

**“The Heart of Evangelism (Part 1):
Four Essentials to Go M.A.D.”**

Esther 4:12-17

Four Dangers

1. Excuses
2. Helplessness
3. Apathy
4. Fear

I. Essential to realize the urgent hour

- A. Serving in the emergency
- B. Examples

II. Essential to realize unique privilege

- A. Esther's royal position
- B. Your royal position
- C. You are blessed

III. Essential to realize exclusive responsibility

- B. Our debt
- C. Example

IV. Essential to respond

- A. Challenge V.14
- B. Supplication
- C. Sacrifice

Conclusion

1. Which of the four essentials are you weakest in?
2. What action will you take this week to go MAD?

sent back this answer: “Do not think that because you are in the king’s house you alone of all the Jews will escape.”¹⁴ For if you remain silent at this time, relief and deliverance for the Jews will arise from another place, but you and your father’s family will perish. And who knows but that you have come to your royal position for such a time as this?”

¹⁵ Then Esther sent this reply to Mordecai: ¹⁶ “Go, gather together all the Jews who are in Susa, and fast for me. Do not eat or drink for three days, night or day. I and my attendants will fast as you do. When this is done, I will go to the king, even though it is against the law. And if I perish, I perish.”

¹⁷ So Mordecai went away and carried out all of Esther’s instructions.

Esther 4: 12-17 (NIV)

¹² When Esther’s words were reported to Mordecai, ¹³ he