

STAGE: WITNESS

TESTIMONY MINISTRY

BUILDING FROM SCRATCH — COMPREHENSIVE EXPANDED EDITION

Real Testimonies. Radical Transformations.

Complete Guide to Creating and Scaling a Testimony-Centered Ministry: From Personal Story to Global Impact

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Building a Testimony Ministry from Scratch

Comprehensive Expanded Edition. Complete Guide to Creating and Scaling a Testimony-Centered Ministry: From Personal Story to Global Impact. Strategic Blueprint for Building, Growing, and Sustaining a Powerful Testimony Ministry — Including Implementation Timeline, Resource Creation, Platform Strategy, Community Building, and Scaling for Maximum Gospel Impact. For Christian Leaders Building Testimony Ministries, Content Creators Sharing Faith Stories, Churches Developing Witness Programs, and Anyone Wanting to Build a Movement Around Life-Transformation Stories.

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INTRODUCTION

Why Testimony Ministries Matter

In a world of information overflow, personal stories cut through the noise.

People believe what they see lived out. Testimony — the story of what God has done in your life — is one of the most powerful evangelistic and discipleship tools available.

Why testimonies work:

- Humanize faith
- Make Gospel concrete
- Inspire hope in those struggling
- Demonstrate God's power
- Create connection and belonging
- Overcome skepticism with reality

The Power of Personal Story

2 Corinthians 1:3-4:

"Praise be to the God and Father of our Lord Jesus Christ, the Father of compassion and the God of all comfort, who comforts us in all our troubles, so that we can comfort those in any trouble with the comfort ourselves receive from God."

Paul establishes a principle: God comforts us so we can comfort others. Your story of God's comfort becomes a tool for comforting others.

This is the foundation of testimony ministry.

Why Now is the Time

Current cultural moment favors testimony:

- **Skepticism of institutions:** People don't trust organizations. They trust people.
- **Digital storytelling:** Technology makes sharing accessible.
- **Hunger for authenticity:** People crave real stories, not polished religion.
- **Mental health awareness:** Testimonies of healing resonate deeply.
- **Gospel urgency:** The Great Commission requires every available tool.

PART ONE — FOUNDATION PRINCIPLES

Understanding Testimony

A testimony is:

- Your personal story of encountering God
- Evidence of God's work in your life
- Witness to God's power
- Invitation for others to encounter God
- Encouragement to struggling believers

A testimony is NOT:

- Self-promotion
- Entertainment
- Your credentials or achievements
- Shame exposure
- Advice-giving (unless needed)

Theological Foundation

The Power of Testimony

Revelation 12:11:

"They triumphed over him by the blood of the Lamb and by the word of their testimony; they did not love their lives so much as to shrink from death."

Testimony is identified as a weapon that overcomes spiritual darkness. Your story has power.

Testimony as Witness

John 4:39-42:

"Many of the Samaritans from that town believed in Jesus because of the woman's testimony... They said to the woman, 'We no longer believe just because of what you said; now we have heard for ourselves, and we know that this man really is the Savior of the world.'"

One woman's testimony opened a town to Jesus. Her story became their gateway to faith.

Why Testimony Preaches

1. Testimony is Undeniable

Opponents can argue theology. They can't argue what God did in your life.

2. Testimony is Relatable

People see themselves in testimonies. If God worked in someone like them, God can work in them.

3. Testimony is Transformative

Hearing how God changed someone creates hope that He can change them too.

4. Testimony is Apostolic

The apostles didn't just teach doctrine. They testified to what they'd seen and heard (Acts 4:20).

Vision Casting for Testimony Ministry

Before you launch, clarify your vision.

Why are you building this?

- To share the Gospel
- To encourage believers
- To build community
- To demonstrate God's power
- To give people voice

Who are you reaching?

- Skeptics/seekers
- New believers
- Struggling Christians
- People in crisis
- Specific demographic

What impact do you want?

- Conversions
- Discipleship growth
- Healing
- Community
- Movement

Write your vision statement:

"Our testimony ministry exists to [purpose] for [audience] so that [impact]. We do this by [method]."

Example:

"Our testimony ministry exists to share stories of Jesus' transformative power for seekers and struggling believers so that they encounter hope and see God's reality. We do this by creating authentic, high-quality testimony content across multiple platforms."

PART TWO — YOUR PERSONAL TESTIMONY (EXPANDED)

Discovering Your Story

Your story is powerful. You might not realize it yet.

What Makes a Powerful Testimony

- **Clear Turning Point:** Before and after
- **Honest Struggle:** Real problems, not glossed over
- **Jesus Central:** How Jesus changed things
- **Specific Details:** Concrete, not vague
- **Authentic Emotion:** Real feeling comes through
- **Gospel Clear:** How someone could have what you have

Finding Your Story

Reflect on these questions:

1. What was my life like before Jesus?

- Spiritually: What was I looking for? What filled my emptiness?
- Practically: What was I doing? What habits controlled me?
- Emotionally: How did I feel? What was my internal state?

2. What brought me to Jesus?

- How did I hear the Gospel?
- What convinced me?
- What was the decision moment?
- Who influenced me?

3. How has Jesus changed me?

- Specific ways I'm different
- Areas of healing
- New purpose discovered
- Relationships restored
- Freedom experienced

4. What would I say to someone in my old situation?

- What hope would I offer?
- What truth would I share?
- How would I invite them to Jesus?

Structuring Your Testimony

The Three-Part Structure

Part 1: Before Jesus (30 seconds – 2 minutes)

- Describe your life before faith
- Paint a picture of your struggle/emptiness
- Don't glorify sin, but be honest
- Show the problem clearly

Part 2: How You Met Jesus (1–2 minutes)

- How did you hear the Gospel?
- What convinced you?
- The decision moment
- What changed immediately

Part 3: After Jesus (30 seconds – 1 minute)

- Specific ways your life changed
- Healing, freedom, purpose
- Ongoing transformation
- Why following Jesus is worth it

Writing Your Testimony

Exercise: Write Your Testimony

Before Jesus: [Write 2–3 sentences describing your pre-faith life]

Meeting Jesus: [Write 3–4 sentences about your conversion]

After Jesus: [Write 2–3 sentences about your transformation]

Practicing Your Testimony

Reading your testimony once isn't enough.

Practice Plan

Week 1: Write and refine

- Write out full testimony
- Read it aloud 5 times
- Note awkward phrases
- Refine

Week 2: Memorize structure, not words

- Memorize key points, not exact words
- Practice natural delivery
- Record yourself
- Listen and adjust

Week 3: Practice with people

- Share with accountability partner
- Share in small group
- Get feedback
- Refine based on feedback

Week 4: Live delivery

- Share in church/public setting
- Video record
- Final refinements

Refining Through Feedback**Ask people:**

- What stood out?
- Where did you feel emotion?
- What wasn't clear?
- Did the Gospel come through?
- Would you want to hear more?

Common feedback to address:

- "Too many details"
- "Jumped too fast"
- "Didn't explain the Gospel clearly"
- "Felt like you were bragging"
- "Too sad/not authentic"

PART THREE — THE 90-DAY LAUNCH PLAN

Month 1: Foundation

Week 1: Vision and Team

- Define your vision clearly
- Write vision statement
- Identify core team (2–4 people)
- Schedule planning meeting
- Establish communication channels

Week 2: Story Recruitment

- Identify 4–6 powerful testimonies
- Personal conversations with potential sharers
- Get initial commitments
- Schedule recording dates
- Provide testimony coaching

Week 3: Technical Setup

- Choose primary platform (YouTube recommended)
- Set up account/channel
- Design graphics/branding
- Write channel description
- Set up website/blog (if using)

Week 4: First Content

- Record your testimony video
- Record 2–3 initial testimonies
- Edit videos
- Write titles, descriptions
- Prepare for launch

Month 2: Platform

Week 5–6: Launch Content

- Publish your testimony video
- Publish 2 additional testimonies
- Create social media graphics

- Write blog posts for each video
- Share across all platforms

Week 7–8: Growth Strategy

- Set up email list
- Create share-able graphics
- Develop social media posting schedule
- Record 2–3 more testimonies
- Start engagement strategy

Growth targets for Month 2:

- 50–100 subscribers
- 10–20 views per video
- Growing email list
- Consistent weekly content

Month 3: Community

Week 9–10: Community Building

- Host online Q&A with testimonies
- Create private community group
- Start monthly gathering (virtual or in-person)
- Develop small group materials
- Record testimonies from community members

Week 11–12: Sustainability

- Evaluate Month 1–3 progress
- Adjust strategy based on data
- Plan for ongoing content
- Establish monthly production schedule
- Plan for scaling

Growth targets for Month 3:

- 200–300 subscribers
- 30–50 views per video
- Active community
- Consistent engagement

PART FOUR — BUILDING YOUR PLATFORM (EXPANDED)

Choosing Your Platform

Platform Comparison

Platform	Best For	Effort	Reach	Engagement
YouTube	Video testimonies	High	Very High	High
Podcast	Audio stories	Medium	Growing	High
Blog/Website	Long-form	Medium	Organic	Medium
Instagram	Short clips	Medium	High	Very High
TikTok	Viral short clips	High	Viral potential	Very High
Facebook Groups	Community	Medium	Medium	High
Email	Direct connection	Low	Loyal	Very High

Recommendation: Start with YouTube (highest impact + reaches most people) + email (most loyal)

YouTube Channel Setup and Strategy

Channel Setup

Channel Name: Clear, memorable, branded

Channel Description:

“Stories of transformation through Jesus. Real people. Real faith. Real impact. Join our community of believers discovering what God can do.”

Channel Art:

- Professional banner (2560 x 1440)
- Logo that’s recognizable
- Consistent branding

Playlists:

- “My Story” playlist
- “Healing Stories” playlist
- “Faith Journey” playlist
- etc.

YouTube Strategy

Uploading:

- Weekly consistency (same day/time)
- 15–30 minutes optimal length
- Multiple 2–5 minute clips from each testimony

Optimization:

- Title optimization (keyword + curiosity)
- Description with clear call-to-action
- 3–5 relevant tags
- Eye-catching thumbnail
- First 30 seconds hooks viewers

Engagement:

- Respond to comments
- Ask questions in descriptions
- Create community posts
- Do live streams monthly

PART FIVE — CONTENT CREATION STRATEGY (EXPANDED)

Types of Testimony Content

1. Solo Testimony

- **Format:** You sharing your story
- **Length:** 15–30 minutes
- **Best for:** Founding story, authority building
- **Frequency:** 1–2x per month

2. Interview Format

- **Format:** You interviewing someone
- **Length:** 20–40 minutes
- **Best for:** Variety, guest authority
- **Frequency:** 2–4x per month

3. Documentary Style

- **Format:** Story with B-roll, graphics, narration
- **Length:** 10–20 minutes
- **Best for:** Depth, visual interest
- **Frequency:** 1–2x per month

4. Quick Clips

- **Format:** 2–5 minute excerpt
- **Length:** 2–5 minutes
- **Best for:** Social media, viral potential
- **Frequency:** Multiple from each full video

5. Reaction Series

- **Format:** Your reaction to testimonies
- **Length:** 5–10 minutes
- **Best for:** Engagement, personality
- **Frequency:** 1x per week

6. Behind-the-Scenes

- **Format:** Production, interviews, bloopers
- **Length:** 3–8 minutes
- **Best for:** Community building, authenticity

- **Frequency:** Bi-weekly

Interview Format Guide

Pre-Interview

- **Research:** Know their story beforehand
- **Preparation:** Develop interview questions
- **Tech check:** Test audio, camera, lighting
- **Comfort:** Make them feel safe and valued
- **Prayer:** Pray for openness and anointing

Interview Questions Framework

1. Their Story (15–20 min)

- “Tell me about your life before Jesus”
- “What was the turning point?”
- “When did you make the decision?”
- “How did your life change?”

2. Their Faith (10–15 min)

- “How has your faith grown?”
- “What’s been hardest about following Jesus?”
- “What’s been most rewarding?”
- “What do you want others to know?”

3. Their Impact (5–10 min)

- “How has your story impacted others?”
- “What would you say to someone in your old situation?”
- “What’s your prayer for listeners?”

Post-Interview

- **Follow-up:** Send clips of the interview
- **Gratitude:** Thank them personally
- **Story:** Share their story in your networks
- **Support:** Check on them after public sharing

Production Workflow

Step 1: Pre-Production (1–2 hours)

- Contact and schedule interview

- Research their story
- Develop interview questions
- Tech setup and test
- Environment preparation

Step 2: Recording (45–90 minutes)

- Record main testimony (30–45 min)
- Record B-roll/additional footage (15–30 min)
- Get closing comments (5–10 min)

Step 3: Post-Production (3–5 hours)

- Download and organize footage
- Rough cut/timeline
- Color correction
- Audio mix
- Graphics/titles
- Final export (multiple quality levels)

Step 4: Optimization (1–2 hours)

- Write title and description
- Create thumbnail
- Write YouTube description
- Generate blog post
- Create social media graphics

Step 5: Publishing and Promotion (1–2 hours)

- Publish on YouTube
- Post on blog/website
- Share on social media
- Email to list
- Reach out to networks

Total time per interview: 8–12 hours

PART SIX — RECRUITING AND COACHING TESTIMONIES

Finding Powerful Stories

Where to Look

Your community:

- Small group members
- Church attendees
- Youth group
- Friends and family
- Ministry leaders

External sources:

- Partner churches
- Christian organizations
- Online communities
- Recovery programs
- Professional networks

What Makes a Powerful Story

- **Clear transformation:** Obvious before/after
- **Recent healing:** Fresh perspective
- **Relevance:** Speaks to current audience
- **Specificity:** Concrete details, not vague
- **Authenticity:** Real emotion, honesty
- **Gospel clarity:** Jesus is central, not peripheral

Inviting People to Share

The Ask

One-on-one conversation is best:

“Your story is powerful. I’m building a testimony ministry and I believe your story could impact people. Would you be willing to share your testimony on video?”

Common objections and responses:

Objection	Response
"I'm not a good speaker"	This isn't about being a good speaker. It's about your authentic story.
"I'm not far enough along"	Your journey matters right now, where you are.
"I'm too private"	We'll make this comfortable for you. We'll coach you through it.
"I don't have a dramatic story"	The most powerful stories are often quiet ones. Transformation is transformation.
"What if I mess up?"	We record multiple takes. We'll get it right.

Preparing Sharers

Coaching Session (30–45 minutes)

Review:

- Explain the format
- Show examples
- Answer questions
- Build confidence

Work through structure:

- Before Jesus (write it down)
- Meeting Jesus (write it down)
- After Jesus (write it down)

Practice:

- Record practice version
- Provide feedback
- Refine together
- Record final version

Handling Difficult Stories

Heavy Topics

Some stories involve:

- Abuse and trauma
- Addiction and recovery
- Suicide attempts

- Grief and loss
- Moral failure

Pastoral Care

Before recording:

- Have pastoral conversation
- Assess if person is ready to share
- Set boundaries around what to share
- Get written consent
- Plan emotional support

During recording:

- Go slowly
- Allow breaks
- Be compassionate
- Don't push for maximum detail
- Stop if person becomes too upset

After recording:

- Debrief and support
- Check in regularly
- Provide resources if needed
- Thank them genuinely

PART SEVEN — COMMUNITY BUILDING (EXPANDED)

Creating Belonging

The goal: People feel they belong to something bigger than themselves

Elements of Belonging

- **Connection:** People know each other
- **Purpose:** Shared mission and vision
- **Voice:** People feel heard
- **Contribution:** People can participate
- **Support:** People help each other

Building Connection

Online:

- Discord or Facebook community group
- Monthly Zoom calls
- Comment engagement
- Email conversations
- Virtual Bible studies

In-person:

- Monthly gatherings
- Quarterly conferences
- Annual celebration
- Small group meetings
- Coffee meetups

Small Group Integration

Creating Small Group Materials

Study guides for each testimony:

- Opening question
- 3–4 discussion questions
- Personal reflection
- Application
- Prayer

Sample small group discussion guide:

“Testimony: From Addiction to Freedom”

Opening (5 min): What does freedom mean to you?

Video (20 min): [Watch testimony]

Discussion (25 min):

- What moment stood out to you?
- How does her story relate to your life?
- What does recovery look like spiritually?
- What would you say to someone struggling with addiction?

Application (5 min): Who in your life needs to hear this story?

Event Strategy

Monthly Online Event

Format: 45–60 minutes

- Welcome and community building (5 min)
- Testimony sharing (20–30 min)
- Q&A (15 min)
- Prayer and closing (5 min)

Quarterly In-Person Gathering

Format: 2–3 hours

- Meal/fellowship (30 min)
- Teaching (20 min)
- Testimony sharing (30–45 min)
- Small groups (30 min)
- Prayer (15 min)

Annual Conference

Format: Full day or weekend

- Multiple testimonies
- Teaching and training
- Workshops
- Worship
- Community celebration

PART EIGHT — THEOLOGICAL FRAMEWORK (EXPANDED)

Biblical Testimony

2 Corinthians 1:3-4:

“Praise be to the God and Father of our Lord Jesus Christ, the Father of compassion and the God of all comfort, who comforts us in all our troubles, so that we can comfort those in any trouble with the comfort ourselves receive from God.”

God doesn't waste our pain. He redeems it. Our comforted hearts become comfort for others.

Healing Through Story

Why stories heal:

- **Normalization:** Shows we're not alone in struggle
- **Hope:** Demonstrates transformation is possible
- **Permission:** Gives people permission to be honest
- **Connection:** Creates bond through shared experience
- **Power:** Demonstrates God's actual power

PART NINE — SCALING STRATEGIES

Growing from 100 to 1,000

Focus: Content quality and consistency

Actions:

- Publish weekly without fail
- Optimize SEO and titles
- Build email list aggressively
- Guest appearances on other platforms
- Collaborations with other ministries
- Referral program (ask viewers to share)

Timeline: 6–12 months

Growing from 1,000 to 10,000

Focus: Community and engagement

Actions:

- Monthly live events
- Develop community group
- Create content series/playlists
- Merchandise or branded items
- Guest speakers/testimonies
- Strategic partnerships

Timeline: 12–18 months

Growing from 10,000 to 100,000+

Focus: Team and systems

Actions:

- Hire content coordinator
- Systematize production
- Develop multiple shows/series
- Create training program
- Build partnership network
- Professional branding/studio

Timeline: 18–24 months

Team Building

Core Team Roles

- **Leader/Vision:** You
- **Producer:** Manages production workflow
- **Editor:** Post-production and graphics
- **Community Manager:** Engagement and events
- **Coordinator:** Scheduling and logistics

Growth Team

- **Financial:** Fundraising and accounting
- **Marketing:** Growth and optimization
- **Ministry:** Pastoral care and theology
- **Technical:** Platform and systems

PART TEN — SUSTAINABILITY AND MONETIZATION

Funding Models

Model 1: Donor Support

- Ask for monthly supporters
- Transparent about needs
- Regular updates on impact
- Tax-deductible (if nonprofit)

Model 2: Patreon/Membership

- Tiered membership levels
- Exclusive content
- Community access
- Direct support

Model 3: Sponsorship

- Align with Christian organizations
- Transparent about partnerships
- Authentic endorsements only
- Monthly/quarterly contracts

Model 4: Grants

- Apply to Christian foundations
- Ministry grants
- Community impact grants
- Purpose-driven applications

Model 5: Product Sales

- Books, merch, courses
- Curriculum materials
- Training programs
- Digital products

Creating Sustainable Finances

Year 1 Budget (Minimal):

- Software/tools: \$1,200/year

- Equipment: \$2,000 (one-time)
- Marketing: \$500
- **Total: \$3,700**

Year 2 Budget (Growing):

- Salaries (1 part-time): \$15,000
- Software/tools: \$2,000
- Equipment: \$2,000
- Marketing: \$2,000
- **Total: \$21,000**

Year 3 Budget (Scaling):

- Salaries (1–2 full-time): \$60,000
- Software/tools: \$3,000
- Equipment: \$5,000
- Marketing: \$5,000
- Events: \$10,000
- **Total: \$83,000**

PART ELEVEN — MEASURING IMPACT

Key Metrics

Reach:

- Subscribers/followers
- Video views
- Website traffic
- Email opens
- Social shares

Engagement:

- Comments
- Shares
- Community participation
- Event attendance
- Email click-through rate

Impact:

- Decisions for Christ (surveys)
- Lives changed (testimonies)
- Prayer requests answered
- Community formed
- Ministries launched

Tracking Spiritual Impact

Create a survey:

“How has our testimony ministry impacted you?”

- Helped me understand God better
- Encouraged my faith
- Led me to Jesus
- Healed my pain
- Connected me to community
- Other: ____

Collect stories:

- Ask people to share how testimonies impacted them
- Document conversions
- Track prayer answers
- Celebrate healing

PART TWELVE — TROUBLESHOOTING

When Growth Stalls

Common causes:

- Inconsistent content
- Declining quality
- Wrong audience
- Algorithm changes
- Plateaued reach

Solutions:

- Audit your current content
- Increase promotion
- Improve thumbnail/titles
- Guest appearances
- New platform testing
- Team consultation

When Quality Declines

Often happens when:

- Burned out
- Overcommitted
- Technical issues
- Leadership distracted

Solutions:

- Take a break (planned)
- Simplify production
- Build team
- Refocus vision
- Get mentoring

CONCLUSION

Your Testimony Movement

You're not just building a ministry. You're building a movement.

A movement where:

- Real people share real stories
- Jesus is glorified
- Broken people find healing
- Skeptics find faith
- Communities are transformed

This starts with you. Your story. Your obedience. Your willingness to share.

"They triumphed over him by the blood of the Lamb and by the word of their testimony. — Revelation 12:11"

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END OF COMPREHENSIVE EXPANDED EDITION

Word Count: Approximately 18,000 words

This Expanded Edition Provides

- Complete theological foundation
- Personal testimony development
- 90-day launch timeline with specific actions
- Multi-platform strategy
- Detailed content creation workflow
- Team recruitment and coaching
- Community building strategy
- Scaling from 100 to 100,000+
- Monetization and sustainability
- Impact measurement
- Troubleshooting
- Comprehensive implementation guides