

How to Produce a Good Video Story

By Karl Quickert

Why produce and post a 2-3 minute video of yourself sharing your personal faith story on Facebook and/or other social media sites?

1. Your story is powerful and irrefutable. No one can argue against your story. The blind man healed by Jesus said, "I was blind, but now I see." His story confounded the critics! (John 9:13-34)
2. People are interested in stories—especially life-change stories of people they know.
3. We live in a YouTube culture that watches short videos every day.
4. Social media has the capacity to reach millions of English speaking people!
5. It is a way to sow the gospel and share it with your friends in a non-threatening way.
6. It could open up doors to have more in-depth gospel conversations with friends and family
7. Producing a video will help you be more prepared to share what Christ has done in your life at a moment's notice
8. Publishing it online will encourage other Christians with your story and inspire them to post a video of their own story

Steps to producing a good video story:

Step #1: Write your personal faith story.

- See the article, "How to Write Your Personal Faith Story"
- Aim for 600 words. This is approximately 3 minutes of spoken video.

Step #2: Practice reading out loud. Edit as needed.

- It will help to practice in front of a friend or record yourself on a webcam. Edit as needed. Practice until you're comfortable enough to start videoing.

Step 3: Shoot the Video.

1. Sound - Film in a quiet place.
 - Remove any children from the premise.
 - Turn off noisy A/C or other appliances.
 - Shut any nearby windows.
2. Background - A solid colored non-white background works well.
3. Lighting - Make sure people can see your face clearly. Open window shades and move lamps around if necessary to light up your face.
4. Dress - Wear something modest and not distracting.
5. Video Camera- Smart phones and digital cameras are easy to download to a computer. Make sure the camera person holds the camera still. If you're using a smartphone, be sure to hold it in the horizontal position. You can also use the web cam on your computer.
6. To get the steadiest shot with the camera...
 - Use a tripod when possible (if your device can mount on a tripod).
 - Prop up on a table with books/boxes.
 - Get creative with rubberbands.
 - If a person is holding the camera/phone have them hold it with 2 hands, bending their elbows close to their chest. This will provide the most support with least shake. Make sure the person doesn't tense up.
7. Your Demeanor - Smile, stay relaxed and speak into the camera. It can be helpful to occasionally glance over at a friend.
8. Telling Your Story - Reading your story word for word is discouraged. It's important that people sense your authenticity, joy, and gratitude in knowing Chris. It's okay to be open about your past, but don't use the video as a medium to inform your friends or family about sin they were unaware of.

9. Keep it under 3 minutes.

Step #4: Post on Facebook and YouTube and/or other social media.

- Create a YouTube account.
- Upload your video to YouTube.
- If you want to trim the front end or backend of the video, refer to this tutorial:
<http://www.youtube.com/watch?v=P9BTEaz22G4>
- Share a link to your video on Facebook
- Consider writing a brief description on why you decided to share this
- Consider tagging your church location so others from your church have a chance to see your story.

Final Tips:

- Writing a personal faith story and producing a video of yourself is hard work! However, you have the opportunity to sow the gospel with hundreds of friends and family. Therefore, it's hard work worth doing!
- Remember: the goal is to sow the Gospel by sharing the joy and transformation you've found in knowing Christ. Stay encouraged about the goal. Have fun with it. Be real with others. Speak to the camera as if you were speaking earnestly to a friend over coffee.
- Do this project with a friend! This will give both of you greater inspiration and accountability, and makes the process more enjoyable.