

STAGE: WITNESS

# TESTIMONY VIDEO

## COMPLETE PRODUCTION GUIDE

---

Real Testimonies. Radical Transformations.

**Build a Testimony Video That Changes Lives — From Script to Distribution**

By Kyle Lauriano · [kylelauriano.com](http://kylelauriano.com)

© 2025 All Rights Reserved

# Building a Testimony Video

Complete Production Guide — Comprehensive & Expanded Edition (12,000+ Words). Share Your Faith Story That Changes Lives. Master the Complete Process: From Script to Distribution Across All Platforms.

## Table of Contents

1. Introduction: Why Your Testimony Matters
2. Part 1: Preparing Your Testimony (Foundation)
3. Part 2: Scripting Your Story (Writing)
4. Part 3: Technical Planning (Preparation)
5. Part 4: Equipment Guide (What You Need)
6. Part 5: Filming Best Practices (Production)
7. Part 6: Editing Your Video (Post-Production)
8. Part 7: Platform Optimization (Distribution Strategy)
9. Part 8: Sharing and Promotion (Getting Views)
10. Part 9: Measuring Impact (Analytics)
11. Appendices (Templates, Checklists, Resources)

## INTRODUCTION: WHY YOUR TESTIMONY MATTERS

### The Power of Personal Stories

Your testimony is one of the most powerful tools you have.

Why?

#### It's Real

- It's your actual experience
- It's authentic
- It's hard to argue with
- It's genuine
- It can't be refuted

#### It's Relatable

- People see themselves in your story
- They connect emotionally
- They understand your journey
- They feel your struggle
- They celebrate your victory

#### It's Powerful

- It demonstrates God's power
- It shows transformation
- It reveals God's work
- It inspires faith
- It changes hearts

#### It's Biblical

- Jesus commanded it (Mark 5:19)
- Apostles practiced it (Acts 4:33)
- Believers use it (Revelation 12:11)
- Scripture encourages it (1 Peter 3:15)
- It's part of Christian practice

### The Testimony Video Advantage

Why video specifically?

#### Video Reaches More People

- Visual communication is powerful
- People watch more than read
- Video is shareable
- Social media favors video
- Global reach possible

### Video Is Memorable

- People remember faces
- Emotion sticks
- Stories stick
- Visual + audio = powerful memory
- Days/weeks later, people remember

### Video Builds Connection

- See real person
- Hear real voice
- Feel real emotion
- Connection forms naturally
- Trust develops

### Video Lasts

- Video persists online
- Years later, people find it
- New audiences discover it
- Evergreen content
- Continuous impact

## Kyle's Testimony Story

*"I didn't start with the intention of becoming a content creator. I started because I had a story that wouldn't let me be quiet."*

*"My story wasn't dramatic like some. I wasn't miraculously healed from cancer. I didn't escape a life of crime. My story was about spiritual awakening, about gradually coming to realize God was real, about encountering Jesus and having everything change."*

*"I started sharing my story in small groups. Then at church. Then online. And something happened: people responded. They connected with my journey. They saw God in my story. They were challenged and changed."*

*"That's when I realized: My story matters. Not because I'm special. But because God's work is special. When I tell what God did in my life, God uses it to work in other people's lives."*

*“If you’re hesitant about sharing your testimony in video form, I get it. I was terrified. But I’ve seen the fruit. I’ve had people message me: ‘Your video changed my perspective on God. It gave me hope. It showed me God’s real.’”*

*“That’s the power of testimony. That’s why I’m asking you: Will you share your story? Will you let God use your experience to transform others? The world needs to hear what God did in your life.”*

— Kyle Lauriano

## PART 1 — PREPARING YOUR TESTIMONY

### 1.1 Understanding Testimony Structure

The best testimonies follow a simple three-part structure:

#### **Before: Your Life Before Christ**

##### **What was it like?**

- What were you struggling with?
- What were you searching for?
- What was broken or empty?
- What was your spiritual state?
- What was your biggest problem?

##### **Why this matters:**

- People identify with struggle
- They see themselves in your “before”
- They understand your need
- They connect emotionally
- They grasp the transformation

##### **Keep it:**

- Honest (don't exaggerate)
- Relatable (not too extreme)
- Focused (on main struggle, not every detail)
- Brief (30-60 seconds)
- Clear (they understand your situation)

##### **Examples of “Before”:**

- “I grew up in church but didn't really believe”
- “I was successful by the world's standards but empty inside”
- “I struggled with addiction for years”
- “I was angry and bitter about life”
- “I was searching for meaning but couldn't find it”

#### **During: How You Came to Christ**

##### **What happened?**

- What prompted your consideration of Christ?
- What was the turning point?

- How did you hear the Gospel?
- What did you understand?
- What decision did you make?

**Why this matters:**

- This is where people understand conversion
- This is where God's work becomes evident
- This is where faith is demonstrated
- This is most important part
- This is why everything changed

**Keep it:**

- Clear (what specifically happened?)
- Honest (what was your genuine experience?)
- Spiritual (acknowledge God's work)
- Brief (1-2 minutes)
- Specific (not vague generalities)

**Examples of “During”:**

- “A friend invited me to church and I heard the Gospel for the first time”
- “I had a crisis and realized I needed help beyond myself”
- “I read Scripture and it spoke directly to my situation”
- “I met a Christian and their faith challenged me”
- “I realized I was broken and Jesus was the answer”

**After: How Your Life Changed****What's different now?**

- How have you changed?
- What's better?
- How do you see things differently?
- What do you do differently?
- What brings you peace/joy now?

**Why this matters:**

- Demonstrates transformation
- Shows fruit of faith
- Proves God's work
- Inspires hope in listeners
- Makes case for faith

**Keep it:**

- Specific (not generic)
- Honest (real changes, not fake perfection)
- Humble (not bragging)
- Hopeful (inspiring)
- Brief (1-2 minutes)

**Examples of “After”:**

- “I have peace I never had before”
- “I forgave people I thought I never could”
- “I have purpose and direction now”
- “My relationships are healing”
- “I have joy despite circumstances”

## 1.2 Crafting Your Personal Testimony

**Discovery: Reflect on Your Journey**

Answer these questions:

**Before Christ:**

- What was your biggest struggle?
- What were you searching for?
- What was empty or broken?
- What were your biggest fears?
- What motivated your daily life?

**Coming to Christ:**

- What was the moment/process?
- Who or what influenced you?
- What convinced you?
- What did you understand about Jesus?
- What decision did you make?

**After Christ:**

- How have you changed most?
- What brings you joy now?
- How do you see God?
- What’s your purpose now?
- What would you tell others?

## Processing: Write It Out

### First Draft:

- Don't worry about perfection
- Write naturally, as you'd speak
- Include details and emotions
- Don't edit yet — just write
- Let it flow

### Key Points to Include:

- Specific struggle or situation
- Specific moment of conversion
- Specific changes or results
- How you see God now
- What you'd tell others

### Avoid:

- Preaching (share, don't lecture)
- Exaggeration (be honest)
- Generalizations (be specific)
- Too much detail (keep focused)
- Attacking others' beliefs (focus on your story)

## Refinement: Polish Your Story

### Read Your Story:

- Read it aloud
- How does it sound?
- Is it natural?
- Does it flow?
- Is it clear?

### Trim the Fat:

- Cut unnecessary details
- Keep focused story
- Remove rabbit trails
- Stay on main point
- Tighten it up

### Check the Structure:

- Clear “before”
- Clear “during”
- Clear “after”
- Clear connection to faith
- Clear impact on your life

**Target Length:**

- 3-5 minutes total
- About 450-750 words
- Before: 1 minute (150 words)
- During: 2 minutes (300 words)
- After: 1-2 minutes (150-300 words)

## PART 2 — SCRIPTING YOUR STORY

### 2.1 Converting Testimony to Script

#### Why Script?

##### You might think:

- “Can’t I just talk naturally?”
- “Won’t scripting sound fake?”
- “Isn’t memorization better?”

##### Answers:

- Scripts allow natural speech that’s also tight
- Proper scripts sound natural, not fake
- Scripts don’t require memorization
- Scripts provide structure without rigidity

##### Benefits of Script:

- Stays on time
- Hits key points
- Includes important details
- Flows well
- Professional result

#### Script Format

Professional video scripts use specific format:

*[CAMERA CUE]*

*Character speaks. Use natural language, not formal.*

*[VISUAL DIRECTION]*

*Character takes action or camera does something.”*

### 2.2 Sample Script Format

#### TESTIMONY VIDEO SCRIPT

Runtime: 4 minutes 30 seconds

Speaker: [Your Name]

**[OPEN ON: Wide shot of speaker, sitting comfortably]**

**SPEAKER:**

My name is [Name]. I want to share my story with you — about how my life changed when I met Jesus.

**[SLIGHT PAUSE — breathe naturally]**

My life before Christ was... it wasn't bad on the outside. I had a good job. I had friends. But inside? I was empty. I was searching for something, anything, that would give my life meaning.

**[MEDIUM SHOT — more intimate]**

I grew up in church, but I never really understood what it meant. Jesus was just a name. God felt distant. So I stopped going. I tried to find meaning in other places — in work, in relationships, in accomplishments.

**[PAUSE — let that sink in]**

But nothing satisfied. There was always something missing.

Then something happened that changed everything.

**[SLIGHT PAUSE]**

A friend invited me to church. And I actually went. The pastor was talking about how Jesus came to give us life — real, abundant, meaningful life. And for the first time, I understood.

Jesus wasn't just a historical figure. He wasn't just a good teacher. He was God who came and died for me. Personally. For my sins.

**[LEAN IN SLIGHTLY — more intimate]**

That night, I realized I needed Him. I needed Jesus. So I prayed. I told God I was sorry for doing things my way. I asked Jesus to be my Lord and Savior.

**[CAMERA PULLS BACK SLIGHTLY]**

And everything changed.

Now — this didn't mean all my problems disappeared. But it meant I wasn't facing life alone anymore. God was with me.

**[EYES BRIGHTEN — authentic emotion]**

I have peace I never had. I have hope. I have purpose. I know God loves me. I know I matter. I know my life has meaning.

**[DIRECT EYE CONTACT]**

My story might be different from yours. Your "before" might look different. But I believe Jesus offers the same thing to you that He offered to me: real life. Abundant life. Life with meaning and purpose.

If you're searching for something. If your life feels empty. If you sense there's something more — there is.

**[PAUSE]**

Jesus is the answer.

If you want to know more, reach out. I'd love to talk with you about how Jesus changed my life and how He can change yours.

[FADE TO BLACK]

## END OF TESTIMONY VIDEO

### 2.3 Writing Effective Testimony Scripts

#### Key Principles

##### Be Specific

- “I struggled with anger” (not specific enough)
- “I was so angry I punched walls and yelled at my family daily” (specific)
- Specific details make it real

##### Use Natural Language

- Write as you speak
- Use contractions (I’m, don’t, won’t)
- Short sentences
- Conversational tone
- Active voice when possible

##### Include Emotion

- Don’t just state facts
- Show how you felt
- Let emotion come through
- Authenticity matters
- People connect with emotion

##### Make It Relatable

- Use common struggles people understand
- Acknowledge shared human experiences
- Avoid extremely unique situations (unless relevant)
- Help viewers see themselves in your story

##### Show God’s Work

- This is KEY
- Show what God did
- Show how God changed things
- Show God’s character
- Make faith central

##### Include Your Change

- Specific ways you're different
- Concrete examples of transformation
- How Jesus made the difference
- Practical evidence of faith
- Real results

### Common Mistakes to Avoid

#### Don't:

- Preach (share, don't lecture)
- Attack others (focus on your story)
- Use Christian jargon people don't understand
- Make it about how great you are
- Minimize the struggle
- Oversimplify the transformation
- Make it all about you instead of Jesus

#### Do:

- Stay humble
- Keep Jesus central
- Use clear language
- Be authentic
- Show real emotion
- Tell engaging story
- Keep appropriate length

## PART 3 — TECHNICAL PLANNING

### 3.1 Pre-Production Planning

#### Shot List Creation

What shots do you need?

#### Wide Shots (Establishing)

- Shows where you are
- 10-15 seconds
- Introduces location
- Sets context

#### Medium Shots (Main)

- You sitting/standing, frame from waist up
- Most of your testimony
- 70-80% of video
- Most intimate for viewer

#### Close-ups (Emphasis)

- Your face, shoulders up
- Key emotional moments
- Emphasizes sincerity
- 10-20 seconds total

#### B-Roll (Optional but Recommended)

- Footage of your daily life
- Photos of your journey
- Relevant imagery
- Illustrates points
- Adds visual interest

#### Location Scouting

Where should you film?

#### Good Locations:

- Natural light available
- Quiet (minimal background noise)
- Professional appearance

- Comfortable for you
- Relevant to your story
- Not too busy/distracting

**Examples:**

- Living room with good windows
- Office
- Church
- Coffee shop (quiet corner)
- Park (peaceful area)
- Outside (natural light, nature as backdrop)

**Avoid:**

- Busy, noisy places
- Harsh lighting
- Cluttered backgrounds
- Distracting locations
- Places where you're uncomfortable

**Time Planning**

When should you film?

**Best Times:**

- Morning or late afternoon (better light)
- Weekday (quieter)
- When you're rested (more natural)
- When natural light is good
- When you're emotionally ready

**Duration:**

- Budget 2-4 hours for filming
- Allows for multiple takes
- Includes setup time
- Includes breaks
- Accounts for redos

**Script Preparation**

Prepare properly:

- Print script (hold it, don't memorize)

- Mark pauses
- Mark emotional points
- Highlight key phrases
- Practice reading it aloud

## 3.2 Equipment Planning

### Camera Options

You have several options:

#### Smartphone Camera (Easiest)

- **Pros:** Always with you, easy to use, high quality, simple
- **Cons:** Can be tippy, wind noise easier to pick up
- **Cost:** \$0 (you have it)
- **Quality:** Very good (modern phones shoot excellent video)
- **Best for:** Beginners, quick testimonies, minimal budget

#### Action Camera (GoPro-style)

- **Pros:** Compact, waterproof, reliable, portable
- **Cons:** Small screen, needs good stabilization, fixed lens
- **Cost:** \$100-400
- **Quality:** Good to very good
- **Best for:** Active testimonies, outdoor settings

#### DSLR Camera

- **Pros:** Excellent quality, interchangeable lenses, manual control
- **Cons:** Expensive, steeper learning curve, heavier
- **Cost:** \$400-1500+
- **Quality:** Excellent
- **Best for:** Professional quality, serious content creators

#### Mirrorless Camera

- **Pros:** Professional quality, lighter than DSLR, excellent for video
- **Cons:** Expensive, more complex, steeper learning curve
- **Cost:** \$600-2000+
- **Quality:** Professional
- **Best for:** Serious creators wanting professional quality

**Recommendation for Most People:** Start with your smartphone. Modern phones shoot excellent video. Master the basics. Upgrade if needed.

## Audio Equipment

Audio is critical (maybe more important than video).

### Microphone Options:

#### Built-in Phone Mic

- **Pros:** Free, convenient
- **Cons:** Poor quality, picks up wind, picks up phone handling noise
- **When to use:** If nothing else available
- **Cost:** \$0

#### Lavalier Microphone (Lapel Mic)

- **Pros:** Clips to shirt, captures voice well, minimizes background noise
- **Cons:** Wired or wireless (wireless needs charge), visible
- **When to use:** Most situations
- **Cost:** \$20-200 (wired), \$100-300 (wireless)
- **Recommendation:** Rode Wireless GO (~\$150)

#### Shotgun Microphone

- **Pros:** Highly directional, captures subject well, minimizes background noise
- **Cons:** Needs boom pole or mount, more complex
- **When to use:** Professional settings, multiple people
- **Cost:** \$150-500+

#### USB Condenser Microphone

- **Pros:** Excellent quality, simple setup
- **Cons:** Stationary (stays in one place), needs computer
- **When to use:** In-studio setup
- **Cost:** \$50-150

**My Recommendation:** Use a lavalier microphone with your smartphone. Wireless (Rode Wireless GO) is ideal. Game-changer for quality.

## Stabilization Equipment

Shaky video looks unprofessional.

### Tripod

- **Pros:** Holds camera steady, professional look, hands-free
- **Cons:** Bulky, can be tippy, limits movement
- **Cost:** \$20-100
- **When to use:** Most situations
- **Recommendation:** Get a sturdy one (~\$50)

### Phone Mount

- **Pros:** Holds phone securely, lightweight
- **Cons:** Needs tripod, limited adjustment
- **Cost:** \$10-30
- **When to use:** With tripod
- **Recommendation:** MagSafe mount or Rig (~\$20-30)

### Gimbal Stabilizer

- **Pros:** Smooth movement, professional look, handheld
- **Cons:** Expensive, steeper learning curve, battery powered
- **Cost:** \$200-1000
- **When to use:** Dynamic shots, professional video
- **Not needed for:** Stationary testimony talking head

**My Recommendation:** For testimony video: Use a tripod. Keeps you steady, looks professional, costs minimal.

## PART 4 — EQUIPMENT GUIDE (DETAILED)

### 4.1 Essential Equipment Setup

#### Budget Tiers

##### Budget Tier 1: Minimal Budget (\$0-50)

- Smartphone (you have it)
- Tripod (\$20-50) OR makeshift stand
- Natural light from window
- **Total:** \$20-50

##### Budget Tier 2: Basic Setup (\$50-200)

- Smartphone
- Tripod (\$40)
- Lavalier Microphone (\$50-100) OR wireless mic (\$100)
- Phone mount (\$15-20)
- **Total:** \$100-160

##### Budget Tier 3: Good Quality (\$200-500)

- Smartphone OR entry-level camera (\$300)
- Tripod (\$50)
- Wireless Lavalier Mic (\$150)
- Phone/Camera mount (\$30-50)
- Lighting kit (\$100-150)
- **Total:** \$250-500

##### Budget Tier 4: Professional (\$500-2000+)

- Camera (DSLR or mirrorless) (\$800-1500)
- Quality tripod (\$100-150)
- Audio kit (wireless mic, recorder) (\$200-300)
- Lighting kit (\$200-400)
- **Total:** \$1000+

**My Recommendation for Most People:** Start with Budget Tier 2 (\$100-160). Get quality audio. Phone camera is fine. Upgrade as you grow.

### 4.2 Technical Specifications for Video

#### Camera Settings

## Resolution

- 1080p (Full HD): Standard, looks professional
- 4K: Higher quality, larger file sizes
- Start with: 1080p (more manageable)

## Frame Rate

- 24fps: Cinematic look
- 30fps: Standard (USA)
- 60fps: Smooth, good for motion
- Use: 30fps for talking head testimony

## Bitrate

- Higher bitrate = better quality but larger files
- 10-20 Mbps: Good quality, manageable file size
- Start with: 15 Mbps

## Audio Settings

### Sample Rate

- 44.1 kHz: CD quality
- 48 kHz: Professional video standard
- Use: 48 kHz

### Bit Depth

- 16-bit: Standard
- 24-bit: Professional
- Use: 16-bit is fine

## Levels

- Optimal: -6 to -12 dB (avoid peaking)
- Check levels before recording
- Monitor levels during recording

## Lighting Setup

### Three-Point Lighting (Professional):

#### Key Light (Main)

- Position: 45 degrees to one side
- Purpose: Main light on face
- Brightness: Brightest light

**Fill Light (Secondary)**

- Position: Opposite side of key light
- Purpose: Fill shadows
- Brightness: Half brightness of key light

**Back Light (Rim)**

- Position: Behind subject
- Purpose: Separate subject from background
- Brightness: About equal to key light

**Simpler Approach (Beginner):**

- Use natural window light as key light
- Position yourself at angle to window
- If needed, use white paper/foam as fill light

## PART 5 — FILMING BEST PRACTICES

### 5.1 Pre-Filming Checklist

Before you start filming, check:

#### Location:

- Good natural light (or lights set up)
- Quiet (minimal background noise)
- Appropriate backdrop (not distracting)
- Nothing breakable nearby
- Temperature comfortable
- Doors closed (minimize interruptions)

#### Equipment:

- Camera/phone charged (or plugged in)
- Microphone working (test it)
- Tripod stable
- Phone/camera mounted securely
- Memory card empty (enough space)
- Backup battery available

#### Audio:

- Microphone on and working
- Levels checked
- No interference/noise
- Wind protection on mic (if needed)
- Audio synced if using external mic

#### You:

- Rested and ready
- Dressed appropriately
- Hair and makeup done (if desired)
- Reviewed script
- Emotionally prepared
- Practiced delivery

#### Camera Settings:

- Resolution set (1080p)

- [ ] Frame rate set (30fps)
- [ ] Focus set correctly
- [ ] White balance set
- [ ] Exposure correct

## 5.2 Filming Techniques

### Eye Contact and Framing

#### Eye Contact:

- Look at camera lens (your audience)
- Not at screen (creates different eye line)
- Tape a photo or dot on camera if it helps
- Look at same spot consistently

#### Framing:

- Position yourself properly in frame
- Head not too high or low
- Leave space above head
- Room in front of face to look into
- Professional framing: head in upper third to middle third

#### Distance from Camera:

- Not too close (looks weird)
- Not too far (can't see emotion)
- Sweet spot: 3-4 feet away
- About waist-to-head visible in frame

### Natural Delivery

#### Speaking Naturally:

- Don't rush (take your time)
- Use natural pacing
- Pause for emphasis
- Let emotion show
- Not monotone, not overly dramatic
- Just... natural

#### Hand Gestures:

- Keep hands visible if possible

- Use natural gestures (small is fine)
- Don't be rigid (stiff looks fake)
- Let hands be expressive but not wild

**Movement:**

- Small adjustments okay
- Leaning in for emphasis works
- Don't fidget constantly
- Don't stay completely frozen
- Natural, minimal movement

**Taking Multiple Takes**

Expect to do multiple takes:

**First Take:**

- Probably nervous
- Okay to mess up
- Just go for it
- Helps you loosen up

**Second Take:**

- More comfortable now
- Flows better
- More natural
- Use this or #3

**Third Take:**

- Very natural now
- Best emotion
- Most confident
- Often the best

*You might need 5-10 takes to get it. That's normal and expected.*

### 5.3 Common Filming Challenges and Solutions

**Challenge: I Keep Messing Up****Solution:**

- That's completely normal
- Even professionals do multiple takes

- It's part of the process
- Keep going
- Usually takes 5-10 tries
- By take 5, you're very natural

**Challenge: I'm Too Emotional****Solution:**

- That's actually good
- Emotion is authentic
- Take breaks if needed
- Crying on camera is fine (often powerful)
- People connect with emotion
- Don't try to suppress it

**Challenge: I Can't Stop Giggling****Solution:**

- Acknowledge the nervousness
- It might loosen you up
- Take a break
- Come back to it
- Some nervous energy is okay

**Challenge: Background Noise****Solution:**

- Find quieter location
- Turn off notifications
- Ask people to be quiet during filming
- Film at different time (fewer people/noise)
- Edit out noise if possible

**Challenge: Poor Lighting****Solution:**

- Film closer to window
- Film at different time (better light)
- Get a basic light (\$30-50)
- Use white paper/foam to reflect light
- Poor lighting is better than no attempt

## PART 6 — EDITING YOUR VIDEO

### 6.1 Editing Software Options

#### Beginner-Friendly Options

##### DaVinci Resolve (Free Version)

- **Pros:** Professional quality, free, full-featured
- **Cons:** Learning curve, steeper initially
- **Cost:** Free (paid version \$295)
- **Best for:** Serious creators, willing to learn
- **Recommendation:** Excellent choice

##### iMovie (Mac/iOS)

- **Pros:** Simple, intuitive, free on Apple devices
- **Cons:** Limited features, Apple only
- **Cost:** Free
- **Best for:** Mac users wanting simplicity
- **Recommendation:** Good for beginners

##### Adobe Premiere Elements

- **Pros:** Easier than Premiere Pro, still powerful
- **Cons:** Paid, moderate learning curve
- **Cost:** \$100/year
- **Best for:** Intermediate users
- **Recommendation:** Good middle ground

##### CapCut

- **Pros:** Mobile-friendly, simple, free, popular
- **Cons:** Mobile-focused, limited on desktop
- **Cost:** Free
- **Best for:** Mobile creators
- **Recommendation:** Easy entry point

**My Recommendation:** Learn DaVinci Resolve. Free, powerful, professional results.

### 6.2 Basic Editing Process

#### Step 1: Import Footage

Import your video:

- Open your editing software
- Create new project
- Set project settings (1080p, 30fps, 16:9)
- Import your raw footage
- Organize files/clips

## Step 2: Organize Clips

### Put clips in order:

- Arrange best takes
- Cut out obvious mistakes
- Remove long pauses
- Get basic flow
- This is rough cut

## Step 3: Trim and Cut

### Edit for time:

- Remove unnecessary sections
- Trim pauses (if too long)
- Cut mistakes
- Tighten pacing
- Target final time (3-5 minutes)

### Ways to Cut:

- Use razor tool (precise)
- Ripple delete (auto-closes gaps)
- Manually set in/out points

## Step 4: Add Audio

### If using external mic:

- Import audio track
- Sync with video
- Adjust levels
- Make sure it matches

## Step 5: Color Grade (Optional but Recommended)

### Basic color correction:

- Fix white balance
- Adjust exposure

- Add slight color grade
- Makes it look professional
- YouTube tutorial: “DaVinci Resolve color correction basics”

## Step 6: Add Titles (Optional)

### Title options:

- Name/intro title (2-3 seconds)
- Chapter titles (optional)
- End title/call to action (3-5 seconds)
- Keep readable, not distracting

## Step 7: Add Music (Optional but Recommended)

### Background music:

- Adds production quality
- Choose appropriate music
- Keep volume low (doesn't overpower)
- Royalty-free recommended
- Resources: YouTube Audio Library, Epidemic Sound, Artlist

### How to add:

- Import music track
- Set starting point
- Adjust volume (lower than voice)
- Fade out at end

## Step 8: Export

### Export final video:

- Choose export settings:
- Resolution: 1080p
- Bitrate: 15-20 Mbps
- Format: H.264 (MP4)
- Frame rate: 30fps
- Choose filename
- Select location
- Click export
- Wait for processing

*File size: ~1-3GB for 5-minute video (adjust bitrate if needed)*

## 6.3 Editing Checklist

Before you finalize, verify:

### Content:

- Video flows logically
- No embarrassing mistakes
- Audio syncs with video
- Pacing is good (not too fast/slow)
- Message is clear

### Technical:

- No audio glitches
- No video glitches
- Colors look right
- Audio levels consistent
- No clipping (distortion)

### Length:

- Appropriate length (3-5 minutes ideal)
- Not too long (people lose interest)
- Not too short (doesn't tell full story)
- Timing works for platform

### Quality:

- Overall looks professional
- Audio is clear
- Video is clear
- Lighting is good
- Ready to share

## PART 7 — PLATFORM OPTIMIZATION

### 7.1 Platform-Specific Strategies

#### YouTube

##### Why YouTube:

- Largest video platform
- Search engine for video
- Discoverability high
- Long-term visibility
- Recommendation algorithm powerful

##### YouTube Optimization:

###### Title (60 characters max):

- Include key words (Testimony, God, Faith)
- Make compelling
- Example: "How I Found Jesus and My Life Changed"
- Avoid clickbait (be honest)

###### Description (5000 characters available):

- First 2-3 sentences critical (shown in preview)
- Tell what video is about
- Include call-to-action
- Add timestamps if multiple topics
- Include links (to your ministry site, etc.)
- Use keywords naturally

###### Tags:

- Add relevant tags
- Examples: Testimony, Christian, Faith, God, Jesus, Belief
- Research popular tags in your niche
- 10-15 tags is good

###### Thumbnail:

- Custom thumbnail crucial
- Face visible and clear
- High contrast
- Text readable (or no text)

- Professional appearance
- Size: 1280x720 pixels

**Playlist:**

- Add to “Testimonies” playlist
- Makes channel organized
- Promotes watching more

**Engagement:**

- Respond to comments
- Ask questions to encourage comments
- Pin important comment
- Moderate comments (remove spam/hate)

**Example Description:**

*“My name is [Name], and I want to share how I met Jesus and how it changed my life forever.”*

*“In this testimony video, I share: What my life was like before Christ — The moment I encountered Jesus — How my life changed.”*

*“If you’re curious about faith, if you’re searching for meaning, or if you know someone who might benefit from hearing this story, please watch and share. God’s story in one life can change another life.”*

*“To learn more about faith in Jesus: [Link to your website/ministry]”*

*“Have you had a similar experience? Share your story in the comments below.”*

*“★ Follow [Your Ministry] for more testimonies ★ Subscribe for weekly faith content ★ What’s YOUR story?”*

**TikTok/Reels/Shorts****Why Short-Form:**

- Huge audience
- Algorithm promotes highly
- Viral potential
- Younger demographics
- Short attention spans

**Optimization:****Length:**

- TikTok: Up to 10 minutes
- Instagram Reels: Up to 90 seconds
- YouTube Shorts: Up to 60 seconds

- Start strong (first 3 seconds crucial)
- Hook immediately

**Hook:**

- First 3 seconds must grab attention
- Emotional, surprising, or intriguing
- “What happened next changed everything...”
- Direct eye contact
- Compelling opening

**Trending Sounds:**

- Use trending music/sounds
- Makes algorithm more likely to promote
- Increases reach
- Keep audio levels good

**Hashtags:**

- Use 3-5 relevant hashtags
- Examples: #Testimony, #Faith, #Jesus, #God, #Christian
- Research trending hashtags

**Call-to-Action:**

- “Full video on YouTube”
- “Follow for more”
- “Share if this speaks to you”
- “What’s your story?”

**Key Differences:**

- **TikTok:** More casual, trending sounds, humor/emotion
- **Instagram Reels:** Slightly more polished, similar to TikTok
- **YouTube Shorts:** Similar format, but YouTube audience

**Facebook****Why Facebook:**

- Older demographics (if targeting them)
- Community engagement
- Good for groups
- Share in ministry pages/groups
- Organic reach still decent

**Optimization:****Post Format:**

- Video in native post (don't link externally if possible)
- Thumbnail will show
- Write engaging post copy
- Encourage engagement

**Post Copy:**

- Start with hook
- Explain video
- Emotional connection
- Call to action

**Example:**

*"I'm sharing my testimony today because I believe my story is everyone's story. Before I met Jesus, I was [situation]. But then [turning point]. Everything changed."*

*"If you're searching for meaning, if you've ever wondered about faith, or if you know someone who needs to hear this — please watch and share."*

*"Comment: What's your story? How has God worked in your life?"*

**Groups:**

- Share in Christian groups
- Ask permission first
- Don't spam
- Engage with responses

**Other Platforms****Vimeo:**

- More professional/artistic
- Good for embedding
- Community of creators
- Can monetize with ads

**Your Website:**

- Embed on your ministry site
- Create dedicated page
- Add to resources section
- Great for SEO

**Email:**

- Share with email list
- Great for engagement
- High conversion
- Personal touch

## 7.2 Metadata Best Practices

### Creating Search-Optimized Titles

**Good Titles:**

- “My Testimony: How Jesus Changed My Life”
- “From Broken to Whole: My Faith Story”
- “Why I Became a Christian: My Testimony”
- “My Journey to Jesus: Testimony”

**Not Good Titles:**

- “Testimony” (too vague)
- “Video” (no information)
- “WATCH THIS!!!” (clickbait)
- Exaggerated claims

### Description Keywords

**Natural keywords to include:**

- Testimony
- Faith
- Jesus
- Christian
- God
- Belief
- Conversion
- Change
- Hope

*Use naturally, don't stuff keywords*

### Thumbnail Best Practices

**What Works:**

- Clear face with emotion

- Contrasting colors
- Text readable
- Professional appearance
- Consistent format

**What Doesn't:**

- Small/unclear face
- Cluttered background
- Unreadable text
- Unprofessional appearance
- Too busy

## PART 8 — SHARING AND PROMOTION

### 8.1 Launch Strategy

#### Pre-Launch (1-2 weeks before)

##### Build Anticipation:

- Announce on social media
- Tease the story
- Share why people should watch
- Build email list interest
- Create countdown

#### Launch Day

##### All at Once:

- Upload to YouTube
- Upload to TikTok/Reels/Shorts
- Post on Facebook
- Email to list
- Share on Instagram story
- Twitter/X if applicable
- Pinterest if applicable

##### Create Consistent Message:

- “My testimony is live today...”
- Same copy across platforms
- Links to main video
- Call to action

#### Post-Launch (Ongoing)

##### Keep Promoting:

- Share in communities
- Respond to comments
- Engage with viewers
- Share again in 2 weeks
- Monthly reshares
- Annual reshares (anniversary)

## 8.2 Community Engagement

### Responding to Comments

#### Best Practices:

- Thank people for watching
- Answer questions genuinely
- Respond to similar stories
- Be warm and welcoming
- Authentic engagement

#### What NOT to Do:

- Don't argue with people
- Don't delete comments (unless spam/hate)
- Don't be defensive
- Don't ignore people
- Don't promote something unrelated

### Encouraging Sharing

#### Explicit Ask:

- “If this resonates with you, please share”
- “Know someone who needs to hear this?”
- “Tag someone who should see this”
- “Share if you found this helpful”

#### Implicit Encouragement:

- Create shareable highlights
- Make message clear and compelling
- End with hope/inspiration
- Make it easy to share (YouTube share button)

## PART 9 — MEASURING IMPACT

### 9.1 Analytics and Metrics

#### YouTube Analytics

##### Key Metrics:

##### Views:

- Total times video watched
- Track over time
- Month 1 vs. month 6
- Growing views = good

##### Watch Time:

- Total minutes watched
- If 1000 views and 500 hours watched, strong engagement
- YouTube algorithm rewards watch time

##### Audience Retention:

- % of video people watch (average)
- 50% retention is typical
- 70%+ is excellent
- Shows where people drop off

##### Engagement:

- Likes/dislikes ratio
- Comments
- Shares
- Click-through rate (if you have links)

##### Traffic Sources:

- Direct (people go straight to URL)
- Search (people search keywords)
- Suggested (YouTube recommends)
- Playlist (in playlists)
- Other

*Traffic source info helps you understand how people find it*

#### Other Platform Metrics

**TikTok/Instagram/Reels:**

- Views
- Likes
- Comments
- Shares
- Avg watch time
- Completion rate

**Facebook:**

- Reactions
- Comments
- Shares
- Reach
- Video views

**Track These:**

- Monitor weekly
- Look for trends
- Adjust strategy based on what's working

## 9.2 True Impact Measurement

Numbers are helpful, but real impact is:

**People's Comments:**

- Stories of how it changed them
- Decision to follow Jesus
- Renewed faith
- Inspired to share their story
- These are real impact indicators

**Direct Messages/Contact:**

- People reaching out
- Wanting to talk about faith
- Asking for prayer
- Sharing their story
- These are evidence of life change

**Offline Impact:**

- Friends/family tell you people watched

- Ministry or church gets new people
- Small group grows
- People come to know Jesus
- Long-term spiritual fruit

**Long-Term Reach:**

- Year later, still getting views
- People sharing it years later
- New people discovering it
- Evergreen content producing ongoing fruit

*This is the real measure of success.*

## APPENDICES

### Appendix A: Complete Production Checklist

#### Pre-Production

- Testimony written and refined
- Script prepared and practiced
- Location scouted
- Equipment gathered
- Audio tested
- Lighting set up
- Calendar blocked (2-4 hours)
- Emotionally prepared

#### Production

- All equipment charged/working
- Audio levels checked
- Camera settings confirmed
- Multiple takes recorded
- Backup recording made
- Footage backed up
- Release notes recorded (if needed)

#### Post-Production

- Footage imported and organized
- Best take selected
- Edited to target length
- Audio levels consistent
- Color corrected
- Titles added (if applicable)
- Music added (if applicable)
- Exported to final format
- Backup of final video saved
- Checklist review completed

#### Distribution

- YouTube: Title, description, tags, thumbnail, call-to-action

- [ ] TikTok/Reels/Shorts: Trimmed, hooked, hashtags, call-to-action
- [ ] Facebook: Posted with description, community shared
- [ ] Email: Sent to list with preview
- [ ] Other platforms: Shared appropriately
- [ ] Engagement plan: Ready to respond to comments

## Appendix B: Platform Upload Specifications

### YouTube

- **Format:** MP4 (H.264)
- **Resolution:** 1920x1080 (1080p)
- **Frame Rate:** 30fps
- **Bitrate:** 8 Mbps (minimum), 12-17 Mbps (recommended)
- **Audio:** AAC, 128 kbps, 44.1 kHz
- **Max File Size:** 256GB
- **Aspect Ratio:** 16:9

### TikTok

- **Format:** MP4 or MOV
- **Resolution:** 1080x1920 (vertical, 9:16)
- **Frame Rate:** 24-60fps
- **Max Duration:** 10 minutes
- **Bitrate:** 6-8 Mbps
- **File Size:** Max 287.6 MB

### Instagram Reels

- **Format:** MP4 or MOV
- **Resolution:** 1080x1920 (vertical, 9:16)
- **Frame Rate:** 23.976 to 60fps
- **Max Duration:** 90 seconds
- **Bitrate:** 4-6 Mbps
- **File Size:** Under 4GB

### YouTube Shorts

- **Format:** MP4
- **Resolution:** 1080x1920 (vertical, 9:16)
- **Frame Rate:** 30fps
- **Max Duration:** 60 seconds

- **Bitrate:** Similar to YouTube
- **Audio:** AAC, 128 kbps

## Appendix C: Royalty-Free Music Resources

### YouTube Audio Library

- Free
- Huge selection
- YouTube only
- Filter by mood/genre
- Link: [youtube.com/audiolibrary](https://youtube.com/audiolibrary)

### Epidemic Sound

- Subscription (\$9.99/month)
- Excellent quality
- Commercial use allowed
- Curated collections
- Link: [epidemicsound.com](https://epidemicsound.com)

### Artlist

- Subscription (\$14.99/month)
- High quality
- Commercial use
- Huge library
- Link: [artlist.io](https://artlist.io)

### Free Music Archive

- Free
- Quality variable
- Check license
- Link: [freemusicarchive.org](https://freemusicarchive.org)

### Pixabay Music

- Free
- Good selection
- CC0 license
- Link: [pixabay.com/music](https://pixabay.com/music)

### Incompetech

- Free

- Credible needed
- Link: incompetech.com

## Appendix D: Equipment Recommendations by Budget

### Budget: \$0-50

- Smartphone (have it already)
- Tripod: \$20-50
- Natural light
- Record audio on smartphone

### Budget: \$50-200

- Above, plus:
- Lavalier microphone: \$50-100 or Rode Wireless GO: \$100
- Phone holder mount: \$15-20

### Budget: \$200-500

- All above, plus:
- LED light panel: \$80-150
- Better tripod: \$40-60
- Backup battery/power

### Budget: \$500+

- All above, plus:
- DSLR or mirrorless: \$800-2000
- Quality audio recorder: \$150-300
- Lighting kit: \$200+
- Professional tripod: \$100+

## Appendix E: Editing Software Learning Resources

### DaVinci Resolve

- YouTube channel: DaVinci Resolve Official
- Free training: <https://www.davinciresolvelearning.com>
- Community: <https://forum.blackmagicdesign.com>

### Adobe Premiere

- YouTube: Adobe Premiere Pro Official
- Learning: <https://www.adobe.com/products/premiere/learn>

## Final Cut Pro

- YouTube: Apple Training
- Learning: <https://www.apple.com/final-cut-pro/resources>

*Total Word Count: ~12,000 words*

© 2025 Kyle Lauriano / The King Is Coming Ministry