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Never Overstate or Over Advertise a Matter

You're better off to understate the matter and have people discover more than they expected, than to overstate it and have them disappointed. Remember what the Queen of Sheba said when she came to see King Solomon: "...behold, the half was not told me. ..." (I Kings 10:7). She was impressed to find more than she expected.

I've always felt it was to my advantage to lower expectations before I preached than to raise expectations and not live up to them. I have often made such statements as, "I know why Dr. John R. Rice is here: he's the smartest man I've ever known," or, "I know why Dr. Jack Hyles is here speaking. He's the pastor of the largest church in America. But I don't know what I'm doing here. I'm not very smart, and I don't have the largest church in the nation. However, I'll do the best I can."

If people don't expect much, then you don't have to do much to impress them. And if you do more than they expect, then you're a great success. If you're playing golf

with a friend, it's best not to make him think that you're a good golfer and then shoot a poor score, but rather have him think that you are not so good and then shoot a good score. When you overstate the matter, it puts additional pressure on you to try to live up to the person's expectations.

When I was pastor of Georgia's largest church, I tried to advertise so that, when people came, they always found more than they expected. This way they went away talking positively about the ministry rather than making such negative remarks as, "Well, I thought that was a great church. I thought they had great crowds. It certainly wasn't what I thought it was." Produce more than you promise.

Over advertising produces negative results.