"The Development and Delivery of Expository Sermons – Steps 7-8"
Pastor John Miller

VII. The Introduction

A. The introduction
1. Its importance
a) During the introductions, your audience decides whether or not they want to listen to you.
b) You want to gain their attention.
c) It's the front porch of the house.
d) Don't make it too big or too small.
2. Its purpose
a) To command attention and awaken interest.
b) "It is the same with men as with donkeys; whoever would hold them fast must first get a very good grip on their ears." (Russian Proverb)
c) How do I get attention and awaken interest?
1. Ask a question that surfaces a need.
2. Tell a story
3. Tell a joke
4. Give a startling fact or statistic.
5. Make a statement about the text.
d) Introduce your subject
e) To bring clarity
f) It should have unity.
g) It should have brevity.
1. After you get water, stop pumping.
2. "He was so long setting the table, she lost her appetite for the meal." – John Owen
h) It should have variety.
i) It should not promise more than it delivers.
j) It should not be too loud, sensational, or emotional.

k) Try not to read your introduction (keep eye contact)
l) It should not be an apology.

VIII. The Conclusion

A. The conclusion should be like "landing an airplane."
1. A good sermon has a good landing.

2. It should be clear, compelling, and climactic.
3. Conclusions can take different shapes and forms, so seek to create variety in your conclusions.

B. What are some of the elements that can be used to land your sermon?
1. A summary
2. A story to drive home the point or application
3. A quotation
    a) Poem
    b) Hymn
    c) Verse or Scripture
    d) Should be short
4. A question
5. Specific directions (a call to action)
6. Run to the cross (evangelism)
7. A prayer

C. What dangers should we avoid in our conclusions?
1. Don't announce your conclusion and then not conclude.
2. Don't introduce new material.
    a) Don't preach on your cross references