

1. He Used the Power of Story
2. He Hit our Felt Needs
3. He Repeated Important Points
4. He Used Beautiful Prose
5. He Touched Our Emotions
6. He Made us want to Read His Book Again and Again
7. He was Vulnerable and Shared His Heart (Don't waste painful life experiences.)
8. He Used Imagery and the Senses
9. He Wrote Crisp
10. He Wrote Clean
11. He Wrote Anointed
12. He Wrote for a Reason
13. He Didn't Just Keep the Thoughts in His Head—He Wrote Them Down and Completed It
14. He Gave Us Relatable Characters
15. He Gave Us Characters with Flaws
16. He Provided a Take-Away
17. He Made Us Want to Tell Others About His Book (Word of mouth.)
18. He Appealed to a Wide Audience, But Still Made It Universally Personal
19. His Book wasn't Written in a Day
20. The Value of What He Wrote was Often Not Realized by Everyone
21. He had Divine inspiration
22. He Wrote from Love
23. What He Wrote was Life-Changing