

Role-Reversed Parents

Wisdom for Christian Stay-at-Home Dads and Working Moms



Ever hear the saying, “*Men bring home the bacon, and women stay home with the kids*”? In today’s Christian culture, traditional family roles often suggest that Mom stays home and Dad works, or both parents work full-time outside the home. However, some Christian parents are discovering that being “role-reversed,” with Mom working outside the home and Dad staying home with the kids, works best for them. These families often feel like they don’t fit Christian cultural norms, experience isolation, and may even wonder if they’re going against biblical teachings.

This book draws on scripture, the authors’ personal experience, and research with twelve other Christian couples who collectively bring over 250 years of role-reversed experience. It aims to help anyone who is or may want to be role-reversed. The book addresses concerns about this unique family dynamic’s compatibility with biblical teachings and provides practical advice to help role-reversed parents be successful.

Genre: Nonfiction/Parenting & Family

Projected Word Count: 50,000+

Target Audience: Christian parents thinking about becoming role-reversed, Christian parents who are role-reversed, and Christian singles who are thinking differently about what family structure could look like for themselves, as well as people who want to become more supportive of role-reversed parents.

Marketing Plan

- Create a non-profit to offer resources and connections for Christian role-reversed parents.
- Set up a substack email list of interested people with whom to share resources, such as this book.
- Pitch and write related articles for various Christian websites, alumni magazines, etc.
- Speak at marriage conferences and churches, and graduate-level student ministry groups like Intervarsity, Navigators, and colleges chapels, etc.



Scan to visit
our website!



Matt & Kelly Winquist

Matt and Kelly Winquist enjoyed twelve incredible years of role-reversed life, with Matt as a dedicated stay-at-home dad and Kelly thriving as the family’s breadwinner. However, they struggled to find likeminded Christian couples or resources, which fueled their passion to support other role-reversed parents and those interested in the concept. These days, Matt (ThM, Dallas Theological Seminary) is a pastor, and Kelly (MBA, Tuck School of Business at Dartmouth and MPA, Harvard) juggles being a stay-at-home mom to teenagers with part-time work for her consulting business.