
Chapter 3

You Have a Word. Now What?

We've gone over what the Word of the Year project is, and I shared why it works, so now it's time to start getting into the nitty-gritty of how to actually grow from your Word. Beginning with this session, you'll learn a variety of tips and tools I've used to grow from my Word over the past years. But there's a catch...

There's always a catch.

In the last session, I shared the catch: Intentionality. All the tips and tricks in the world will not help you if you are not intentional about implementing them. So, let's move on to the first practical step you need to take to grow this year.

#1 Believe

The first step in growing from your Word of the Year is believing it will work. **I want you to see yourself as a different person after a year of intentionally working on your inner and outer self,** to see the change you wrote down as homework in the last session.

I can already see it. You are shaking your head in disbelief. How is this a practical tool? Why am I giving you some manifestation magic? I don't see this as manifestation or magic; in fact, I don't even believe in manifestation, so let me give you some context.

In his best-selling book *Atomic Habits*, James Clear shared that the most crucial tool for developing positive habits is creating "identity-based habits." What did he mean by this? Clear says that the people who develop positive habits (or break negative ones) are those who see themselves as the kind of person who engages in that activity. Let me give you an example.

Many of us would like to have a habit of working out or eating healthy. Typically, if we try to build the habit of going to the gym or eating salad instead of pizza, we simply resolve to go to the gym 3 days a week and stop eating pizza for lunch. This mentality can work, but a better way to change is to see yourself as someone who works out and eats healthily.

In his book *Tiny Habits*, BJ Fogg shares that we change best when we feel good about ourselves, not bad. While that statement seems obvious, ignoring it in our everyday lives is too easy. So, I want you to believe you will change this year through your Word. I want you to think that you will grow. **I want you to believe your Word will transform you.**

This concept of identity-based habits aligns with Paul's encouragement in Philippians 4:8 to meditate on things that are good, noble, and pure. It also follows the idea of understanding who you are in Christ.

Some of my words over the years have been freedom, courage, transformation, peace, and knowledge. They are all things that I find when I am in Christ. They become part of my identity. So, you are choosing to believe your Word for the Year will change your life is to think that it is now a part of your identity as a follower of Jesus.

Your challenge is to believe this thing will actually work.

Now that you've chosen your Word, don't let doubt steal its power! If you don't believe your Word is for you, who will? If you want to grow, you need to believe!

#2 Share

In the book of Revelation, there is a passage that says we have an accuser who goes before God to tell him of all the things we've done that should keep us from Him. This is how we break the accuser's power:

And they overcame him by the blood of the Lamb and by the word of their testimony, and they did not love their lives to the death. -Revelation 12:11

There is power in sharing God's acts in our lives! When you choose your word, it is an act of God in your life. It might be just starting, but that small seed of faith can be a testimony in your life. First, choose to believe that God is going to use this word to transform your life this year, and second, share it!

To infuse power from the beginning, take this vital 2-part step:

- Share your Word of the Year with a person.
- Share your Word of the Year on a platform.

Person

Speaking your word to a friend or family member kicks off the process, and sharing your word gives it power. My wife, Kia, started this in 2011 by sharing her word with a friend over coffee and then coming home to talk with me about it. I chose my word, shared it with her, and went a step further by posting it on the blog I was writing on at the time.

The power of sharing with a person is that it allows you to discuss, in depth, what you are thinking about choosing this particular word. You may not have an exact reason, but you'll have an idea.

Platform

The Word of the Year is a creative process. I've found that releasing my creativity into the world is the hardest part of creating. It is a form of intimacy to share something so personal with those closest to you and the world.

Everyone has a favorite go-to social media site. For me, it's Instagram, followed by Facebook, Threads, and LinkedIn. However, the most common way I share anything online is through my weekly [Substack newsletter](#). Because of this, it's where I share my Word of the Year. You may have a blog or website for your business that makes the most sense, or it could be one of the sites listed above.

When you share your Word with others, two things happen. **First, when you release your creation to the world, your Word becomes real.** Sharing your Word forces you to believe it. **Second, you draw others into your world and become accountable to them for following through this year.**

As a pastor, I know that new church members who become involved in a small group for Bible Study, lunch, or a shared interest are more likely to stay. They will also likely grow in their faith journey in ways they wouldn't otherwise explore on their own.

By sharing your Word of the Year with others, I hope you will not just share it once with that friend or online, but also use it to communicate regular updates. They will ask you what you are learning and how you are growing.

Chapter 3 Homework | Who Are You Going to Share With?

This session, your homework is simple:

- #1: Choose to believe the Word of the Year project will begin a transformation process in your life.
- #2: Determine which person you will share your Word of the Year with and where and when you will meet them.
- #3: Decide where you will share it online.
- #4: Write these down in your journal or notes app, and then create a plan to make it happen.

About Andy



My name is Andy Bondurant. In over 25 years of professional and volunteer ministry experience in the urban, suburban, international, and domestic worlds, and now as a pastor at a local church in Kansas, I have found that most people make connecting to God too complicated. Most people don't believe they can personally connect to Jesus.

Understanding the God of the Bible is easier than you might think, and I want to show you how.

You can find a new article about once or twice a week, where I'll show you how to connect with and understand God. If you don't want to miss one of these, sign up for updates, and I'll send you a free eBook devotional that will help you draw closer to God in just 30 days.

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