



Gospel™
Czar

'building community'



‘The GospelCzar™ Initiative’

Disciples Making Disciples

Edition 1

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CUT 13

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Created by GospelCzar Leaders

***“And the things you have heard from me among many witnesses,
commit these to faithful men who will be able to teach others also.”***

2 Timothy 2:2

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Welcome

Evaluating the current state of the North American culture suggests that the disciple making disciples ministries offered over the past sixty-plus years have been largely ineffective. The goal of these ministries was to create more followers of Jesus, who would be fully committed and obedient to his teachings. However, if churches had succeeded in this mission, we would expect to see full worship services, growing congregations, and a culture influenced by the church's dedication to building community.

In 2024, Despite over 45 years of involvement in various evangelism outreach efforts, it became evident that the average church experienced only a 3% growth as a result of evangelism. Additionally, many international ministries that achieved significant results in third-world countries failed to replicate their success within the existing North American culture.

The need for a fresh approach has never been greater. Recognizing the shortcomings of previous methods, our focus has shifted toward empowering believers through practical, reproducible strategies that emphasize personal engagement and authentic relationships. By prioritizing hands-on training and ongoing mentorship, we aim to foster genuine spiritual growth and equip individuals to confidently share their faith within their unique cultural contexts.

2025 marked the start of the development of a straightforward teaching, training, and mentoring methods designed to help Christians share the Gospel effectively. The following methods are centered around 'Teaching the Teacher to Teach'. This initiative has culminated in the successful '**Gospel Czar Initiative.**'

Ken Krantz

Common *Questions*

New Participants Ask of Ken Krantz

Q: De we have to be an evangelist in order to participate in this Initiative?

No, an evangelist is like a newscaster on television or a journalist writing for a newspaper, except that the evangelist mission is to tell the Good News that never changes. Billy Graham was a noted evangelist. Evangelism is simply Sharing the Gospel by planting, watering and harvesting the gospel on Gods timing.

Q: Are there any mainstream churches today that teach the people sitting in their pews an effective way to share and equip them in presenting the gospel outside the walls of their church building (Disciples making Disciples)?

There may be some out there, but I haven't found one yet.

Q: Will existing churches be your main audience for implementing your Gospel Czar Initiative?

No, but it would be exciting if a church wanted to get serious in evangelism and allow us to build soldiers from within their church congregation.

Q: Is your program modeled after any other existing organization?

After being an active Gideon for several years, I looked at their structure on giving out bibles for over 100 years. What we are doing is making soldiers and Czar' by teaching and showing them how to effectively share the Gospel in a meaningful and productive way then have them teach others in the same way.

Q: Why did you decide on how to develop the training and informational part of your group development program?

After my wife of 61 years passed in 2023, I decided to go through a class called Grief Share. I found that this independent organization was well run and a good model to incorporate within our complete training and mentoring process. Very interactive and productive.

Q: Is there a financial cost to be an active Gospel Czar Soldier, Gospel Czar, Gospel Czar Facilitator, or Master Trainer?

Your only cost is your willingness to commit to sharing the Gospel of Jesus Christ in the right way. Each person involved in our ministry can print out 300 Gospel Tracks for a cost of, including paper and ink, \$10.50 dollars. That's 5-6 tracks per week that could reach possibly 750 people because tracks have legs.

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‘The GospelCzar Initiative’

What We Do

In today’s world, who is responsible for teaching and showing each and every disciple (followers of Jesus Christ) the task of spreading the Gospel within their own community?



Gospel**Czar** are Christians who are willing to become **‘facilitators’** in the helping to TEACH others to become good soldiers in the sharing of the Gospel of Jesus Christ with Thousands of people in a global marketplace.

Our ministry model is based on The Great Commission

Matthew 9:37-38

37. Then he said to his disciples, “The harvest is plentiful, but the workers are few.

38 Ask the Lord of the harvest, therefore, to send out workers into his harvest field.”

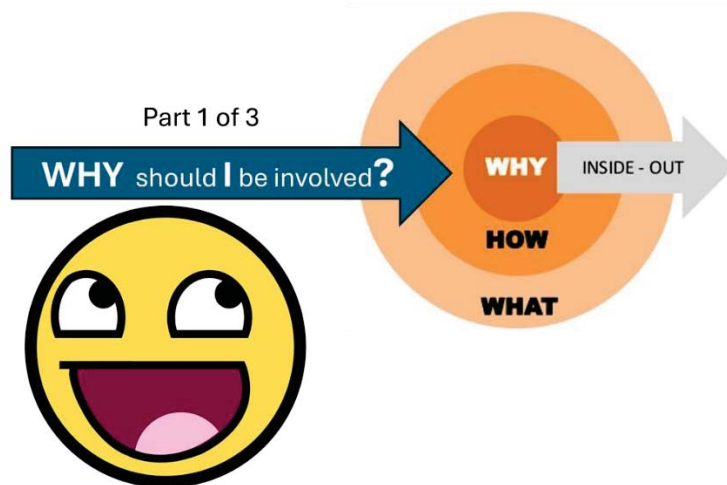
[Video Message Matthew 9:37-38 Explained](#)

Welcome, Mission, and Vision

What is The GospelCzar Initiative?

The GospelCzar Initiative is an international disciple making movement. GospelCzar was established with the purpose of training and multiplying disciple makers around the world.

Evangelism



What is the Mission of GospelCzar?

GospelCzar's mission is to advance Christ's Kingdom by multiplying disciple making around the world.

What is the Vision of GospelCzar?

In obedience to Jesus and through Kingdom partnerships, GospelCzar's vision is to see multiplying, disciple making in every place and people group.

Brief History of GospelCzar Initiative

Ken Krantz moved from Michigan to Florida in 1983. He became a Florida Certified Building Contractor in 1984 and started a business specializing in commercial concrete construction and buildings.

In 2024, Ken paused plans for building the first major U.S. MgO board Manufacturing plant to focus on Evangelism, noticing that 97% of local churches lacked realistic programs. By 2025, he developed a simple training method to help Christians share the Gospel effectively, leading to the successful '**GospelCzar Initiative.**'

Goal: To equip ordinary people to be empowered by the Holy Spirit and be involved in an extraordinary mission!

What is The GospelCzar Initiative?

The GospelCzar Initiative (Czar) is an international disciple making movement. Czar was established with the purpose of training and multiplying disciple makers. We are reproducing and multiplying new Christians, (now named Disciples) as well as recruit and train others (existing Disciples) to do the same. The goal is to start Training centers to fulfill our purpose.

Disciples Making Disciples

By the time you completed Disciples Making Disciples training, you will have grown in your biblical beliefs, developed many spiritual skills, and grown in your lifestyle values as a disciple making disciple. You should be living a lifestyle guided by the Holy Spirit and sharing your story and God's story regularly. You should also be meeting with and discipling those you led to Christ and continuing to pray for and identify those who have not yet responded to Christ.

At this point you need to answer the question, **"What Next?"**

Informed by your training, you know every disciple is called to be a disciple maker. So, what are you going to do with your growing group of new disciples?

As mentioned at the end of Disciples Making Disciples, there are a few ways to go forward in the disciple making relationship. Some may choose to continue the discipleship relationship by encouraging new believers to join an existing church. In some instances, connecting a new believer to an existing church may not be the best option. Church relationships may not allow you to remain aligned and accountable to the common vision, mission, and leadership of that church. All the while, your new group of believers can begin meeting together in homes, offices, clubhouses, coffee shops, barber shops, etc.

The ultimate purpose of your gathering together with us is to make disciple making disciples.

Disciple Making Disciples will greatly assist you as you go forward in your discipleship journey and provide a guide and framework for developing your new and growing spiritual family into reproducing disciple makers. It may help you launch and build up your confidence and knowledge ensuring your disciple making can be easily reproduced. It will also teach you simple principles to help you engage and reach new people and continue a disciple making and reproducing culture.

These gatherings tend to be smaller in size and often meet in houses, designated church spaces, offices, restaurants, clubhouses, or wherever is convenient for the group.

GospelCzar' also makes a distinction between "discipling" and "disciple maker." **Discipling** is defined as helping existing believers grow in their faith, with an emphasis on biblical knowledge, spiritual disciplines, engaging in serving others, and leading/encouraging others within the body of Christ.

Disciple makers are those who are involved in discipling but are also engaged in intentional evangelism, bringing lost people to Christ, and leading them in relationships that result in the **reproduction of new disciple makers**.

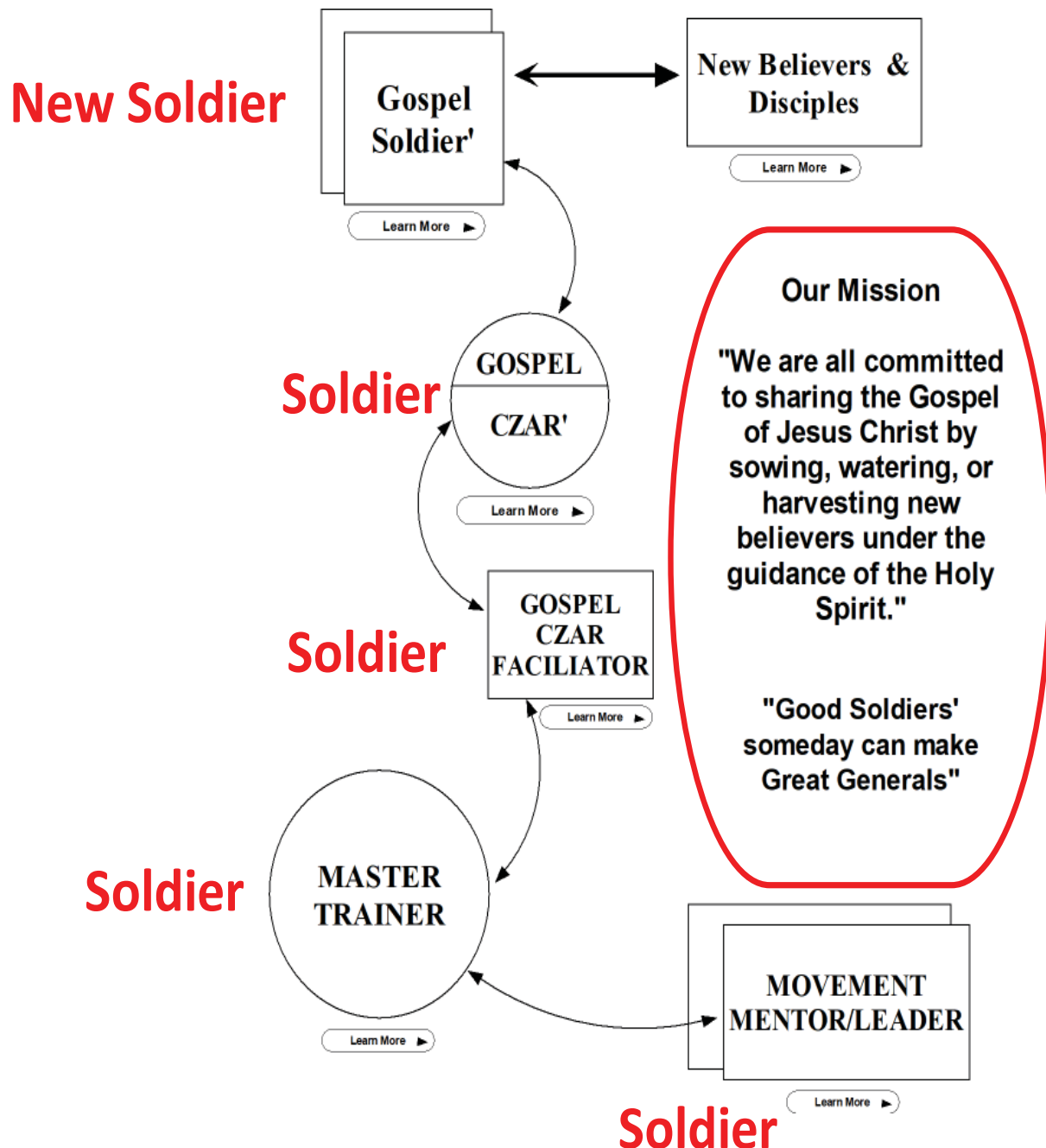
Based on these definitions, this training is specifically designed for disciple makers. Listed below are some additional definitions that are important to know as you begin training through this manual.

- **Training Center:** A location where training, learning, and planning takes place (usually in designated church spaces, offices, restaurants, clubhouses, homes, or wherever is convenient for the group.)
- **Master Trainer:** are movement & mentor/leaders who are responsible and accountable to the entire leadership ministry.
- **Facilitators:** The primary trainer and mentor. Facilitators intentionally help Czars make disciples and hold them accountable to follow through to multiple generations.
- **Czar':** A disciple maker and trainer. GospelCzar' are accountable to their Facilitators and are trained to bring new believers to Christ, disciple them, and lead them to do the same. Czars intentionally help these new or existing believers (Soldiers) make disciples and hold them accountable to follow through to multiple generations.

- **Soldiers:** A new or existing believer who is specifically identified by a Czar to be trained to be a disciple maker. Soldiers are accountable to Czars and are trained by them to bring new believers to Christ, disciple them, and lead them to do the same.

Our Czar Training Method

Possible New Soldier



Setting the Stage for Mobilizing Disciple Makers



When Jesus said to go and make disciples, He was saying, “As you go, make disciples.” He was not only suggesting His disciples needed to make disciples in places they were not, but also wherever they were or would be.

The command to make disciples is an expectation of every believer, not just a minister or pastor. At the same time, we remember Jesus is the One who has been given all authority, and it is His presence that empowers our work ([*Matthew 28:19-20*](#)). Our “success” will never be in our own strength, abilities, or gifts, but through the power and presence of God’s Spirit in our lives.

Making disciples also happens best in relationships. Oftentimes, the people most influenced and impacted by our story (how Jesus changed our lives) and God’s story are those with whom we are already in relationship. **This is not to say that those we meet for the first time can’t be equally impacted.** The main point is to begin with those who respond to the Gospel! These could be your friends, family, neighbors, colleagues, classmates, and those we encounter in the places we live, work, study, shop, and play.

In order to bring the church (congregations) closer to the lost world, so they can witness the transformational power of the Gospel, we need to be the church outside the four walls of a building (*Romans 1:16*). Furthermore, when people encounter Jesus and are compelled by what they see and feel,

sending them back to a central building may not always be appropriate or most natural.

GospelCzar's believe in traditional and non-traditional forms of church, both inside and outside of buildings. We must accept the reality that we may need to offer people the option to join a community of believers that does not require attendance at an actual building or a highly structured ministry.

Think about your own town, city, and community. **What percentage of the population can the existing church buildings in your community hold at a given time?** The answer is likely less than 15% of any population center.

Our aim is not to abandon the existing structure of the traditional church model, but to offer additional solutions to those who are unable or uninterested in entering our buildings. For example, many people work on Sundays, speak different languages, have transportation issues, cannot attend due to family pressures, or are turned off by organized religion.

At present, the reality in many places remains that **if they don't enter our buildings, they don't encounter our message.** Just as the church is organized inside the building, it should be organized outside as well.

Arranging our lives around Jesus happens best in the context of community and relationships. In Jesus' community (the church) we observe and learn to obey all that Jesus commanded us. This means the church exists for the purpose of glorifying God by bringing people to Christ, and making them into "little Christs," sent wherever they are to make disciples. This way, whether inside or outside a building, the message of the Gospel of Jesus is making its way to those who need to hear it most.

What must we overcome?

Disciple making is not something we do alone. It is something done in relationships and community. It requires loving accountability and transparency. It is a commitment to a way of life that includes others. It is so much more than gathering together for a few hours a week on a particular day. It is a lifestyle marked by obedience and intentionality to fulfilling the Great Commission.

Guiding Principles

As we continue this journey, it is important that we are clear on the expectations of this training and the basic pattern of disciple making established by the early church.

What is Evangelism?

Evangelism: The Gospel spreads between family and friends, across neighborhoods, schools, and workplaces as the Holy Spirit works through the faithful and intentional pursuit of disciples. The church is also a witness in the community as the hands and feet of Christ when it models authentic relationships centered on loving others and obeying the commands of Christ for all to see.

Establishing: The church is established in faith through a commitment to be led by the Holy Spirit and Holy Scriptures.

New believers are engaged and expected to live out their faith, grow in relationships, and live a life that follows in the footsteps of Jesus. Every disciple understands they have been entrusted with gifts and abilities to contribute to the local church and Kingdom expansion. **It is clear to all disciples that the church exists for the purpose of disciple making.**

Empowering: The church intentionally develops leaders to provide oversight and spiritual direction to the community of believers. Leaders are identified, trained, and empowered for the shepherding and multiplication of the church (believers).



Key Principle: All training happens in the ministry, not just for ministry.

Setting the Stage

‘Why Share the Gospel in the ‘Marketplace’

As we go forward, we will look at starting a disciple making movement. The reality that we have a God who invites us into His Kingdom and allows us to be a part of His Kingdom.

Expansion is exciting! It sometimes will be messy, but it will also be so rewarding on earth and in Heaven. Disciple making is something that every existing disciple should participate in, but many never seem to get the chance or take the risk. Choose today to be obedient in this journey: that every follower of Christ can experience the blessing of making disciples.

Purpose and Expected Outcomes

Evangelism is the first step in the disciple-making process.

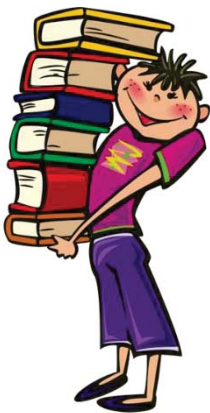
The purpose of this manual is to train, mobilize, and multiply disciple makers. In doing so, the Gospel will spread at a fast pace! We believe every believer is a disciple, and every disciple is called to be a disciple maker. It is important to note a few key distinctives as you begin this training:

GospelCzar’s simplified working definition of a disciple maker is as follows: **A disciple maker is one who consistently shares the Gospel and lives like Jesus and leads others to do the same.**

For those who like to amplify, **a disciple maker is one who faithfully follows the Spirit of God, lovingly obeys the Word of God, and intentionally invests in the expansion of the family of God by training others to do the same.**

GospelCzar' Philosophy and Strategy of Training

Philosophy



GospelCzar believes that **learning** and **doing** go together. Both should lead to training others who can then go on to train others. Likewise, obedience is a critical part of discipleship; they should not be separated. With this in mind, all of the training materials produced by GospelCzar' are not merely for educational purposes, every disciple maker is expected to put into practice what they learn in their personal life and ministry. As we partner together under the leading and direction of the

Holy Spirit, He will provide each of us with everything we need to bring Him glory and the lost to His Son, Jesus!

GospelCzar partners will encourage churches and leaders to start disciple making Training Centers. Typically, training happens either in existing church buildings or in homes where participants receive hands-on training on how to make disciples of Jesus, who will in turn make more disciples of Jesus. All assignments center on spiritual growth, evangelism, and disciple making. For those interested, Disciples Making Disciples offers additional training on establishing Leadership Training Centers.

Strategy



Trained disciple makers make disciples where they live, work, study, shop, and play. In this manual, every disciple maker is encouraged to immediately start meeting with and intentionally developing any new believers, they lead to Christ.

They are also encouraged to target believers whom they know are not making disciples.

- The training is Christ-centered and Bible-based.
- The training is relational and non-formal (mentoring).
- The training is intentional, simple, and reproducible.
- The training is often held in a local church or home.
- The training is obedience-based and can be applied immediately to the disciple maker's life.

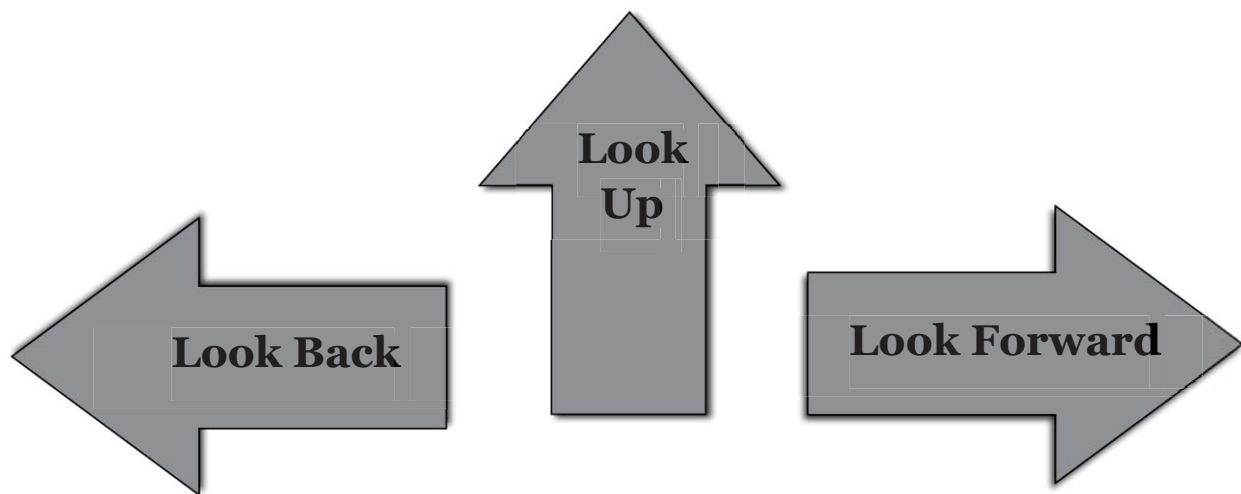
Every Training Should Include

1. **Looking Back** gives everyone a chance to share about and listen to what is happening in their lives. This provides an opportunity for encouragement, celebration, and accountability. Looking back also allows challenges to be identified, course corrections to be made, and progress to be measured. Finally, it provides a chance to connect back to the core values, mission, vision, and purpose of the training.

2. **Looking Up** refuels our passion for loving God and others. Spending time in prayer and in God's Word provides nourishment to our souls and inspiration to continue forward. This offers a chance for each disciple maker to continue to learn and grow as Christlike leaders. Ministry is fueled by our relationship with God. Ownership of the core values, mission, and vision will only happen if we remain connected in relationship with Jesus.

Hearing from God and responding to His Word is the primary aim of looking up. After each lesson has been taught, allow some time for prayer and reflection for each person to identify exactly what God is calling them to do. A simple way to do this is to invite God to speak to your heart and ask Him to show you the areas of greater obedience to which He is calling you.

3. **Looking Forward** offers a clear plan of action with timelines and expectations of what to do next. The next steps will be summarized with **“I will” statements** that bring clarity to what needs to be done before the next training. These next steps are based on what each person hears from God, what God is calling them to do, and how they can put it into action this week. There should be a strong commitment to following through and staying accountable throughout the process. Each trainer should make a note of the commitments made and hold all accountable.



Following the example of Looking Back, Looking Up, and Looking Forward will ensure that every training accomplishes the specific purposes, goals, and outcomes designed. This simple group structure, with this training material and a good trainer, will help every disciple maker grow in their **Beliefs, Skills, and Values.**



Beliefs, Skills, and Values

As a disciple and disciple maker, there are essential beliefs, skills, and values we should understand and develop to help us grow and live as mature followers of Jesus. We can define this simply:

- **Beliefs:** The biblical principles and understandings that develop a firm foundation, leading to a Spirit-filled, faith filled, and loving lifestyle.
- **Skills:** The habits, patterns, and lifestyle behaviors we develop that help us grow and live as mature disciples and disciple makers.
- **Values:** The heartbeat and desires that reflect a lifestyle of obedience as mature disciples and disciple makers. Every session in this book is designed to help us grow in our understanding of Scripture and how to apply those truths to our life. The **“I will”** commitments, assignments, and Looking Back and Looking Forward hold us accountable to grow as disciples and disciple makers. A good trainer with comprehensive training materials, good practices, and a reproducible process will help us become mature disciples who can be disciple makers.

Training Best Practices



GospelCzar' Leadership Development Circle



Stage 1 focuses on modeling to those you disciple exactly what to do, how to do it, and why you do it the way that you do.

- **The mere transfer of knowledge or teaching of truths is never enough to make a disciple making disciples.**

Stage 1 Goal: More is caught than taught. This is why it is essential to use every occasion to model and practice as you develop disciple makers through the different stages of development.

Stage 2 focuses on inviting the disciples to do a specific task, skill, or technique alongside their Facilitators. The disciples (Czars) are now doing it with the Facilitator and assisting the Facilitator.

- **Skill modeling may seem like a foreign concept when it comes to discipleship, but it is critical for development! Therefore, we must invite our GospelCzar's to develop these skills with us.**

- Jesus regularly modeled this with his disciples (*Matthew 14:13-21; Luke 10*). This gives everyone a chance to get their feet wet without the weight of the consequences on their shoulders.

- Consider for a moment any profession where the lives of people are potentially at risk (doctor, pilot, etc.). They undoubtedly use some sort of residency, internship, or apprenticeship for those new to the trade. On-the-job training is required, and practical knowledge and skills must be displayed before they can take up the profession on their own.

Stage 2 Goal: Providing practical and simple opportunities gives the “hours” required to learn what to do, how to do it, and why it should be done. Empower early and often, letting your **disciples (Czars)** know you are there to help as needed.

Stage 3 looks to challenge and empower your disciples as responsibility shifts from the **Facilitators** to the **disciples (Czars)**, while at the same time supporting them by being with them and helping them if needed.

- Oftentimes we see in Scripture the disciples working while Jesus takes a back seat, helping whenever it is needed (*Mark 9:14-21*).

Stage 3 Goal: Help your **disciple (Czar)** learn to stand on his/her own. Your presence alone is a source of strength and encouragement. Feel free to support and assist in a way that does not undermine their abilities or hinder their growth.

Stage 4 releases the **disciple (Czar)** to stand on their own and establishes them in a way that they have the confidence necessary to successfully tackle their relevant task.

- Whether it be sharing one's faith, explaining a verse or Bible story, praying publicly, or any other practical and simple task required of a disciple maker, it is important you see your people through all four stages.

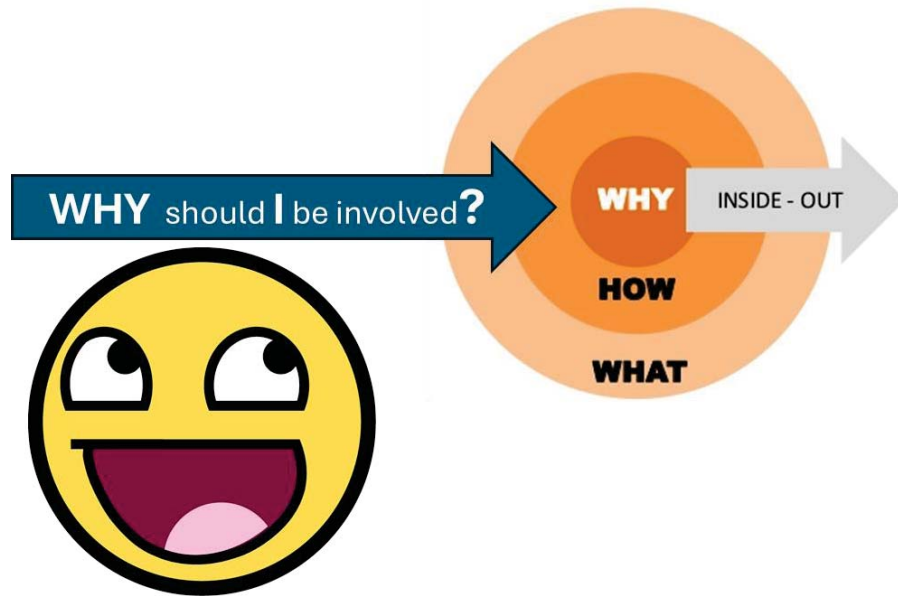
- Jesus did not give his disciples a polished church manual and say, "**Follow these rules for a flawless church.**" He modeled who they needed to be and what they needed to do in order to start a movement that will ultimately fulfill the Great Commission. Follow His example! As you do, your disciples will follow (*1 Corinthians 11:1*).

- Help them understand in order to be a self-sustaining and multiplying leader they need to have a posture of life-long learning, growing, and developing as a Christ follower and disciple maker.

Stage 4 Goals: The goal is to train others (**Soldiers**), so they don't need you, but love them so much that they never want to leave you. Celebrate successes and encourage them by articulating ways you have seen them grow.

Session 1 Trainer's Guide

Foundational Beliefs for Multiplication



Insert (play) Intro Video

[Video Message Matthew 28:16-20 Explained](#)

Key Verses: *Matthew 28:18-20; Acts 1:8; Romans 15:20-21*

← **Look Back**

As you begin *Disciples Making Disciples*, make sure you have everyone share what is happening in their spiritual life and ask how they are doing with disciple making. Give everyone a chance to share, hear from others, and be held accountable. Focus on encouragement, celebration, and following through with assignments.