



## THE ART & PROCESS OF WRITING

*with Dudley Delffs*

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### GROWLEADER ONE DAY

- GrowLeader One Days are focused versions of the GrowLeader Conference where we will dive deep into one specific topic—**Weekend Services, Next Generation, and Church Finances**—for the full day!
- These one-day experiences provide behind-the-scenes insights, best practices, and systems used to create thriving ministries.
- If you are a senior pastor, don't just send your teams to report back on what they learned. Come with your teams as we will have sessions specifically for senior pastors and how your role ties in with each area.
- You can learn more and register for one of these practical, one-day training events [here](#).

*"If Sundays don't work, nothing works." - Chris Hodges*

### WHY WRITING MATTERS FOR LEADERS

- Many leaders feel called to write but don't know where to start.
- Writing is an opportunity to expand your influence beyond the stage or pulpit.
- Understanding the difference between editors and publishers is key.
- Editors refine ideas, shape the book, and help organize content.
- Publishers handle distribution, marketing, and book production.
- Some leaders need a ghostwriter or collaborator to turn their ideas into a structured book.

*"If you don't have the platform, you don't have the name recognition yet, then you really must feel passionate about your message and getting it out there." - Dudley Delffs*

### TRADITIONAL PUBLISHING VS SELF-PUBLISHING

- Traditional publishing involves securing a book deal and working with an publisher.
  - Self-publishing allows for greater control but requires hiring subcontractors to work with.
  - Many successful authors use a hybrid approach—building influence while still working with a publisher.
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## WHERE TO START

- Writing should start with a clear vision and there are a couple steps you can take:
  1. Write your message down without worrying about the format.
  2. Look for opportunities to share that with others.
  3. Find relationships with other writers and become a student of others.
- Use sermons, blogs, or newsletters to test ideas before expanding them into a book.
- Overcoming writer's block—don't edit while writing, focus on getting thoughts down first.
- Finding your writing rhythm—some write best in the morning, others at night or somewhere inbetween!

## BUILDING INFLUENCE THROUGH BOOKS

- Writing a book is not just about personal achievement—it's about serving others.
- Books can be designed as resources, leadership guides, or inspirational tools.
- Consider the end goal—who do you want to impact, and how will they use your book?
- Writing can be a long-term process, and each book can build on the next.
- You can learn more about Pastor Chris's books on our Resources page [here](#).

"Take the risk and enjoy the process." - Dudley Delffs

## DISCUSSION QUESTIONS

See the next pages for Discussion Questions that will help you and your team get the most out of this episode!

## EPISODE RESOURCES

- [Learn more | Dudley Delffs](#)
- [GrowLeader One Days](#)
- [GrowLeader Conference](#)
- [Monthly Mentoring with PC](#)
- [GrowLeader Roundtables](#)
- [Build a Legacy of Kingdom Builders Team](#)
- [Free Church Resources](#)
- [Previous Episodes + Show Notes](#)
- [The Wesleyan Investment Foundation](#)
- [OneHope](#)
- [StudioC](#)



**DISCUSSION QUESTIONS:**

Keep growing to reach your full potential by asking yourself and your team these questions:

**WHY WRITING MATTERS FOR LEADERS**

- 1. What are the biggest challenges you face in starting a book?

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- 2. Do you see yourself as someone who could write a book solo, or would you need a team?

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- 3. What are some ways you can start refining your message before writing?

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**TRADITIONAL PUBLISHING VS SELF-PUBLISHING**

- 1. Would you prefer traditional publishing or self-publishing? Why?

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- 2. What steps can you take to build an audience before launching a book?

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**WHERE TO START**

1. What is the message you are looking to share? Write a summary here but take time beyond this to write down your thoughts without worrying about format or editing.

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2. What opportunities can you use to share this message now? Keep an open mind when looking for opportunities.

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3. Is there a writing community in your area or online that you could join?

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**BUILDING INFLUENCE THROUGH BOOKS**

1. What kind of impact do you want your book to have?

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2. What is one topic you are passionate about that could become a book?

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