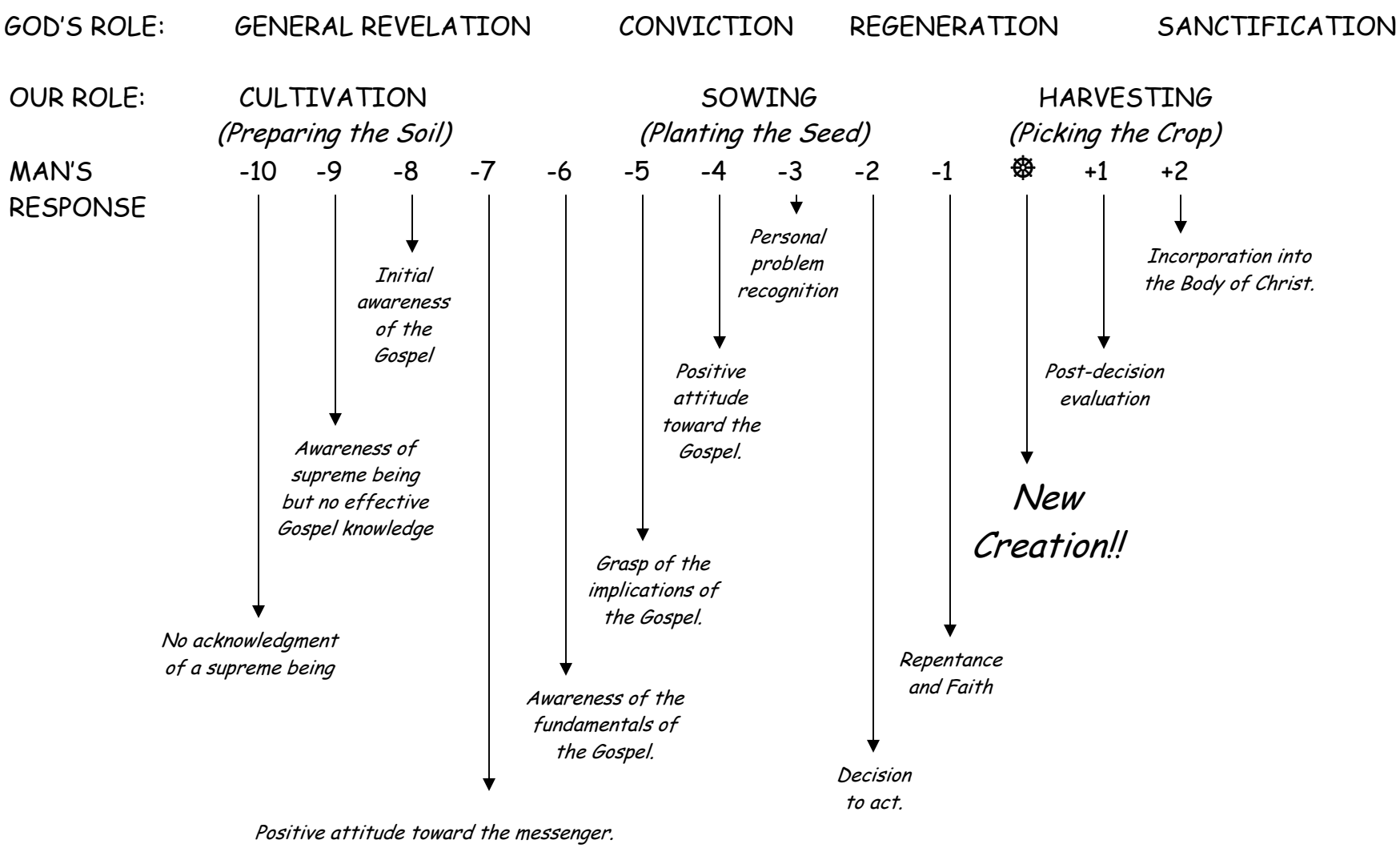THE EVANGELISM PROCESS