



## **SERMON STEWARDSHIP for EFFECTIVE SERMON DELIVERY**

- > **ATTENTION** . . . A college student's attention span is about 15".  
(Case Western Reserve University, Cleveland, OH)  
**Advice:** Short and sweet 12 to 15 minute sermons.
  
- > **LANGUAGE** . . . The language level of an average adult person is at an 8<sup>th</sup> grade elementary school level.  
(Public Media Listener Evaluation)  
**Advice:** Keep it Simple . . . . .
  
- > **INTEREST** . . . Listeners remember stories.  
(Jesus told parables)  
**Advice:** Spice up a sermon with interesting illustrations.
  
- > **EYE CONTACT** . . . Eyes are windows to the soul.  
(People wearing sunglasses tend to make others a little uneasy)  
**Advice:** Do not read sermons - exception: quotes and Bible verses.
  
- > **CADENCE** . . . Monotone, too fast or too slow deliveries without proper pauses tend to put listeners to sleep.  
**Advice:** Pace speed, volume and voice tone with appropriate variations.
  
- > **ATTITUDE** . . . Listeners favorably respond to a loving, friendly, non-nervous mood.  
**Advice:** Comfortably and lovingly preach to - not at.

**Rev. Thomas Soltis, EM  
SELC District Stewardship Director**