

Etiquette

FOR APOSTOLIC CHRISTIAN WRITERS



William L. Ballard

William Ballard Enterprise, LLC

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*Dedicated to the Apostolic Christian Writers that have
influenced my thinking and changed my life.*

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These men our not only men of tremendous character but great men who are leading us into a great revival in this 21st century. I am forever grateful for their leadership, guidance, and countless hours they put to diligent study and obedience of the Word of God in their lives.

“Let no one be discouraged by the belief there is nothing one man or one woman can do against the enormous array of the world’s ills – against misery and ignorance, injustice and violence... Few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation.”

It is from numberless diverse acts of courage and belief that human history is shaped. Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends a tiny ripple of hope, and crossing each other from a million different centers of energy and daring those ripples build a current which can sweep down the mightiest walls of oppression and resistance.”

—Robert Kennedy

CHAPTER 1



Introduction to Finding the Will of God for Your Writing Ministry

THIS BOOK IS DEDICATED to some of the unsung heroes of Pentecost – *Apostolic Christian Writers*, who labor in the local church. An Apostolic Christian Writer, as defined in this writing, is a preacher and teacher by way of the written word; who work in the local church alongside their Pastor and alongside ministers and department leaders contributing wherever possible.

Most books that are published by Apostolic Christian Writers, and that pertain to the ministry, have in the past focused more on the pastor or evangelist ministry. While these areas certainly should be written about, being an Apostolic Christian Writer (a minister of writing) should not feel as if they are a part of an inferior ministry. Indeed, the Apostolic Christian Writer is an integral part of God's

Kingdom that actually composes of the smallest numbers of ministers in Pentecostal ranks. *Why is that?*

An effective *Apostolic Christian Writer* greatly assist in the endtime revival through expository teaching, with sound delivery just like that of the preaching ministry. The *Apostolic Christian Writer* also strengthens the hand of the pastor by providing and producing ministerial literature that helps members and saints to be more dedicated to prayer and studying the Word of God.

Stephen was the first Christian martyr and we read about his account in Acts 6 which records Stephen, and six other men who were “full of the Holy Ghost and wisdom,” and who would subsequently allow the Apostles to “give themselves continually to prayer and to the ministry of the Word.” These seven lay-ministers were chosen to assist the widows who “were neglected in the daily ministrations,” and to “serve tables.” Like that of the ministry of a lay-minister, the minister of the writing ministry is a vessel willing to answer the call to service.

Some may suggest that this work of the ministry is below the dignity of the primary man of God. Contrary to that sentiment, the work with the widows was a necessary labor that could be delegated to the lay-minister. It stands to reason that if lay-ministers were not appointed to the task, the Apostles would have gladly continued the work, but the extra anointed hands allowed the Apostles to accomplish even more for the Kingdom. Stephen, performed the tasks given to him, and, in the role of a lay-minister, preached a marvelous sermon in Acts 7, which ended up costing him his life.

Like the lay-minister, even now many wonderful men and women give their lives for God in their local assemblies, working tirelessly as Sunday school teachers, youth workers, departmental leaders, and outreach directors; but behind closed doors (or behind the curtain, if you will), sacrifice sleep in order to strengthen and deepen their relationship and walk with the Lord through endless hours of study and meditation.

I admire and salute these modern-day Stephens and offer this writing to assist them in their God-called labors.

This information is intended to help and encourage *Apostolic Christian Writers* in his/her resolve to do a work for the Lord. I have love and appreciation for the writing minister and have been fortunate to glean from many wise men and women during my years of ministry. Please note that for simplicity sake, I will use “he” instead of “he/she”, but understand the information is applicable to both men and women. Also, while directed to *Apostolic Christian Writers*, one may find many points presented within this manuscript to be of assistance to pastors and evangelist as well. God bless you as you continue to make a difference for the King of kings!

The *Apostolic Christian Writer* or writing minister must never feel as if he is waiting on the “will of God”. The will of God is to be full of the Holy Ghost and to walk in the Spirit (Ephesians 5:17-18, Romans 8:4-10). The will of God is not a mysterious, or “out-there” pursuit, but rather an internal obedience to the disciplines of Christ. Some men and women who have felt a call of God in their lives to ministry often times twiddle their fingers and are only searching for a place to preach behind a pulpit. They say, “One day I will be used of God!” They have no desire to labor in the local church unless it will elevate them and provide some kind of “springboard” towards a so-called “greater” ministry.

In fact, from my years of observation, I have found that, in a lot of cases, when someone says that they have “felt a call to ministry,” what they don’t mention is the hidden agenda they have to “use” a public ministry platform as an outlet to more secular public professions -- such as motivational speaking, sales and marketing training, or hosting leadership seminars.

The same can be said for the writing ministry or minister. Someone might claim to feel a calling to the writing ministry only to

find that what they are really looking for is a following of readers that they can use to market books and other writings to.

For instance, let's say you are a part of a congregation that has well over a thousand members. Well, if you have sold a copy of your book to over a thousand readers, then you can use that as social proof in your marketing materials when you go around saying that you are bestselling author.

Now, let's make something very clear. I am not against writing ministers becoming financially successful through their work. A laborer is worthy of his hire (Luke 10:7). What I am against is having hidden motives or intentions.

Being a writing minister is not a "lesser" ministry than that of the more public ministries of teaching and preaching. The *Apostolic Christian Writer* must be very cautious to not ever overlook the work that he does for the Kingdom of God. An effective writing minister is of great importance in the endtime harvest, and for the need of discipleship, which is even greater!

Indeed, God can use a writing minister to teach and reach children and young people through producing apostolic curriculum and other doctrinally related materials. A hungry audience is presented to the writing minister. For as long as we remain on this earth there will always be hungry souls waiting to be loved and molded.

A writing minister, if he is diligent, can have more of an effect on this in-house group than he could ever have promoting his work to another pastor's church. When the writing minister understands this, his writing ministry will blossom. And God will honor his faithfulness, and perhaps, open other doors in due season.

In the meantime, a writing minister should be content and should feel blessed to have the privilege to work in submission to a local pastor. The anointing and call of God on the pastor should be seen as an extension of his ministry into your writing ministry, as long as you remain humble and submitted.

One reason that writing ministers feel neglected at times and constantly search for the “will of God” is because of the concept that has filtered through the ranks of Pentecost – that to be a “real” minister, one must be a preacher that pastors or evangelizes. Otherwise, they are wasting their time and efforts. This ministerial peer-pressure is what I call conducting spiritual homicide – and it is just as lawless as natural homicide.

The writing minister must understand that he is in the will of God now, not later. He must not feel that ministerial success can only be achieved by becoming a pastor or full-time evangelist. True success is acknowledging that he is in the will of God where he is currently at, faithfully serving his field of labor within his local assembly.

CHAPTER 2



Personal Devotions

CULTIVATING A LOVE AND PASSION FOR JESUS CHRIST IS OF FIRST PRIORITY. Loving and serving God must be the heart-beat of every man and woman of God. A writing minister should continuously and persistently love the Lord with all his heart, soul, strength, and mind (Luke 10:27).

The Apostolic Christian Writer's Prayer Life

Every writing minister must have a devout prayer life. This is more vitally important than anything else. This is the way every writer communicates or strengthens their relationship with the first writer (God) – the writer of all writers.

It was once said that there are no “new” ideas, just new perspectives. For anyone to be able to make such a statement must know and understand the difference between *thoughts* and *ideas*. There may not be any “new” ideas under the sun but there are certainly new thoughts above it [the sun].

Thoughts are like popcorn (aimless) where ideas are like the popping sound of a bullet being fired toward a target. Thoughts operate

on a spiritual plane where ideas operate on a mental plane. You see, because thoughts operate on a spiritual plane, they are neither created nor destroyed, they just are. But ideas -- on the other hand -- are created, developed, engineered, formed, or cultivated on a mental plane -- through our higher intellectual faculties.

I've always said that "*dreamers fantasize while thinkers materialize.*" This materializing process works on the mental plane. This is why our dreams (the subconscious level of our personality) tends to be sporadic (aimless). But it is when we wake up, that the conscious level of our personality begins trying to put the pieces of the dream together to create order.

Thoughts enter our mind at that same subconscious level of our personality, and what happens is we begin to take those thoughts and bring them up to the conscious level of our personality, where we begin to use our *higher intellectual faculties* as tools to start building, creating, engineering, or cultivating organized *ideas*.

Now, this kind of information is a bit out of scope for what we are teaching in this booklet, but what is important to bear in mind is that the first idea came from God, and each one of us -- regardless of occupation, race, nationality, or even religious beliefs -- started off as an *idea* in the mind of God. My question to you is this: *What better place to find creativity and inspiration than in the mind of God?*

If it is true, and there are no new ideas, then a prayer life is a *small* door to a *big* room full of past, present, and future illuminating insights and divine revelations provided to us at new levels of awareness. God is the *Alpha* and *Omega* -- the *Beginning* and the *End* -- is He not?

It is in prayer where you can grow your relationship with the Creator, which will then strengthen your creative abilities and bring forth more Kingdom minded results than you can possibly imagine in your writing, and in the ministry that you have been called to.

The Intimacy Between God (Spirit) and Man (Flesh)

Love Between Two Hearts

God (Jesus) has a heart and feelings just as we do. He created us in His image, did He not? We know that He has a heart because the Bible told us that David was a man after God's own heart. When your heart falls (a sign of submission) madly in love with God's heart, and you, like David, start living a life after (or in pursuit) of God's own heart, that is when miracles happen, masterpieces are written, and lives are changed.

It is in this moment of *divine intimacy* with our Creator where He begins to reveal Himself or unveil parts of/or some of the mysteries of who He is to us. But we are never to keep these illuminating thoughts to ourselves. We are to share them with the rest of the Body in order to strengthen the Body. Relationship (intimate connection) was always what God wanted from the beginning.

If you are a preacher that constantly finds himself entering the intimate realms of the Almighty - where God exchanges new revelations and ideas with a willing and submissive heart, and that you share from the pulpit, or within your circle of influence; then everything that I am writing in this booklet applies to you just as it applies to writing ministers. Writing ministers are just as much preachers and teachers in their own right. In fact, we are *all* messengers and ambassadors for the Kingdom of God. We are all communicating a message that is coming from one Divine source.

When you feel what God (Jesus) feels what you are doing is tapping into God's *frequency*, where the impossible becomes possible. It's the same "frequency" (or power) that the lady with the issue of blood tapped into when she touched the hem of His garment. The power that lies within creativity comes from out of our intimate relationship with Him. In fact, the word *Creation*, *Creator*, or *Creative* all come from the *Latin* language – which is known as *the language of love* – and is *Spiritual* or Divine in nature.

Alongside a devout prayer life, an *Apostolic Christian Writer* must have an endless desire for reading, studying, and mediating on God's Holy Word. One without the other is like a skeleton without the flesh or flesh without a skeleton.

In my personal opinion, the greatest of all love stories is the story of Christ and how He died on the cross for us sinners. It is the dying love between perfection (God) and imperfection (Man) that is the most divine revelation of all.

“But God commendeth his love towards us, in that, while we were yet sinners, Christ died for us.” (Romans 5:8)

The Bible declared God to be the *Author and Finisher of our Faith* (Hebrews 12:2). The Bible defined faith in this way:

“Now faith is the substance of things hoped for, the evidence of things not seen.” (Hebrews 11:1)

This is by far one of the most profound scriptures to ever be written, and many preachers have failed to really articulate the essence of the magnitude that this passage is really saying. It is the power of faith that brings the unseen to the seen. The intangible to the tangible. That same power brought the *God* of the invisible realm into the realm of the visible through the *person* of Jesus Christ.

However, as you know, since the ascension of Jesus back into Heaven, we are not able to see God in His visible form (not yet!), so how can you love someone you cannot see? Well, I am of the belief that an image or vision is not a prerequisite for loving someone. Instead, it is faith in action. James said that faith without works is dead, so I ask you: *Why don't we bring our faith to life?*

Speaking of life, it was written that God breathed into the nostrils of Adam and Adam became a living soul – Adam (meaning man or mankind) took God's breath away (an act of love).

Since we cannot really write a picture of love, for illustrational purposes, let us visualize (using the power of faith) Christ in the Garden of Gethsemane. This is one of the greatest illustrations of passion that anyone can articulate.

As we know from scripture, during prayer (time of solitude), Jesus began sweating “like drops of blood” from his brow when he was displaying every ounce of His human nature. When was the last time you put that much love and passion into your writing, into your prayer life, into your message (preachers), or into your art or craft?

As I sit here writing this, my heart is full of compassion for both new and seasoned writing ministers. If you do not get anything else out of this chapter, make sure you get this: *Your spiritual growth and the success of your writing ministry will only begin to grow out of the consecrated soil of a devout prayer life.* This is not said with pride – which cometh from knowledge (hence the *Tree of Knowledge...*), but from confidence – which cometh from humility (hence the *Tree of Life*). In fact, if you can recall, Adam had to stretch forth his hand and eat from the *Tree of Life* in order to begin the process of reconciliation for what he had done. That stretching forth of his hand is a symbol of humility and repentance.

The Apostolic Christian Writer’s Life of Bible Study and Mediation

As I mentioned earlier, there does seem to be a sense of ministerial peer-pressure within Pentecost that says that if you are not a pastor or evangelist, or operate in some kind of public ministry such as preaching or teaching, then you are not really a minister. And although I am not trying to “downgrade” or suggest that the preaching ministry is not powerful or important, because it is. What I am trying to say is this: *Where would you and I be without the writing ministry?*

Where would we be if it wasn’t for the Kings, Prophets, and Apostles if they didn’t sit down and put pen to paper (or to scroll) as they were inspired by the Holy Spirit?

Yes, the Apostle's preaching ministries were anointed and used by God to win many souls to the Lord, but you and I never heard them preach in-person. It was their writing ministry that reached us more than their preaching ministry.

Now, I understand that most of you may have come to the Lord through the preaching ministry, by hearing your pastor preach or by hearing an evangelist minister, but I am certain it was your prayer life and love for the Word of God that took you from being a redeemed sinner (justification) to being a saved saint (sanctification). Discipleship can be found in the love for reading and mediating on God's Word.

For the sake of the time and space I will mention just one particular interesting verse in regards to the love of reading and how important it is to your writing ministry.

“The cloak that I left at Troas with Carpus, when thou comest, bring with thee, and the books, but especially the parchments.” (II Timothy 4:13)

The term “books” in this verse comes from the word *biblia* which meant paper and written documents, and it is where we get the word Bible. These “books” were scrolls made from papyrus.

The “parchments” is from the word *membrana* which are animal skins, usually goat or sheep, from which we get the word membrane. These “parchments” seem to be of great concern to Paul for he used the term “especially.” Parchment material was much more expensive than papyrus and was used for those documents that were of great importance, since it was more durable than papyrus.

What was written in these “books” and parchments? It is very possible that some of them could have been Paul's personal copies of the *Hebrew Scriptures*. It is without doubt that he kept these close to him at all times for he had told Timothy at one point earlier, “*give attendance to reading*” (I Timothy 4:13), and certainly he did himself, for he would never ask someone to do something that he did not

do himself. Plus, it would be important to note that Timothy was someone that Paul trusted dearly, and would only feel safe having such sacred text in the hands of this one brother in the Lord.

It is clear to see how much Paul valued the *Holy Writ* as well as reading it. It is clear to see that he put these items above that of other possessions. Certainly, the Scriptures are worth more than all the money in the world to him and should be to us also. In other words, there is a sense of *intrinsic value* when it comes to the Holy Writ.

Personal Bible Study. The writing minister should study the Word of God in order to be approved of God. Bible study should become a daily discipline, as it will enrich a writing minister's life and allow the writing minister to become more guided and effective in his ministry. Inasmuch as he may be called upon on occasion to preach or teach, the writing minister should not merely scan the Bible in order to find a sermon, the Word must become alive in him and be the very bread he lives off of.

CHAPTER 3



The Ethics of a Writing Minister

MINISTERIAL ETHICS ARE NOT ONLY RESERVED FOR THE PASTOR OR EVANGELIST. The writing minister, in order to be most effective, should also learn proper ethical behavior as well as the etiquette that should become him. Please consider the following points:

- 1. Showing upmost respect for one's pastor is proper.**

It is always appropriate to express pastoral appreciation. If someone who wishes to speak negatively of the pastor approaches a *writing minister* he should provide a line of defense for the pastor, never siding with a disgruntled faction.

A writing minister should never attempt to gather support at the expense of the pastor. If a *writing minister* sows division he will reap the same in his own ministry down the road.

What if the writing minister has a difference of opinion in a concerning certain ministerial issues or theological views? Differences

of opinions on various aspects of ministry and theology may arise from time to time, but the writing minister should submit to the discretion of the pastor. *What if the pastor is wrong?* Unless there is an obvious and blatant sin, the writing minister should leave it in the hands of God. Consider the spirit of David as expressed toward Saul.

2. Faithfulness to the pastor and to the local church is a necessity.

The *writing minister* should not acquire the reputation of doing his own thing and not being accountable. The local assembly should see and sense an overwhelming support of the pastor and his vision.

Caution must be exercised in order to not step over the boundaries set by the pastor such as trying to present your written ideas above that of the pastors teaching and vision. In fact, it is always good to have your pastor review your writings before you attempt to present them to the local assembly. Having your pastor's support, blessing, and favor will open doors for you and your writing ministry more than you could ever imagine.

Plus, consistent and faithful giving of tithes and offerings is understood. In other words, when compensation for your written materials begins to come in, withholding what rightfully belongs to God is not acceptable.

3. Supporting other writing ministers is an obligation.

A *writing minister* is not in competition with other writing ministers. Indeed, just as preaching ministers should support other preachers – both within their local assembly and corporately (organization wide) – so too should writing ministers support each other. They must be careful not to speak disparagingly of each other to others within the *Body of Christ*.

All *writing ministers* make up a small group of brothers and sisters, and because there is so few of us, we should all become more

of a brotherhood (or sisterhood) that supports one another and gives one another the benefit of the doubt in conflicts and misunderstandings. We should also support one another through our financial giving, for a laborer is worthy of his hire (Luke 10:7).

4. Worshiping with the pastor, evangelist, or other writing minister when they are preaching/teaching is imperative.

Having a call to ministry does not give you the freedom to be a critic of other speakers (or writers), noting mispronunciations and incorrect word usages.

Nor should a writing minister sit like a “king” watching underlings worship, only to get up and demand support on the occasion that he may preach or teach. The Golden Rule applies here – *Do Unto Others as You Would Have Them Do Unto You*.

In short, the *writing minister* needs to be supportive of whomever may be preaching/teaching and needs to be the first to “*get with the preacher*” when they are ministering the *Word of the Lord*.

5. Expressing appropriate appreciation when granted the privilege of preaching/teaching is important.

Contrary to what some may think, a pastor is not required to allow a writing minister (or any kind of minister, for that matter) to preach/teach to the congregation. Therefore, if the honor is given, the *writing minister* should always publically express appreciation for the privilege of being able to minister. When a congregation sincerely loves and supports their pastor, this kind of ethical consideration by the writing minister actually helps the flock become more receptive to the ministry of someone new.

When invitations to preach/teach at another church other than your own local assembly comes it must always be cleared with

the home pastor. If a *writing minister* is granted the opportunity to preach/teach/minister elsewhere, he should always send a thank-you note and express sincere appreciation. The *writing minister* should never invite himself to preach/teach/minister for another pastor, but rather wait for an invitation.

Sometimes ministers have a difficult time responding to compliments after ministering. In fact, I remember in the early years of my ministry, when being granted the privilege and opportunity to share the *Word of the Lord* to my local congregation, after I was finished preaching/teaching I felt that I didn't do as well as I could or should have. At the end of the service, I had several members of the congregation come and compliment me, and tell me that something I said bless them dearly, and that they were grateful for the opportunity to hear me minister.

Deep down, I felt that I had failed them miserably and I couldn't really accept the kind words that they were giving me. In fact, I felt that they were being untruthful or dishonest. I felt that they were just trying to make me feel good, but that deep down, they knew I bombed it. And believe me, I struggled many nights and weeks trying to overcome this negative feeling I had towards the congregation when they gave me these compliments that I didn't feel I deserved, and that I knew they knew I didn't deserve.

But out of that situation I was going through I learned a very important lesson. When you are working in the *Kingdom of God*, and ministering to the flock, what every *writing minister* must understand is that you are working with a forgiven audience. They are souls that have been forgiven by the *Most High*, and therefore, practice forgiveness to others, including you. And, yes, even ministers need forgiveness for not doing their best.

In short, a simple and proper response is to graciously accept any compliment that is given with a simple, "*Thank You,*" and then return all the glory back over to God. Remain humble and modest, and God will exalt you when necessary.

CHAPTER 4



The Public Presentation of an Apostolic Writer

ALTHOUGH THE MAJORITY OF A WRITING MINISTER'S SERVICE IS DONE IN PRIVATE that doesn't mean that a writing minister will never be called upon to preach/teach/minister publically. It has been said that most writers are introverts and come out more "extrovertly" in their writing than they do in public speaking.

It is has been said that there are two kinds of writers (or speakers) in the world. There are speakers that, on occasion, *write*, and then there are writers, who on occasion, *speak*. Personally, I consider myself to be a writer that, on occasion, speaks. In other words, I feel that I communicate and articulate my thoughts better through the written word than I do speaking.

However, I will say this: When I am given the privilege to preach or teach publically, I do give it all that I got. I wear my heart

on my sleeve. I may naturally be an introvert, but I am capable of being an extrovert when I need to be.

Now, with all of that said, as *Apostolic Christian Writing Ministers*, here are a few public etiquette principles to bear in mind.

The Public Appearance of an Apostolic Writer

Inasmuch as the *writing minister* represents the pastor and local church, he must always be diligent to be professional in his appearance, especially at church services and activities. If it is appropriate to wear a suit and tie (or, for ladies, a dress), a writing minister must do so.

Holy caution must be considered when selecting what to wear. Flamboyant dress can steal the attention from the minister of the hour and his sermon. Attracting and keeping a congregation's attention is difficult enough without providing other means of distraction from what is being preached or taught. The devil already offers enough distractions. It is certainly more important that the congregation hear what is being preached rather than focusing on what someone is or is not wearing.

The Public Mannerisms of an Apostolic Writer

The *writing minister* must be careful to not allow irritating mannerisms to steal from his effectiveness. The writing minister who constantly jingles his keys in his pocket, or sways from side to side, or continuously walks in a set pattern back and forth, can lose his listeners attention very quickly.

While preaching/teaching/ministering, the writing minister should make it a point to make eye contact with the congregation. If not direct eye contact, he should at least scan the congregation from side to side looking in the general vicinity of the people. This helps with being able to connect on a personal level with each person in the congregation.

I know that as *writing ministers* we are not always presented in the lime light of public ministry, such as preaching or teaching in front of the congregation, and so it is not often that we have to concern ourselves with these certain principles of public etiquette, however. They are important to note and give thought to for you never know when your opportunity may come to share the *Word of the Lord* through the preaching or teaching ministry.

Some preaching ministers lose the attention of the congregation by gazing at the floor while preaching/teaching, by staring at their notes, or by looking to only one side of the sanctuary. People like to be a part of the message and making eye contact invites them to be able to do that. If they are not invited to participate, you can almost guarantee that they will not do so on their own accord.

Perhaps, the *writing minister* can recruit a friend or family member to watch and inform him (or her) of any irritating mannerisms so as to help them become more aware of them and be able to overcome them.

Public Voice Control of an Apostolic Writer

As I have stated earlier, a *writing minister* is not always given the privilege to share the *Word of the Lord* through the preaching or teaching ministry, but when that privilege does come it is important for a writing minister to work on his vocal delivery in order to be effective in articulating the points of his sermon.

I am sure you can remember at least one teacher you had back in school (or college) that spoke with a low monotone voice that drew you more to sleep than to a love and passion for what was being taught. Well, it is important that a *writing minister* not do the same thing to the congregation when he or she is giving the privilege to share the *Word of the Lord*.

Likewise, screaming the whole time is also equally irritating and non-beneficial. This can annoy congregants and wear out

their hearing. Preaching and teaching should have an *ebb* and *flow*, fluctuating and raising the voice to highlight specific points. As writers, we do this in our writings by keeping sequential logical flow with a certain rhythm or cadence that keeps the reader turning the page – it is almost poetic, which is why they call it “prose.” The same idea is applied to public speaking.

Furthermore, anointed preaching/teaching does not require intense throat sounds that come up from all the way down in the gut. Plus, a *writing minister* should never become victim of fill-in words such as an overabundance of “Amen’s”, “Thank you Jesus”, “Hallelujah”, “You know”, and “Uhhh”.

As a writer, this kind of thing may be easy to overcome due to the aid of being able to edit and rewrite. However, when it comes to speaking, not so much. You can’t really edit and rewrite the words that you speak from behind the pulpit. With that said, it is certainly beneficial to listen to other preacher’s taped sermons and learn from them (what you should or shouldn’t do).

The Public Attitude of an Apostolic Writer

The effectiveness a *writing minister* has in the *Kingdom of God* has much to do with his *attitude*. A writing minister must remember his *call*, the *reason* for that call, as well as *why* he is ministering in the first place, which is because a pastor is kind enough to allow him the privilege to minister. If you don’t get anything else out of this chapter, let this be the one thing that does sink in: *Just because you are a writing minister and called by God doesn’t mean a pastor is required to offer you an opportunity to minister behind his pulpit.*

Therefore, the writing minister should be careful to honor the pastor at every opportunity. And for lack of a better expression, he should also remember his place. He is not the pastor – not at any time during is preaching or teaching. He should approach the sacred desk as a *humble* and submitted vessel, not only to God, but also to the pastor.

The *writing minister* should also be careful to have a proper attitude toward the congregation. The focus of ministry should not be to tell people they are going to hell, but rather show them how to get to heaven. In other words, the focus of ministry should be focused on *connecting* rather than *correcting*. This approach can make a profound difference in how one is accepted by the congregation.

CHAPTER 5



How an Apostolic Writer Should Emcee a Service

CONDUCTING A PENTECOSTAL SERVICE IS AN EXTREMELY IMPORTANT, AND OFTEN, DIFFICULT TASK. The success or failure of the service lies in the hands of the ones conducting the service. *Writing ministers* can be called upon from time to time to conduct certain portions of a service. They may be asked to testify or lead a testimony service, lead the praise and worship service, take up the offering, or introduce special singers or ministers.

As an emcee involved in any of these areas of the service, the *writing minister* must be certain to properly prepare himself for such a task. He should not simply speak “*off the cuff*” or “*wing it*” in attempt to fill gaps. Instead, he needs to spend time reading, studying, and mediating on God’s *Holy Word* (reread the chapter about *Personal Devotions*) to be ready to bring back to his memory that which was learned during his personal devotions. The scripture tells

us to be instant (or ready) in season and out of season (II Timothy 4:2). Without proper planning and preparation, the *writing minister* may hinder the proper flow of the *Spirit* in the service. As a footnote, I've never known a pastor not to give someone plenty of heads up when he or she will be helping in conducting or leading the service.

Also, when conducting a service, a *writing minister* should be careful not to “*take over*” the service. It is common for ministers in general, who are filled with fervent zeal and passion, to be used by God - which is not bad in and of itself - but it is important to not get out of line and try “*preaching*” in between every open portion of a service. Usually when this happens, most of these passionate novice ministers end up finding themselves rambling on far longer than necessary. Most season ministers often refer to these kinds of individuals as “*loose cannons*”. This particular behavior is rude and unfair to the minister that is scheduled to be preaching or teaching that service.

A service should flow and build up to a heartfelt and worshipful anticipation for the preaching word and ministry. Individuals used along the way should not purposely try to climax the service around a special song, offering, or other component of the service. A *writing minister* that is called upon to emcee in some capacity should simply help to facilitate the service and not attempt to highlight himself or draw attention to himself. Although he may feel that he has to preach a little or say a particular thing because he feels the “*anointing*” -- everyone in a Pentecostal service can feel the anointing. Those conducting the service, however, should direct this anointing towards worship and receiving the preaching word (from the minister that is scheduled for that service). The focus should always be on God and His Word, not on the ones conducting the service.

And please do not try to take this time to “*promote*” your latest book or literature material. If the pastor schedules a portion of the service for you to get up and talk about your latest book or written material, then that is fine. But don't take it upon yourself to do this. The scripture tells us to humble ourselves and we shall be exalted in

due time. Don't force your time of exaltation. Instead, put your attention and focus on the humbling part, and let God handle the rest.

CHAPTER 6



How an Apostolic Writing Minister Should Act During Altar Work

THE “ALTAR WORK” OF A WRITING MINISTER is slightly different from that of a preaching minister, but not extremely different that certain basic etiquette principles do not apply. For instance, if you were given the privilege to speak, preach, or teach during a service, and the pastor has allowed you to put up a booth at the back of the sanctuary for book signing and book selling opportunities, you should be sure to thank the pastor for giving you this liberty; and be sure to interact and engage with congregants that take the time to come and visit with you and look over your products and resources.

Just as a preaching minister should habitually pray with people at the altar at the end of every service, and just as a preaching minister should not feel as though he has done his part by preaching,

if people are cordial enough to respond to a preacher by coming to the altar, the least that preacher can do is take the time to pray for and with that soul. Likewise, if people are cordial enough to come to the back of the sanctuary, where your booth is set up with all your writing and literature resources, and come to talk with you, you should pay them the respect that they deserve and engage in conversation with them. And if a person asks you to pray with them at the booth (or at the altar) you should not hesitate to do so.

The *writing minister*, just like the preaching minister, should take the time to refresh his breath with mints in order to not be a hindrance. While praying with seekers, the writing minister should lay his hand on the head of the person they are praying with, but being careful not to touch inappropriately. In fact, it is often better to have the pastor, or some church leader that is respected amongst the congregation, to be with you as you are praying with someone, especially when it is someone of the opposite sex.

He should also be careful not to shake or push people when praying with them. God does not require physical demonstration to fill people with His Spirit.

Finally, don't come off as "*salesy*" or try and push people to buy your books. If someone ask a question about the price of a book or what have you, feel free to answer their questions, but don't be pushy or forceful.

CHAPTER 7



The Art of Preaching and Teaching Through The Written Word

RIGHTLY DIVIDING THE WORD OF TRUTH IS THE SINGLE MOST IMPORTANT ASPECT OF THE WRITING MINISTRY. Teaching through the written word picks up where preaching leaves off. I am of the belief that the writing ministry can be viewed as the bridge of discipleship.

Preaching, from the Greek word for “*persuasion*,” is the manner in which God persuades individuals to forsake the course of this world and enter into the *Kingdom of God*. The scripture tells us that “*Faith cometh by hearing and hearing by the Word of the Lord.*” It goes on to ask us a hypothetical question, “*How can they hear without a preacher?*” Certainly, we can all agree that the preaching ministry is extremely important, but I am of the belief that the *writing*

ministry is equally important; because where preaching *persuades*, teaching through the written word *informs* and *educates*. Paul told us not to be conformed to this world but to be *transformed* by the renewing of our minds. I am of the belief that that transformation takes place through diligent, sincere, consecrated, and devout study. And it was King Solomon who said, “*In all thy getting, get understanding.*” The only way to acquire this level of divine understanding is through study.

Just as a *writing minister* would practice proper etiquette when he is given the honor to preach or teach before the congregation, he should also present proper etiquette when sharing the *Word of the Lord* through the written word – the *writing ministry*.

God has chosen the foolishness of preaching to move the wise, but that doesn’t mean that He chose foolish preaching and practices to do so. Sometimes a writing minister becomes guilty of preaching (either through the written word or orally) foolishly, primarily out of ignorance or a lack of knowledge. The following points are intended to assist *writing ministers* in not making common mistakes and subsequently allow them to be more effective in their ministries.

1. Pray through prior to sitting down to write.

A *writing minister* should take the opportunity to share the *Word of God* through the written word seriously. As I have stated before, a writing minister should cultivate a thriving *prayer life* and get his attitude and spirit right before sitting down to write.

If a writing minister is having a difficult time with a personal situation, and it is affecting his attitude, he should refrain from writing at the moment and wait for another time to do so. Writing for the Lord is not to be taken lightly, and depending on your attitude, a writing minister could either affect a reader positively or negatively.

In other words, just as much as life and death is in the tongue, the pen is certainly mightier than the sword.

2. Let your own personality show through your writing, and refrain from jealousy.

God calls ministers with their own distinct personalities. Therefore, a *writing minister* should be himself and not try to write like someone else. Plus, a writing minister should not feel intimidated or inferior to another writing minister who has a different style and seems to have more results.

A *writing minister* should feel comfortable in his calling and in his own skin. Some read other writing ministers writings and books so much that they begin to mimic that writing minister's ministry. Enjoying and learning from other writing ministers is commendable, but writing ministers should retain their own personality. Personal quality time should be spent with God in order to be led by His Spirit, not the spirit of another writing minister.

Plus, a *writing minister* should be cautious not to become jealous of another writing minister's ministry or accomplishments. As I have mentioned before in this booklet, we should be supportive of other writing ministers and their ministries, but it is difficult to do that when we are harboring jealous within our hearts towards them.

3. Honor the pastor in the act of writing.

As previously expressed, the *writing minister* needs to show appropriate honor to his pastor. This honor should also be evident during the act of writing. One way the writing minister does this is by the statements he does not make. For example, you should never make a comment in your writing indicating that what you are about to write may in some way contradict or completely disagree with what your pastor preaches or teaches.

If a point you are about to make can be debatable it probably should never be entertained. Such statements place your readers on

edge and make them wonder if their pastor could be wrong on a certain theological subject, what else could they be wrong about? This is folly and a complete waste of precious writing and teaching time. Always remember, “*The spirits of the prophets are subject to the prophets*” (I Corinthians 14:32).

4. When beginning to minister, use caution to not waste your readers time.

If you are given a deadline for your writing (whether it be an article, a book, a blog post, etc.) don’t just meet it, beat it. The best approach when beginning to write a God-inspired piece is to thank your reader for their time (usually found in the dedication or acknowledgement sections of a book), open with scripture, and teach, giving honor to whom honor is due throughout – giving proper credit to sources that you quote or ideas that are not your own.

You may feel inadequate and self-conscious about your abilities to share and teach the *Word of God* through the written word at times but you should never apologize. If God called you, and you have the blessing and favor of your pastor and local church, then not only does your pastor and church support you, but God has put His trust and faith in you as well. So, what do you have to apologize for?

Furthermore, don’t try to persuade your readers that you have heard from God. The Word will stand and speak for itself. Your reader will be able to tell if you have heard from God or not. When writing, you should never write, “*God told me this,*” or “*God spoke to me*”. It is wiser to say, “*God impressed this word upon me.*” Otherwise, it may appear that you are trying to persuade yourself that you have heard from God, or you may end up presenting yourself as a super spiritual person, more than what you really are.

5. Be Christ-centered in your writing.

Paul said, when preaching, he purposed to know nothing but “*Christ and Him crucified*” (I Corinthians 2:2). Jesus said, “*If I be lifted up I*

will draw all men unto me” (John 12:32). Writing about Christ and lifting Him up draws your readers more to Him and less to you. Therefore, everything that you write should be centered around Him, or eventually circle back around to Him. A *writing minister* should not write to impress, for no flesh shall glory in His presence. Your writing should turn the spotlight on Christ, as He increases and you decrease. The work of the Kingdom is not about the writer, but about God. It is His writing piece for His readers.

6. Write within set parameters.

Depending on your role within your local church and within the *Body of Christ*, you may or may not have the influence or prestige of, say a pastor or presbyter, or even an evangelist. With that said, you may find yourself naturally limited in some areas. Therefore, when ministering through the written word, you should focus on edifying and encouraging your readers.

If you are not a pastor or do not hold some position of spiritual authority, you should refrain from attempting to tell saints what to do, or chastise them for what they may not be doing. Due to that fact, there is a very thin line between *shearing* and *skinning* the sheep, necessary chastisement and correction needs to be solely administered by the pastor.

The writing minister should devote his efforts to feeding the flock. There may be a time when you feel a “*pastoring spirit*” come upon you, and feel like it is your duty to “*straighten out the flock*”; regardless of how you may feel, even if you deem yourself to be anointed at the moment, you should not ever attempt to enter this arena of ministry without the backing of your pastor. But even with all that said, the best advice you could get in this area is to just keep the correcting to your pastor and stick to edifying and encouraging.

I say all this because you may not be fully aware of the heartbeat, prayers, and behind-the-scenes counsel that your pastor

has been conducting with certain saints throughout the week. Plus, sheep can be sheared many times, if skinned once, they will die.

When it comes to writing about *holiness issues*, the majority of the time this should be reserved for the pastor to cover. However, there is absolutely nothing wrong with teaching holiness through the written word when it is done in a positive manner. Before you go trying to teach about holiness, be sure to educate yourself on how to present these areas of Christian living in a positive light.

If you have slight variations in your personal views about holiness issues that do not necessarily match up with what your pastor believes then you need to keep them to yourself. If you are writing a piece that will be shared with your local church family, you should submit to the teaching of your pastor and not attempt to persuade the congregation otherwise.

Finally, you should never criticize other religions or churches when ministering through the written word. It is better to lead people showing them that there is more for them, not that they have nothing or that they are wrong in their theological views.

7. Be careful not to ramble.

If you have written anything before you would know and understand the value of research, study, presentation, and note-taking. Not having an outline or a guided flow of logical thought can cause a writer to ramble. When *ministering through the written word* you should at least have an outline with an introduction, body, and closing.

However, notes are not intended to cause you to become inflexible and not be led by the Holy Ghost. For example, a preacher may have written a three-point sermon but the Lord may move toward an altar call after the first point. The *spiritually sensitive writing minister* should obey the Holy Ghost at all times. In the case of a preacher, a message does not have to be completed to be effective. Likewise, a writing minister doesn't have to write 5 pages of content when one would do.

As a safeguard against rambling, when developing notes, consider the following pointers: (A) a *writing minister* should never assume everyone knows what is being talked about when a particular story in the Bible is referenced. Many times readers do not know or remember; (B) even though you may be passionate about what you are writing about, and you may be driven to write everything you know about a certain subject, know this: there is nothing that says you can't make a series on a certain subject or topic. A writer and author friend of mine once told me, "*You may be writing a book that you are extremely passionate about but no one ever said that you can't write two books about that subject.*" The Bible talked about "volumes" of books being written, so keep that in mind; (C) Finally, a *writing minister* should be careful not to run off on tangents for it becomes difficult to lead readers back to the main point.

A *writing minister* needs to learn the fine art of knowing when to stop. One obstacle to ending an article, blog, book, etc. is the feeling that everyone has to "*get it*" before you can stop. "*Getting it*" is often determined in the preacher's mind by who is responding to the Word in the manner he deems necessary. A *writing minister*, however, should be careful not to require the approval of his readers in order to minister. If someone does not respond in the manner he feels adequate, the writing minister must not allow himself to get angry or frustrated with his readers while waiting to see if they have received the Word. A couple points should be considered. People react to the Word differently, and God's Word will not return void. Write the Word and leave the results up to God; for some water and some plant, but it is God that gives the increase.

The Conclusion

The Apostolic Christian Writer is extremely important in the work of God. The seemingly tiny and “*insignificant*” ripple of the writing minister is deceiving. Indeed, each tiny ripple, joining with other tiny ripples combines to create a sweeping current or wave of effectiveness. The Church, in many regards, is dependent upon the unselfish dedication of *writing ministers* everywhere.

Pastors and the Church at large are indebted to the *writing minister* and to the *ministry of writing*. These unsung heroes continue to assist their pastors and organizational leaders in the endtime revival, as well as in *discipleship*.

May the blessings and anointing of God continue to rest upon the *writing minister* and the *writing ministry* in general!

Etiquette: *For Apostolic Christian Writers* is Just The Beginning...



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William Ballard, MBA is the founder of *William Ballard Enterprise, LLC* (a digital marketing and consulting firm) and *Apostolic Christian Leadership Network* (a launch pad for newly formed apostolic ministries). He provides writing and marketing services for small businesses, entrepreneurs, churches, and other evangelistic ministries. He is a member of the *United Pentecostal Church International* and has shared the Gospel with many local assemblies throughout the United States and abroad. He loves sharing his passion for the writing ministry. When he is not working on another writing project, you can find him proudly working in any capacity within the *Kingdom of God*. Many have stated that he has *the mind of a business man* and *the heart of a minister*.