

A CONFESSION

Leadership Was Never My Calling

The Letting Go of Title Culture

*“The title was never the problem.
What I needed it to prove was.”*

PRESS KIT

- Author Bio · Short, Medium & Long
- Book Sell Sheet · All Formats & ISBNs
- Guest One-Sheet · Topics, Questions & Logistics

Eric G. Reid

Skinny Brown Dog Media · LWNC.net · Spring 2026

Eric G. Reid

Author Bio

Leadership Was Never My Calling

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LONG BIO (300 WORDS)

“The title was never the problem. What I needed it to prove was.”

Eric G. Reid spent years chasing titles. Each one felt like it would prove something. Each one promised arrival. None of them did—but something quieter was waiting all along.

A former leadership-development insider, Eric trained with the Maxwell Leadership Team and served alongside some of the foremost voices in the field. He knew the frameworks. He was fluent in the language. He was in the rooms. And somewhere in all of it, he realized he wasn’t leading—he was running. Running from silence. Running from the ordinary. Running toward applause that, once it came, somehow still left him empty.

His newest book, *Leadership Was Never My Calling*, is the first in a developing body of work—a confession, not a blueprint. A quiet companion for those who still love Jesus but are done sacrificing their souls on the altar of being “used.” Through story, Scripture, and scar tissue, Eric 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 call—toward presence, toward faithfulness, toward the people right in front of you.

Today Eric writes for people who still love Jesus but are done performing for him—the theologically homeless, the church-tired, the burned-over faithful who sense that something real is waiting on the other side of the institution. He is Editor-in-Chief of Skinny Brown Dog Media, Author Brand Strategist, ghostwriter, and speaker. He is not a pastor or a theologian—just a fellow traveler, still asking the hard questions out loud and writing down what he finds. Member, Independent Book Publishers Association (IBPA). Atlanta Writers Club 2026 Author Mentorship Program.

He lives in Atlanta with his family.

MEDIUM BIO (150 WORDS — FOR SHOW NOTES & EVENT PROGRAMS)

Eric G. Reid spent years chasing titles. Each one felt like it would prove something. Each one promised arrival. None of them did.

A former leadership-development insider who trained with the Maxwell Leadership Team, Eric walked away from the summit—not because he failed, but because the climb was costing him the people who mattered most.

His newest book, *Leadership Was Never My Calling*, is the first in a developing body of work—a quiet companion for the church-tired, the burned-over, and fathers who sense the truest work is quieter and more real than any performance they’ve ever given.

Eric is Editor-in-Chief of Skinny Brown Dog Media, Author Brand Strategist, ghostwriter, and speaker. He is not a pastor or a theologian—just a fellow traveler learning what church FOR Jesus looks like after Church FOR Church wore him out. He lives in Atlanta with his family.

SHORT BIO (75 WORDS — FOR HOST READS & INTRODUCTIONS)

Eric G. Reid writes for people who still love Jesus but are done performing for him—the theologically homeless, the church-tired, and fathers who sense the truest work is quieter and more real than any platform they’ve ever built. Editor-in-Chief of Skinny Brown Dog Media, ghostwriter, and speaker. Not a preacher—a fellow traveler.

His newest book, *Leadership Was Never My Calling*, releases Spring 2026.

ONE-LINER / TAGLINE

A fellow traveler writing for the theologically homeless, the church-tired, and fathers who sense the truest work is quieter and more real than any platform they’ve ever built.

Eric G. Reid · Editor-in-Chief, Skinny Brown Dog Media · Author Brand Strategist · Ghostwriter · Speaker

CREDENTIALS & AFFILIATIONS

- Editor-in-Chief, Skinny Brown Dog Media
- Author Brand Strategist | Ghostwriter | Writer & Speaker
- AuthorBrand™ Publishing Imprint Founder
- Maxwell Leadership Team Member
- Member, Independent Book Publishers Association (IBPA)
- Atlanta Writers Club (AWC) — 2026 Author Mentorship Program
- Host, *The Quiet Table* Podcast — launching 2026
- Author, *Leadership Was Never My Calling* — Spring 2026 (Book 1 of a developing body of work)

FORMATS & ISBNs

Available through Ingram Distribution, Barnes & Noble, Amazon, and direct from the author at LWNC.net.

| Format | ISBN-13 |
|--|-------------------|
| Hardback Digital Cloth™ — White | 978-1-965235-84-3 |
| Limited Ed. Hardback Digital Cloth™ — White (D2C only) | 978-1-965235-87-4 |

Case Laminate — Cream

978-1-965235-85-0

Paperback — Cream

978-1-965235-99-7

eBook

978-1-965235-93-5

CONTACT & LINKS

Booking / Press: eric@ericgreid.com (subject line PRESS — Deadline for time-sensitive inquiries)

Book website: LWNC.net

Author website: ericgreid.com

Publisher: Skinny Brown Dog Media · skinnybrowndogmedia.com

Social: Facebook · LinkedIn · X · Instagram — [@ericgreid](#)

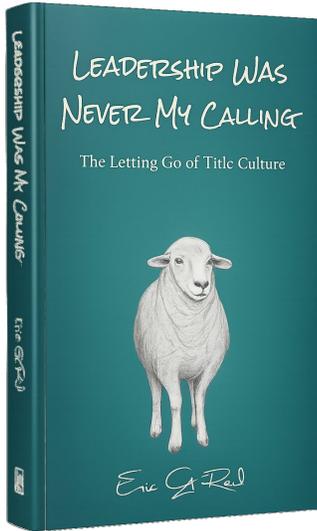
You are chosen. You are beloved. You are called.

Leadership Was Never My Calling · Skinny Brown Dog Media · LWNC.net · Author Bio

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

Publisher: Skinny Brown Dog Media
Author: Eric G. Reid
Pub Date: Spring 2026
Trim Size: 5.5" × 8.5"
Page Count: 198 pages
Category: Christian Living / Spiritual Formation / Memoir
BISAC: REL012120 / REL108000 / SEL016000

FORMATS, ISBNs & PRICING

Available through Ingram Distribution, Barnes & Noble, Amazon, and direct from the author at LWNC.net.

| Format | ISBN-13 |
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| Hardback Digital Cloth™ — White | 978-1-965235-84-3 |
| Limited Ed. Hardback Digital Cloth™ — White (D2C only) | 978-1-965235-87-4 |
| Case Laminate — Cream | 978-1-965235-85-0 |
| Paperback — Cream | 978-1-965235-99-7 |
| eBook | 978-1-965235-93-5 |

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.

ORDERING & CONTACT

Direct orders: LWNC.net

Trade inquiries: eric@ericgreid.com

Press / review copies: eric@ericgreid.com — subject: PRESS

Publisher: Skinny Brown Dog Media · skinnybrowndogmedia.com

Author site: ericgreid.com

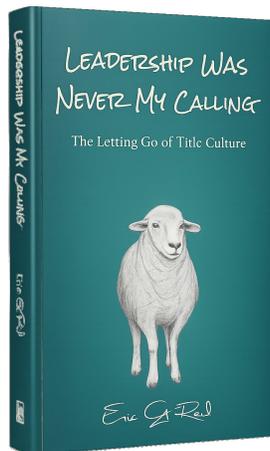
Social: @ericgreid — Facebook · LinkedIn · X · Instagram

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Eric G. Reid

Guest One-Sheet · *Leadership Was Never My Calling*

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Spring 2026
Skinny Brown Dog Media

About the Guest

Eric G. Reid writes for people who still love Jesus but are done performing for him—the theologically homeless, the church-tired, the burned-over faithful who sense that something real is waiting on the other side of the institution.

He is not a preacher or a theologian. He is a fellow traveler—Editor-in-Chief of Skinny Brown Dog Media, Author Brand Strategist, ghostwriter, and speaker—still asking the hard questions out loud and writing down what he finds.

Leadership Was Never My Calling is his newest book and the first in a developing body of work exploring authentic faith, presence over performance, and what it means to pass something real down to the next generation. He lives in Atlanta with his family.

Spring 2026

Skinny Brown Dog Media

ISBNs

Hardback White

978-1-965235-84-3

Limited Ed. Hardback White D2C

978-1-965235-87-4

Case Lam. Cream

978-1-965235-85-0

Paperback — Cream

978-1-965235-99-7

eBook

978-1-965235-93-5

WHAT ERIC BRINGS TO YOUR SHOW

- **Voice for the theologically homeless** Eric writes for people who still love Jesus but are exhausted by religious performance—those in what he calls the “coffee date stage” with God: exploring faith as a relationship, not a religion, outside the institution that once held them.
- **Fellow traveler, not preacher** He will not moralize or Bible-thump. Eric shares from scar tissue, not theory—a regular guy still working out his own faith, inviting listeners into the honest questions rather than handing them tidy answers.
- **The confession of an insider** As a Maxwell Leadership Team member who walked away from the summit, Eric offers a rare view: someone who was trained in the frameworks, fluent in the language, in the rooms—and still found them empty.

- **Fatherhood as the North Star** His 16-year-old questioning son shapes everything. The book’s deepest question is universal: “What kind of faith do I want to pass down?”
- **One small practice, every time** Eric never leaves a conversation in the abstract. Every episode ends with something a listener can actually do—one quiet, faithful step.

TOPICS ERIC CAN DISCUSS

- What it means to love Jesus and be church-tired at the same time—and why that’s not a contradiction
- Faith as a relationship in the “coffee date stage”: exploring God outside the institution
- How performance replaced presence in American Christianity—and what it costs us at home
- Platform addiction: the socially acceptable way to medicate spiritual emptiness
- What happens when your calling starts costing your closest relationships
- Church hurt without church bashing: staying honest without walking away from Jesus
- Fatherhood as the quiet accountability partner that no title can replace

SAMPLE INTERVIEW QUESTIONS

Use these freely or let the conversation lead.

1. You write for people who love Jesus but are exhausted by the church. Who is that person—and how did you become one of them?
2. What does “theologically homeless” mean to you? Why does that phrase land with so many people right now?
3. Your book is called “Leadership Was Never My Calling”—but you say it’s a confession, not a leadership book. What’s the difference?
4. You talk about faith as a relationship in the “coffee date stage.” What does that look like for someone who’s been hurt by the church?
5. What is “platform addiction”—and how does someone know if they have it?
6. Your son shows up throughout this book. How did fatherhood clarify what “calling” actually means?
7. What’s one small practice that helped you choose presence over performance—starting at home?

IDEAL SHOW FIT

- Faith & spirituality—post-evangelical, deconstruction, and church-hurt recovery
- Fatherhood & family—men modeling authentic faith for questioning kids
- Burnout & recovery—pastors, ministry leaders, helping professionals
- Personal development—counter-narrative to success-culture Christianity
- Men’s discipleship—faith without performance, presence over platform

LOGISTICS

- Format:** Remote (Zoom / Riverside) or in-person if in Atlanta
- Length:** 30–60 minutes ideal
- Availability:** Booking April–June 2026 air dates now
- Assets:** Headshot, cover image, pull quotes, full press kit
- Booking:** eric@ericgreid.com — subject line: PRESS
- Website:** LWNC.net · ericgreid.com

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