

## EXERCISE 8 Worksheet

It's time to start deciding what you want in your video. Here are some steps to help locate your storyline and develop complimentary images that you can not only see, but also feel.

### Task 1

Write out on a big dry erase board or piece of chicken scratch (so everyone can see) your elevator pitch. You should be able to boil it down to 3 sentences.

### Task 2

Around it, write the following:

- What are the key **colors** that come to mind when you hear those sentences? (deep blues, striking reds, black and white, rainbow of colors, an explosion of color)
- What are the **images** that come to mind? (coffee, people hugging, people praying on their knees, celebration of high liturgy, the Eucharist, kids playing in the show)
- What are the **sounds**? What do you hear? (horns, children laughing, organs, chanting, rural country day)
- What **music** comes to **mind**? (classical, elevator music, jazz, blues)
- What does the world that is described in those few sentences **feel** like? (inviting, warm, charming, soft, playful)
- What does this world **smell** like? (incense, clean air, ocean breeze, fresh cut grass)

### Examples with St. Bede's

#### **Elevator Pitch**

St Bede's by the Sea is a beach community that reflects the surfer community it serves through a low key worship with contemporary music and a priest in a Hawaiian shirt. Founded over 100 years ago, St. Bede's has been a mainstay of Huntington Beach. We keep our doors open all day for neighborhood kids to play in our park, students to use our computer lab, and seniors to relax in our make-shift café. We believe Jesus is found in our relationships with one another and we aim to nurture every one of them, whether friend or stranger.

#### **Colors**

Ocean Blues and Clean Whites

**Images**

Beach bums, old and young having burgers and hotdogs at one of our summer cookouts on the front lawn, all while enjoying a beautiful Saturday afternoon.

**Sounds**

Laughing, lots of laughing. Sound of ocean waves breaking on the sand, sound of silence from utter peace at the beach.

**Music**

Light jazz or maybe even some calypso to capture our quirky and eclectic community.

**Feel**

Very inviting, fun, laid back, approachable.

**Smell**

It smells clean and crisp, like the clean air that surrounds us near the beach. But also smells like a cookout.