



US YOU'RE THE NAME WE'RE LIFTING HIGH
LORY SHAKING UP THE EARTH AND SKIES

THE JESUS YOU'RE THE NAME WE'RE LIFTING HIGH
GLORY SHAKING UP THE EARTH AND SKIES



QUOTE

If the Holy Spirit was withdrawn from the church today, 95% of what we do would go on and no one would know the difference. If the Holy Spirit had been withdrawn from the New Testament church, 95% of what they did would stop, and everybody would know the difference.

-A.W. Tozer

**WE NEED THE
HOLY SPIRIT**



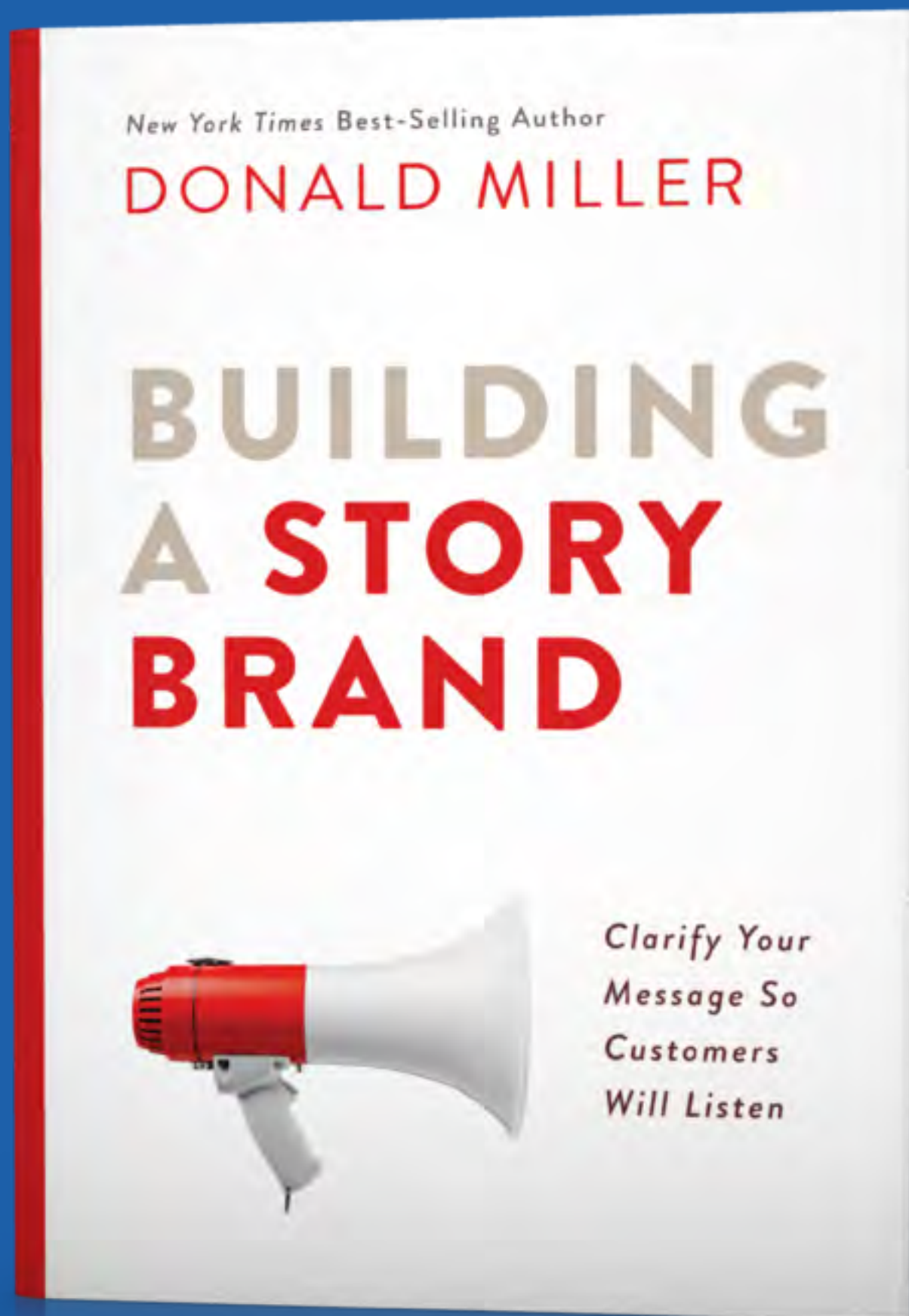
Remain in me, as I also remain in you. No branch can bear fruit by itself; it must remain in the vine. Neither can you bear fruit unless you remain in me. I am the vine; you are the branches. If you remain in me and I in you, you will bear much fruit; apart from me you can do nothing.

JOHN 15:4-5

TODAY WE WILL TALK ABOUT:

- ▶ Building a StoryBrand
- ▶ Good taste and design skills
- ▶ Websites
- ▶ Social Networks
- ▶ Email Marketing
- ▶ Publishing
- ▶ Photography
- ▶ Filmmaking
- ▶ Podcasting
- ▶ Webinars
- ▶ Livestreaming
- ▶ Resources & Stock
- ▶ Q&A



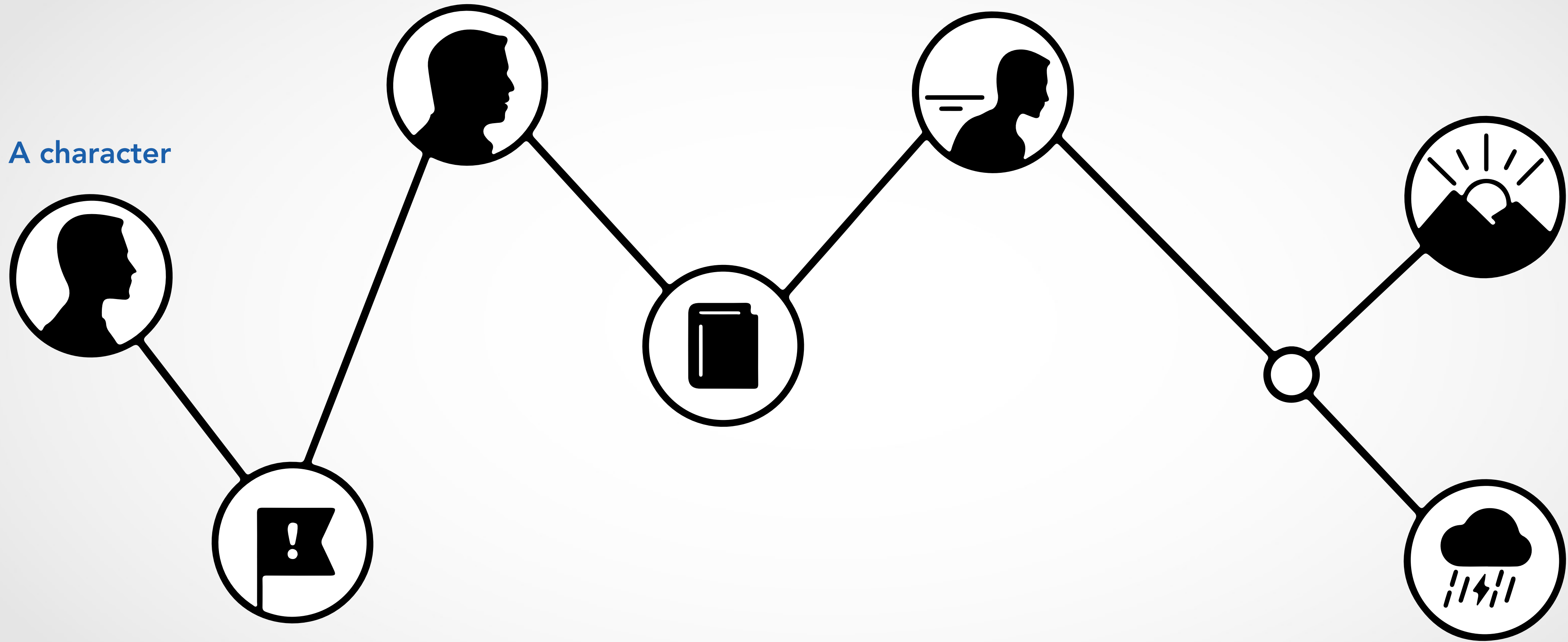


Building a StoryBrand

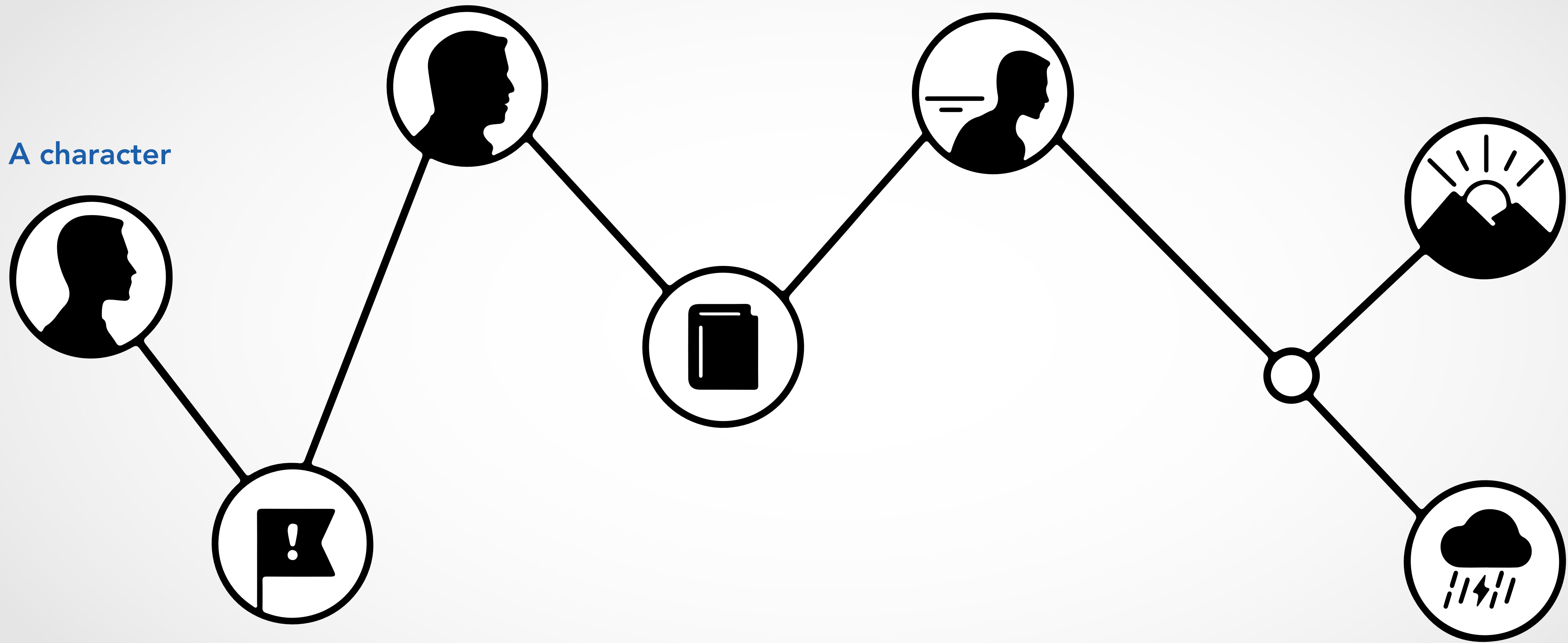
Donald Miller

YOUR **CLIENT** AS THE
HERO OF THE STORY

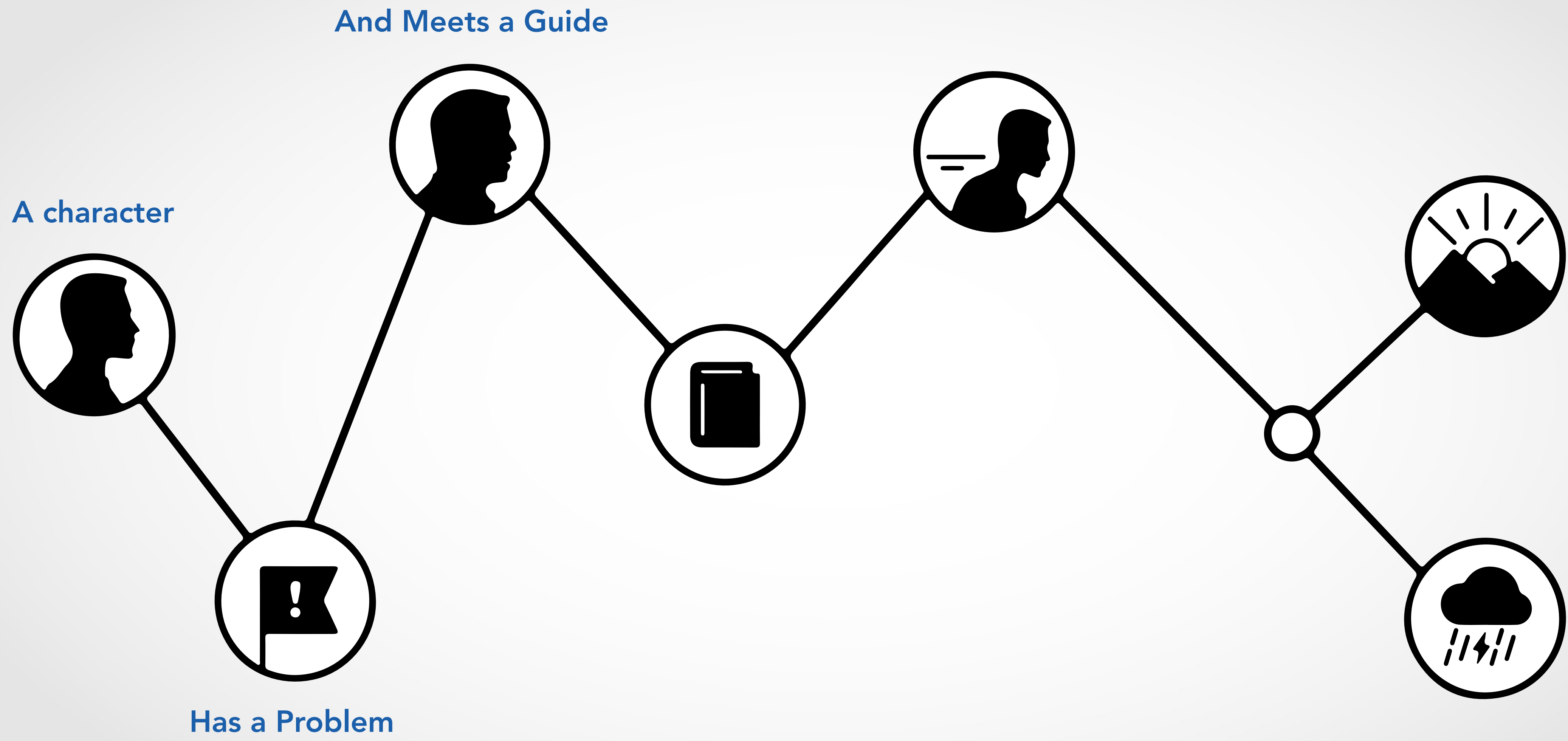
A character

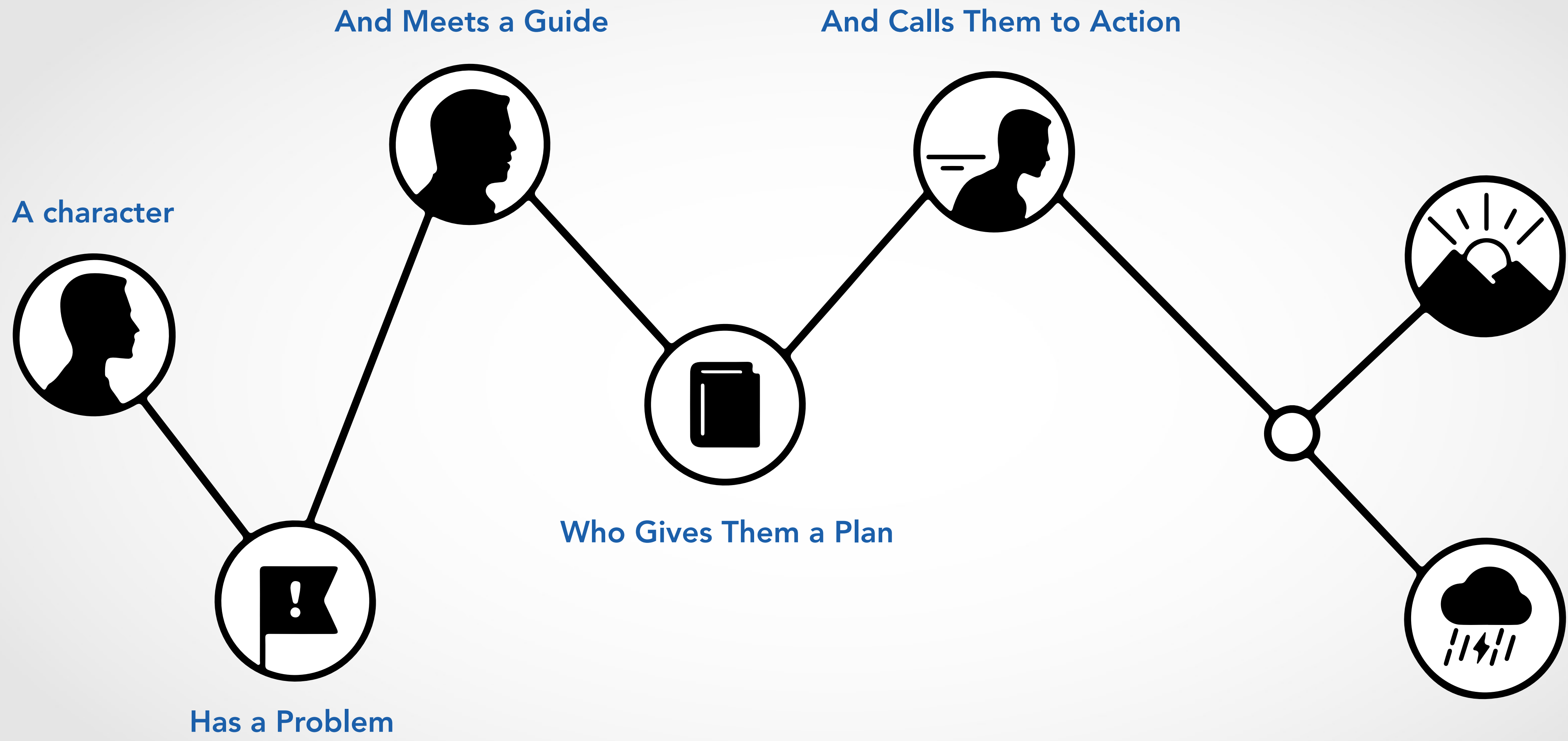


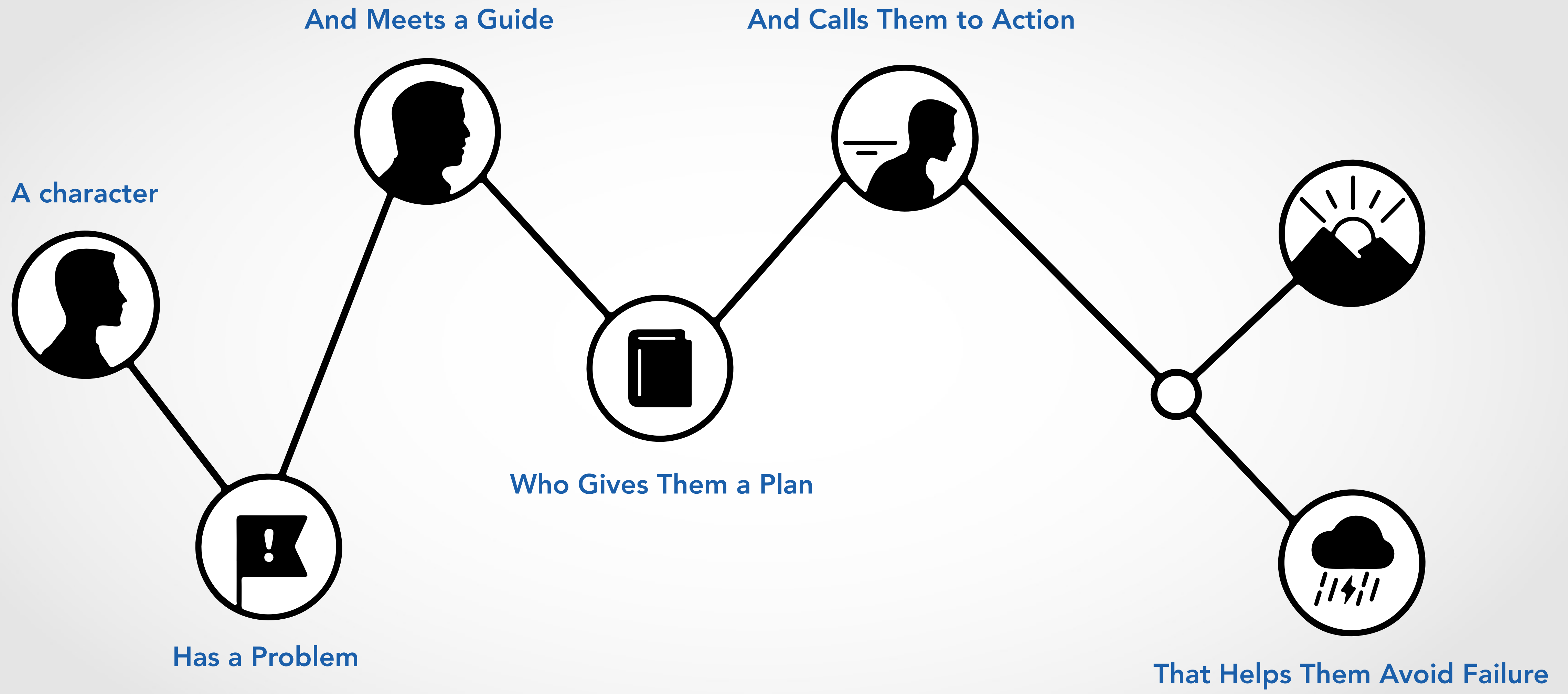
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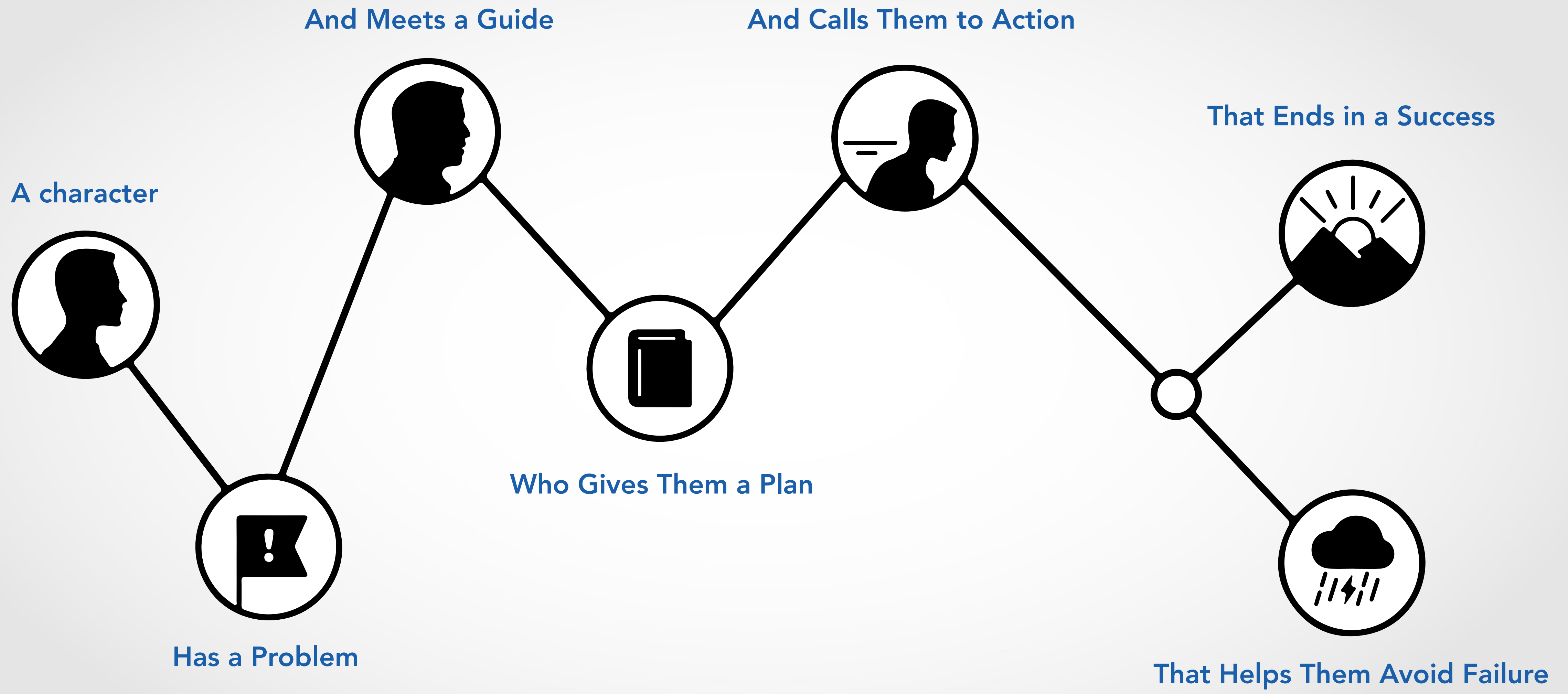


Has a Problem









**IT DOESN'T MATTER HOW
MUCH YOU SPEND IN
MARKETING.**

**IF YOUR MESSAGE IS NOT
CLEAR, NO ONE WILL HEAR
YOU.**



GOOD TASTE AND DESIGN SKILLS

HOW TO LEARN?

- ▶ Following and studying the art of good designers
- ▶ YouTube
- ▶ ONLINE COURSES: [linkedin.com/learning](https://www.linkedin.com/learning) (formerly [lynda.com](https://www.lynda.com))
 - Universal Principles of Design
 - Introduction to Graphic Design
 - Color Theory
 - Illustrator Essential Training
 - Composition
 - Photoshop Essential Training
 - Typography



TOOLS

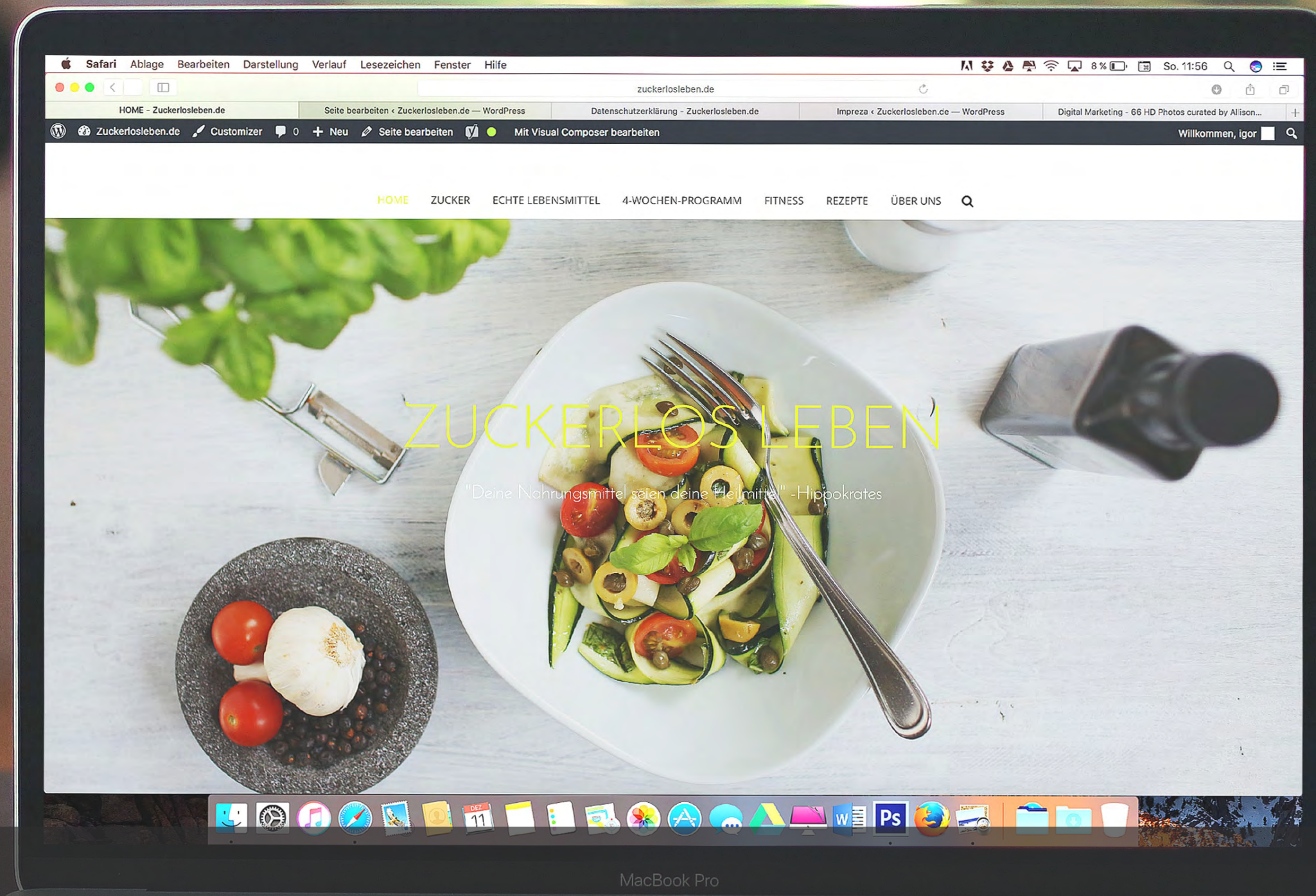
- ▶ Adobe Creative Cloud
 - \$52.99/mo or \$34.99/mo for non-profits
 - All Adobe apps
- ▶ Canva.com
 - ▶ Free with optional paid Pro version



TIPS

- ▶ Define a color palette for your organization / brand.
- ▶ Pick your official fonts. Two is enough.
- ▶ Create a brand guideline.
- ▶ Create logos in vector format.





WEBSITES

MAIN LANDING PAGE FOR YOUR CUSTOMER

BEFORE BUILDING A WEBSITE

- ▶ Think and write down the story you want to tell.
- ▶ Create the structure (sitemap) of your website.
- ▶ Focus on a good UX (user experience).



TOOLS

- ▶ **Squarespace.com** - Very easy to use, limited in design liberty but keeps things nice, limited functionality, no hosting needed.
- ▶ **Wix.com** - Easy to use, lots of liberty in terms of design, easy to mess up if you don't design it well, limited functionality, no hosting needed.
- ▶ **Wordpress.org** - Not very easy to use, it's more functional through third party plugins (Elementor), you might need to code a little bit, you will need to get a hosting service.
- ▶ **Code it** - Takes longer to develop, 100% freedom of design and functionality, very fast, they do exactly what you want.
 - Frameworks: Django, Vue, Node.js, React, Flask.



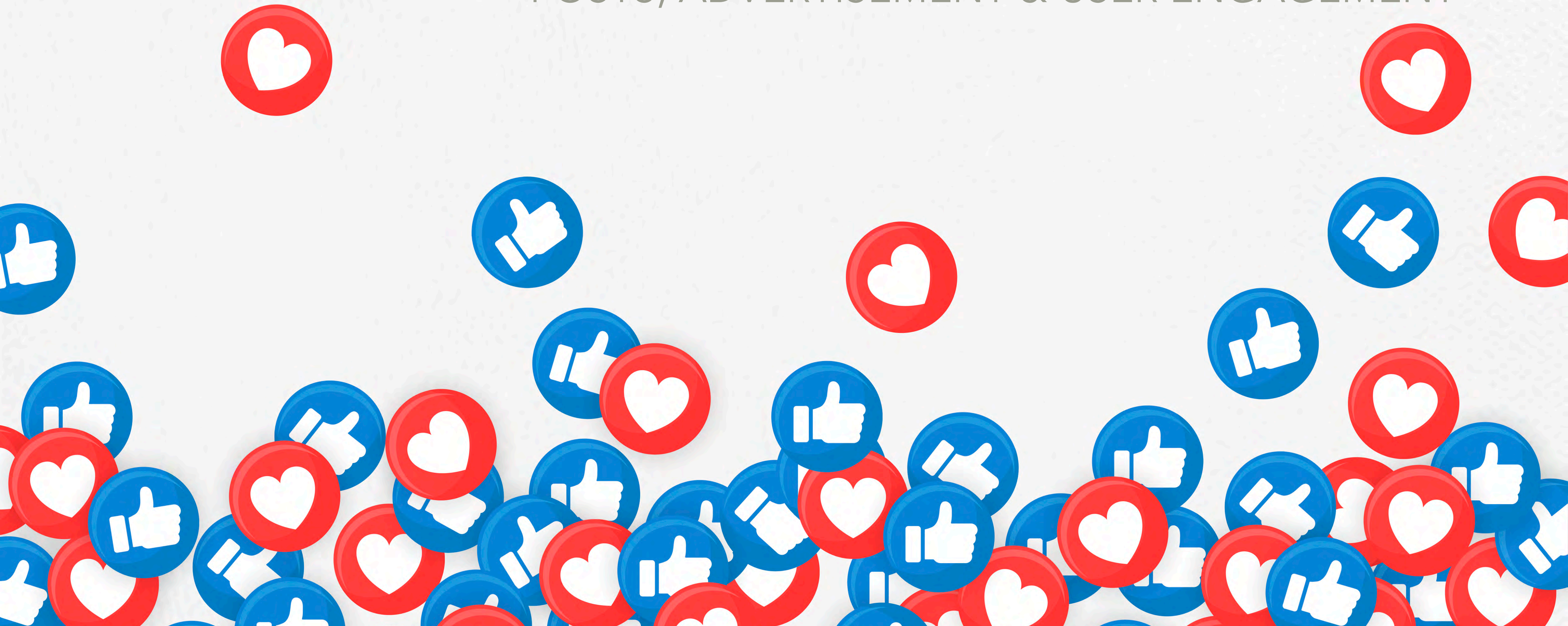
TIPS

- ▶ Don't overcrowd it with information.
- ▶ Evaluate if a single-page website works for you.
- ▶ Make sure your pictures look awesome.
- ▶ Use your brand color palette.
- ▶ Make your call to action very clear.
- ▶ Use a chat box to facilitate user success.
- ▶ Test the site with your friends, family, or co-workers before going live.



SOCIAL NETWORKS

POSTS, ADVERTISEMENT & USER ENGAGEMENT



FACEBOOK

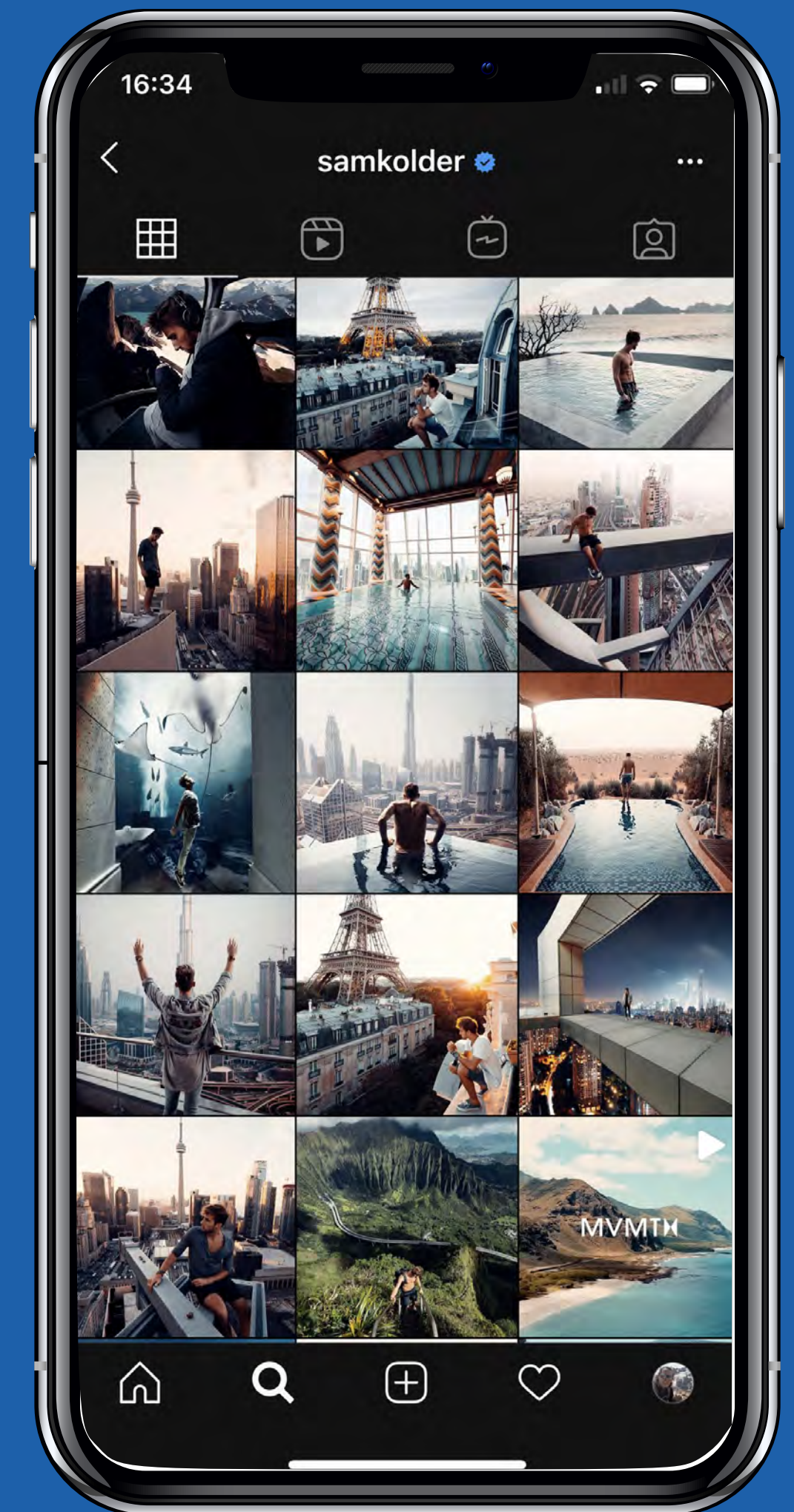


- ▶ Research if your target audience is on this platform.
- ▶ Create a Fan Page for your brand/organization/product.
- ▶ No one will know about your page if you don't spread the word.
- ▶ Put some money in posts/event advertisement. It's cheap. You can target a very specific audience.
- ▶ Reply to comments and direct messages quickly.
- ▶ Post frequently/consistently.
- ▶ Have a Call To Action.



INSTAGRAM

- ▶ Research if your target audience is on this platform.
- ▶ Create a Business Profile for your brand/organization/product.
- ▶ Make your grid look awesome - stick to one style/topic.
- ▶ No one will know about your page if you don't spread the word.
- ▶ Put some money in posts/event advertisement. It's cheap. You can target a very specific audience.
- ▶ Reply to comments and direct messages quickly.
- ▶ Post frequently/consistently.
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LINKEDIN, SNAPCHAT, PINTEREST, TIKTOK

- ▶ Research if your target audience is on any of these platforms.
- ▶ Be consistent.
- ▶ Have a Call To Action.
- ▶ Reply promptly.



USE IT CAREFULLY



EMAIL MARKETING

MAILCHIMP

- ▶ This is not the only service - investigate and try as many services as you can until you find the one that fits your needs.
- ▶ Integrates in your website.
- ▶ Create sign up landing pages.
- ▶ Automate emails to a certain event.
- ▶ Free and paid plans.
- ▶ Campaign builder.
- ▶ Built-in metrics.



TIPS

- ▶ Don't abuse.
- ▶ Keep different lists/groups/tagged users for different marketing purposes.
- ▶ Keep your design simple - less is more.
- ▶ Call to action in more than one place.

PAPER & DIGITAL



PUBLISHING

THE TOOL

- ▶ Industry standard publishing tool.
- ▶ Create paper, digital, and interactive products.
- ▶ From brochures to books.
- ▶ Export to multiple formats like: PDF, Kindle, eBook.



InDesign



PAPER OR DIGITAL?

- ▶ It all depends on your target.
- ▶ It can be both, it's OK.
- ▶ It's a must for physical print to have a free online version with few pages so customers have a better idea of the content.



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PRESS PRINTING

- ▶ If planning on distributing yourself, print in large quantities or use a publisher.
- ▶ No budget? No problem! Publish and sell on Amazon: kdp.amazon.com



TIPS

- ▶ It's not hard to use, but some orientation is helpful to unleash its power. The online course in LinkedIn Learning "InDesign Essential Training" with David Blatner is highly recommendable.
- ▶ Have enough margin in your products, specially books.
- ▶ Take advantage of Paragraph Styles, Character Styles, and Object Styles.
- ▶ Use fonts that are comfortable to read.
- ▶ Details make the difference - less is more.



PHOTOGRAPHY

MORE THAN 1000 WORDS



ARE YOU A BEGINNER?

- ▶ Learn composition and framing.
- ▶ Learn to use your camera.
- ▶ Learn the APERTURE-SHUTTER-ISO triangle.
- ▶ Follow and study the art of awesome photographers.
- ▶ Shoot, shoot, shoot, and shoot.
- ▶ Get feedback from other photographers.
- ▶ Learn to edit your pictures with Lightroom/CaptureOne.



NOT A BEGINNER?

- ▶ Learn lighting techniques and how to use a light meter.
- ▶ Take pictures thinking about post production.
- ▶ Challenge yourself doing a photoshoot with a single prime lens.
- ▶ Always shoot in RAW.
- ▶ Learn to use Photoshop.
- ▶ Play with foreground objects.





TOOLS

- ▶ **Camera:** Canon, Fujifilm, Nikon, Sony.
- ▶ **Software:** Lightroom, CaptureOne, Photoshop.
- ▶ **Accessories:** on camera strobes, studio strobes, continuous light, light box, tripod, circular polarizer, ND filters.
- ▶ **Where to buy:** bhphotovideo.com, adorama.com, amazon.com.
- ▶ **Linkedin Learning:** A bunch of courses.



FILMMAKING

THE SEVENTH ART



THE MAIN STEPS

PRE-PRODUCTION: Write a script, fill the production chart, coordinate and schedule every shot, get location and model releases.

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PRODUCTION CHART - SEQUENCE 1

	SEQ/ESC	Description	Cast	Art	Photography	Day and Hour
1	1/1	High above aerial view of the campus		Nice and clean environment	Drone, travel front	4:30 pm, golden hour
2	1/2	Closer view of the campus (continuation from previous shot)	People walking around	Nice and clean environment	Drone, travel front	4:30 pm, golden hour
3	1/3	Aerial view of the nursing home	Someone coming inside the building	Nice and clean environment	Drone, orbit	4:30 pm, golden hour
4	1/4	Wide angle view of the sidewalk from the Admin Building to the Cafeteria, a group of students are walking towards the Admin Building.	3 to 4 students	Nice and clean environment. Students with the HHA shirt on, well dressed. Backpacks or books, notebooks on their hands.	24mm, tripod, pan, left to right	
5	1/5	A group of students are studying together at a table in the library, you can see the bookshelf on the background.	3 to 4 students	Nice and clean environment. Students with the HHA shirt on, well dressed. Books, notebooks, pens, laptop.	35mm, slider, left to right	

THE MAIN STEPS

PRODUCTION:

- ▶ Take advantage of golden hour.
- ▶ Shoot B-Roll in high frame rate.
- ▶ Charge your batteries.
- ▶ If you are using a lavalier, learn to hide it (YouTube it).
- ▶ Use ND filters for a shallow depth of field.

THE MAIN STEPS

POST-PRODUCTION:

- ▶ Cut to the beat.
- ▶ Short takes. Be dynamic.
- ▶ Do color correction and then grading.
- ▶ Add sound design.
- ▶ Take your time until you find the music track that fits your story.
- ▶ Add subtitles if planning to showcase on social media.



DaVinci Resolve



YOU DON'T NEED A GREAT CAMERA TO DO AWESOME VIDEOS

- ▶ The story is all that matters. Learn and practice storytelling.
- ▶ Video is photography in movement. Learn different camera movements.
- ▶ Use diverse framing and angles.
- ▶ Polish your editing.
- ▶ Avoid long videos.
- ▶ Be creative, experiment.
- ▶ Don't blame volunteers/actors, learn to be a good director.

TESTIMONIES, INTERVIEWS

- ▶ Use two cameras: Long shot and close shot.
- ▶ Use a microphone: Lavalier or a shotgun over the head.
- ▶ Get B-Roll. And get a lot of it. Not only of the subject but of the objects, the environment, etc. Recreate parts of the story.
- ▶ If in-camera audio quality is not good, use an audio recorder.
- ▶ Remember to use a clap board or clap with your hands to sync later.

MUSIC VIDEOS

- ▶ Record the same song many times on different angles/frames and locations.
- ▶ Take a good speaker to play the music track while recording.
- ▶ Cut to the beat.

A man with glasses and headphones is smiling while sitting at a desk in a recording studio. He is wearing a white t-shirt and has a professional microphone on a boom arm in front of him. The background shows a brick wall and some studio equipment.

ON-DEMAND RADIO

PODCASTING

HOW TO START

Podcasting 101 - YouTube

- ▶ Should I make a podcast?
- ▶ Developing your podcast.
- ▶ How to record audio for your podcast.
- ▶ Podcast Interview Tips.
- ▶ How to write scripts.
- ▶ Podcast editing.
- ▶ Publish and distribute.
- ▶ Reach your listeners.
- ▶ How to make money.
- ▶ How to keep it going.

EQUIPMENT



RodeCaster Pro



Zoom H4n Pro



Behringer C-1



Sennheiser e835



Auray TT-6220



Auray BAI-2N



Auray PFSS-55



Kopul Studio Elite 4000



Senal SMH-1000



Behringer HA-400

SOFTWARE

Studio One 5 Prime

► It's free!



TIPS

- ▶ Make sure the audio sounds clean.
- ▶ Make sure to lower the music down when speaking.
- ▶ Be yourself! Relax and enjoy the talk!
- ▶ Don't wait to have the perfect episode to go live.
- ▶ Be consistent.

ONLINE TALKS

WEBINARS



HOW TO

- ▶ **DEMIO:** Webinar platform.
- ▶ Plan your schedule ahead of time.
- ▶ Get from speakers: Name, bio, profile picture, title, slides, polls, handouts.
- ▶ If necessary, improve the slides.
- ▶ Market the webinar with time.
- ▶ Reliable internet connection.
- ▶ Clean and simple background.
- ▶ Use lights.
- ▶ Have a Call to Action.

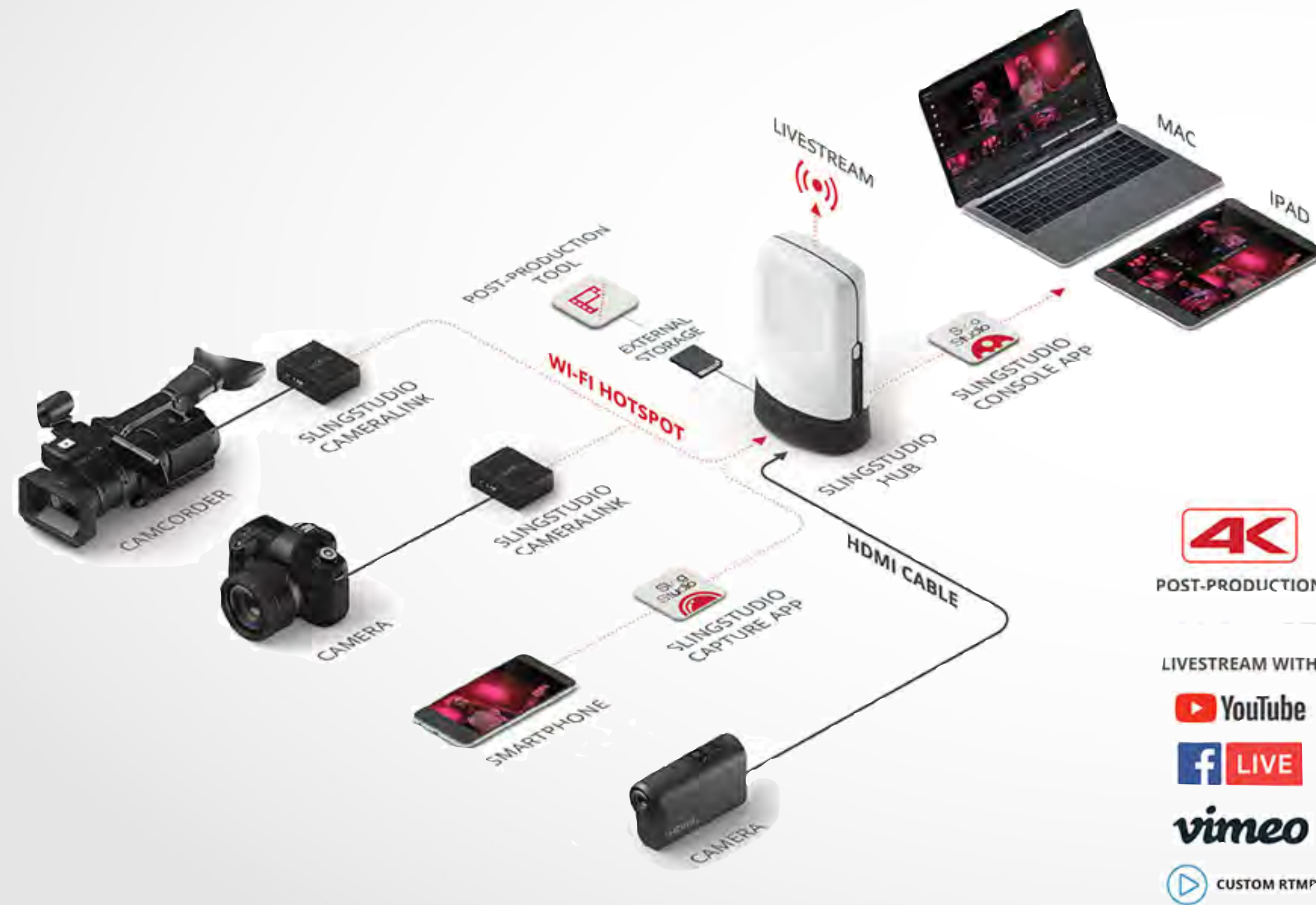


GOING LIVE

LIVESTREAMING

HOW TO

SLINGSTUDIO



ATEM MINI PRO ISO



ELGATO HD60S



DISTRIBUTION

- ▶ With any of these systems you can livestream to YouTube, Facebook, and others.
- ▶ Have a coordinator to make sure everyone is on stage on time.
- ▶ Prepare an intro video to create engagement.
- ▶ Use same camera models. Or at least with the same settings.
- ▶ If possible, set up lights.
- ▶ Switch camera angles following the rhythm of the talk/speech.



FREE & PAID

RESOURCES AND STOCK

IMAGES AND VECTOR ART

- ▶ unsplash.com
- ▶ freepick.com
- ▶ pexels.com
- ▶ pixabay.com

VIDEO STOCK

- ▶ elements.envato.com
- ▶ videoblocks.com

MUSIC & SOUND FX

- ▶ artlist.io
- ▶ elements.envato.com

FONTS

- ▶ google.fonts.com
- ▶ fontquirrel.com
- ▶ dafont.com

QUESTIONS?

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