

The Blogging Pastor:

An Easy Strategy for Busy Preachers To Blog

By Cory J. Miller

Whenever I consult with people about blogging, their main concern is usually time. Writing, after all, is time consuming, right?

But blogging doesn't have to be THAT time consuming if you start from the right perspective.

Here's what I suggest for pastors, in particular, that want to start blogging but are concerned about their already overloaded schedules:

TURN YOUR SERMON EXEGESIS INTO SHORT, DEVOTIONAL THOUGHTS -- OR BLOG POSTS.

Pastors, as you are studying for your sermon during the week, invariably, you will unearth interesting, fascinating, or inspirational nuggets of truth in the Scriptures ... but will not be able to include those nuggets in your sermon.

THESE NUGGETS ARE THE GOLD OF PASTOR'S BLOGS!

Take snippets of your exegesis as you study and turn them into **periodic, short 150-word, devotional "thoughts for the day" or week or whatever.**

Blogging this way -- simply turning your sermon study into devotional posts -- will do several things for your congregation.

It will give them ...

- **A WORD OF ENCOURAGEMENT** -- Your people need to hear their pastor's "voice" between Sundays
- **AN APPETIZER FOR SUNDAY'S FEAST** -- By blogging on your sermon study, your congregation will be more tapped into, and more focused on what you are preaching on Sunday
- **A GUIDED TOUR OF THE RICH DEPTHS OF SCRIPTURE** -- As you know well, most exegesis has to be stripped down for the sake of time and focus; take your congregation with you as you mine the depths of God's Word

Plus ... your Web site guests will see the church's pastor ministering and teaching in a dynamic way!

HERE ARE OTHER IDEAS FOR SERMON STUDY/DEVOTIONAL BLOG POSTS:

- **ASK DEEP QUESTIONS** -- Present thought-provoking questions about the previous sermon, or in advance for your congregation to think about

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- **GIVE RELATED VERSES TO READ** -- If you're studying a passage on forgiveness, give a topical list of related verses with links to read online (via BibleGateway.com or others)
- **LINK TO OTHER RESOURCES** -- The Web is filled with great (and terrible) resources, but as your congregation's gatekeeper (both offline and online) you can link to edifying articles, sermons, books, etc.
- **ADDRESS MAJOR NEWS EVENTS WITH THE BIBLICAL WORLDVIEW** -- Show your congregations and site guests how to view the world and its events from God's perspective
- **START A TOPICAL BULLETIN BOARD FORUM** -- I list this last for the sake of caution: Be careful as this could be both time consuming and out of control; but you could start a forum for your congregation to discuss the week's sermon topic

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CHECK OUT THESE BLOGGING PASTORS

- **STEVE MCCOY** -- <http://www.stevekmccoy.com> – Prolific and young
- **MARK D. ROBERTS** -- <http://www.markdroberts.com> – Includes a list of blogging pastors.
- **JOE MCKEEVER** -- <http://www.joemckeeper.com> – Pastor, director of mission and an outstanding cartoonist!
- **MARK DRISCOLL** -- <http://www.theresurgence.com> -- 30-something pastor in Seattle
- **AL MOHLER** -- <http://www.albertmohler.com> -- Not really a full-time pastor (he's a seminary president), but a prolific blogger, commenting daily on issues in the news and culture.



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ABOUT CORY MILLER

Cory Miller has worked in journalism and public relations since 1998. He has served in the communications field at three daily newspapers, a sports magazine group, at two Southern Baptist churches, and a seminary. Additionally, he has written for *Baptist Press*, *On Mission* magazine, Purpose Driven Ministries, *Missouri Pathway*, and *Oklahoma Baptist Messenger*, among others. He is available for freelance writing, graphic design and church communications consulting work.