

# WRITING A DEVOTION...

## OUR WAY 😊

The *HOOK, BOOK, LOOK, TOOK* Method

Here is a 4-step structure to help you maintain consistency and hold the reader's attention.

**Hook:** Catch the reader's attention with a brief story or a shocking statement. (You're writers... you know what a hook is!) We encourage you to use your imagination, paint the scene in vivid colors, but make every word count. Make it personal. Touch a heart.

**Book:** Present the point of your devotion, your interpretation of the passage, and do it concisely. In many cases this will be the area of the devotion that a reader will highlight, copy and feel as though God is speaking to them.

**Look:** Observe the big picture and bring it home to a practical application. Show the reader how you've been affected and how they can apply God's truth to their lives through your own experiences.

**Took:** Lead your reader to a decision, offer an action statement—challenge them to change.

**\*\*A special thanks to Doc Hensley for sharing this method with us.**

*Writing a devotion our way is easy. There is process behind the prose...*

**Q) Why do we allow more than 200 words?**

*A) We allow more than the traditional 200 word count for two reasons. First, devotions "our way" provide readers an opportunity to learn how to develop a deeper relationship with Christ. Secondly, an extra 200 words allows writers the room to polish their devotional, making it "relatable."*

**Q) Why the Hook, Book, Look, Took method?**

The **hook, book, look, took** method provides a consistent format. This technique brings into focus the core message of your devotion so readers get the point quickly, allowing it to *zing* and stick with them.

## How long do you have with an Internet devotion?

Honestly? Not much! The average reader will stay on a page 10 seconds before moving on. Hence the HOOK! We are fortunate that visitors remain, on average, for 90 seconds. We attribute this success to the quality of our writers, but we must never forget that we only have a few seconds to grab the reader's interest, so carefully choose your words. Otherwise, the readers will... DELETE you.



*90 Seconds  
Can Change A  
Life*

### **THAT'S WHY WE ASK YOU TO PRAY!**

As editors of [ChristianDevotions.us](http://ChristianDevotions.us), we pray every day—yep, all 7 days via email. We have committed to lifting this ministry before the Lord daily and when we do that, He gives us good words. Precise words, concise words, fluff words but not too many words.

So we encourage you to pray before you write your devotion. Pray that God will fit your devotion into the format and that you will be concise and

heartfelt.

We are amazed daily by the responses we get from those who are touched, so DELETE is not a word we want to see in our ministry. We want these devotions read and they will be if you trust their crafting to the Father. Whether you are a seasoned author or just beginning, God will work through your devotion when you have the right heart.

## **WHY THIS FORMAT and WHY ARE WE SUCH STICKLERS?**

Think of a small book format with the left page displaying your scripture, prayer and Building Blocks of Faith summary. On the right page is the devotion itself. These 4 elements must fit on two pages.

Our devotions are different and set us apart because they are longer and written from this four-step structure. It allows us to quickly touch the heart of the reader, drive home a point. Hopefully, one that stays with them. We know from the success of others (i.e. the Chicken Soup books) that folks love devotions and meditations that they can relate to. This is part of the success of [ChristianDevotions.us](http://ChristianDevotions.us)

## **WHY THE CALL TO ACTION?**

Because it is modeled in the style of Christ. “Who do you say I am?... Where is your husband?... Will you really remain loyal, Peter?...” Christ spent a lot of time asking questions and calling people to action. That is why YOUR personal touch, your take that relates, is so important. Showing readers that God has impacted your life and prompted *you* to change will lead them to desire change in their own lives. Your call to action does not have to be an “alter call,” but it needs to be there. The reader must be left with a decision.

*We want folks*

*To look at our devotions and see the ACTIVE hand of God, the sovereign God and*

*The God who guides us personally. We want them to know Him as we do!*