A lot of people in our Church are running around and going on about the "New Evangelization". However, most of them promote a soft gospel and watered-down catechesis. Their excuse is that they do it because they don't want to offend or frighten people, they don't want to shock or scare people looking at the Church. They say we have to meet them where they're "at" and not overwhelm them with teaching and large doses of truth and doctrine. They go as far as saying that they do it to get them to have a personal relationship with Jesus first and worry about the details later.

This is it ridiculous because it runs absolutely counter to how Our Lord preached, and how the Apostles and the Saints preached after Him. Where most people are "at" today is mired in sin, trapped and unable to get free — which is why the best way to evangelize is to go straight for the spiritual jugular: Talk about sin, its temporal effects, because people are already very familiar with the temporal effects of sin. They live with them every day.

Sin has consequences in this life as well as the next, and since people don't seem especially concerned with the consequences of sin in the next life, since they keep hearing we have a reasonable hope that all men are saved, it's probably good to speak with them about the consequences of sin in this life.

Sin destroys. It divides. It is war within the soul. It causes divorce, fatherless children, societal upheaval, drug addiction, porn addiction, spousal abuse, theft, murder, rape, assault. It causes suspicion. It causes doubts. It causes misery in your daily life. It explodes psychological wounds and opens them to fresh pains and increased sadness.

Sin causes suicide. It brings about discord within a person. It agitates selfishness. It raises up selfcenteredness. It causes rivalry and unhealthy competition and destroys ties that bind. It sows betrayal and treachery. It causes a person to scheme and plot against others. It seeks to destroy others. It so afflicts our self-perception that we refuse to accept responsibility and blast everyone else, blame everyone else.

Sin destroys a person's psyche. It makes them unable to correctly perceive the world around them. They become so turned inward they can no longer see things the way they actually are. Sin destroys a man's masculinity. It lays waste to a woman's femininity. In the end, left unattended, it corrupts and destroys the ultimate relationship between God and the sinner himself. So ask your Catholic friends who seem very confident that their sins are somewhat inconsequential. Ask your female friends if their husband's philandering has no consequences. Ask your male friends how devastated they feel when they find out that their wives have forsaken their vows? Do children feel no consequences when Dad moves out because he has given himself over to sin with a woman who is not their mother?

The destruction wrought by sin is just a foretaste of the **eternal destruction** that will be the everlasting consequence of sin. What an utterly stupid notion it is that that which has such devastating consequences in this life would have next to no consequences in the next. In this fallen world, time and space are limiting factors on our joy and pain. But in the next life, the laws of the natural world fall away, and the soul is now exposed to either immeasurable joy or immeasurable pain, of which there will be no end — no end because there is no time, and immeasurable because there are no limits. And the next time the soul will be with its body, it will either be a glorified body that will share in the delights of the soul, without physical limits — or it will be an accursed, horrifying body, which will share in the pains of damnation — without physical limits.

So if you want to start talking about why someone should be a Catholic, just point out the earthly examples of sin and its consequences here, and then ask them to imagine, just for a moment, the consequences when they are raised to the eternal.

Let's get real here. Hyped-up, slick little marketing evangelization programs are for the gullible, by the gullible.

Preach it like Our Lord did, like the Apostles did, like the Saints did. Show people sin, here and in eternity, and make them understand that their only salvation is through Our Lord's Holy Bride, the Catholic Church that He Himself established for this sole mission.

Preach reality — all of it — in all its glaring, terrifying, brilliant Truth.

Now That's Authentic Catholic Evangelization.