

FAITHFUL AND PRACTICAL — HANDS-ON MINI-COURSE

ElevenLabs

Your content, narrated, available to anyone who prefers listening.

The Problem

You Are Only Reaching People Who Read

The Reach Gap in Your Church

Your current content format

- ✗ Written study guides — members must read them
- ✗ Printed bulletins — members must be present to receive them
- ✗ Text-heavy WhatsApp messages — easy to skim and miss
- ✗ Email newsletters — open rates under 30% for most churches

What audio content changes

- ✓ Members listen during the commute — 30 minutes each way every day
- ✓ Reaches members who struggle with reading or who prefer audio learning
- ✓ A 10-minute audio devotional is consumed in full — a 400-word email often is not
- ✓ Audio feels more personal — it is your voice, even if ElevenLabs generates it

↑ *Audio does not replace written content. It serves the members your written content cannot reach.*

The Concept

How ElevenLabs Works

Text In, Human Voice Out — The Process

- ◆ You paste written text. ElevenLabs converts it to audio using a selected voice.
- ◆ The voices are generated — they are not recordings of real people (unless you use voice cloning)
- ◆ Voice cloning: from a 30-second sample of someone's real voice, ElevenLabs can clone it for narration
- ◆ The Philip's Voice case: a pastor who lost his ability to speak preaches again in his own voice
- ◆ The key preparation step: writing for the ear is different from writing for the eye
- ◆ Bullet points, headers, and numbered lists do not work in audio — everything must flow as spoken prose

Demo 1 of 2

Preparing Content for Audio — The Critical Step

Demo 1 — Rewriting a Study Guide for Audio in ChatGPT

STEP 1 — PREPARE YOUR TEXT IN CHATGPT FIRST

Task: Rewrite the following content for audio narration. It will be read aloud by a voice generator.

Instructions:

- Remove all bullet points, numbered lists, and headings
- Convert every list item into flowing spoken sentences
- Short sentences — maximum 15 words each
- Natural spoken rhythm — how a pastor would say this, not how a document reads
- No section markers, no bold text, no brackets
- End with a warm closing sentence, not a heading

[Paste your study guide or devotional content here]

Watch for

Compare the before and after. The original reads fine on a screen. The rewritten version sounds natural when spoken aloud. The difference matters enormously for audio quality.

Demo 2 of 2

From Text to Audio in ElevenLabs

Demo 2 — Generating Your First Audio File

- 1 Open elevenlabs.io. Click Sign Up. Create your free account.
- 2 On the dashboard, click 'Text to Speech'
- 3 Paste your rewritten (audio-optimised) text into the text box
- 4 Open the voice dropdown. Listen to three or four previews before choosing.
- 5 Click Generate. Listen to the first 30 seconds. Download if it sounds right. Share via WhatsApp.

Watch for

Listen specifically to the pacing and the warmth. A voice that sounds right for a devotional prayer may sound wrong for an upbeat announcement. Try multiple voices before committing to one for your church's regular audio content.

Voice Selection — The Decision That Shapes Your Brand

- ✦ Your church's audio voice should feel consistent — choose one or two voices and use them for everything
- ✦ Test the voice on your actual content — voices that sound good in preview sometimes stumble on theological language
- ✦ Consider your congregation: a warm, mid-tempo voice works better for devotionals than a fast, bright voice designed for marketing content
- ✦ The Creator plan (\$22/month) gives access to professional voice cloning — useful if your pastor has a distinctive voice the congregation would recognise

The Most Common Mistake

X Uploading content written for reading

The biggest quality drop in ElevenLabs output comes from uploading content that was written to be read, not heard. Bullet points become staccato and awkward. Numbered lists sound robotic. Headings interrupt the flow. The five minutes you spend rewriting your content for audio — using the ChatGPT prompt in Demo 1 — produces more value than any other preparation step. Skip it, and your audio will sound like exactly what it is: a computer reading a document.

✓ Fix: Rewrite first. Always. Use Prompt 9 from the Student Prompt Library — it is designed for this exact step.

What ElevenLabs Cannot Do — and What Requires Consent

- ⚠ Voice cloning requires explicit, informed consent from the person whose voice is being cloned — this is non-negotiable
- ⚠ The free plan carries no commercial licence — if your church distributes audio to the public, you need a paid plan
- ⚠ ElevenLabs cannot compensate for badly structured source content — prepare the text carefully first
- ⚠ Generated voices are not perfect — theological terminology, unusual names, and non-English words may be mispronounced
- ⚠ Listen to all generated audio before distributing — a mispronounced scripture reference is embarrassing at scale

Rule: Listen before you share. Every time.

Which ElevenLabs Plan Do You Need?

Free (£0/month)

✓ Testing the tool, evaluating voices, occasional one-off audio

Non-commercial use only. No commercial licence.

✗ Regular church production — 10,000 characters is approximately 10 minutes of audio

Starter (\$5/month, ~£4)

✓ Occasional production with commercial licence — monthly devotionals, quarterly audio guides

Commercial licence included. Instant voice cloning.

✗ Weekly production — 30,000 characters runs out quickly for regular use

Creator (\$22/month, ~£18)

✓ Weekly audio production — devotionals, prayer declarations, study guides

100,000 characters/month (~100 minutes audio). Best for most regular church use.

✗ Ultra-high volume production — Pro tier for that

DO THIS NOW

Convert a prayer declaration into shareable audio

- 1 Take a prayer declaration or devotional text you already have (150-300 words)
- 2 Open ChatGPT. Use the Demo 1 prompt to rewrite it for audio.
- 3 Copy the rewritten text. Open elevenlabs.io. Create your free account.
- 4 Paste the text. Try three different voices. Pick the one that feels right.
- 5 Download the audio. Send it to one person and ask: 'Does this feel right for our congregation?'

The goal of your first audio is feedback — not production. Share it with one person before you share it with everyone.

What Good ElevenLabs Audio Sounds Like

- ✓ The pacing is natural — not rushed and not artificially slow
- ✓ The voice sounds warm and human — not robotic or over-produced
- ✓ There are no awkward pauses where bullet points or headings used to be
- ✓ Theological terms and names are pronounced correctly — check these specifically
- ✓ The content flows as spoken prose — no moments where the listener would wonder 'was that a heading?'
- ✓ The audio feels like it belongs to your church — not to a generic AI content platform

**The preparation step is the production step.
If the text is right, the audio is right.**

Also worth exploring:

- [Prompt 9 in the Student Prompt Library](#) rewrites your content for audio — use it every time
- [Tutorial 07 \(HeyGen\)](#) — combine ElevenLabs audio quality with video translation