Video Script Templates

3 ready-to-film scripts for YouTube, Instagram Reels, and TikTok — designed to recruit Gen Z into Life by Design Cells

Life by Design Cells · Content Creator Kit

🎥 Script 1: YouTube — "What If Church Was Actually for You?"

5–7 min	YouTube	Talking Head
DURATION	PLATFORM	STYLE

HOOK (0:00–0:30)

[You, facing camera]
"What if I told you there's a version of church that doesn't feel like church? No suits. No judgment. No one telling you how to live. Just 6 people — your age — meeting weekly to figure out life, faith, and purpose together. That's what we call a Cell. And it's changing everything."

PROBLEM (0:30–1:30)

[B-roll: Gen Z scrolling phones, sitting alone, anxious faces]
"Let's be real. Our generation is the most connected and the most lonely. 60% of Gen Z say they feel anxious most days. We have a thousand followers but no one to call at 2am. Church feels outdated. Youth groups feel forced. And the world keeps telling us to just hustle harder and figure it out alone."

SOLUTION (1:30–3:00)

[You, passionate]
"Life by Design Cells flips the script. Instead of sitting in rows listening to someone preach, you sit in a circle with 6–12 people who actually know your name. Every week you do 4 things — we call it the 4W Framework:

Welcome — an ice-breaker so everyone talks in the first 5 minutes.
Worship — even if it's just a song off Spotify.
Word — one Bible verse, three real questions.
Witness — what are you going to DO about it this week?

It takes 45 minutes. You leave with accountability, a challenge, and people who actually care about you."

CTA (3:00–3:30)

[You, direct to camera]
"Here's the move. Go to lifebydesigncells.org. Find a cell near you — or start one. It takes 3 friends and 30 minutes a week. That's it. Link in bio. Don't just watch this video — do something about it. I'll see you in the movement."

EDITING TIPS
Use jump cuts every 8–10 seconds. Add text overlays for the 4W names. Include 2–3 seconds of cell meeting B-roll if available. End card: subscribe + cell link.

📱 Script 2: Instagram Reel — "POV: You joined a Cell"

30–60 sec	IG Reels	POV + Text
DURATION	PLATFORM	STYLE

Shot List

- 0:00 **Text overlay:** "POV: You finally joined a cell group" — You walking to a living room, nervous smile
- 0:04 **Text:** "Week 1: 'What am I even doing here?'" — You sitting awkwardly, others laughing
- 0:08 **Text:** "Week 2: They remembered my name" — Someone greeting you warmly
- 0:12 **Text:** "Week 3: I actually shared something real" — You talking, others listening intently
- 0:16 **Text:** "Week 4: Someone prayed for me and I cried" — Close-up of hands, prayer circle
- 0:20 **Text:** "Week 8: These are my people now" — Group laughing together, hugging
- 0:24 **Text:** "Week 12: I started leading one" — You standing in front, confident
- 0:28 **CTA overlay:** "Find your cell → lifebydesigncells.org" + arrow pointing to bio link

Audio

Use a trending emotional/motivational audio. Suggestions: "Intro" by The xx, "Surrender" by Natalie Taylor (slowed), or any trending audio that fits a "glow-up" narrative. If using original audio:

[Voiceover, soft]
"I didn't know what I was looking for. Turns out, it was a room full of people who refused to let me do life alone."

PERFORMANCE TIPS
Film in natural light. Use your phone's front camera for the POV feel. Quick 2-second clips for each scene. Add subtle zoom transitions. Caption everything — 85% of Reels are watched on mute.

🎵 Script 3: TikTok — "Nobody told me about this"

15–30 sec	TikTok	Greenscreen
DURATION	PLATFORM	STYLE

Concept

Use the greenscreen effect with the LBD website or a screenshot of a cell meeting as the background. Talk directly to camera.

[You, greenscreen, energetic]
"Nobody told me there were small groups for Gen Z that actually hit different. No cringe worship bands. No weird forced prayer. Just 6 people, once a week, talking about real stuff — purpose, anxiety, faith, relationships. It's called a cell group and it literally changed my life. Link in bio if you want in. Stop scrolling and start living by design."

Hashtags

#LifeByDesign #CellGroup #GenZFaith #ChristianTikTok #PurposeDriven #FaithCommunity #LifeByDesignCells

VIRALITY TIPS

Post between 6–9pm your timezone. Respond to every comment in the first hour. Stitch or duet with other Christian creators. Re-post the Reel version on TikTok too.

📋 Content Calendar Cheat Sheet

Post consistently using this weekly content rhythm. Each post type takes less than 15 minutes to create.

Day	Content Type	Platform	Example
Monday	Motivational Quote	IG Story + Status	"This week's challenge: text 3 people you haven't checked on"
Tuesday	Behind-the-scenes	TikTok / Reel	Quick clip from your cell meeting (with permission)
Wednesday	Testimony / Story	IG Post + Feed	"How my cell helped me through exam stress" — member quote card
Thursday	Teaching / Value	YouTube Short	60-sec explainer: "What happens in a cell meeting?"
Friday	Invite / CTA	WhatsApp Status	"We meet tomorrow — DM me if you want the link 🔗"
Saturday	Cell Meeting Day	Live / Stories	Go live for 2 min before meeting, show the vibe
Sunday	Reflection	IG Story poll	"What was your highlight from cell this week?" + poll

Filming Essentials (Zero Budget)

- **Phone:** Use portrait mode (9:16) for Reels/TikTok, landscape (16:9) for YouTube
- **Lighting:** Face a window. Natural light > ring light > overhead light
- **Audio:** Use earphones with a mic if filming alone. Quiet room matters more than fancy gear
- **Editing:** CapCut (free) for Reels/TikTok. DaVinci Resolve (free) for YouTube
- **Thumbnails:** Canva (free) — bold text + your face = clicks

Every video is a seed. Plant it boldly. 🌱

Tag @lifebydesigncells when you post. We'll reshare the best ones.

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