

Randy Clark: 16 Reasons Jesus Had to Die

International itinerant minister Randy Clark believes the message of the cross is simple. Yet Clark says many believers, even the most devoted ones, are missing out on the power they can receive from it every day.

In his new book, *Destined for the Cross*, Clark helps to provide a true understanding of what happened on Calvary, which provides a new way of living for a hurting world, such as we live in right now.

Clark says often when we present the gospel to someone, it doesn't strike the right chord with that person. The benefits aren't so obvious.

"We need to be able to see all that Jesus did on the cross," Clark told Dr. Steve Greene on a recent episode of *Greenelines* on the Charisma Podcast Network. "If one way of understanding doesn't touch someone's heart, somehow it's difficult for them to understand or accept. And then we have these other approaches—this is also what He did.

"I said this once in a seminar class: When we present the gospel, does it sound like we're selling term insurance or whole life? Here's what I mean by that. In term insurance, what has to happen before you benefit from it? Well, you have to die. Then I said, 'Well, what about whole life?' [Jesus] said you get the benefit while you're still alive. Let's make sure that in our presentation of the gospel, there are benefits right now.

"That's what walking in the power of the Holy Spirit is all about. We just need to broaden the understanding of this, that the cross has benefits right now. We want to be able to look at the power of God and what Jesus did on the cross that gives

us benefits that you need right now presently in your life.”

For more of Randy Clark’s insights on the power of the cross,
listen to the entire podcast. {eo}