

# YOUR MINISTRY VIRTUAL TOUR

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## *A First-Steps Action Plan*

Episode 328

A ministry virtual tour is a short video on your website that gives families a feel for your spaces, culture, and people before they visit.

## 5 Steps to Build Your Tour

### 1. Identify Ministry Areas

List every space a first-time family encounters — nursery, kids check-in, student area, auditorium, parking.

### 2. Write Your Vision Script

For each area, write a 1-2 minute script. What happens here? Who will they meet? Rewrite for brevity.

### 3. Build Your Shot Sheet

Map every B-roll shot to your script. Smiling faces at check-in. Family walking away confidently. Remove guesswork.

### 4. Film and Edit

Record talking-head first, then B-roll. Even a cell phone can produce something excellent. Brevity matters more than production value.

### 5. Publish Prominently

Host on Plan Your Visit or Ministry pages. Make it easy to find and clickable.

## Reflection Prompts

- 1. What questions are first-time families most afraid to ask — could a tour answer them?*
- 2. If someone watched a tour of your ministry now, would they feel welcomed and ready?*

## Your Next Step

Pick one ministry area. Write the script this week. You don't need a full production budget — you need clarity.

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