

Khachkar Studios Masterclass #1 - 60 Second Script

Below is a 60-second script + storyboard fully aligned with Khachkar Studios:

- press release language
- “BREAKTHROUGHS” framework
- high retention + clarity
- ambassador repeatability

60-SECOND SCRIPT + STORYBOARD (UPDATED – BREAKTHROUGHS FOCUSED)

Core Objective

One idea remembered: “Masterclass #1 delivers four breakthroughs.”

Scene 1 (0–5 sec) — HOOK

Visual: Split: full church vs empty church (same tradition feel)

On-Screen Text (LEFT): Why do some churches grow...

Narration: “Why do some churches grow...”

Scene 2 (5–9 sec) — HOOK COMPLETE

Visual: Empty pews, slow pan

On-Screen Text (LEFT, red emphasis): ...while others struggle?

Narration: “...while others struggle?”

Scene 3 (9–15 sec) — CORE TRUTH

Visual: Leader reviewing documents / church meeting

On-Screen Text (LEFT, bold):

NOT RESOURCES
MANAGEMENT

Narration (firm): “The difference is not resources—it’s management.”

Scene 4 (15–20 sec) — TRANSITION

Visual: Clean transition to Khachkar branding / slide

On-Screen Text: Masterclass #1

Narration: “Khachkar Studios introduces Masterclass #1.”

Scene 5 (20–35 sec) — BREAKTHROUGHS (CENTERPIECE)

Visual: Minimalist list—each item appears sequentially

On-Screen Text (LEFT): 4 BREAKTHROUGHS

Then one-by-one (key words in red):

1. 12-part ecosystem map
2. Sunday attendance is central
3. Faithful analytics expose gaps
4. Path to 100% growth

Narration: “Masterclass #1 delivers four breakthroughs: a 12-part ecosystem map, the central role of Sunday attendance, new ‘Faithful’ analytics, and a path to 100% growth.”

Scene 6 (35–43 sec) — IMPLICATION

Visual: Church leader engaging with small group

On-Screen Text: Transparency → Accountability → Performance

Narration: “Together, these breakthroughs link transparency, accountability, and performance.”

Scene 7 (43–52 sec) — AUTHORITY QUOTE

Visual: Clean full-screen typography (centered)

On-Screen Text (full quote): “Scores of respected media outlets have already described Masterclass #1 as a historic initiative—distinguished by its scale, vision, and practical wisdom.”

Narration (slightly slower): “Scores of respected media outlets have already described Masterclass #1 as a historic initiative—distinguished by its scale, vision, and practical wisdom.”

Scene 8 (52–60 sec) — CTA

Visual: Logo + website + strong closing frame

On-Screen Text (LEFT, key words red):

Apply the BREAKTHROUGHS

Lead with Accountability

Narration: “Explore Masterclass #1—and apply these breakthroughs to your community.”

Scene 9 (60–70 sec) — Studio Logo

Insert Studio Logo B (<https://khachkarstudios.com/wp-content/uploads/Studio-Logo-B.mp4>)