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# *write* with Purpose

Practical Exercises to Clarify Your Book's Mission  
& Transform Your Readers



# *write* with Eternal Purpose

Your book's purpose and mission statement is the bridge between God's calling on your life and the transformation He wants to bring to your readers—let's discover it together.

## **Your book's PURPOSE:**

Purpose = WHY are you writing this book? This is author-centered.

Key question: Why does this book need to exist?

## **Your book's MISSION:**

Mission= WHAT you want the book to accomplish. This is reader-centered.

Key question: What will this book do for my readers?

## **Your Purpose or Calling Statement:**

Your Purpose Statement is the unified declaration of both why God called you to write (your purpose) and what transformation He intends to accomplish through your book (your mission). This powerful combination becomes your North Star—a steady reminder of why your book matters and who it's meant to serve.

“Then the Lord replied: ‘Write down the revelation and make it plain on tablets so that a herald may run with it.’” Habakkuk 2:2, NIV

### **Purpose Statement Formula:**

"I'm writing this book because God has *[taught me/led me through/called me to]*, and I believe He wants to use this message to ... ."

Example:

"I'm writing this book because God walked me through a season of deep grief and showed me His faithfulness in the darkest valley, and I believe He wants to use my story to bring hope to others who are suffering."

### **Mission Statement Formula:**

"This book helps *[specific audience]* to *[achieve specific spiritual outcome]* by *[my unique, faith-based approach]*, so they can *[ultimate transformation that glorifies God]*."

Example:

"This book helps young mothers who feel overwhelmed and spiritually dry to rediscover God's presence in the midst of chaos through practical devotional practices, so they can experience peace and intimacy with Christ in their everyday lives."

## **Purpose or Calling Statement Formula:**

I write to *[steward what God has done/given me - my unique story, gifting, or calling]*, using *[my specific experiences, skills, or platform]* to help *[specific audience]* *[transform from their current struggle/state]* to *[the freedom/breakthrough/transformation God wants for them]* as they *[discover/experience/learn the eternal truth or practice that changes everything]*.

Example:

I write to steward the lessons God taught me through building a business from scratch while raising four kids, using my MBA background and messy real-life experience of balancing entrepreneurship with motherhood to help Christian mom entrepreneurs transform from guilt-ridden and overwhelmed—believing they must choose between their business dreams and family responsibilities—to confident and integrated, running thriving businesses while nurturing their families well, as they discover that God designed them for both callings and learn practical systems that honor both without sacrificing either.

“For we are God's handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do.” Ephesians 2:10, NIV

# Book Purpose & Mission Builder

"Lord, I invite Your Holy Spirit into this process. Show me the purpose You have for this book and the mission You want to accomplish through it. Give me clarity, wisdom, and courage to steward this calling well. May every word bring glory to Your name. Amen."



## 1 Discover Your God-Given Purpose (Your “Why”)

*These questions help you uncover why YOU were called to write this book:*

What experiences, challenges, or victories have prepared you to write this book? Think about your spiritual journey, life lessons learned, and how they've shaped you.

What truth, message, or burden has God placed on your heart that you can't shake?

What gap do you see in relevant resources or conversations around your topic? What's missing that you feel led to provide?

How is your story part of a greater story of redemption and grace?

Complete this sentence: "I'm writing this book because . . . "

## 2

### Define Your Kingdom Mission (Your "What" for Readers)

*These questions help you clarify what God wants to accomplish through your book:*

Who is the specific audience God has laid on your heart? Be specific: life stage, spiritual struggle, circumstances, demographics

What spiritual need, struggle, question, or desire are they facing?

What biblical truth, hope, or transformation will your book provide?

What makes your faith-based approach or perspective unique or timely?  
What do you offer that will help readers grow closer to God in a way other books don't?

How will this book bring glory to God and advance His Kingdom?

### 3 Draft Your Combined Calling Statement

*Use this template to bring your God-given purpose and Kingdom mission together:*

Template:

"Drawing from *[how God has worked in my life/the journey He's taken me on]*, this book helps *[specific audience]* to *[achieve specific spiritual outcome]* by *[my unique, biblical approach]*, so they can *[ultimate transformation that brings glory to God]*."

Your Draft:

### 4 Test Your Statement with Scripture & Prayer

*Check your statement against these faith-based criteria:*

- Does my purpose reflect God's calling on my life as a writer?
- Is my target audience specific and clearly defined?
- Is the spiritual transformation or outcome biblical and compelling?
- Does my unique approach honor Scripture and point readers to Jesus?
- Would my ideal reader immediately see how this book could help them grow spiritually?
- Can I use this to discern what God wants included in my book?
- Does it motivate me and remind me this is a Kingdom assignment?
- Does it ultimately bring glory to God rather than to me?

# 5

## Commit It to the Lord & Put It to Work

*Now that you have your statement:*

- Pray over your statement and commit your writing to the Lord
- Post it where you write so you see it every day as a reminder of your calling
- Share it with a pastor, mentor, or trusted Christian friend for feedback and prayer covering
- Use it as your compass when making decisions about what to include in your book
- Let Scripture guide your refinement - does your statement align with biblical truth?
- Revisit it regularly in prayer - allow God to refine it as your book evolves

"Father, I surrender this book to You. This is Your project, not mine. I commit to steward this calling with faithfulness and humility. Guide every word I write. Use this book to accomplish Your purposes in the lives of readers. May it point them to Jesus and honor my calling well. I trust You with the outcome. In Jesus' name, Amen."

## **Genre-Specific Examples for Inspiration**

### **Christian Living:**

"After walking through years of infertility and experiencing God's faithfulness in the waiting, this book helps Christian women facing unfulfilled longings to find hope and purpose in God's timing through biblical encouragement and practical spiritual practices, so they can trust His plan and experience deep peace in the present."

### **Christian Leadership/Business:**

"Having led faith-based nonprofits for over a decade while learning to depend on God's provision, this book helps Christian leaders integrate biblical stewardship with practical management strategies, so they can lead with integrity and create Kingdom impact without burnout or compromise."

### **Memoir/Testimony:**

"Through my family's journey of addiction and God's miraculous redemption over three generations, this book helps believers understand the power of persistent prayer and grace, so they can have courage to intercede boldly for their prodigal loved ones and witness God's redemptive work firsthand."

### **Christian Fiction:**

"Inspired by the biblical story of Esther and God's sovereignty in difficult times, this historical novel transports readers into a world of courage and divine providence, exploring themes of identity and calling, so readers recognize how God positions them 'for such a time as this' and respond with faithful obedience in their own lives."