

# LFM | Self-Video Guidelines

## What We're Trying to Do

In a testimonial video, our desire is to show what LFM mentoring or visioning has meant for you, and how your ministry has been impacted as a result. We want these to feel thoughtful, honest, and grounded in real life. The goal is to sound real, clear, and helpful rather than perfect or polished.

## Basic Format

- Length: 3-7 minutes
- Orientation: Landscape (horizontal)
- Tone: Conversational and reflective

## Simple Flow

- Opening (first 15-20 seconds): Start with a question, challenge, or experience that you faced that leaders and ministries can relate to.
- Introduce yourself: Briefly share who you are, your role, and the ministry or church you serve.
- Share the challenge: What season were you in before connecting with Leighton Ford Ministries? What questions, pressures, transitions, or challenges were you facing?
- Describe the impact: How did mentoring, soul care, coaching, visioning, or another LFM experience help you? What did that impact change or affect in your leadership, ministry, or team?
- Connect it to others: Why do you think this kind of support matters for leaders and ministries today?
- Closing: Leave one clear takeaway or encouragement for other leaders who may be facing similar challenges.

## Starting Strong

The best testimonials begin with something people immediately recognize from their own experience. A question, tension, or honest observation often works well.

Examples:

- *"Have you ever felt like everyone was looking to you for answers, but you weren't sure what the next step should be?"*
- *"Leadership can be lonely. There was a season when I felt like I was carrying the weight of ministry by myself."*
- *"Our church knew God was calling us forward, but we weren't sure how to get there."*

After your opening thought, briefly introduce yourself and the context of your story.


## Sharing Your Story

Focus on one specific experience rather than trying to tell your entire ministry journey.

Helpful questions to consider:

- *What challenge or opportunity led you to connect with LFM?*
- *What were you hoping for at the time?*
- *What stood out most about the experience?*
- *How did it affect you personally?*
- *How did it impact your ministry, church, team, or organization?*
- *What has been different since?*

The most powerful stories are honest, specific, and personal.



## Ending Well

Try to end with one clear takeaway, encouragement, or reflection.

Examples:

- *"LFM reminded me that healthy leadership starts with a healthy soul."*
- *"The visioning process helped us move from uncertainty to clarity."*
- *"I left knowing I wasn't carrying this calling alone."*
- *"If you're navigating a season of transition, don't try to do it by yourself."*

Keep your final thought simple, authentic, and encouraging.

## Filming Basics

- Keep the camera at eye level, about 3–4 feet away
- Stabilize the camera, either on a tripod or a hard surface
- Be sure that the microphone is not covered and audio is clear
- Use landscape (horizontal) framing
- Make sure your face is clearly lit (natural light works best)
- Choose a quiet space with minimal background noise or echo
- Keep the background simple (outdoors, office, church space, or plain wall)

## Tone

Speak the way you would in a one-on-one conversation. There's no need to sound formal or overly structured. Clarity matters more than polish. A steady, thoughtful pace is usually best.

## Checklist For Before You Send It In:

- Clear opening in the first few seconds
- Focused on one person and one idea
- Easy to follow and grounded in real life
- Good lighting and clear audio