

TODAY'S WORD BTS

How I produce Today's Word and how to package a teaching video with modern edit techniques

Rick & Isabella Piña Coaching

Production workflow + AI packaging · Part 45 worked example

Dual-video letter guide

BTS: youtu.be/L-BoN4M6B_0

Part 45: youtu.be/sqio5pVogug

I write these messages first. Then I record. Then I package. That is the order.

FROM RICK

IN THIS BOOKLET

1. Why this matters
2. How I produce Today's Word
3. Six techniques in the cut
4. Part 45 five cards
5. How to use this package

DUAL VIDEO

Watch the behind-the-scenes: https://youtu.be/L-BoN4M6B_0. Watch Today's Word Part 45: <https://youtu.be/sqio5pVogug>. Part 45 is a short worked example only (five points + how they landed). Live guide: <https://guides.rickpina.cloud/todays-word-bts-ai-video-edit/>

GUIDE MAP

01 Why this matters

02 From Rick

03 Produce Today's Word (5)

04 Six techniques

05 Implied workflow

06 Part 45 worked example

07 How to use

08 Close

SPINE

Write the message. Record the A-roll. Package the cut so the points land on screen. Use AI where it speeds the packaging. Then send people somewhere when the teaching ends.

WHY THIS MATTERS

A workflow you can copy

I want you to see how Today's Word gets made. Not a mystery. A workflow you can copy. Write the message. Record the A-roll. Package the cut so the points land on screen. Use AI where it speeds the packaging. Then send people somewhere when the teaching ends. Part 45 is the worked example inside this guide. The full Word is for the secondary video. This guide is about production.

FROM RICK

Hey Patreon, check this out

Hey Patreon, check this out. I dropped a cut titled AI Edited My Video. That is the finished packaging of Today's Word for September 10, 2026. Discovering Destiny Part 45. Your next door opens through someone else. I also linked the full Part 45 video next to it. Watch the behind-the-scenes cut first. Watch how the intro hits. Watch how the quotes pop. Watch how the five points get their own title cards. Then watch Part 45 if you want the full teaching.

I write these messages first. Then I record. Then I package. That is the order.

FROM RICK

PRODUCTION PATH

How I produce Today's Word

STEP 01
Start with the Word on paper

Before the camera turns on, the message already lives in my notes. Scriptures. Setting the stage. Numbered points. How this applies to you. I do not invent the teaching on the fly and hope the edit saves it. The cut only shines what the Word already said. If the notes are thin, the video will be thin.

STEP 02
Record the A-roll straight through

I sit down and teach. About thirty minutes for this one. One main talking-head pass. That A-roll is the spine. Everything else hangs on that recording.

STEP 03
Pull the lines that deserve the screen

Not every sentence needs a graphic. Impact lines do. Prison without letting the prison get inside of you. My confidence is in God. Lines like that earn a pull quote. AI can help you transcribe and highlight those lines fast. You still decide what is worth the screen.

STEP 04
Build the package around the teaching

Intro montage. Pull quotes. Numbered point cards. Brand watermark. Outro with a clear ask. The teaching is the meal. The package is how people stay with the meal.

STEP 05
End with a next step

Books. Ministry. Store. Patreon. Do not leave people staring at a black screen. Give them somewhere to go.

VISIBLE IN THE CUT

Six techniques you can see in the cut

These are visible in the behind-the-scenes video. Copy the moves. Do not wait on a tool name I never said on camera.

TECHNIQUE 01
Hype intro montage

Short high-energy bumper after the open. Jump cuts. Glitch transitions. Split screens. Kinetic type. Words like GRACE. DISCOVER YOUR PURPOSE. JUST BELIEVE. Photos. Crowd. Preaching B-roll. Logos. Not a flat Zoom recording. A branded teaching.

TECHNIQUE 02
Dynamic pull-quote overlays

Left side of the frame. Dark gradient behind the words. Yellow accent line. Bold white type. Yellow on the words that must stick. Impact quotes only. If everything is highlighted, nothing is highlighted.

TECHNIQUE 03

Structured point title cards

When a major point lands, the cut shows 1 OF 5 through 5 OF 5. Full point text on screen. Progress bar under it. Viewer tracks the message like a chapter list without leaving the video.

TECHNIQUE 04

Persistent branding

THE GRACE LIFE watermark. Black, white, red, and yellow. Same palette on the shirt, the cards, and the overlays. Brand is not a logo slap at the end. Brand is the air the video breathes.

TECHNIQUE 05

Depth and blur

The subject stays sharp. The background softens. Lens or portrait-mode style. It keeps eyes on the teacher and the text.

TECHNIQUE 06

CTA outro with proof

Near the end, teaching shifts to invitation. Book mockups. Dominican Republic ministry B-roll. Picture-in-picture of the store, Amazon, and Patreon. The ask matches what is on screen.

IMPLIED WORKFLOW (SHOW, THEN DO)

1. Record A-roll straight through.
2. Transcribe and highlight impact quotes. AI can speed this step.
3. Drop branded templates for the intro, the five-point cards, and the pull quotes.
4. Assemble outro B-roll and screen recordings to match the CTA you already planned.

That is the path from notes to a packaged cut.

WORKED EXAMPLE • PART 45

Five points and how they became title cards

Discovering Destiny (Part 45): Your Next Door Opens Through Someone Else. Scripture spine: Genesis 40. Joseph in prison with the cup-bearer and the baker. I am not dumping the full Word here. I am showing how five points became five cards.

POINT 01 • 1 OF 5

Joseph noticed their faces while he was carrying his own pain

On screen you see a pull quote and then the numbered card. You can be in the prison without letting the prison get inside of you. The sad face in your path may be an assignment, not an interruption.

POINT 02 • 2 OF 5

Joseph used a gift he had never used before

ON SCREEN

JOSEPH USED A GIFT HE HAD NEVER USED BEFORE.

The gift that gets you out is often one you have never used yet. Put God's name on it first. Then step into it while you wait.

POINT 03 • 3 OF 5

His way out ran through another man's dream

ON SCREEN

HIS WAY OUT RAN THROUGH ANOTHER MAN'S DREAM.

Often your way out runs through someone else. Some wait for God to move on their thing while God waits for them to serve somebody else's.

POINT 04 • 4 OF 5

Honor the vessel, but rely on the Source

ON SCREEN

HONOR THE VESSEL, BUT RELY ON THE SOURCE.

God uses people, so honor the people. God is your Source, so trust only in Him. Honor becomes idolatry when you look to the person for what only God can give.

POINT 05 • 5 OF 5

The cup-bearer forgot, but God did not

ON SCREEN

THE CUP-BEARER FORGOT, BUT GOD DID NOT.

People will forget you. God never will. Joseph was not forgotten by God. He was on God's calendar.

HOW THE POINTS WOUND UP IN THE CUT

I wrote the five points in the notes first. I taught them in the A-roll. In the package, each point gets a title card at the transition. Gold number. OF 5. Full line in caps. One gold phrase inside the line. Progress segments under it. That is how a Word outline becomes a video outline the viewer can see.

PUT IT TO WORK

How to use this package

SEVEN MOVES

1. Watch the behind-the-scenes cut with a notepad. Mark every graphic move you can steal.
2. Watch Part 45 only for the teaching payoff and to see the five cards in context.
3. Write your next message with numbered points before you record.
4. Record A-roll.
5. Pull three to seven impact quotes for overlays.
6. Build intro, point cards, pull quotes, brand, and CTA.
7. Publish with one clear next step.

Do the Word first.

Then make the package serve the Word.

GREATER IS COMING

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