

Being a Content Creator

An illustrated guide to creating Heal content



Heal

YOU'RE A CONTENT CREATOR

Congratulations! We're delighted to have you join us at Heal in our mission to bring freedom in Christ to those struggling w/ physical pain or limitation. We can't tell you how much we value our Heal Advocates such as yourself! We're delighted you've chosen to specifically help us in creating content that will carry freedom to those God has given us to minister to.

“ **So what's next?** ”

Now it's time to pick the type of content you would like to help create for Heal*. Here are some of the options:

Devotional Videos

Film a 5 minute devotional for us to share with our Heal Community and on social media.

Newsletter Articles

Write a truthful and encouraging 500-word article for us to share in our monthly newsletter

Personal Cards

Send Heal members personal, handwritten notes of encouragement.

Written Devotionals

Write a short devotional for us to share in our Heal Community app.

* We work with each content creator to explore what their greatest giftings are before releasing them to start creating in order to best maximize Heal's platform and God's anointing on the lives of each Heal Advocate.

The logo for Heal, featuring the word "Heal" in a light blue, cursive script font.

Devotional Videos

Heal Devotional Videos are roughly 3-5 minute videos that we share with our audience to encourage and challenge them to walk deeper in Christ's freedom through their physical pain or limitation. For your first video, write up a short summary of your idea and share it with us. Once we've approved the direction, you're free to film the devotional. We'll leave the process up to you, but we ask that you base your premise in Scripture and share it in the video. Below are a few guidelines that will help you get started:



Landscape, not Portrait

If filming on your camera, be sure it's horizontal and not up and down.



Use Good Light

Try to avoid lighting that creates dark shadows or weird colors.

Short and Sweet

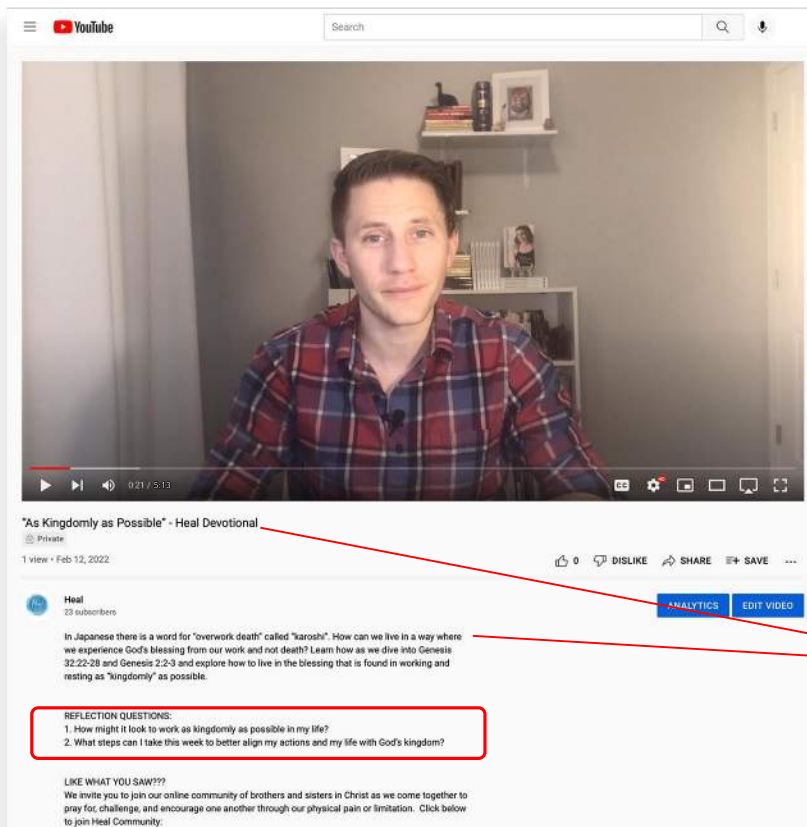
Aim for between 4-6 minutes for your video.

Title and Description

Create a 3-4 word title and 2-3 sentence description of the video.

Reflection Questions

Create one inward focused question and one outward focused question.



Once you're finished, just email it to us at thehealretreat@gmail.com.

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Newsletter Articles



Hello Jacob,

Beauty is often found in the most unexpected places: the desert rose in a dry wasteland, the stunning colors of the violent volcano, the breathtaking complexity of aquatic beasts. We may never understand how or why the beauty rises from ashes but the fact that it does is undeniable.

Take for example this chair. At first glance, it appears to be wild, tangled, perhaps even useless. It's difficult to imagine it functioning given the chaos found in its wrapped steel frame and imperfectly shaped wood supports. Yet despite it all, it is simply saturated with stunning wonder. One could almost imagine the chair being frozen in a beautiful and wild dance of mystery and grace, its tangled steel supports demonstrating their ability to exude strength while simultaneously enduring incredible amounts of stress and disorder, all while maintaining their original purpose: to support.

I believe God is boldly shouting a message to us, a message that in our pain and brokenness there is beauty and purpose. When our bodies (and sometimes our spirits) feel so tangled and broken that they no longer hold value, the Father is ready and waiting to show us that the knotted and aged burl redwood of our pain or limitation are his priceless masterpieces and that you, my friend, were worth every drop of blood that Christ shed on the cross.

This piece is titled "Acquiesce" which means "to accept, agree, or allow something to happen by staying silent". Perhaps there is a peace and joy waiting for you if only you could journey into a place of learning to *accept* the pain you have been dealt, *agree* that your worth has never been anything but extravagant, and *allow* God to breathe his creative breath of healing and wonder into your spirit. Only when we arrive in this place will we ever know and feel the great depths of richness found within the love of God.

Sincerely,

Jacob & Jera

PS: To learn more about *Acquiesce* and its designer Meg Harvey, click the link below.

[Learn More](#)

Every month we share an article in our newsletter. Each article should be creative and based in Scriptural truth. To the left is an example of one article that used a chair design as the focus of the lesson on how God creates beauty from brokenness. Images certainly aren't required, but they are very much welcome as they help increase interest.

If the reader can learn more about the topic by visiting a website, there is an option to add a link at the bottom if you would like.

Articles should be somewhere around 500 words.

If you have an idea for an article, email us a summary so we can confirm the direction before you start*. Once the direction is confirmed, feel free to write the article and then email it to thehealretreat@gmail.com when you're finished.

* We typically only ask for an outline on the first article but we'll let you know if we want an outline for any additional articles.

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Personal Cards

Even in our digital age, there's nothing quite like receiving a hand-written card. People who are struggling with physical pain or limitation often face long, painful seasons of discouragement and hopelessness. Receiving a personal, hand-written card from a Heal Advocate such as yourself can be a major source of encouragement to someone who's struggling to feel God's presence in the midst of their physical struggle.

How It Works

If you're interested in this, Heal will start by figuring out how much time you would like to commit (we will always respect the boundaries you set so that you don't end up feeling overwhelmed). Once we know your availability, we will send you the name, address, and a brief description of someone in our community who could use encouragement. We'll also mail you all the cards, envelopes, and stamps you'll need to send the cards .

Suggestions

- 1** *Seek to be both empathetic and truthful in your words. Be sure not to invalidate their pain through well-intentioned phrases like, "God causes all things to work together for good". While it may be true, many feel that such phrases can diminish the depth of their pain. Instead, seek to validate any struggle they may be having while gently encouraging them to keep their eyes on Christ through it all.*
- 2** *Sharing Scripture and/or written prayer are great ways to encourage someone to walk in God's freedom.*
- 3** *Don't expect a response. While whomever you are writing to may have the capacity to write you back, most of them are often stretched to their limits because of their pain. Adding another thing to their plate like writing a letter might be too much for them to handle.*

The logo for "Heal" is written in a light blue, cursive script font.

Written Devotionals

If you like the idea of creating devotionals but maybe you'd rather not create videos, written devotionals might be perfect for you. Heal rotates between sharing video devotionals and written devotionals on the Heal Community App so we release a written devotional every other week.

If you are or would like to be a member of Heal Community, written Heal Devotionals can be shared directly by you. Otherwise, a Heal staff member will share the devotional and credit you as the author.

Suggestions

1 Much like *Heal Devotional Videos*, written *Heal Devotionals* should be creative and firmly based on Scripture (see the example to the right). Pictures are not required but they are certainly an option.

2 Be sure to include two reflection questions at the end: one inward focused and one outward focused



Jacob DeNeui

Devotionals



This piece of Romanian pottery is plain but it holds items of joy, utensils that stir and serve healthy food that we eat amongst the two of us or with friends. We've made pad Thai, stirred Sunday morning pancake batter, and scooped roasted vegetables with these utensils, and they're all held by this plain earthen vessel. It is no masterpiece, not Michelangelo's David, but it is as precious as it is common.

In 2 Corinthians 4:6-11, Paul describes how the treasure which is the light of God has strangely enough been put inside of our fragile, earthly vessels, these so called "jars of clay".

Why is this you may ask?

Why does God put the light of the world in bodies that break down, hearts that run out of joy, and minds that fail to understand?

Paul says it is "to show that this all-surpassing power is from God and not from us." Wow. Have you ever really stopped to consider that? God knew how weak our bodies were yet even still He gave us his Son to shine through the cracks of our imperfections.

REFLECTION QUESTIONS

- Do I try to metaphorically "FILL the cracks" of my imperfect earthen vessel or do I let God shine THROUGH them?

- What is one way I could encourage a fellow earthen vessel to let God's light shine through their own cracks?

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