

HOW TO PUT A TESTIMONY VIDEO TOGETHER

Pellekan II e02p4 [Film and share life-change e02]

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This episode contains three blocks, written to be extracted as individual clips for a training course on YouTube and other social media platforms. Every individual clip starts with a "Hook" mentioned in this script.

YouTube thumbnail for 7-minute episode: Picture: Medium shot of three hosts in set or recording location. Text: "How to put a testimony video together". Smaller text: "Film and share life-change > episode 02". Text has priority.

FADE IN:

1. INT. KITCHEN - DAY

Topic: >>Use basic ingredients for your testimony video<<

YouTube thumbnail: Picture: TARIK expression like "sure", maybe thumbs up, with food ingredients, like potatoes, noodles, onions, pepper, herbs and so. Text: "Use basic ingredients for your testimony video". Smaller text: "Film and share life-change > video 04".

Hook: TARIK standing in kitchen with expression "sure" and food ingredients, like potatoes, noodles, onions, pepper, herbs and so on. ADEEL and CHESSY around.

TARIK
(to camera, to viewer)
What are the ingredients of a
testimony video?
Hello. Great you are back. Welcome
back. My name is Tarik. Together
with my friends Adeel and Chessy we
guide YOU to film and share your
life-changing story.
You and your friends can:

2. INTRO - ANIMATION

Graphic animation with music and text: "Use these ingredients for your testimony video". Possibly animation of YouTube thumbnail.

NARRATOR
Use basic ingredients for your
testimony video.

3. INT. KITCHEN - DAY

TARIK sitting or standing with Adeel and Chessy in kitchen.

TARIK

(to camera, to viewer)

You can "cook" your testimony video like we do. It's not the only way to film a testimony video. But it's used very successfully in different countries. Give it a try and apply this tutorial to your video. Feel free to adjust your video to your cultural environment. Here is one example.

Tarik starts video from tablet.

4. INSERT - BEGINNING OF A TESTIMONY

Nicely lit person. Nice set.

TESTIFIER

(video playback)

I was disappointed with my religion. After five years I found what I was looking for. Join my journey to the truth.

Warm background with music and title text: "My journey to the truth".

5. INT. KITCHEN - DAY

Back to Adeel, Chessy and Tarik sitting or standing in kitchen. Display words in quotation marks ["].

TARIK

That is an opener to get viewers' attention. One basic but important ingredient. We call this a "Hook". It's a part of the story to make people wanting to see the whole video.

ADEEL

Right. That brings me to the question: Do I look straight into the camera lens or do I talk to a person?

TARIK

That's both an option. If a person talks to another person and both are visible, that's an interview. Especially when the other person asks questions.

CHESSY

You can still give your testimony
this way.

TARIK

Usually the person who gives the
testimony looks straight to the
camera. Looking to the camera means
talking to the viewer. I have
another video:

Tarik starts video from tablet. B-rolls while recoding
person: Several shots of hands, holding picture, holding book
or Bible.

TARIK (OFF SCREEN)(CONT'D)

We call this "B-roll" and it's
recorded after you finished your
testimony talk.
You can use these shots in editing.
I will show you in a later video
how to do this. Under "B-roll"
comes:

Tarik starts video from tablet. B-roll: Childhood pictures.
In background talking of testifier.

TARIK (OFF SCREEN, CONT'D)

"Pictures" or "Videos". For
example, when you talk about your
childhood. That keeps your
testimony interesting. Or this:

Tarik starts video from tablet. B-roll: E.g. walking alone,
looking out of a window. Each as CU, MS, WS. With sad music.

TARIK (OFF SCREEN, CONT'D)

B-roll related to the topic you are
talking about. For example
loneliness.

CHESSY (OFF SCREEN)

With this B-roll the viewer can
imagine the feeling you went
through.
And of course the music supports
the mood as well.

TARIK (OFF SCREEN)

Right. That's another ingredient.
"Music".

6. INT. KITCHEN - DAY

>>Outro for Social Media<<

Call to action (CTA) displayed graphically and with keywords.
 "Film and share life-change" is displayed when mentioned.
 Person talking is visible all the time.

CHESSY

(to camera, to viewer)

The list of ingredients is not complete. We have a second video about it. Can you guess what is missing? Please let us know. We would love to connect with you.

ADEEL

(to camera, to viewer)

Do an online search and find us related to "Film and share life-change".
 If you have any question or a comment, please contact us.
 Then, see you in the next video.

ALL

(to camera, to viewer)

Bye bye.

Short graphical credits and contact details. No fade to black. Consider an extra export with 20 seconds end screen time for YouTube

7. INT. KITCHEN - DAY

>>Outro for 7-minute episode (broadcast and YouTube)<<

TARIK (CONT'D)

(to camera, to viewer)

These are the basic ingredients for a testimony video. The advanced ingredients come in the next part.
 Stay tuned.

ALL

(to camera, to viewer)

See you.

8. BRIDGE - ANIMATION

Short graphic animation (without text) as a fade or whoosh with music or sound effect to bridge to next topic.

9. INT. KITCHEN - DAY

Topic: >>Improve your video with advanced ingredients<<

YouTube thumbnail: Picture: Chessy expression like "yes" with food ingredients, like different nuts and dried fruits and so on. Text: "Improve your video with advanced ingredients". Smaller text: "Film and share life-change > video 05".

Hook: Chessy standing in kitchen with some nuts and dried fruits.

CHESSY

(to camera, to viewer)

Advanced "cooking"? Literally no,
figuratively yes. Welcome.
Here are my friends Adeel and
Tarik. My name is Chessy.
We explain how you can:

10. INTRO - ANIMATION

Graphic animation with music and text: "Improve your video with advanced ingredients". Possibly animation of YouTube thumbnail.

NARRATOR

Improve your video with advanced
ingredients.

11. INT. KITCHEN - DAY

Adeel, Chessy and Tarik sitting or standing in kitchen. Different food ingredients, like different nuts and dried fruits and so on around. Display words in quotation marks ["].

TARIK

A very tasty ingredient for a
testimony video is called "re-
enactment". You can re-enact some
parts of your life story.

Tarik starts video from tablet. Re-enactments: E.g. a friend is coming and reads the Bible with you.

TARIK (OFF SCREEN)(CONT'D)

For example when talking about your
friend visiting you to read the
Bible together. You can actually
film that with your friends. It is
possible to use other people for
the re-enacting, like friends or
even actors. Also this is B-roll:

Tarik starts video from tablet. B-roll: Graphics and animations.

ADEEL (OFF SCREEN)

Nice "Graphic and animation".

TARIK (OFF SCREEN)
But it also must be related to your
talking.

CHESSY
What about "narration"?

TARIK
That is another great ingredient
for a testimony video. A narrator
explains a part of the story. Our
video will actually be with
narration.

Tarik starts video from tablet.

12. INSERT - RE-ENACTMENT BIBLE READING

Re-enactments with narrator: Friend coming and reading the
Bible together.

NARRATOR STORY
Every week his friend was coming to
read the Bible with him for more
than 2 years.

13. INT. KITCHEN - DAY

Back to Adeel, Chessy and Tarik sitting or standing in
kitchen.

TARIK (OFF SCREEN)
Another example:

Tarik starts video from tablet.

14. INSERT - RE-ENACTMENT COUPLE MEETING AGAIN

B-roll: testifier getting out of bus or car. Walking, seeing
his wife in distance.

NARRATOR STORY
After ten long years of living
separately, George meets his wife
again.

15. INT. KITCHEN - DAY

Back to Adeel, Chessy and Tarik sitting or standing in
kitchen.

TARIK

A narrator sums up the story to keep the video interesting. The change of voice is an audio change, which is a strong change to keep the viewer attentive.

CHESSY

And then we need an end for the testimony video. It would be great to get in contact with your viewers.

16. INT. KITCHEN - DAY

>>Outro for Social Media<<

Call to action (CTA) displayed graphically and with keywords. "Film and share life-change" is displayed when mentioned. Person talking is visible all the time.

CHESSY (CONT'D)

(to camera, to viewer)

We let you know in the next video how we do that. If you have already an idea, please let us know.

TARIK

And we forgot at least one ingredient of our testimony video. What element in a video is missing?

CHESSY

Even I need to think about it.

CHESSY

(to camera, to viewer)

Do you have any idea? What other "ingredient" can we use to make our video more interesting?

ADEEL

(to camera, to viewer)

Please let us know what's still missing.
To contact us do an online search and find us connected to "Film and share life-change". Somewhere there you find your contact details. We are happy to help you with your questions. And comments are always welcome. With all we do we want to guide YOU to film and share your life-changing story. See you.

ALL
(to camera, to viewer)
Bye bye.

Short graphical credits and contact details. No fade to black. Consider an extra export with 20 seconds end screen time for YouTube

17. INT. KITCHEN - DAY

>>Outro for 7-minute episode (broadcast and YouTube)<<

CHESSY (CONT'D)
(to camera, to viewer)
We will figure it out in the next part.

ALL
(to camera, to viewer)
See you.

18. BRIDGE - ANIMATION

Short graphic animation (without text) as a fade or whoosh with music or sound effect to bridge to next topic.

19. INT. KITCHEN - DAY

Topic: >>Create a strong Call to Action (CTA)<<

YouTube thumbnail: Picture: Chessy expression like "great" and positive hand sign. With food ingredients, different things for desserts like honey, flower, eggs and so. Text: "Create a strong Call to Action (CTA)". Smaller text: "Film and share life-change > video 06".

Hook: Chessy standing in kitchen with different things for desserts.

CHESSY
(to camera, to viewer)
One, actually two, "ingredients" for your testimony are missing. Welcome back. My name is Chessy. My friends Adeel, Tarik and I encourage YOU to film and share your life-changing story. To connect with your viewers you can:

20. INTRO - ANIMATION

Graphic animation with music and text: "Create a strong Call to Action (CTA)". Possibly animation of YouTube thumbnail.

NARRATOR

Create a strong Call to Action - in short: CTA.

21. INT. KITCHEN - DAY

TARIK sitting or standing with Adeel and Chessy in kitchen and talking together. Also B-roll videos with voice-over on top. Display words in quotation marks ["].

CHESSY

At the end we need a CTA. A Call to Action.

ADEEL

That means?

CHESSY

We ask the viewer to do something. We CALL for an action.

ADEEL

Give me an example.

CHESSY

If you upload your video to Facebook, you can say: "That's my story. Please direct message me your life experience."

ADEEL

Can I also write a "text"?

TARIK

Yes, well done. I meant that ingredient in the previous video. Text, for example, a "title".

CHESSY

Right. I forgot. Yes, you can write a text. For example for YouTube:

Nice graphic with text: "Search for the truth yourself. Download a Bible. The link is in the video description."

CHESSY (OFF SCREEN, CONT'D)

We call the viewer to take action. Here the action is: Search for the truth, download a Bible and - of course - read it.

CHESSY (CONT'D)

On social media you can get directly in contact with your viewers. You can write:

Nice graphic with text: "Direct message me your opinion on the experience I shared."

CHESSY (OFF SCREEN, CONT'D)
Here you want the viewers to
personally tell you their opinion.
You can start a conversation.

TARIK
Let's do a Call to Action for the
viewers of this video.

Call to Action (CTA) displayed graphically and with keywords.
"Film and share life-change" is displayed when mentioned.
Person talking is visible all the time.

TARIK
(to camera, to viewer)
Did we forget an ingredient?
Please let us know if you know more
elements to keep a testimony video
interesting.
You find us connected to "Film and
share life-change". Just do an
online research. Somewhere you find
our contact details.

CHESSY
(to camera, to viewer)
We want to encourage you to film
your own life-changing story. Your
story makes a difference in other
people's lives. It guides them
towards Jesus Christ [Isa al-
Masih]. Have your friends help you.
Together you can do it.

TARIK
(to camera, to viewer)
With this tutorial we guide you
step by step. We also want to help
you on a personal level. Please
contact us for that.

ADEEL
(to camera, to viewer)
That would make us happy, really.
See you in the next video.

ALL
(to camera, to viewer)
Bye bye.

22. INT. KITCHEN - DAY

>>Outro for Social Media<<

Only separate graphic needed.

Short graphical credits and contact details. No fade to black. Consider an extra export with 20 seconds end screen time for YouTube

23. INT. KITCHEN - DAY

>>Outro for 7-minute episode (broadcast and YouTube)<<

Only separate graphic needed.

Graphical credits and contact details with behind-the-scenes footage and music. Fit time to seven minutes. Consider an extra export with 20 seconds end screen time for YouTube.

FADE OUT: