

The One-Page Church Film Creative Brief

Answer these before you hit record. Twenty minutes here saves weeks later.

Most ministry videos fall flat for one reason. Nobody decided what the story was before the camera came out. This is the exact brief we fill out before every film we make.

1. What is this film's ONE job?

Pick one: help people give, invite someone, launch a series, cast vision. One job only.

2. Who is it for? Picture one person.

Not "everyone." Name a real person who needs to see this. Write what they are feeling.

3. What is the one story worth telling?

One person, one change. If you have three stories, you have three films. Pick one.

4. The story arc

Every story that moves people has these three beats. Fill them in as plain sentences.

THE SETUP

Life before. What was normal? What was missing?

THE TENSION

What broke, hurt, or would not resolve?

THE TURN

What changed? Where was God in it? What is different now?

Voices, Questions, and the Launch

The second half of the brief. Who carries the story and where it will live.

5. Whose voice carries this story?

The best voice is the person it happened to. Not the most polished speaker.

6. Ask questions that get real answers, not church answers

- "Take me back to the moment it got hard. What was that day like?"
- "What did you tell yourself back then that turned out not to be true?"
- "When did you first notice something changing?"
- "What would you say to someone sitting where you sat a year ago?"
- "What happens next for you?"

Tip: never hand these out ahead of time. Rehearsed answers are dead answers.

7. Where will it live, and what happens after someone watches?

Sunday screen? Instagram? Giving page? Write the one thing you want a viewer to do next.

The "say no" filter

- ☐ Does every scene serve the ONE job from question 1? If not, cut it.
- ☐ Would the person in question 2 keep watching past 10 seconds?
- ☐ Could you tell this story out loud in 60 seconds? If you can't say it, you can't film it.

A film is decided before the camera turns on.

Made by Kolstad Media. We build films for churches and nonprofits, and this brief is where every one of them starts.