

The following list of books and websites are resources that have had a positive impact on my thinking and professional development.

There are two important things to note:

1. I consume a lot of content that is business related because I think it sharpens me in my career in ministry and I believe we can learn a lot from the business world as churches.
2. I don't endorse everything from the resources below. Some of the thinkers below don't believe in Christianity and use colorful language, but the principles they teach have been helpful enough to me that I wanted to include them here.

Books

- Don't Make Me Think: A Common Sense Approach to Web Usability (Steve Krug)
- 100 Things Every Designer Needs to Know About People (Susan M. Weinschenk)
- Building a StoryBrand: Clarify Your Message so Customers will Listen (Donald Miller)
- Marketing Made Simple: A Step-by-Step StoryBrand Guide for Any Business (Donald Miller)
- This Is Marketing: You Can't Be Seen Until You Learn to See (Seth Godin)
- How to Write Copy That Sells: The Step-By-Step System to More Sales, to More Customers, More Often (Ray Edwards)
- To Sell is Human: The Surprising Truth about Moving Others (Daniel Pink)
- Words That Change Minds: The 14 Patterns for Mastering the Language of Influence (Shelle Rose Charvet)

Websites

- BusinessMadeSimple.com
- SkillShare.com
- LivingwithPixels.com
- SmartPassiveIncome.com
- GaryVaynerchuck.com/books