status, etc.)
- c) **Initiate**: build a strong tower that the saved and lost can run to it and build relationships based on truth and transparency through community groups, podcasts, social media, one-on-one friendships, bible studies...
- d) **Inspire**: Christlike life that is unshakable, protective, strengthens, and reliable, encouraging them to follow Christ

Application:

- 1. How does the idea of being ‘the light of the world’ influence the way I create content or interact online?
- 2. Are there areas of my life or social media presence where I might be hiding my faith instead of letting it shine?
- 3. Does my involvement in the culture send mix messages about my commitment to Christ?
- 4. Who in my audience needs to see the light of Christ through my posts, videos, or messages?
- 5. How can I actively encourage other believers to use their platforms to glorify God?
- 6. How do I maintain my own spiritual light, so it doesn’t grow dim while serving as a public influencer?
- 7. How can I measure the fruit of my influence in ways that honor God, rather than just counting likes or followers?