

Is Your Message a Book?

A ten-question checklist for pastors, ministry leaders and founders

Some messages are too important to live only in the room where they were first spoken. But not every sermon series or story is ready to become a book. Answer these ten questions honestly; the score at the end will tell you where you stand.

The questions (tick each "yes")

- ☐ People have asked for this message again, or asked whether it's written down anywhere.
- ☐ It comes back to one big idea you could say in a single sentence.
- ☐ You've taught it, preached it or told it more than once, and it grew each time.
- ☐ You have recordings, notes or a clear memory of the key moments.
- ☐ There's a specific group of people who need it: a church, a ministry's supporters, a family, people walking a particular road.
- ☐ It changed something for the people who first heard it.
- ☐ You can name what you'd want a reader to do, know or believe when they finish.
- ☐ You'd be glad to see it given to newcomers, used in small groups, or handed to donors.
- ☐ It's yours: your teaching, your story, or a story you have permission to tell.
- ☐ You'd make time to review it, a few hours a week for a couple of months, if someone else did the writing.

Your score:

- **7 to 10: your message is ready to be a book.** The material is there and so is the need. The next step is shaping it.
- **4 to 6: you're close.** Usually what's missing is focus (one big idea) or material (recordings or notes). Start gathering, and keep teaching it.
- **0 to 3: not yet, and that's fine.** Keep living and teaching the message. Come back to this list in six months.

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