2.5 Brief - Levi Amplify: Automated Content Generation

Executive Summary

Levi Amplify is a comprehensive "Content Operating System" designed to solve the problem of "one-and-done" Sunday messages. By leveraging advanced Digital Virtual Assistants (specifically the Levi and Grace agents), this suite transforms a single sermon into a week-long engine of discipleship, outreach, and engagement. It moves beyond simple storage to active creation, repurposing, and omnichannel distribution, allowing ministries to maximize their impact without exhausting their staff.

Core Capabilities

- **The "Sermon Vault" Ingestion Engine**
  - A centralized digital archive that ingests sermons, and other content, in any format, including audio, video, text, and legacy archives.
  - It automatically transcribes and tags these files with smart metadata to create a searchable "Ministry Brain" for instant retrieval and repurposing.
- **AI-Assisted Creation Tools**
  - Powered by Levi, these tools include a Theological Research Assistant for deep study and a Creative Ideation Partner to overcome writer's block.
  - Real-time Theological Guardrails ensure that all content maintains strict doctrinal alignment.
- **Automated Repurposing Engine**
  - Instantly converts a single sermon transcript into over 30 unique assets.
  - These generated assets include small group guides, social media snippets, blog posts, newsletters, video scripts and much much more.
- **Discipleship & Curriculum Bridge**
  - Automatically generates small group discussion guides and daily devotionals that are perfectly aligned with the Sunday message.
  - It also produces "Leader Cheat Sheets" to better equip volunteers.

Key Features

1. Universal Format Import & Legacy Digitization

- Users can bulk upload sermons in virtually any format, including Audio (MP3, WAV), Video (MP4, MOV), Text, or direct links like YouTube and Vimeo.
- The system can ingest older sermon series from past years, transcribing and tagging them to create a highly searchable library.
- The AI automatically tags uploaded content by speaker, scripture reference, topic, and series title to organize a messy hard drive into a structured system.

2. Tier 1 Content Generation (High Priority)

- **Short Video Clips:** Identifies powerful, 15–60 second moments and formats them for Reels, TikTok, or Shorts to boost social media engagement and attract new visitors.
- **Discussion Guides:** Reverse-engineers the sermon's main points into 5–7 questions for community reflection, directly solving "The Tuesday Gap".
- **Daily Devotionals:** Transforms sermon points into a 5-day devotional series to foster a daily rhythm of faith via an app or email.

3. Omnichannel Publishing

- Distributes content across four distinct channels: Public Social (outreach), Direct Digital (retention), Community Spaces (discipleship), and Personalized Care (support).
- Includes a Social Media Snippet Generator that automatically extracts 3-5 "viral" quotes and drafts captions for platforms like Instagram and Facebook.
- Features a Newsletter Summary Engine that generates a "Monday Morning" email summary with key takeaways and a link to the full replay.

4. Context-Aware Chat & Care

- Updates the "Grace" AI assistant with Sunday's sermon content, allowing users to ask specific follow-up questions privately.
- If a sermon touches on sensitive topics (like addiction or grief), the system tags relevant care resources to be shared automatically if a user asks for help in that area.

Primary Benefits & ROI

Benefit Area	The Relief	The Value / ROI
For the Pastor	Theological Research Assistant and Theological Guardrails streamline study and ensure safety.	Cuts down study prep time and ensures all content aligns 100% with the ministry's specific doctrinal voice.
For the Staff (Communications)	The "15-Minute Workflow" eliminates manual "slicing and dicing" of content.	Frees the team from the "content hamster wheel," reclaiming 10–20 hours per week for high-impact strategy.
For the Congregation	Omnichannel publishing provides Monday-to-Saturday engagement.	Members are no longer left unsupported between Sundays, keeping the sermon's application top-of-mind.
For Volunteer Leaders	Provides private "Cheat Sheets" with theological background and "landmine" warnings.	Reduces volunteer anxiety and burnout by preparing them to navigate tough controversial topics.