

MKM LIVE: Wednesday, January 16

- Weekly LIVEstream
- Today's title: Livestreaming tips
 - Have you Livestreamed?
 - 7 of 11 said yes!
 - Comment your favorite strategy for LIVE
 - If no, why not?
- Exciting news later in the show!



MKM LIVE: LIVEstreaming

- Going LIVE
- Why you need to use it
 - Authentic, natural, people get a real view of you and your thoughts
 - Audience can interact, ask questions in real-time
 - Video is rewarded in the algorithm
 - FB Live viewed 3 times as long, 200% more notifications for live feeds
 - Forbes, Jules Solomon “The Influencer Podcast” Episode 008
 - Followers get a notification when you go live, pinged on their phone
 - You will get more traffic to your page/account
- WHY aren't people doing it more?
 - Forget to pull out their phones
 - Biz owners are busy! So work in your team members
 - Scared to mess up - it's ok! I've messed up bad before!
 - Not sure what to say
- Quick tips to get more comfortable on live
 - I'm sure you can all do better than me



MKM LIVE: LIVEstreaming

- Tip 1: Practice
 - Create a dummy page or within a group
 - Invite trusted friends and family
 - Practice
 - Practice some more
 - Just like anything, you will be uncomfortable at first



MKM LIVE: LIVEstreaming

- Tip 2: Prepare & Plan
 - Set a target date
 - Coincide with an event?
 - Create an event from your page and promote it ahead of the LIVE
 - People need to know when they should tune-in
 - Come up with topic(s) of interest
 - Something you know
 - Easier to talk about something you know well, especially at first
 - Introduction of company, you, team members
 - Tutorial/education on topic or concept
 - Advice on a subject
 - Behind-the-scenes sneak preview
 - Big announcement
 - Meeting for people who are remote
 - Create a script
 - Bullet points, not full sentences
 - Keep your opening & closing brief
 - Keep providing value so your audience doesn't get bored
 - Decide the best format
 - Should the audience see you or a share of your computer screen?



MKM LIVE: LIVEstreaming

- Tip 3: On the big day
 - Set -up in an area with good lighting, little background noise
 - Remove clutter and distractions
 - Review your bullet points
 - Take a couple deep breaths
 - Time to go live
 - Hold either vertical or horizontal - doesn't really matter on Facebook
 - Insta - hold vertically
 - Act like you're going to your page to post a photo
 - Press the "Live" button
 - Come up with a brief caption that can tell people what to expect - put an action item in the description so they know how to comment
 - Press the "Go Live" button and you'll get a short countdown
 - Before you sign off, give a call to action
 - Plug your product or services
 - Share your contact info
 - What do you want people to do with the info?
 - See if additional questions have been asked while you were live



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- Tip 3: Misc
 - The live broadcasts are available to replay after the live is complete
 - Don't welcome every single person
 - Don't date your info too much
 - Be careful with masks/filters
 - Example from CYLL group of formal presentation
 - Give yourself a little grace
 - We've all got to start somewhere
 - We've all seen my kids bomb my lives before!



MKM LIVE: LIVEstreaming Q&A

- #1: Outlining Tool for Live?
 - Google Slides
- #2: How to stay on-topic?
 - No quick tip
 - Follow my outline
 - Read my notes
 - Don't be afraid of a little pause



MKM LIVE: LIVEstreaming Q&A

- #3: How to hold your phone and not make you look horrible
 - Peek at my set-up
 - Face the light
 - Invest in some equipment on Amazon
 - Zoom screen share
 - Do what makes you feel good
 - Follow my girl @allieireeves on Insta



MKM LIVE, Wednesday, January 16: Events

- Next week:
 - Monday, January 21: Using the Facebook Job Board
- Coming soon
 - Surveys and giveaways!
 - Insta refresh
- Upcoming events
 - MKM LIVE topics through March will be released by next week
 - Email or message me if you have particular topics of interest
 - Kirkwood series
 - March/April
 - MKM Social Elite Training Group
 - Starting January 28!
 - Room for 7 more members

