

# FACEBOOK LIVE SCRIPT AND MARKETING *Planner*



  
*Leading Lady*  
Entrepreneurs Network



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# CONGRATULATIONS

## **On becoming a Leading Lady Boss!!!!**

We are so proud of you for taking the step to empower yourself and be the Leading Lady of your life.

The contents of this workbook are intended as a guide to help you take the leap of self discovery and empowerment as you embark on your journey of being a Leading Lady Entrepreneur.

As a woman, you are already familiar with the many balls that we juggle in our daily lives of being mothers, wives, employees, sisters, friends, aunts, girlfriends, business owners, students, etc. Despite our efforts to handle it all with prowess, it can get overwhelming, confusing, frustrating and sometimes even lonely. We spend so much time grasping at straws, winging it and hoping our efforts will yield the best results.

Add to this, the constant changes in technology, the recent Covid-19 global pandemic and fluctuating economic conditions - all of which can make even the most savvy of women feel defeated and hopeless. This is where Leading Lady Entrepreneurs Network features.

We provide business and lifestyle resources for female business owners and professionals that educate, entertain and empower women to have :

- *Positive mind sets*
- *Promote healthy relationships with self and others*
- *Empower career and business goals*
- *Encourage multiple revenue stream generation and proper financial management*

It is our hope and aim that you will join our online community of Leading Lady Entrepreneurs and use this as well as other resources we have available to become the Leading Lady of your life.

Join our Facebook group <https://facebook.com/groups/leadingladyentrepreneurs>

Download the Leading Lady Entrepreneurs Manifesto

Visit our website <https://leadingladyboss.online>

Shop our range of courses and other resources meant for Leading Lady Bosses!

A close-up photograph of a woman with a joyful expression, her mouth open in a wide smile. She is wearing large black over-ear headphones and holding a black, textured microphone in her right hand. The background is a soft, out-of-focus grey. The image is overlaid with a semi-transparent grey layer containing white text and quotation marks.

“

**IF YOU CAN SPEAK YOU  
CAN INFLUENCE IF YOU  
CAN INFLUENCE YOU  
CAN CHANGE LIVES.**

**- ROB BROWN**

”

# *Introduction*

## **WHY FACEBOOK LIVESTREAMING IS THE BEST SOCIAL MEDIA INVESTMENT YOU CAN MAKE**

It's pretty clear that video is a powerful tool for everyone doing business online, and it's no secret that Facebook especially loves video. But would it surprise you to know that your audience loves it, too?

Think of it this way: Your audience likes what you have to say and offer, but they want to **KNOW** you before they spend any significant amount of money with you. If they're not local and can't meet you in a coffee shop, how do they know you're the real deal?...By watching your livestream.

Fans from around the world can see your energy and hear your voice on a livestream, all of which paints a picture for them of your coaching style, product or service offering. Not everyone's energy or style will mesh with their prospects, so consider your livestream videos a test run for those fans still on the fence. If they can't meet you in person, meeting you via livestream is the next best thing.

You as a business owner can also benefit from livestreaming because you get to know your audience better based on the questions and comments you receive while livestreaming.

Take that idea one step further and livestream inside your closed or secret Facebook Group. In a private space, your members are more prone to ask questions or share experiences they wouldn't necessarily want public, so you can dig a bit deeper inside a group to identify certain pain points. The more you know about your audience, the better you can create products or services that will really help them.

Livestreaming can also add an element of surprise for your audience if you make time-sensitive offers. Create a sense of urgency by limiting your offer, either to the first **XX** number of customers or make it expire at a certain time. This way fans who are watching live have the opportunity to get a great deal while those watching the replay will make a point of paying closer attention to your livestream notifications so they don't miss out again.

Adding livestreams as a bonus to your paid memberships can add significant value, especially if they occur on a regular basis. A monthly or weekly Q&A or a series of training classes allow your paid members access to you so you can help them on a more personal basis. These regular meetings also allow you to learn more about them and to stay up to date on what they need and where their struggles lie.

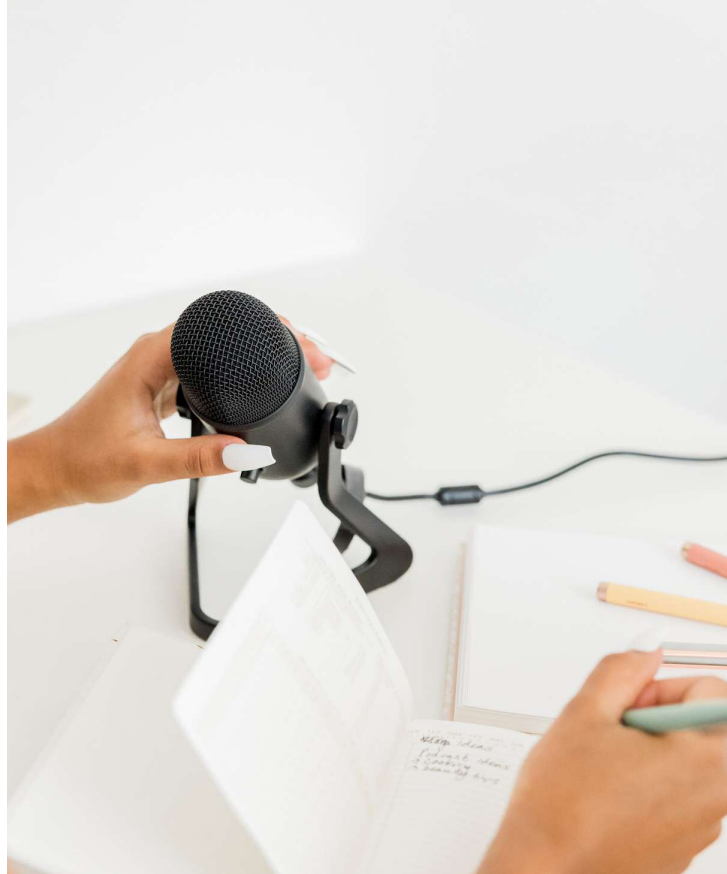
Embrace the livestream technology instead of considering it just one more task on your never-ending to-do list. Livestreaming really makes for a win-win relationship between you and your prospects.



## STEP 1

# PREPARING FOR YOUR FIRST LIVESTREAM

As easy as it is to grab your cell phone and just hit the Facebook LIVE button, doing some prep work is always advised, especially if you're looking to expand your reach and solidify yourself as an expert in your field. Sure, "practice makes perfect" but videos have a way of living forever and you never want one of your early livestreaming attempts to tarnish your business reputation.



## CHOOSE THE RIGHT EQUIPMENT AND STYLE FOR SUCCESS

Starting with your cell phone is a fine first step but always consider how you'll use these livestreams and how important professional quality is to your brand. Explore upgrading your phone or investing in a studio-quality video recording camera. A simple Google search will bring up many hundreds of possibilities.

Next, consider your lighting. Hiding your face in shadows will diminish the impact of your message, so find a natural light source, such as a window, and stand in front to test if there are any shadows or glare. Finding that fine balance with lighting can be tricky - too much light will give a glare while too little light will cast shadows. If you don't have luck with natural lighting, consider purchasing a ring light on a tripod. They come in all sizes and prices but they allow you to film absolutely anywhere so long as there's electricity to run the light. Again, you'll need to experiment with how far you need to stand to have a naturally lit face.



Now consider your background. Is it so busy that it will distract from your message? Or is your blank wall so boring it will turn people away? Much of this is really personal opinion but should reflect your business branding. If your office space is clean, use that as your backdrop. If your office consists of a small corner of your bedroom, consider using a curtain or tapestry to hide the bed. Sometimes all you need are a few nicely framed photos on the wall which showcase your personality.

Test out a few microphones as well when setting up your home studio. Most cell phones pick up sound very well but as you upgrade your equipment, consider upgrading to a lavalier mic, which attaches to a lapel for clear sound capture.

**As you proceed with livestreaming and your offers increase in value, your equipment needs will certainly change. Always be on the lookout for how you can upgrade your equipment or when you can hire a videographer to take over your livestream production tasks.**





## Exercise: Review your equipment and upgrade if needed.

### Current Equipment

#### Cell phone

- Record a test video and objectively analyze if your phone produces the quality you want.
- Do you look fuzzy at any point?
- Can you see your face and surroundings clearly?

### Possible upgrades

- Ask for recommendations from friends or biz associates
  - Ask about your options through your cell phone provider
- 

#### Brainstorming Notes/Pricing:

#### Lighting

- Record a test video in front of a window and/or in different rooms with different types of lighting.
- If weather permits, record a video outdoors.
- Which scenario eliminates shadows and glare from your face the best?

- Ring Light
  - Professional-style studio lighting
- 

#### Brainstorming Notes/Pricing:

#### Background

- Time to meld your perfect lighting with your perfect background.
- Is your background clean + tidy?
- Do you need to hide furniture or mess?
- Is your background pleasing or busy to the eye?

- Tapestry
  - Plain paper backdrop
  - Green screen
- 

#### Brainstorming Notes/Pricing:

## Your Livestream Budget

Can you afford any equipment upgrades now?

Yes

No

How many sales or new clients do you need before upgrading equipment?

How many months will it take you to get those sales or new clients?

What action steps will you take to make that extra money for upgrades?

Equipment Wishlist

## STEP 2

# KNOW YOUR GOALS

Before you can plan for and host a meaningful Facebook live, you have to know why you're doing it in the first place. If you don't have a plan, very often your simple message could lead into a rant that has no bearing on anything in your business.

You want to ATTRACT new people into your sales funnel and into your social media following, not turn them away because they're unclear about your message.

If you're stuck with choosing goals, here are three primary goals to get you started, in no particular order of importance:

## Goal 1: To Build Relationships

Your followers want to know, like, and trust you before they buy from you, so you need to prove your value to them. Building relationships with your followers allows them to see inside your life, to catch a glimpse of your coaching style, and to evaluate if your class or program is the right fit for them. Build those relationships by communicating regularly via livestream (as well as social media and emails) and share what you do without the hard sales pitch. When the time is right for them, they will turn to your paid programs for help.



## Goal 2: To Challenge Your Community

Creating challenges for your community is a great way to get engagement while showcasing your expertise. Put a limit to each challenge (7, 10, or 30-days are popular) and be prepared to interact with your community or group via livestream at least once a day if not more. Your job as challenge host is to help move your fans out of their comfort zones and help them achieve something new or overcome an obstacle. Use livestreams to showcase your coaching style, give pertinent advice, and answer any questions that arise and you'll win over new clients and customers in no time.



## Goal 3: To Sell Something

Ultimately you're in business to make a profit, so don't be afraid to tout your programs and products. There's a difference between giving a hard sell with outrageous sales tactics and kindly informing your tribe about your latest product and all its features and benefits. Livestreaming is a great way to once again nurture that relationship while also telling your audience exactly why this product or program is made for them. When your viewers see your own excitement, it will become contagious and they can be persuaded at this point to make a purchase.

Making sales via livestream is where your production quality really becomes important, especially if your products come with high end price tags. Keep your livestream image congruent with the high-end pricing for the highest conversion rates - which means upgrading your studio equipment as necessary to achieve your desired video quality.



## **ONE IMPORTANT NOTE:**

**People respond to video, but you run the risk of losing their attention if your video covers too many topics.**

**Choose ONE GOAL and ONE TOPIC per video. This way you're focused and you're not confusing your audience.**



## Exercise: Brainstorm your Facebook Live goals.

### Your goals

#### **To build relationships**

*What does this mean to you? Jot down some notes here:*

### What can you offer your audience?

*What can you offer? Advice, inspiration, real-life stories, behind-the-scenes look at your business, sneak peaks into your newest class or book...*

#### **To challenge followers**

*What does this mean to you? Jot down some notes here:*

*How will you do this? What is your background or specialty? How many days? Will you have printouts with your videos? Prizes?*

#### **To make sales**

*How many sales? How much income? Jot down some notes here...*

*What do you have to offer? eBooks, classes, group coaching, signature classes, retreats, mastermind group...*

## STEP 3

# CREATE YOUR SCRIPT

**Impromptu livestreams can be fun, but if you want to reach your goals, it helps to have a script. Here's a quick and easy way to create a script without stifling your creativity while still allowing you to reach your livestream goals.**

**1. Start with bullet points.** If writing isn't your strong suit and creating a script has made you put off livestreaming, make it easy and start with simple bullet points. What's your goal of this livestream? What major points do you want to make? Is there a related story you'd like to include to connect with your audience? Start here and you can always develop these bullet points into a script if you don't want to "wing it."

**2. Practice the "Rule of 3s."** Looking at your bullet points, add three quick supporting points for each main talking point. You'll express your concepts more completely and your audience will be more likely to remember your message or offer using this technique. So, if you're touting that your eBook will show you how to work more productively, back up that claim with three short, supporting points.

**3. Answer these questions:** Who, What, When, Where, Why, and How. Think about your audience and the questions they will have when they stumble upon your livestream. Stick to these basic questions and you'll have an informed audience eager to take your Call to Action.

**4. Mention the Benefits and Features of your product or challenge.** These most likely will be covered in the who, what, when, where, why, and how questions but go back to double check. Your audience will want to know "what's in it for me?" before they make any type of purchase.

**5. Make your script conversational.** In a livestream setting - or really any setting on the internet - traditional writing rules have all but disappeared. Writing for a script - especially with YOU as the star - should be in your own, conversational voice. After all, you ARE having a conversation with your audience so it should sound like you. Write your script as if you're talking directly to your best friend.

**6. Remember to introduce yourself.** Your friends and family know who you are but not every follower will remember your biography. Start off with a quick introduction - especially since this is your FIRST livestream - and include a bit about your business, who you are, why you love what you do, and who you are driven to help (aka your ideal client). Include your website URL at the beginning and at the end of your livestream so people will remember it.

Once you create your Facebook Live outline, you'll find it easier to just fill in the blanks with all the details your followers will want.

## Exercise: Create your talking points.

### Your goals

**WHO** is your product, class, or program designed for?

**WHAT** is your product, class, or program about?

**WHAT** is the format of your product, class, or program?

**WHEN** does or class or program take place? **WHEN** does your product launch?

**WHY** did you create this product, class or program?

**HOW** can I participate in or purchase your product, class, or program?

### What can you offer your audience?

Remember the Rule of 3s: Write 3 supporting points for each main point.

1.

2.

3.

1.

2.

3.

Write 3 supporting points for each main point.

1.

2.

3.

1.

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3.

Write 3 supporting points for each main point.

1.

2.

3.

1.

2.

3.



## STEP 4

# BUILD IN SOME INTERACTION

The whole point of going live on Facebook is to interact with your audience. Sometimes you'll see a big, fat 0 in the viewer counter and you'll question why you're talking to yourself, but once you make livestreaming a habit, your viewership could enter the hundreds. YOU are the leader your community needs to help them or to lead them to the answers to their problems. YOU need to reach out to your community to learn about what they need and what better way to do that than with livestream video.



**1. Greet viewers by name.** Treat those live viewers like gold; THEY are the ones who are most attentive to your message right now so make them feel special and validate their presence. Call them out by name when saying hello at the beginning of your livestream and thank them for joining you live.

One important tip: Don't stall beginning your livestream waiting for people to tune in. You've seen those videos, where the host is checking her makeup or fixing her hair or taking one last gulp of water before starting. Who wants to watch that on the replay? Think about your viewers; do you think they want to see you primping for the audience or do you think they want to hear your message?

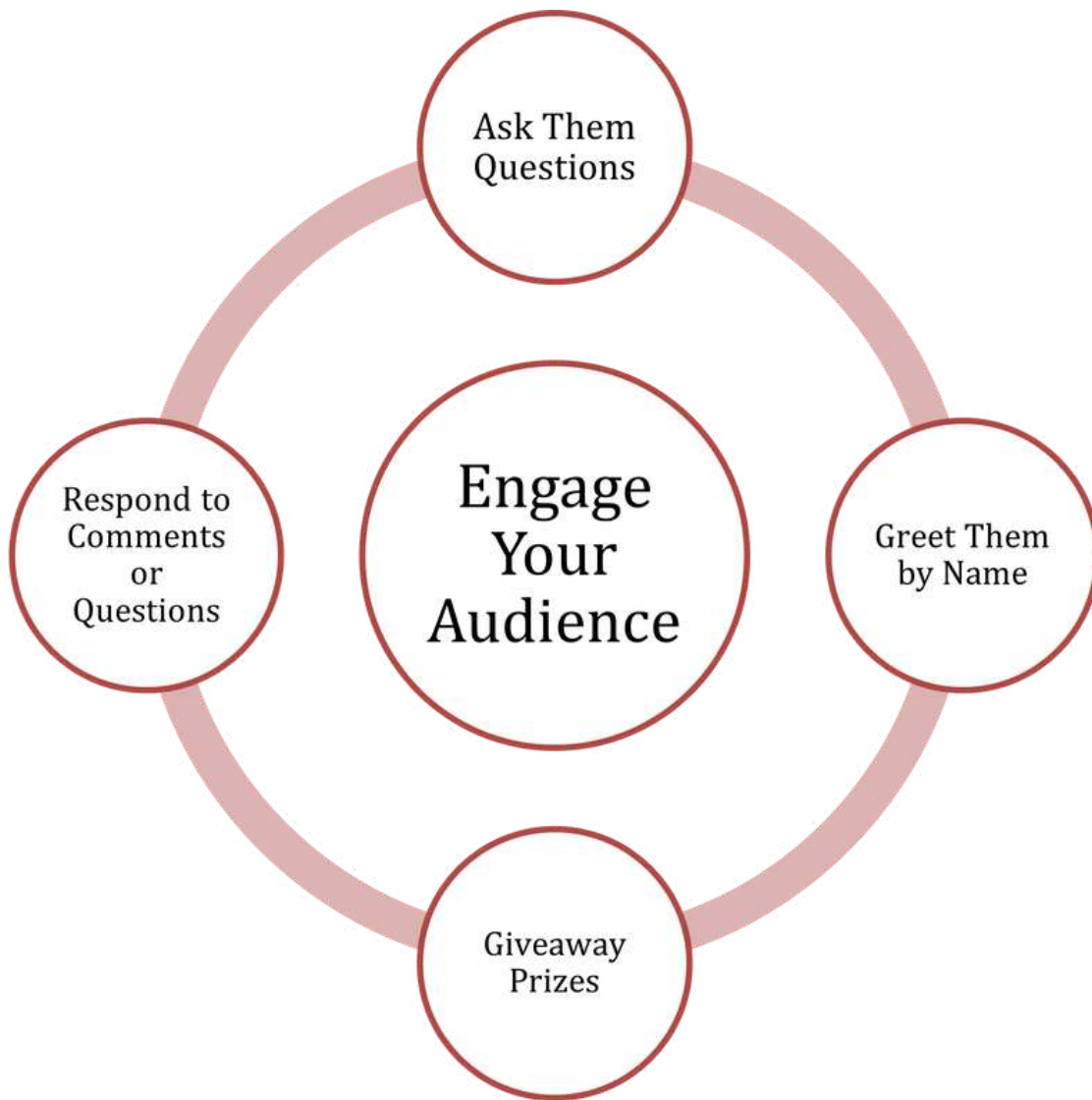
One more caveat: If you begin the bulk of your message and more people pop in live, don't feel that you have to interrupt your livestream to address them by name. Some hosts lose their train of thought, even if using a script, and those viewers probably don't want to be singled out as the ones who were late to the party. After you deliver your message, feel free to mention those who joined late, or address those viewers' questions first, but keep your mind organized and free of distraction when it comes to delivering your message or offer.

**2. Ask questions.** This can work in two different scenarios: you ask questions to your viewers OR host a Q&A format where they ask you questions. Both of these formats are valuable as you will learn more about your audience and they in turn will learn about your business and products. Try incorporating both of these into the same livestream. You ask questions during the video while encouraging viewers to submit questions near the end.

**3. Offer giveaways.** Who doesn't love winning a prize? Giving away a prize is a great way to entice people to watch your livestreams and to take whatever action is necessary to win that prize. Let your creativity run wild when it comes to choosing your giveaway. Some business owners have really grown their community in part by offering monthly giveaways. In addition to giving away free products, they have also offered some services as prizes. Knowing what your audience finds valuable and useful will make your livestreams more exciting. When your viewers see how excited you are about the prize, they will get excited too and you'll see an increase in your viewership and in your post engagement.

In the end, you'll become more comfortable with livestreaming and chatting with your community when you simply take some deep breaths and learn all you can about these wonderful people. Be your authentic self and simply talk to those viewers who are watching you live.

**Exercise: Add interaction into your script.**



## STEP 5

# GET MORE VIEWERS ON LIVE



The more people who see your livestream, the better: Better engagement; increased social followers; increased sales. One way to get more eyes on your event is to create a Facebook event and then publicize it.

Think of how busy your Facebook feed is whenever you check it. If you don't publicize your livestream, chances are people will miss out seeing it for a variety of reasons. Talk about what you're doing in your status updates. Consider running a Facebook ad or two to attract new viewers. You're running a business so don't be shy about attracting people to your web page, social media page, or your livestream.



## Entice Viewers to Share

Viewers who have gotten to know you are very willing to help spread the word about you, but that may not be foremost in their minds. Sometimes you simply have to ask them for a little sharing love. They can share the event post or those who tune in live can share the video itself on their own feeds. Encouraging this type of sharing allows you to reach a larger number of people in different circles than your own. Always work on expanding that reach so you can constantly attract new prospects into your circle.

## OTHER WAYS TO SHARE

### 1. Tie sharing to a giveaway.

Be secretive about your giveaway until you reach XX number of people on your livestream. Choose how many viewers you want to reach and then tell your audience at the beginning of your livestream that you have a great giveaway that you'll reveal when you reach that magic number. Encourage them to share the video on their wall to bring in new viewers. Invite Twitter users to send out tweets promoting the livestream. Just remember to make your giveaway relevant to their needs and watch that viewer counter so you don't miss the magic number.

### 2. Tag friends in comments.

It's that simple. If your viewers tag friends who could benefit from your message, those friends will get notifications and will either jump on live or watch the replay. Don't discount this method because you just never know who will know someone who needs your help or who will become your biggest fan.

### 3. Broadcast simultaneously in multiple groups/on multiple pages.

The joy of technology! Using a 3rd party tool like Live Leap allows your one livestream to be broadcast in multiple places on Facebook, such as different groups and different pages. Live Leap even notifies your audiences on Twitter and LinkedIn about your live event so they can hop over to Facebook to watch, all by pushing the "Go Live" button on Facebook.

**Once you have yourself on a schedule and doing livestreams regularly, all this will become second nature. Your audience will grow organically with more and more viewers willing to share your videos with their circle of friends. Rinse and repeat.**



## Exercise: Make a plan to increase viewers

### Things to do BEFORE your livestream

#### Advertising

- Facebook ads

Other:

#### Publicity

- Social media
- Boosted posts
- Email list

Other:

- Write tantalising copy
- Get audience excited so they won't miss the livestream
- Tell them what they will learn by the end of the video

- **In your ads**
- **In your video description**
- **In all your promos**
- **Other:**

### Things to do DURING your livestream

Simulcast to multiple destinations

- **Liveleap**
- **Restream**
- **Other:**

Ask viewers to help spread the word

- **Share the livestream on their page or group**
- **Tag friends who might be interested**
- **Offer prizes to encourage sharing**
- **Other:**

## STEP 6

# KNOW YOUR SCHEDULE

**While most people will catch the replay of your live, it's helpful to schedule your event during peak times for a few different reasons.**

**First**, interacting with your live viewers helps build your community. You are the leader and your viewers need something from you. Nurture those relationships in a group setting and showcase how you can help solve their problems. Consider those peak times like a meet and greet, only instead of a local coffee house, you're meeting via computer.

**Second**, actual live viewers act as social proof that you're worth listening to, so others might stop and listen, too, when they see your video in their feed. If you see 500 people watching a live video, human nature will make you curious to hear what you're missing.

**Third**, you have a better opportunity to sway live viewers with your offer, especially if you take the time to explain your details carefully and how it can directly benefit them. Create a special offer just for live viewers to redeem and you will likely see a bump in your sales. Most people want to try a sample of your products first to be sure you're the real deal before spending significant amounts on higher priced classes.

**Lastly**, live viewers give extra energy to the video with their questions and comments. You may not realize it during the recording but most hosts can feed off the interactions with their audience and they will naturally become more excited about their topic. You hear that same story from actors comparing working on stage versus working on a movie set. A live audience livens up the atmosphere, even when viewing from the other side of a camera lens.

***Now let's figure out the best days and times based on your page's or group's unique audience.***

**Start off by looking at your published posts.** Which ones get the most engagement in the form of likes, comments, or shares? Take note of what time each of those posts were published and on what days.

**Next, check out this infographic from [CoSchedule](#).** In 2018 CoSchedule performed some massive research and put together a comprehensive report about the best times to publish on social media. Their research looked at multiple industries and social platforms as well as curated findings from other social media studies. Although the research was published in 2019 it serves as good foundation to start from.

Merge this research information with your own personal findings about your audience engagement and you will have a good idea of the best times to reach your audience. The last step is to test out this information by actually livestreaming and posting at those days/times and track your engagement.

## NOTES



**Exercise: Plan your Facebook live schedule.**

	<b>Mon</b>	<b>Tue</b>	<b>Wed</b>	<b>Thu</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
<b>Morning</b>							
<b>Afternoon</b>							
<b>Evening</b>							
<b>Late Evening</b>							

**Brainstorm Your Ideas**

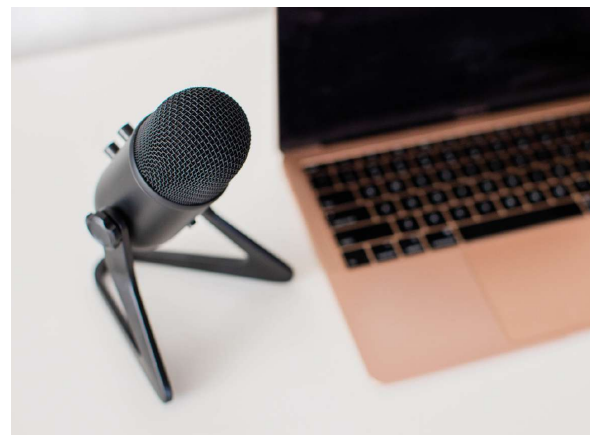
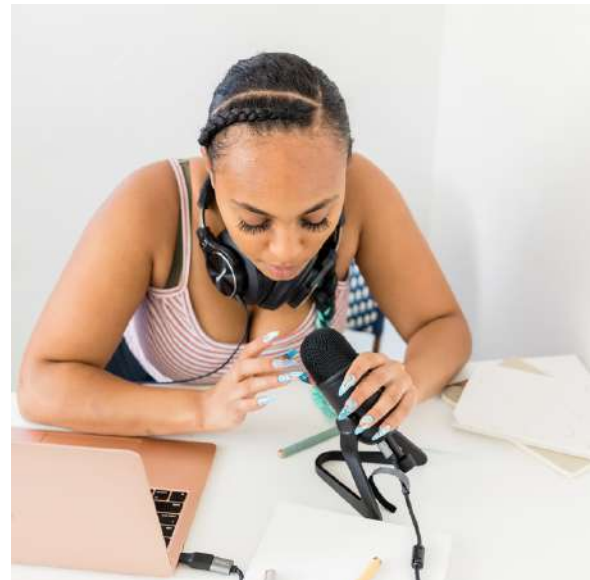
*What does your audience want or need to hear from you? What topics can be broken up into a series of videos?*

## STEP 7

# CHOOSE YOUR FORMAT

There are multiple ways to structure your livestream, and each one will attract a slightly different audience and have a slightly different outcome. Before you begin scripting, be sure your format matches up with your goal.

Should you mix up your formats? Completely up to you! It all depends on how predictable you want to be and what kind of information you're sharing. Let's explore some different formats and how you can incorporate each one into your business.



### **1. How-to Content.**

Video lends itself well to demonstrating. If you're a business coach or accountant, you can show your viewers how to use certain functions in QuickBooks with ease by livestreaming your computer screen. If you're a health coach teaching about how to relieve stress, you can demonstrate certain stretches or yoga positions that serve that purpose. Or show your viewers just how easy it is to create healthy recipes in your kitchen. Your viewers always want to learn something new so find a way to demonstrate that to your audience.

### **2. Product Reviews or Unboxing.**

Offering affiliate reviews to your audience is an easy way to earn some passive income every month – provided those offers are relevant to your audience, of course. Giving honest reviews will endear you to your audience, even if you include reviews of products you didn't fall in love with. Simply tell your audience about the product, class, or event, and give them an affiliate URL to click if they are interested in buying. Include this URL in the video description for those who don't watch the entire video or for those who didn't get a pen to write it down fast enough. This way you get a small commission from each person who purchases through your unique link.

Unboxing videos are uber popular these days with fans of Stitch Fix and various beauty brands, where the host simply opens up the box and shows/describes each item inside. If you're stuck on how to use unboxing in your business, try unboxing various outfits from your favorite store that you want to bring to an upcoming conference. If you have published a physical book or planner, unbox those while showing the professional quality and describing what your viewer will find inside. If you're redecorating your office, show your viewers which photos or artwork you're trying to decide between; if you're brave, let your viewers vote on their favorite.

### **3. Q&A.**

Question and Answer sessions truly are as easy as it sounds. Prepare to answer questions from your audience in regards to your business and products. Make these sessions more interesting by injecting your own questions back to the audience, especially if you see that engagement is slowing down. Make Q&A sessions a part of your membership program, your group classes, or as a part of your private group. Allowing your followers and students access to your brilliance will make them lifelong fans.

### **4. Behind the Scenes.**

These are fun snippets of your life that the audience doesn't see too often. Redecorating your office could fall in this category as could your decluttering attempts. Are you creating a signature class? Give a sneak peek into your creative process. Are you up late putting the finishing touches on your newest eBook? Start a livestream to say hello to your night owl fans.



## 5. Interviews.

Even though you're an expert in your own right, interviewing other experts will propel your expertise to superstardom in the eyes of your viewers. Did you know you can have a split screen interview on Facebook Live? Here's the run down for starting a split screen interview:

- Start your Facebook Live on your phone. You can still chat with viewers and start talking about your topic while you go through the next steps.
- Confirm that your guest is viewing live, ask them to leave a comment, then click on their name. You should see a green icon near their profile photo, indicating that they have the capability of going Live.
- Invite your interview guest. After you click on their photo, you'll see an "Invite To Broadcast" option. Simply click on that and you have your split screen interview.



### A few notes:

Your guest should also be on their phone and they should hold it in the same position as you are - landscape vs portrait. Also encourage them to be in a well-lit room or near a window to combat shadows. Lastly, make sure you both have a hardwire internet connection as opposed to Wi-Fi; if one internet connection is lost, the broadcast ends immediately.

Also, if this process sounds complicated or you want to incorporate some branding elements into your livestream, a third-party platform like Belive.tv could be your answer. Their paid program allows for easy split-screens plus you can add your logo and business colors for added impact.

Let your creative juices flow when choosing different formats. Give your audience some variety and experiment to see which format gets the most views and most engagement. Once you settle on your format choices and preferred times, it will become easier to schedule these live broadcasts on your business calendar.

## Exercise: Explore various livestream formats.

### Which fomats do you want to try?

#### HOW TO CONTENT

- *What seems to confuse your audience?*
- *Can you show them an easier way to do that task?*

#### REVIEWS AND UNBOXING

- *What are your favorite business tools?*
- *What do you need help deciding? Take a vote among your viewers.*

#### Q&A

- *What questions are you asked most frequently?*
- *Are they about business in general or about a specific product?*
- *Do you need to change a process or clarify something on your sales page?*

#### BEHIND THE SCENES

- *What are some things people don't know about you?*
- *Do you have a process you'd like to share?*
- *Want to show off your home office?*

#### INTERVIEWS

- *Start a guest list; who would you ask?*
- *Do you need a 3rd party platform?*
- *What topics would you talk about?*

#### OTHER:

- *Be creative!*
- *Track the audience response to the different formats you try; there might be a fan favorite.*

## STEP 8

# PRACTICE & CRITIQUE

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**This is the hardest part for most people: Who wants to watch themselves on camera, right? But if you want to have a more successful Facebook live, it's important.**

**Have no fear...you don't need to actually go live to an audience in order to critique yourself. Here are a couple of practice techniques you can use prior to going live.**



### **1. Broadcast privately on Facebook.**

Look how simple this is! When you hit the “Go Live” link on Facebook, you have a choice of WHERE to go live. Normally it will say “Friends” or “Public” or “Story.” Click on that small box and it opens up the Settings page. At the very bottom of that list – you may have to click on the “See More” link – it says “Only Me.” Click on that then hit the big blue “Start Live Video” button. Voila! You’re recording but only YOU will see it.

### **2. Set up a Secret Facebook Group.**

A secret Facebook group allows you a secret space in which to practice your livestreaming skills. Creating a new group is simple and even though the process does ask you to invite one friend, it can be your spouse, aunt, sister, or BFF, and once the group is set up, you can remove the friend and have the space all to yourself. This is a great option because when you’re setting up your livestreams, it asks you where you want to broadcast – either in a group, on a page, or directly on your personal profile. Having a private group gives you the practice of choosing where to broadcast, which then leads directly into the start of your recording.

### **3. Save the recording to your phone or camera and view on the device.**

This option is incredibly easy, especially if your internet connection is spotty or you just want to practice without logging on to Facebook. If you like these practice videos, consider uploading them to YouTube or Vimeo for storage. In both of these platforms, you can set whether to make the videos public or to keep them private. These settings can always be changed if you decide to use these videos as part of a product or other promotion.

Now that you’ve got a recording or two to watch, put on your objectivity hat and push the Play button.

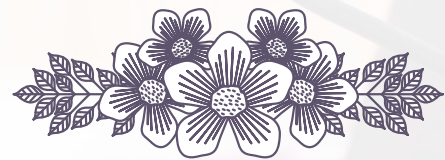
## **What to Look For in Your Video**

Start off by just watching. Look at the overall composition of the shot as well as your appearance. Can you see your face clearly or is it covered in shadows? Are there funky shadows on the back wall that will distract viewers? Is there anything else in your background that viewers shouldn’t see? If you wear glasses, are the lenses reflecting a glare from the lights?

Now look at your body language. Is the recorded you making eye contact with the camera? Are you smiling? Do you have energy or does it look and sound like you’re reading a script? Can you hear your words clearly or do you need a mic?

Are you tripping over your words? Does your offer make sense or is it confusing? Do you get distracted from your script and go off on a tangent?

These are all legitimate, objective questions to ask when viewing your practice video because these are the questions your viewers will ask themselves. They’ll wonder why they see a laundry basket in the corner or why you didn’t check your audio levels before recording. You’re not criticizing your appearance; you’re taking notes on how to improve your presence on camera, so you will attract and engage your community.



**Exercise: Watch your practice session and note areas for improvement.**

## Setting

- Is background too busy or boring?
- Suitable for brand image?
- Clear audio?

## Lighting

- Too many shadows?
- Too much glare?

## Body Language

- Smile
- Energy
- Interaction





## STEP 9

# AND THEN WHAT?

**Congratulations! You've completed your first livestream video! Celebrate this accomplishment because not everyone has the courage to put themselves out there on video for the world to see.**

**A few words of advice:**

Don't consider this the end of your livestream career. These videos truly do get easier with practice and audiences LOVE livestream videos, so give them what they want. Also consider how much easier it is to spread your message to hundreds of people via livestream than it is connecting one-to-one. Connections are wonderful and they will happen as you earn more name recognition but use the power of the masses - and video - to reach more people at one time.

Also consider repurposing your finished livestreams. Livestreaming doesn't have to be a "one and done" process. You put a ton of thought and work into your Facebook livestream, so don't just let it fade into the past on your page. Get more mileage out of it with these pro tips.



### **1. Embed it on your blog.**

Some people may find your blog through search engines before they find you on Facebook, so showcase your coaching style in multiple places at once. Create a category specifically for videos so your website visitors can see your offerings all at once.

### **2. Post it to YouTube.**

Did you know that YouTube is the number two search engine behind Google? Upload your livestream to YouTube, optimize the title and description with keywords, and remember to add your website URL in the description, too.

### **3. Use it as a podcast episode.**

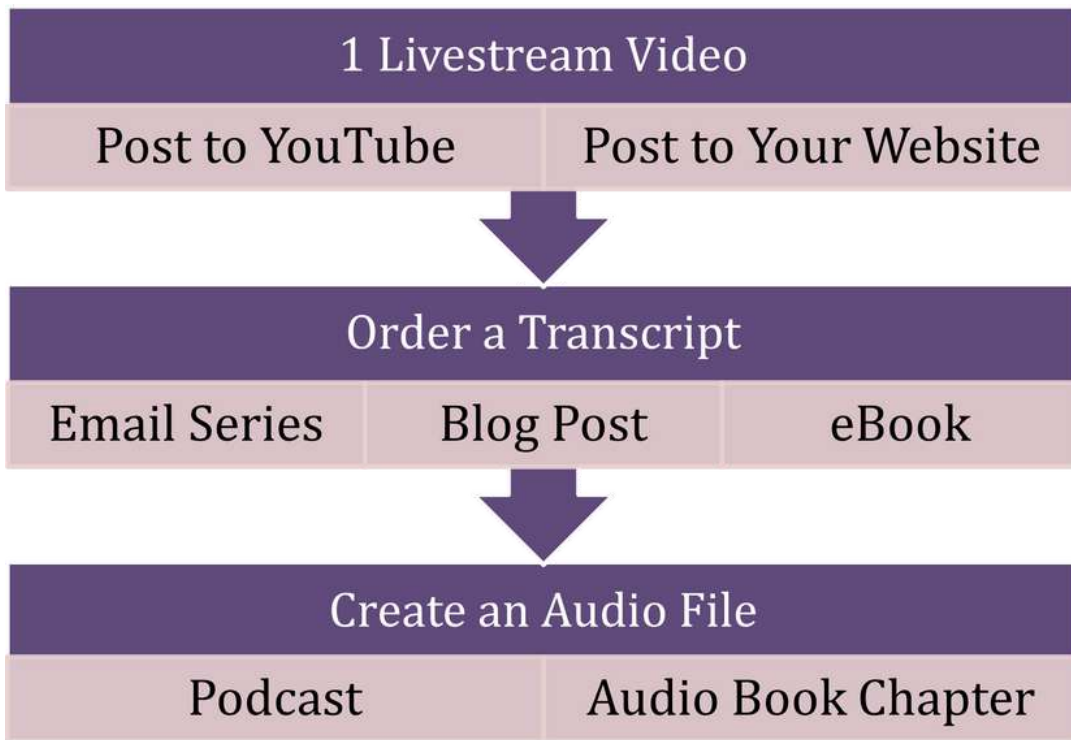
Podcasting is just another avenue to reach your audience, especially those who are always on the go, who travel the country, or who just don't want to be confined to watching videos online. With the use of video editing software, such as Camtasia, you can upload your video into the software and then render it as an audio mp3 file instead of a video. If you don't want to invest in software, find a VA or video specialist who has the capabilities. When you get the mp3 file, simply upload it to your podcast host and you have another episode ready to go.

### **4. Order a transcript of your video.**

Transcripts can be used as a blog post, a chapter of an eBook, or as an email. If your video covers multiple tips, break it into an email autoresponder series. When posting it on your blog, embed the video with the transcript. You'll always have members of your audience who prefer to learn in different ways. Some will embrace watching a video while others prefer to read the transcript. There's no right or wrong but you'll make lots of people happy by offering multiple ways to learn.



**Exercise: Create a repurposing plan.**



**Brainstorming Notes**

A large, empty light blue rectangular area provided for taking brainstorming notes.

# THANK YOU

Thank you for signing up and downloading our planner.

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- **Healthy Self love**
- **Business and Professional development**
- **Income generation and management**

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