

SC APP | WRITER'S ONE SHEET

The goal of app content is to create a **daily rhythm** [read > reflect > pray] that inspires and encourages the listener's personal spiritual formation. This is intended to be **brief content** that directs them into self-reflection or leads them through a specific practice. *All reflection scripts will be copyedited and formatted into a video that will follow the daily scripture reading.*

WRITING GUIDELINES

Voice & Tone:

- delight over duty; truth with grace; contemplative vs. prescriptive
- an authentic and approachable [REAL] posture toward self, God and others
- practical, attainable, relevant and informal
- think **reflective moment**, not message or sermon

Content Structure:

- ☐ 250 words max | about 2 minutes including pauses for reflection
- ☐ 1st or 2nd person point of view [you, we, us]. Only use "I/me" if you're filming.
- ☐ Avoid referencing specific times of day or locations as that depends on the listener.
- ☐ Short paragraphs, punctuation and direct questions help to create natural pauses for reflection.
- ☐ **Don't restate the passage, rather create context** using imagery, themes or paraphrased ideas.

WHEN YOU'RE READY TO WRITE

Start Here:

- **Read** your assigned passage and [assigned reflection type](#) or [sample scripts](#).
- **Identify** your key verses (optional) and the team will highlight those in the scripture reading.
- **Reflect/Pray** What do you want listeners to see, understand, know or do?
- **Create** a throughline – an idea that ties the passage they read to the experience, thought or practice you'll invite them into.

Practical Writing Tips:

- ☐ Turn on word count in google docs [tools > word count > display word count]
- ☐ Be Spirit-led, but **stay approachable and grounded**.
- ☐ Asking **curious questions** will invite listeners to reflect and connect with self, God or others.
- ☐ Put yourself in the listener's seat. Is what you're communicating clear and understandable?

Self-Edit Before Submitting:

- ☐ Read your reflection out loud. Does the pace, rhythm and wording work?
- ☐ Remove ["filler"](#) words and phrases that add unnecessary bulk.
- ☐ Watch for repeated words/phrases close together. Adding variety will keep listeners engaged.
- ☐ Run a spell check and fix spelling/grammar.

SC APP | Words to Watch

“Filler” words, phrases, and adverbs can create unnecessary bulk that increase word count and make reflections feel less concise and impactful. Since written pieces will be narrated to create a **reflective moment**, writing structure is what creates the tone and pace of audio.

Words/Phrases to Watch For:

- just, like, sometimes
- really, very, extremely
- a lot of, lots of
- kind of, sort of, a bit
- in order to
- that
- due to the fact that
- I think, I believe, in my opinion [avoid 1st person unless you’re on camera]
- basically, essentially
- as a matter of fact, in fact
- at the end of the day
- all things considered

Redundant Adverbs: unless you need extra emphasis, many adverbs don’t add value or meaning because the verb itself implies the action.

- completely
- totally
- absolutely
- literally
- actually

Use Contractions: shortened words make for a fluid transition from writing to audio, mimicking natural speech that is informal and conversational.

- it’s
- you’ve
- we’ve
- we’ll
- you’ll
- they’ll

SC APP | Reflection Types & Sample Scripts

TYPE #1 – Selfie Style “Consider This...” Video + Captions

A personal take sharing a truth, promise, question or application on the scripture and inviting the listener to consider it for themselves.

Feels Like: Coffee with a wise, trusted friend.

Tone: informal, relatable, curious, conversational, friendly

Video Guidelines: approx. 2 minutes, well-lit, no outside noise, limit visual distractions

Intro: talent can weave in a brief introduction [name, title or campus]. If preferred, production can add this in a caption/lower third.

[Sample Video 1: Advent Theme](#)

[Sample Video 2: True Love](#)

[Sample Video 3: The Love of God](#)

TYPE #2, 3 and 4: Audio “Voice-Over” Narration With Music, Video + Captions

Written scripts should be formatted in short paragraphs to create natural pauses or “moments” that give the listener time to reflect. Writers can also add a cue note [eg. pause] to signal breaks in audio.

TYPE #2 – Guided Practice

An imaginative reflection or guided spiritual formation practice that draws the listener into stillness and directs them to seek God’s presence, inviting Him to speak into their life. Might close with a directed prayer or encourage listeners to take time to linger with God.

Feels Like: Spirit-led soul care; more of God, less of us

Tone: healing, imaginative, introspective, sacred

Suggested Practices: breath prayer, contemplative thought, lectio divina, prayer of examen, gratitude, self-examination (mindfulness, noting, confession, repentance, forgiveness).

Sample Script – Based on 1 Thessalonians 5

Jesus, I pause now and invite your presence near as I consider my recent thoughts, choices and interactions. Examine my heart and mind and show me what You need me to know and see. (pause)

Have I been a source of honor, respect and encouragement to those you’ve placed above me? Rather than give way to half-truths or criticism, have I made an effort to believe the best and pursue peace? (pause)

Lord, I confess those times I’ve rushed to make my own way or control the unknown. Make me patient and compassionate like Jesus. (pause)

Jesus, how are fear or worry standing between me and real joy? Help me to trust what concerns me into your hands. Give me eyes to see the potential for good even within difficult circumstances. (pause)

Father, I close this time asking you to strengthen me – spirit, soul and body. I commit to resist temptation, rely on your truth and receive your grace. In Jesus' name, amen.

TYPE #3 – Pause Prompt | Pause Prayer

Listeners hear or read a 1) one-sentence reflection question or 2) brief prayer response to reading.

Feels Like: A brief moment that prompts thought.

Tone: minimal, directed, prayerful

Sample Scripts – Based on John 2:13-25

Prompt: What has God provided that you are grateful for?

Prayer: Jesus, I confess there are times I treat faith like a transaction. I ask for what I need and expect you to deliver, but I forget to worship You for all You already provide. Forgive me. Realign my heart with Yours and give me eyes to see Your goodness all around me. I love you, Jesus. Amen.

TYPE #4 – Reflect and Respond

Invites listeners to reflect on a biblical truth, promise or principle. This could challenge their faith [confession, lament, gratitude], draw them nearer to God [trust, growth, worship], or encourage them to live on mission as a disciple, sharing their faith through their life, relationships or circumstances. Might close with a call to action or call to respond on the app with a comment.

Feels Like: A devotional thought that offers a takeaway or call to respond.

Tone: real with self, God and others – approachable, intentional, responsive, purposeful

Sample Script – Based on Romans 8:18-25

We live in a fallen world, so it's natural to look around and feel a deep sense that things are not as they should be. There is anxiety as we strain and strive for wholeness.

But your longing for something more is a signal of hope – like a map coordinate pointing you toward a destination that, while unseen, is guaranteed.

You're on a journey. No, you don't know the full route and you can only see a few steps in front of you, yet you are not navigating alone. The Holy Spirit is a trustworthy, reliable guide who knows your ultimate destination.

It's hope that invites you to look beyond what you can see to a final glory that is so immense, it will redeem suffering and make all things right. Hope is not about a destination; it's about trusting and believing that the journey, even when difficult, is part of a good and perfect plan.

What would it look like for you to trust in God's unseen guidance right now? (pause)

How might it change your outlook if you began to live from that posture of hope? (pause)

Whatever you are facing, remember it's only part of your journey, a pin on your map. Today, practice hope and let it fill you with confidence as you look ahead to the good to come.

SC APP | Spiritual Formation Practices

Writers might choose to incorporate one or a mix of these spiritual formation practices into reflection content. These can help quiet the mind, center thoughts and allow listeners to rest in God's word as they practice experiencing His presence in new or different ways.

Breath Prayer: Incorporates a short verse or phrase to align breathing, on the inhale and exhale, with prayer. *As you inhale, think "the Lord is my shepherd" and as you exhale, "I have all that I need."*

Contemplation (focused thought): Focuses on a simple thought or word and invites listeners to "be" with God. *Turn your mind to the word: peace. Try not to let your thoughts wander to what peace means or even your lack of it, but instead, let Jesus simply be your peace right now.*

Lectio Divina (spiritual reading): A reflective reading of a passage that invites the listener to focus on how God's word personally speaks to them. This might be a single verse or build on portions of a passage asking the reader to pause and reflect on, respond to or rest in a particular promise or truth.

Examen (review the day): Prayerfully reviewing the events of the day. Traditionally follows a pattern of giving thanks, asking God to help us see His presence at work, then reviewing periods of time or responding to questions around choices, responses or interactions. Closes with acknowledgement, confession or a recommitment to practicing our faith with grace and truth.

Gratitude Practice: Offering thanks, praise or worship for God's presence, goodness, and movement in our lives. This is effective to acknowledge what is seen and known or as an exercise of faith, trusting that God is good regardless of our circumstances.

Mindfulness: Creating an awareness of moment-by-moment thoughts, feelings or sensations without judgement or expectation, but to simply acknowledge them before God.

Noting: Mentally labeling emotions or sensations as they arise (anxiety, calm, busyness, fear) without trying to change them, but to offer them to God as we seek to be renewed by His nearness to us.

Confession/Repentance/Forgiveness: Humbly acknowledging our sins before God and seeking His healing, cleansing and forgiveness. This might include a recommitment to follow, obey, change or grow. Can also prompt confession in community to release bitterness or resentment and seek forgiveness and reconciliation as we pursue healing and wholeness.