



Creating Compelling Facebook Live Streams Checklist

Live streaming can feel a bit stressful your first two or three times. Here are a few tried-and-true tips to help you ease the stress and make your streaming more enjoyable...

Put Your Best Self Forward

- Schedule an appointment at your local salon.** Get a new haircut, try a different style, or go with something bold you've always wanted to try. When you feel and look your best, you'll be more confident on camera.
- Apply makeup.** You don't have to wear a lot of makeup (or any). But it does boost your self-esteem to highlight your best features before you go live.
- Dress in a color you love.** When you're wearing a beloved t-shirt or your sexy jeans, you radiate happiness and positivity. Both of these qualities will make viewers find you more attractive.
- Opt for a manicure.** For better or worse, viewers do notice your fingernails when you live stream. If your nails are chipped and worn, go for a manicure before your video. Not only will your nails look nice, you'll feel fantastic, too.
- Pick accessories carefully.** Your accessories can make a powerful statement to viewers. But make sure they aren't distracting watchers from the message you're trying to share.

Streamline Your Space

- Preview your lighting situation.** Go ahead and start like you're going to live stream yourself right now. Then check the lighting in your preview. Is there enough of it? Are you easy to see?
- Check the sounds.** Close your eyes right now and listen to the ambient noise around you. Listen to sounds you find disruptive and try to lessen them. For example, if you hear an echo in your room, you can reduce that by adding a couple of rugs to your space.

- ❑ **Get a microphone.** Lavalier mic that clips onto your shirt is a good place to start. Later on, you may want to upgrade and get an even better microphone. But for now, you can start with a lavalier. **Check Amazon for lapel mics or tabletop mics you can connect to your smartphone or tablet.**
- ❑ **Clear visual clutter.** A simple way to handle distracting clutter in the background is to set up a screen divider. If you don't have a divider, you can make one by tacking a light sheet onto your wall.
- ❑ **Grab a tripod.** You don't want viewers leaving your live stream because they were motion sick. Your tripod doesn't have to be expensive or complicated. It just has to stabilize your smart device. **Check Amazon for tripod that can be used for table top or expand to floor standing positions.**

Create Your First Facebook Stream

- ❑ **Keep your expectations low.** You may only get one or two viewers when you do your first live stream. This is common because it takes a while to build a platform. Be sure to check back to see how many replays your live stream had. ***Remember, some followers may not be on when you go live. Let people know about your upcoming Facebook Live Video days before you go live.***
- ❑ **Interact with walk-in viewers.** When someone leaves a comment on your stream, take a moment to respond and ask a follow up question.
- ❑ **Let viewers connect with you.** At the end of your stream, share where and how viewers can follow up. For example, you could say, "To talk more about {topic}, check out my blog and leave a comment."
- ❑ **Stay professional.** When you're having fun on Facebook Live, it can feel almost like you're having a real life conversation. But don't get too relaxed...you never know where your video might end up or who might see it.
- ❑ **Don't feed the trolls.** Every so often, you'll get a person that wants to argue and stir up controversy. Block this person by hovering over their name and clicking the 'Block User' link. This will prevent them from causing you any further headaches.

Find More Viewers

- Establish a goal.** Some people use live stream to kill time. But your streams will be more popular if you pick a topic and know what you want to share ahead of time.
- Time your streams.** Remember that time zones are international. It might be morning in your part of the world but it might be evening for your viewers. Keep this mind before you start your next video.
- Plan for longer streams.** You can do short live streams but the most popular ones tend to be between 30-60 minutes in length. Regardless of video length, provide valuable information to your viewers.
- Outline your thoughts.** It's easy to get flustered on camera and forget the point you were trying to make. That's why it's smart to keep a bullet outline with you. It keeps you on track and gives you a quick roadmap.
- Schedule it.** Viewers enjoy watching live streams but they also like knowing when to expect your next video. Set aside a certain time each week so viewers can regularly check in with you.

Invite a Guest to Join You (I Phone Only)

- Follow up on social media.** Before you select a guest, check out their social profiles. You don't want to be associated with someone that's unkind or unprofessional on social networks.
- Check out their other interviews.** If your potential guest has been interviewed before, listen to those recordings. Make sure this is someone that you'll enjoy working with before you extend an invite to join your stream.
- Ask around.** If you're not sure if a guest is going to be the right fit, quietly message one or two people you trust. Ask if they've heard of the person and if so, ask what they think.

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- ❑ **Reach out for the interview.** Once you've done your research, ask your potential guest to appear on your live stream. Be direct and polite in your request.
- ❑ **Follow up.** After your guest has made their appearance on your live stream, send them a quick 'thank you' note. Tell them you enjoyed their interview and let them know you'd be willing to support their future projects.