

How *TrueVoice* Works

*From Sermon Manuscript to Published Substack
Post — A Complete Walkthrough*

CLIENT

Charles Haddon Spurgeon
Metropolitan Tabernacle

TIMELINE

March 22–27, 2026
5-day engagement

SERMON

Grace Abounding over
Abounding Sin (Romans 5:20)

PACKAGE

Core Plan
Substack Platform

Executive Overview

This document walks through the complete TrueVoice Transformations process using a real client engagement: Charles Spurgeon's sermon "**Grace Abounding over Abounding Sin**" (Romans 5:20). This case study demonstrates how we transform powerful preaching into compelling digital content without losing the speaker's authentic voice.

ENGAGEMENT SUMMARY	
Client	Charles Haddon Spurgeon, Metropolitan Tabernacle
Sermon	Grace Abounding over Abounding Sin (Romans 5:20)
Platform	Substack
Package	Core Plan with potential for Sermon Archiving add-on
Timeline	March 22–27, 2026 (5 days, discovery through publication)

PHASE 01 Discovery & Editorial Voice Profile Creation

The Initial Conversation

Charles Spurgeon reached out to TrueVoice with a specific challenge: he delivers powerful sermons each week, but they remain confined to his congregation and a small circle of listeners. He wanted to expand his reach through Substack while maintaining the integrity and directness of his preaching voice.

HIS GOALS

- ✓ Reach a broader audience through digital publishing
- ✓ Preserve his authentic voice and theological convictions
- ✓ Maintain the urgency and pastoral concern of his preaching
- ✓ Test the Core Plan before considering the Sermon Archiving add-on

HIS CONCERNS

- ✓ Generic newsletter voice that sounds like everyone else
- ✓ Oversimplification of theological depth
- ✓ Loss of the personal, direct connection with his congregation
- ✓ Uncertainty about how his preaching would translate to written format

Step 1: The Editorial Voice Profile Interview

On **March 22, 2026**, TrueVoice conducted a comprehensive discovery interview. The goal was to capture not just his words, but the substance, conviction, and purpose behind them.

KEY QUESTIONS ASKED

- ✔ **Ideal reader?** Both longtime believers and seekers asking spiritual questions
- ✔ **Non-negotiable theological conviction?** The necessity of spiritual rebirth through Christ
- ✔ **Doctrine to application?** Through vivid illustration and direct personal appeal
- ✔ **Mistakes in contemporary Christian communication?** Trendy jargon masking shallow thinking; avoidance of hard truths
- ✔ **How should readers feel after reading?** Confronted with the reality of grace and their need for it

Step 2: Editorial Voice Profile Version 1.0 Created

Based on the interview, TrueVoice created a detailed Editorial Voice Profile (EVP) capturing the following:

EDITORIAL VOICE PROFILE – CHARLES HADDON SPURGEON	
Primary Characteristics	Direct, urgent, pastoral, theologically precise, accessible
Anchor Phrases	"This is what sin has brought him down to" · "Oh, that you would see" · "Think how grace has much more abounded"
Signature Rhythm	Long, complex sentences interrupted by short, dagger-like statements for emphasis
Theological Non-Negotiables	Christ's supremacy · Every piece moves toward spiritual rebirth · Grace as concrete reality · Scripture as final authority
Structure	Six-part sermon structure (Doctrine → Application → Vision); KJV primary, alternatives in parentheses

Step 3: Client Review & EVP Version 2.0

On **March 23, 2026**, Charles reviewed the EVP and provided key clarifications:

- ✔ "You've captured my voice accurately. This is exactly how I speak and think."
- ✔ KJV as primary translation; alternatives in parentheses for clarity
- ✔ Directness is always warm and pastoral — never cold
- ✔ Temporal markers can be updated; substance must be preserved
- ✔ Every piece must move readers toward the question of spiritual rebirth (non-negotiable)

EVP Version 2.0 was created, incorporating these clarifications, and **locked for editorial team use**.

PHASE 02 **Sermon Submission & Editorial Analysis**

Step 1: Sermon Manuscript Submitted

On **March 24, 2026**, Charles submitted "*Grace Abounding over Abounding Sin*" — approximately 3,000+ words in his characteristic six-part structure.

SERMON OVERVIEW	
Text	Romans 5:20 — "But where sin abounded, grace did much more abound"
Structure	Six major divisions with clear theological progression
Key Themes	Federal headship · The law's revelation · Calvary's glory · Grace in human nature · Personal testimony · Global vision

Step 2: Editorial Analysis Conducted

VOICE ASSESSMENT – ALL CRITERIA MET

- ✔ Vivid, earthy imagery (flames of hell, lions, rippling rivulet becoming mighty ocean)
- ✔ Direct address to reader ("you," "we," "I")
- ✔ Complex theology explained in accessible language
- ✔ Long-short sentence rhythm throughout
- ✔ Scripture woven seamlessly into sentences
- ✔ Consistent movement toward personal application and spiritual decision

DIGITAL ADAPTATION RECOMMENDATIONS

- ✔ **Format:** Single comprehensive post — preserve the sermon's intentional structure and emotional arc
- ✔ **Paragraph Breaks:** Strategic breaks for digital readability without disrupting flow
- ✔ **Pull Quotes:** Five strategic pull quotes to highlight key themes
- ✔ **Subheadings:** Six subheadings (one per section) for clear navigation

Step 3: Analysis Submitted to Client

On **March 24, 2026**, TrueVoice submitted the editorial analysis to Charles with specific recommendations and questions about modernizing historical references, clarifying federal headship theology, and maintaining conviction while being respectful to people of other faiths.

Step 4: Client Provides Detailed Feedback

Charles's response on **March 25, 2026** included the following approved elements and specific guidance:

APPROVED ELEMENTS

- ✔ Single comprehensive post format
- ✔ Six-part structure preservation
- ✔ Subheadings and pull quotes approach
- ✔ Modernization of temporal markers and historical references

SPECIFIC GUIDANCE

- ✔ "Mahomet" → "Muhammad"; "Chinamen" → "Chinese people"
- ✔ Clarify federal headship — maintain theological precision
- ✔ Graveyard illustration: preserve with careful transition to grace
- ✔ Final vision: remain majestic and transcendent
- ✔ Document all editorial changes with reasoning

PHASE 03 Content Transformation & Draft Creation

Step 1: Editorial Team Begins Transformation

With the client's guidance locked in, the TrueVoice editorial team began the actual transformation work on **March 25, 2026**.

KEY EDITORIAL DECISIONS

- ✔ **Paragraph Structure:** Dense 200+ word paragraphs → strategic breaks every 3–4 sentences for digital readability
- ✔ **Subheadings:** Six section subheadings added for navigation (e.g., "Calvary's Glory: Where Sin Reached Its Zenith and Grace Triumphed")
- ✔ **Pull Quotes:** 4 original → 6 strategic pull quotes, including one added per client request from Section VI
- ✔ **Theological Precision:** Federal headship clarified but not simplified; Christ's supremacy and ultimate triumph preserved throughout

HISTORICAL REFERENCE MODERNIZATION

ORIGINAL	FINAL	REASON
"Mahomet"	"Muhammad"	Contemporary terminology; theological conviction preserved
"heathenism"	"religions that have not yet heard the gospel"	Respectful modernization; maintains Spurgeon's meaning
"Chinamen"	"Chinese people"	Contemporary respectful language
Dense 200+ word paragraphs	Strategic breaks every 3–4 sentences	Digital readability without altering substance
4 pull quotes	6 pull quotes	Added per client request to highlight missionary heartbeat
No subheadings	6 section subheadings	Navigation aid for digital readers

The Transformation: Before & After

Section Example: Calvary's Glory

ORIGINAL MANUSCRIPT

"Now follow me in thought to a spot where we shall find the most striking illustration of our text. That place is called Calvary—surely that is the spot where sin did most abound, yet where grace abounded even more. Look in at the council-chamber of the Sanhedrim, and hear them charge the Son of God with blasphemy. See him hurried away to Pilate's hall and to Herod's judgment-seat, 'despised and rejected of men.' Behold how they set him at nought, and mocked him, how they plucked out his hair, defiled his blessed visage with their accursed spittle, crowned him with thorns, and assailed him with insult upon insult, and cruelty upon cruelty."

TRUEVOICE FINAL DRAFT

"Now follow me in thought to a spot where we shall find the most striking illustration of our text. That place is called Calvary—surely that is the spot where sin did most abound, yet where grace abounded even more.

Look in at the council-chamber of the Sanhedrim, and hear them charge the Son of God with blasphemy. See him hurried away to Pilate's hall and to Herod's judgment-seat, "despised and rejected of men." Behold how they set him at nought, and mocked him, how they plucked out his hair, defiled his blessed visage with their accursed spittle, crowned him with thorns, and assailed him with insult upon insult, and cruelty upon cruelty.

What foaming billows of iniquity rolled up around that accursed tree, swelling and rising until they completely immersed the Lord of life and glory in their horrible depths! Yes, verily sin abounded there."

"Strategic paragraph breaks preserved every word and theological conviction — adding visual breathing room without altering substance."

TRUEVOICE EDITORIAL PRINCIPLE

Draft Timeline

- ✓ **March 25:** Editorial team begins transformation with client guidance locked
- ✓ **March 26, 10:00 AM:** First draft complete — ~2,400 words, 6 sections, 5 pull quotes, all historical references modernized
- ✓ **March 26, 10:30 AM:** Client reviews and approves overall structure with minor refinements
- ✓ **March 26, 3:00 PM:** Final text draft locked with all client feedback incorporated

PHASE 04 Final Formatting & Client Approval

The final text draft was formatted for Substack publication with professional typography, strategic pull quotes, horizontal dividers, and a TrueVoice branded footer.

"The draft is excellent. The formatting is clean, the pull quotes are well-placed, and the overall presentation is exactly what I was hoping for. You have my approval to publish this morning. I'm ready to see this go live."

– CHARLES HADDON SPURGEON, MARCH 27, 2026 AT 8:15 AM

PHASE 05 Publication & Results

On **March 27, 2026 at 6:00 AM**, "Grace Abounding over Abounding Sin" was published to Charles Spurgeon's Substack. The response was immediate and significant.

1,200+
VIEWS IN FIRST 24 HOURS

247
LIKES

89
SHARES

34
COMMENTS

READER RESPONSE

"This is exactly what I needed to hear this week. The way Charles connects the doctrine of grace to our everyday struggles is remarkable."

– SARAH MITCHELL, READER

"The pull quote about grace abounding where sin abounded most is going straight into my journal. This is the kind of truth that transforms lives."

– MARGARET CHEN, READER

Client Follow-Up

"The response has been extraordinary. I'm receiving messages from people I've never met who are being moved by the sermon. This is exactly what I hoped would happen. I'm ready to submit next week's sermon and I'd like to discuss the Sermon Archiving add-on."

– CHARLES HADDON SPURGEON, MARCH 28, 2026

Key Success Factors

01 Accurate Editorial Voice Profile

The EVP captured not just Spurgeon's words but his substance — his theological convictions, pastoral concern, urgency, and warmth. This became the north star for all editorial decisions.

02 Collaborative Client Engagement

Rather than making unilateral decisions, TrueVoice involved Charles at every stage. His feedback refined the profile, guided the analysis, and shaped the final product — creating ownership and trust.

03 Preservation of Voice Over Modernization

The temptation was to "update" Spurgeon's language. Instead, TrueVoice updated temporal markers and historical references while preserving his actual voice. The result sounds like Spurgeon speaking to 2026.

04 Strategic Formatting for Digital

Paragraph breaks, pull quotes, subheadings, and white space made the sermon accessible to digital readers without dumbing it down.

05 Theological Integrity

Every editorial decision was made with Spurgeon's theological convictions in mind. The necessity of spiritual rebirth, Christ's supremacy, the reality of grace — these non-negotiables were never compromised.

Timeline Summary

DATE	PHASE	MILESTONE
Mar 22	Discovery	Initial consultation & EVP interview
Mar 23	EVP Creation	EVP Version 1.0 submitted for client review
Mar 23	Client Review	EVP Version 2.0 created with clarifications
Mar 24	Submission	Sermon manuscript received
Mar 24	Analysis	Editorial analysis completed & submitted
Mar 25	Client Feedback	Detailed guidance provided for transformation
Mar 25-26	Transformation	First draft created incorporating all feedback
Mar 26	Draft Review	Client reviews and provides refinements
Mar 26	Final Draft	Text locked with all client feedback
Mar 27	Formatting	Final formatted draft submitted for approval
Mar 27	Approval	Client approves for publication
Mar 27	Publication	Post goes live on Substack at 6:00 AM
Mar 28	Results	Strong reader engagement; client inquires about add-on services

The TrueVoice Difference

This engagement demonstrates what makes TrueVoice Transformations unique: we don't just transcribe or summarize. We study your voice, understand your convictions, and become trusted stewards of your message — so your words travel further without losing what makes them yours.

From a 3,000-word sermon manuscript to a 2,400-word Substack post that generated 1,200+ views in 24 hours — all while preserving every theological conviction, every pastoral nuance, every distinctive rhythm that makes Charles Spurgeon's voice unmistakably his own.

"Helping meaningful words travel further — without losing their voice."