

Notes

Chapter 1

1. John Jantsch, “Why Content Creation Is Everyone’s Job,” Duct Tape Marketing, March 3, 2018, <https://ducttapemarketing.com/content-creation-everyones-job>.
2. *The West Wing*, season 2, episode 9, “Galileo,” directed by Alex Graves, aired November 29, 2000, on NBC.

Chapter 2

1. Attributed to Kurt Vonnegut in Anne Lamott, *Bird by Bird: Some Instructions on Writing and Life* (New York: Pantheon Books, 1994), 32.
2. William Zinsser, *On Writing Well: The Classic Guide to Writing Nonfiction*, 30th Anniversary Edition (New York: Collins, 2006), 25.

Chapter 3

1. Stephen King, *On Writing: A Memoir of the Craft* (New York: Pocket Books, 2000), 105.
2. Ibid., 106.
3. William Zinsser, *On Writing Well: The Classic Guide to Writing Nonfiction*, 30th Anniversary Edition (New York: Collins, 2006), 5.

Chapter 4

1. Kurt Vonnegut, “How to Write with Style,” *IEEE Transactions on Professional Communications* PC-24, no. 2 (1981): 66.
2. Ibid.
3. Anne Lamott, *Bird by Bird: Some Instructions on Writing and Life* (New York: Pantheon Books, 1994), 185.

Chapter 5

1. Thomas Merton, *New Seeds of Contemplation* (New York: New Directions Publishing, 1972), 111.
2. Stephen King, *On Writing: A Memoir of the Craft* (New York: Pocket Books, 2000), 219.

3. Anne Lamott, *Bird by Bird: Some Instructions on Writing and Life* (New York: Pantheon Books, 1994), 185.
4. Ibid., 187.
5. Ibid., 194.

Chapter 6

1. Frank Viola, *Pagan Christianity: Exploring the Roots of Our Church Practices* (Carol Stream, IL: Tyndale Momentum, 2012), xxii–xxiv.

Chapter 7

1. Stephen King, *On Writing: A Memoir of the Craft* (New York: Pocket Books, 2000), 106, emphasis added.
2. E. B. White, “E. B. White, The Art of the Essay No. 1,” interview by George Plimpton and Frank Crowther, *The Paris Review*, issue 48, Fall 1969, <https://www.theparisreview.org/interviews/4155/e-b-white-the-art-of-the-essay-no-1-e-b-white>.

Chapter 10

1. Andrea Beaty, *Ada Twist, Scientist* (New York: Abrams Books for Young Reader, 2016), 24.
2. Roy Peter Clark, *Writing Tools: 50 Essential Strategies for Every Writer* (New York: Little, Brown and Company, 2006), 205.

Chapter 11

1. Kurt Vonnegut, “How to Write with Style,” *IEEE Transactions on Professional Communications* PC-24, no. 2 (1981): 66.
2. Quoted in Roy Peter Clark, *Writing Tools: 50 Essential Strategies for Every Writer* (New York: Little, Brown and Company, 2006), 197–98.
3. Mark Bowden, *Black Hawk Down: A Story of Modern War* (New York: Grove/Atlantic, Inc., 2010), 331–32.
4. You can read the essay that resulted from this mission statement in René Breuel, “At the Intersection of Faith and Culture: A Vision for Christian Cultural Expressiveness,” *Movements of the Gospel: Experiments in Ministry in Unfamiliar Places* (New York: Redeemer City to City, 2019), 34–49.

Chapter 13

1. Anne Lamott, *Bird by Bird: Some Instructions on Writing and Life* (New York: Pantheon Books, 1994), 22.
2. Ibid., 23.

Chapter 14

1. Cal Newport, *Deep Work: Rules for Focused Success in a Distracted World* (London: Piatkus, 2016), 170.
2. Tina Fey, *Bossypants* (New York: Little, Brown and Company, 2011), 112.

Chapter 15

1. E. B. White, *The Second Tree from the Corner* (New York: Harper and Row, 1954), 158–59.
2. Ibid.
3. William Zinsser, *On Writing Well: The Classic Guide to Writing Nonfiction*, 30th Anniversary Edition (New York: Collins, 2006), 4.
4. This example is an excerpt from my article “Can You Imagine?,” published online at Christian Bible Studies, *Christianity Today*, July 26, 2011, <https://www.christianitytoday.com/biblestudies/articles/theology/canyouimagine.html>.

Chapter 16

1. William Strunk Jr. and E. B. White, *The Elements of Style*, 4th ed. (New York: Longman, 2000), 73.
2. Ibid.
3. William Zinsser, *On Writing Well: The Classic Guide to Writing Nonfiction*, 30th Anniversary Edition (New York: Collins, 2006), 16.
4. Ibid., 15.
5. George Orwell, “Politics and the English Language,” *The Collected Essays, Journalism and Letters of George Orwell* (New York: Harcourt, 1946), 139.

Chapter 17

1. I recall hearing this anecdote at an author talk in Naperville, Illinois.



Redeemer City to City is a nonprofit organization that prayerfully recruits, trains, coaches, and resources leaders who cultivate gospel movements in global cities primarily through church planting. City to City is based in New York City and works in over 140 global cities throughout Africa, Asia, Australia, North America, Latin America, the Middle East, and Europe. City to City's core competencies are urban church planting, leadership development, and content creation. All of this is done to help bring the gospel of Jesus Christ to cities.

City to City was co-founded and is chaired by Tim Keller. After transitioning out of his position as senior pastor at Redeemer Presbyterian Church, Tim Keller moved into a full-time role with City to City, focusing on ministry in global cities like Johannesburg, Mumbai, London, São Paulo, and New York City. He and City to City's global leaders work together to invest in and pass along what they have learned to a new generation of ministry leaders. Through these endeavors, City to City helps build for and propel movements of the gospel in affiliate networks around the globe.

As of January 2018, City to City has helped start 495 new churches in 70 cities, trained more than 16,000 leaders in city ministry and evangelism, provided resources in 25 languages to help recruit, empower, and develop these leaders, and served 57 gospel networks around the globe.

www.redeemercitytocity.com/



RedeemerCTC



RedeemerCTC



RedeemerCTC



youtube.com/RedeemerCTC