

Engage People and Build Trust with These Three 3 Preaching Ideas

There is a relationship that exists between a speaker / teacher / preacher and his or her audience. The entire experience is built on three pillars and whether people remember what you say and act on it depends on these three factors: ethos, logos, and pathos.

Ethos refers to the speaker's life off-stage. Your audience needs to know that your life supports your message. While you may not need to be fully transparent about all of the details of your life when you speak, you do need to be authentic.

Logos refers to the content of your message. Obviously, for pastors, this means accurately representing the intent of the biblical author and applying ancient principles to the context of the audience.

Pathos has to do with the suffering and agony of the speaker's heart – the intense desire that the audience take the message and live it out. It involved emotion, passion, and the conversation between the speaker and the hearers.

All three are vital to communicating well.

Speaking, teaching, and preaching carry an enormous and weighty responsibility. People will make decisions based on what you've said. So watch your ethos, your logos, and your pathos carefully.

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