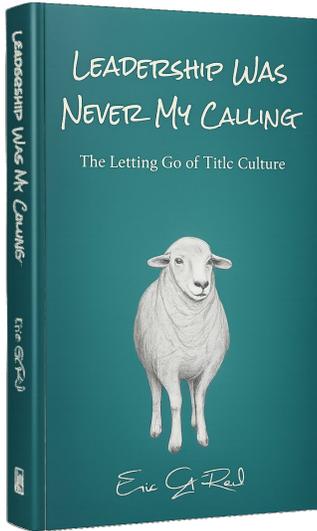


Leadership Was Never My Calling

The Letting Go of Title Culture · Eric G. Reid

Book Sell Sheet · Skinny Brown Dog Media · Spring 2026



Spring 2026

Skiny Brown Dog Media

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ABOUT THE BOOK

This is not a leadership book. It is a confession—written for people who still love Jesus but are exhausted by religious performance. For the theologically homeless. For the church-tired. For fathers who sense that the truest work is quieter, harder, and more real than any title they've ever held.

Through story, Scripture, and scar tissue, Eric G. Reid traces the slow formation of a familiar addiction: the need to be needed. The platform that becomes an altar. The applause that masquerades as anointing. And the harder, quieter invitation—toward presence, toward faithfulness, toward the people standing right in front of you.

Leadership Was Never My Calling is the first in a developing body of work from Eric G. Reid exploring authentic faith, the descent from performance into presence, and what it looks like to pass something real down to the next generation.

TARGET AUDIENCE

- The theologically homeless—those who love Jesus but are done performing for him
- Burned-out pastors and ministry leaders
- Fathers modeling authentic faith for questioning children
- Lay leaders, ministry volunteers, and faith-based professionals seeking renewal
- Post-evangelical readers in church-hurt recovery

COMPARABLE TITLES

The Ruthless Elimination of Hurry
John Mark Comer

The Ragamuffin Gospel
Brennan Manning

The Way of the Dragon or the Way of the Lamb
Goggin & Strobel

ABOUT THE AUTHOR

Eric G. Reid is Editor-in-Chief of Skinny Brown Dog Media, Author Brand Strategist, ghostwriter, and speaker. A Maxwell Leadership Team member who stepped away from the summit, he now writes for people tired of performing—and ready to become real. Member, IBPA. Atlanta Writers Club 2026 Author Mentorship Program. He lives in Atlanta.

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You are chosen. You are beloved. You are called.