

Editorial Voice Profile

A living document defining the voice, tone, and editorial standards for every piece of content produced under this client's name.

CLIENT

Charles Haddon Spurgeon
Metropolitan Tabernacle, London

SERVICE LEVEL

Core Plan — \$597/month
Potential Sermon Archiving Add-on

PROFILE VERSION

Version 2.0
Active — Client Approved

EDITOR ASSIGNED

TrueVoice Editorial Team
Completed March 22, 2026



Profile Overview

CLIENT ENGAGEMENT SUMMARY

Client Name	Charles Haddon Spurgeon
Organization	Metropolitan Tabernacle, London
Service Level	Core Plan — \$597/month (Potential for Sermon Archiving Add-on)
Editor Assigned	TrueVoice Editorial Team
Date Completed	March 22, 2026
Profile Version	2.0 — Updated with client clarifications and refinements
Calibration Status	Active — Client approved and ready for content transformation

SECTION 01 Client Identity & Context

1.1 — Who Are You, In Your Own Words?

I am a preacher of the gospel, first and foremost. By God's grace, I pastor the congregation at the Metropolitan Tabernacle here in London. Though some have been kind enough to call me a theologian or an author, I view myself simply as a herald of Christ Jesus. I am a convinced Calvinist and a Particular Baptist, holding firmly to the doctrines of grace. Yet, my greatest desire is not to win theological arguments, but to win souls. I preach plainly, aiming to bring the profound truths of Scripture down to the level of the common person, that all might hear and believe.

1.2 — Who Is Your Primary Audience?

My immediate audience is the congregation of the Metropolitan Tabernacle — thousands of people from all walks of life here in London. They range from successful business professionals to working-class laborers. However, through the printed page and now through digital channels, my audience extends much further. I'm reaching readers across the globe who are seeking spiritual nourishment. They are people who need the gospel presented clearly, without the obscure jargon of the academy. They're busy, they're skeptical of institutional religion, and they're hungry for something real.

EDITOR NOTE

Spurgeon does not write down to new believers or over the heads of longtime believers. He writes TO both simultaneously, with the same text, the same truth, and the same urgency. This balance between depth and accessibility is essential to every piece.

1.3 – Primary Purpose of Content

- Keep supporters and donors informed and engaged
- Teach or disciple a congregation or community
- Build credibility and thought leadership
- Raise awareness for a cause or program
- Recruit volunteers, partners, or staff
- Secure grants or funding
- Preserve and archive teachings for future use
- Other: Proclaim the gospel of Jesus Christ for the salvation of souls

1.4 – Platforms & Channels

Currently, my sermons are published weekly in print through the Metropolitan Tabernacle Pulpit. We also publish a monthly magazine, The Sword and the Trowel, which contains articles, book reviews, and ministry updates. I'm also active on our church website and social media, but I'll be honest — I'm not a digital native. That's exactly why I'm reaching out to TrueVoice. I want to expand my reach through Substack, but I need help ensuring my voice and message remain authentic in that format. I don't want to sound like a generic newsletter. I want readers to hear me, not some watered-down version of my preaching.

PLATFORM	FORMAT	CADENCE	NOTES
Metropolitan Tabernacle Pulpit	Print publication	Weekly	Primary existing distribution channel
The Sword and the Trowel	Monthly magazine	Monthly	Articles, book reviews, ministry updates
Church website	Digital	Ongoing	Active but not primary focus
Substack	Newsletter / blog	Weekly (Thursdays)	Primary TrueVoice deliverable — sermon adaptation

SECTION 02 Voice & Tone Calibration

2.1 – Communication Style

The following sliders represent Spurgeon's calibrated position on each communication axis. These positions were confirmed during the discovery interview and should guide every editorial decision.



2.2 – How Should the Audience Feel After Reading?

I want them to feel confronted by the truth of God's Word and comforted by the grace of Christ Jesus. If they're outside of Christ, I want them to feel an urgent, inescapable need to flee to Him for salvation. If they're believers, I want them to feel strengthened, encouraged, and entirely dependent upon the sovereign grace of God. They should feel that I've spoken directly to their heart, not over their head. Most importantly, I want them to feel that this message is for them — personally — not just a generic sermon for a mass audience.

2.3 – Calibration Anchor Sentences

These sentences, drawn directly from Spurgeon's own writing and preaching, serve as the primary calibration reference for voice fidelity. When in doubt, return to these.

- 01 *"I am never ashamed to avow myself a Calvinist, although I claim to be rather a Calvinist according to Calvin, than after the modern debased fashion."*

- 02 *"The preacher must also mind that he preaches Christ very simply. He must break up his big words and long sentences, and pray against the temptation to use them. It is usually the short, dagger-like sentence that does the work best."*

- 03 *"Christ Jesus is the sum and substance of the gospel; who is in himself all theology, the incarnation of every precious truth."*

- 04 *"I would rather be called ignorant and unlearned if it means the gospel is made clearer in my ministry."*

2.4 – Signature Phrases & Recurring Language

I frequently use the full title "Christ Jesus" rather than just "Jesus." I rely heavily on the phrase "Thus saith the Lord" to establish the ultimate authority of Scripture. I often speak of "the doctrines of grace" when referring to Reformed theology. I address the reader directly and urgently, often using "I beseech you" or "Consider this." My language is steeped in the vernacular of everyday people, employing vivid, earthy metaphors drawn from nature and daily life. I'm not afraid to use strong language when describing sin or spiritual danger — I want people to feel the weight of what I'm saying.

PHRASE / PATTERN	USAGE	FREQUENCY
"Christ Jesus"	Full title always used; never "Jesus" alone	High — throughout every piece
"Thus saith the Lord"	Establishes scriptural authority	Moderate — at key doctrinal moments
"The doctrines of grace"	Preferred term for Reformed/Calvinist theology	Moderate — when theology is discussed

SECTION 03 Structural & Stylistic Preferences

3.1 — Preferred Paragraph Length

Moderate — focused on developing a single, vivid thought before moving on. Spurgeon does not meander. Each paragraph has a clear purpose and a clear exit.

3.2 — Preferred Sentence Rhythm

Punchy and direct. The rhythm should feel urgent and earnest.

EDITOR NOTE

Spurgeon prefers short, "dagger-like" sentences that strike the heart. He breaks up long, complex thoughts into digestible, impactful statements. Think: long sentence establishing a truth, then a short sentence that drives it home.

3.3 — How Pieces Typically Open

I typically open by drawing immediate attention to the biblical text at hand. I want to ground the reader in the Word of God from the very first sentence. I often begin with a striking observation about the verse or a vivid illustration that illuminates the central theme of the passage. The goal is to arrest the reader's attention and point them straight to Christ. I don't believe in burying the lede or taking a long time to get to my point.

3.4 — How Pieces Typically Close

I close with an earnest, direct appeal to the reader's soul. For the believer, it is a call to deeper devotion and trust in God's sovereignty. For the unbeliever, it is an urgent, impassioned plea to repent and believe the gospel. I do not merely summarize what I've said; I press for a verdict. The final words must ring in their ears as a matter of eternal consequence. I want them to feel something, not just think something.

3.5 — Scripture Usage & Bible Translation

Scripture is the very bedrock of my communication. I quote it extensively, but it must be woven seamlessly into the fabric of the text, not merely tacked on as an afterthought. The authority of the piece rests entirely on "Thus saith the Lord." I primarily use the King James Version, as it's the translation I preach from and the one most familiar to my congregation.

EDITOR NOTE – CLIENT CLARIFICATION (SECTION 3.5)

While Spurgeon is open to noting alternative translations for clarity, the primary text must remain the King James Version. When alternative translations serve clarity, present them in parentheses. Example: "My help comes from the Lord, the Maker of heaven and earth (ESV: 'The Lord, who made heaven and earth')." This preserves both fidelity to his actual practice and accessibility for modern readers.

3.6 – Pronoun Preference

PRONOUN	WHEN USED	EXAMPLE CONTEXT
First person singular (I)	Personal convictions and pastoral pleadings	"I beseech you, consider this truth..."
Second person (you)	Direct address to the individual reader	"You, dear reader, are the one Christ calls..."
First person plural (we)	Corporate church experience; shared human frailty	"We are all, by nature, enemies of God..."

SECTION 04 Subject Matter & Recurring Themes

4.1 — Core Themes

01 The Person and Work of Christ Jesus

He is the sum and substance of all theology. Every piece must move toward and through Christ.

02 The Sovereign Grace of God

Salvation is entirely the work of God, from beginning to end. This is non-negotiable in every piece.

03 The Absolute Authority of Scripture

The Bible is the inerrant Word of God and the final rule of faith. "Thus saith the Lord" is the ultimate appeal.

04 The Urgency of Evangelism

A burning desire to see souls saved and brought into the kingdom. Every piece carries an evangelistic undercurrent.

05 The Necessity of the New Birth

True religion requires a transformation of the heart by the Holy Spirit. *This is central to every piece and must never be treated as optional.*

4.2 — Theological & Organizational Frameworks

I'm a Particular Baptist and a Calvinist. My theology is deeply rooted in the Puritan tradition, heavily influenced by men like John Bunyan, John Gill, and George Whitefield. I hold firmly to the 1689 London Baptist Confession of Faith. However, my Calvinism is evangelical; I believe passionately in the sovereignty of God in salvation, while simultaneously holding to the absolute necessity of freely offering the gospel to all people and commanding them to repent. I'm not interested in abstract theological debates — I care about how doctrine shapes how we live and how we reach the lost.

EDITOR NOTE

Maintain the tension between God's sovereignty and human responsibility. Do not flatten Spurgeon's theology to one extreme or the other. Every piece should hold both truths in creative tension.

4.3 — Ongoing Series & Content Threads

I preach through books of the Bible systematically, and I'm currently working through several epistles. I'll provide you with my sermon transcripts week by week, and you can adapt them for the Substack audience. I'm also interested in occasional topical pieces on subjects like prayer, faith, doubt, and the Christian life. I want to build a body of work that's accessible to people who are new to faith as well as those who've been believers for decades.

SECTION 05 Content Submission Preferences

5.1 — How Raw Material Will Be Submitted

- Audio recording (sermon, talk, voice memo)
- Video recording
- Rough written notes or outline
- Combination of audio and notes

Spurgeon will submit Sunday sermon audio files (typically 45–55 minutes) along with his handwritten notes outlining the main points, key Scripture passages, and any specific illustrations he wants preserved. He may also occasionally submit voice memos recorded during the week for reflection pieces or topical content.

5.2 — Detail Level of Raw Submissions

- Very rough — stream of consciousness, minimal structure
- Moderate — main points are clear, details need development
- Fairly complete — close to final, needs editing and polish
- Varies by piece

5.3 — Pieces to Prioritize First

The primary deliverable is the adaptation of my weekly sermon audio into engaging, readable Substack posts. I'm thinking one post per week, published on Thursdays so people have it to reflect on over the weekend. If this Core Plan test is successful and I'm pleased with the results, I'm very interested in exploring the Sermon Archiving add-on to systematically digitize and distribute my broader catalog of sermons.

5.4 — Draft Review Preference

- Yes — I want to review every draft
- Yes — only for longer or more sensitive pieces
- No — I trust the editorial process; send the final version

Spurgeon will review the first 3–4 pieces to ensure his voice and theological precision are maintained. Once he's confident in the editorial team's calibration, he's willing to trust the process and move to final publication without review. However, he wants to be notified if any piece touches on particularly sensitive theological ground or if there's any significant departure from his original sermon content.

EDITOR NOTE – CLIENT CLARIFICATION (SECTION 5.4)

Pieces requiring Spurgeon's review include those touching on predestination, the nature of the atonement, the perseverance of the saints, or any matter where he has historically faced criticism. These require review not to soften his convictions, but to ensure his actual position is represented, not a caricature of it.

SECTION 06 Editor Notes & Voice Summary**Voice Summary**

Charles Spurgeon's voice is that of a passionate, theologically rigorous pastor who desperately wants his audience to understand the gospel. He possesses a brilliant mind and a vast theological vocabulary, but he intentionally veils his brilliance in plain, vernacular language to ensure accessibility. His tone is urgent, earnest, and deeply pastoral. He does not mince words when it comes to sin or doctrine, but his directness is always fueled by a warm desire for the reader's salvation and spiritual health. He speaks with the confidence of someone who has spent decades in the pulpit, yet he remains humble about his own limitations and always points beyond himself to Christ.

Tone Anchor Words

PRIMARY TONE DESCRIPTORS

Tone Anchors	Urgent · Plain-spoken · Earnest · Authoritative (scripturally) · Christ-centered · Pastoral · Uncompromising · Warm
Structural Signature	Short, "dagger-like" sentences. Vivid, earthy illustrations. Always drives toward direct, personal application. Pieces build momentum — they move the reader toward conviction and response.

Watch List — Editorial Standards

- Never use complex theological terms without immediately defining them in plain English.
- Ensure the tone remains pastoral and evangelistic, never purely academic or argumentative.
- Maintain the tension between God's sovereignty and human responsibility; do not flatten his theology to one extreme or the other.
- Preserve his use of Scripture quotations; integrate them into sentences rather than setting them apart as block quotes.
- Avoid any extended quotes from other authors; Spurgeon prefers to speak directly to the reader.
- Ensure the focus remains relentlessly on the person and work of Christ Jesus.
- When editing his sermons for digital format, preserve his actual language and phrasing whenever possible. Feel free to update obvious anachronisms while preserving the substance of his actual words.
- Remember that his audience includes both longtime church members and spiritual seekers; balance depth with accessibility without writing down to either group.
- Every piece must move the reader toward the question of spiritual rebirth. This is non-negotiable.
- Maintain the warmth in his directness. His directness is never cold; it is always pastoral.

APPENDIX — VERSION HISTORY

Version 1.0	March 22, 2026 — Initial profile created following discovery interview with Charles Spurgeon.
Version 2.0	March 22, 2026 — Updated with client clarifications and refinements following EVP review. Client approved and profile is now active for editorial implementation.

Calibration Status

This profile is a living document, updated after each editorial cycle as the editor's understanding of the client's voice deepens. The current status is **Active** — client has reviewed, approved, and authorized content transformation to begin.

Helping meaningful words travel further — without losing their voice.