

FAITHFUL AND PRACTICAL — HANDS-ON MINI-COURSE

# HeyGen

*Same face. Same voice. Every language your congregation speaks.*

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The Problem

# Your Ministry Speaks One Language — Your Community Speaks Many

# The Language Barrier in UK Church Ministry

## The current situation

- ✗ Sunday sermons in English only — a significant portion of many UK congregations is not English-first
- ✗ Cell group materials translated manually — slow, expensive, inconsistent
- ✗ Outreach content in English — the community it is reaching may not read English well
- ✗ New member welcome videos — understood by some, missed by others

## What HeyGen makes possible

- ✓ Upload any video. Select a language. HeyGen produces the translation — same face, same voice.
- ✓ One sermon recording → French, Portuguese, Polish, Yoruba, Arabic — in under 30 minutes per language
- ✓ Cell group content in every language your groups meet in — one upload serves all
- ✓ Welcome videos in the heart language of every community you are reaching

↑ *Curt Landry Ministries translated their English content into Spanish — their Spanish YouTube channel grew fivefold.*

The Concept

# How HeyGen Video Translation Works

# The Three Things HeyGen Does

- ✦ Video translation: uploads your video, produces a lip-synced translation in a target language
- ✦ AI Avatars: creates a digital avatar that can be scripted to speak in multiple languages
- ✦ Lip sync: adjusts the speaker's mouth movements to match the translated audio — preserving their appearance
- ✦ The source video quality matters: clear audio, single speaker, minimal background noise
- ✦ Translation quality varies by language — European languages (French, Spanish, German, Portuguese) are strongest
- ✦ Always have a native speaker review the translation before publishing — AI translation is excellent but not infallible

Demo 1 of 2

# Translate a Ministry Video into French

# Demo 1 — Video Translation in HeyGen

- 1 Select a 2-3 minute video clip — a welcome message or a short teaching segment
- 2 Open ChatGPT. Use Prompt 12 from the Student Prompt Library to review the script for translation readiness — flag idioms and church-specific language that may not translate
- 3 Go to heygen.com. Click 'Video Translation' in the left menu.
- 4 Upload the video clip or paste a YouTube link. Select French as the target language.
- 5 Click Translate. Wait 5-15 minutes. Preview the lip-sync and voice quality.

## Watch for

Check three things: (1) Does the speaker's mouth movement match the translated audio? (2) Does the translated voice sound like the original speaker's tone? (3) Are any church-specific terms preserved or awkwardly translated?

Demo 2 of 2

# Script Review — Preparing for Clean Translation

# Demo 2 — Script Review Before Translation

## USE THIS IN CHATGPT BEFORE UPLOADING TO HEYGEN

I am preparing a video for translation into [language] using HeyGen. Review this script and flag:

1. Any idioms or figures of speech that may not translate well (e.g. 'over the moon', 'hit the ground running')
  2. Any church-specific terminology that a non-English speaker may not recognise even in translation
  3. Any cultural references specific to UK or Western culture that may be confusing in [target culture]
  4. Any scripture references – confirm the standard book name in [language]
- Suggest a plain English replacement for each flagged item.  
[Paste your script here]

### Watch for

Idioms are the biggest translation problem. 'Over the moon' becomes literal in some languages. Church language like 'come forward for prayer' may have no direct cultural equivalent. Fixing these before upload produces a dramatically better translated output.

# Which Languages Work Best — and Why

- ✦ European languages (French, Spanish, Portuguese, German, Italian, Polish): strongest translation quality — extensive training data
- ✦ African languages (Yoruba, Igbo, Amharic, Swahili): improving rapidly — test with a native speaker before publishing
- ✦ Asian languages (Mandarin, Hindi, Tagalog, Korean): good quality — check lip-sync accuracy, which varies more
- ✦ Arabic: good — be aware of dialect variation (Egyptian, Levantine, Gulf, Modern Standard Arabic are different)

## The Most Common Mistake

# ✗ Publishing without a native speaker review

AI translation at HeyGen's quality level is remarkable — but it is not perfect on theological content. A well-intentioned translation can produce a doctrinally awkward phrase, a cultural misread, or a mispronounced name that is obvious to every native speaker and invisible to everyone else. The review step is not optional for pastoral or theological content. Find one native speaker in your congregation — they can review a 3-minute translated video in 5 minutes. That 5 minutes protects your church's credibility with an entire language community.

✓ Fix: Build native speaker review into your production process before every language goes live.

# What HeyGen Cannot Do

- ⚠ HeyGen cannot fix poorly recorded source videos — bad audio in, bad audio out
- ⚠ Multiple speakers in one video reduce translation quality significantly — single speaker is strongly recommended
- ⚠ Premium Credits (used for Avatar IV and translation) are capped monthly and do not roll over
- ⚠ The Creator plan includes 200 Premium Credits — a 10-minute video translation uses approximately 10-15 credits
- ⚠ HeyGen cannot guarantee doctrinal accuracy in translation — always review before distributing to a congregation

**Rule: Clear source video. Single speaker. Native speaker review. In that order.**

# HeyGen Pricing — What the Credits Mean

## Free (£0/month)

✓ Testing the workflow, evaluating translation quality on a 2-minute clip

X Regular production — watermarks on all free videos, 720p only

*3 watermarked videos/month. Good for evaluation only.*

## Creator (\$29/month, ~£23)

✓ Regular single-language or dual-language translation production

X High-volume multi-language production — credits run out at scale

*Unlimited standard videos + 200 Premium Credits/month. Credits do not roll over.*

## Pro (\$99/month, ~£79)

✓ Regular multi-language production — sermons, teaching series, outreach campaigns

X Occasional one-off translation — Creator plan is sufficient

*2,000 Premium Credits/month. Substantially more translation capacity.*

**DO THIS NOW**

# Translate a 2-minute welcome video into one language your congregation speaks

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- 1 Identify one language community in your congregation or local area
- 2 Find a 2-minute video clip — a welcome message works well for a first test
- 3 Run the script through the Demo 2 ChatGPT review prompt. Fix any flagged phrases.
- 4 Upload to heygen.com → Video Translation. Select the target language. Translate.
- 5 Ask one native speaker: 'Does this sound right? Is anything awkward or unclear?'

*The test is not whether it sounds perfect to you. The test is whether it sounds right to a native speaker.*

# What Good HeyGen Translation Looks Like

- ✓ The lip-sync is close — small delays are normal, large gaps indicate a source audio quality problem
- ✓ The translated voice preserves the original speaker's energy and warmth — not just their words
- ✓ Church-specific terms are handled consistently — test with the specific vocabulary your church uses
- ✓ A native speaker can watch the translation without laughing, cringing, or stopping to clarify
- ✓ The content is recognisably the same message as the original — not a loose paraphrase

**Translation is not the hard part. The hard part is producing a clean source video and reviewing the output with the right person.**

Also worth exploring:

- [Prompt 12 in the Student Prompt Library](#) is your script review checklist before every HeyGen upload
- [Tutorial 06 \(ElevenLabs\)](#) — produce high-quality audio narration to combine with HeyGen avatars