



LIVE VIDEO TIP SHEET

One of the fastest and most effective ways to connect and build a relationship with your audience, gain authority in your niche and drive tons of traffic to anywhere you choose is to do live videos on sites like Facebook, Instagram and YouTube.

You can tell your story, provide value with helpful tutorials, promote products and much more.

However, for most of us the thought of appearing live on the Internet can be very daunting and there are also things that you need to do to make sure everything runs smoothly.

In this checklist, we'll cover everything from preparing to go live through to making the most of the traffic you receive so you can get the results you want.

PREPARATION

First you will need to overcome any fear you may have of being in front of the camera, so that when you record your live videos, you'll feel more focused on delivering your message and content in a comfortable and natural manner.

In addition, have a clear idea of what you want to say. Not word for word, but a general idea of the points you want to make, so that you won't ramble.

TALK OUT LOUD

Get used to talking out loud rather than just thinking what you're going to say in your mind. This will also help you remember what you're going to say. So, run through a few ideas, explanations or scripts and talk about them in a normal conversational manner.

Practicing in front of a mirror is a good idea. This might sound a bit odd at first but talking out loud to yourself in the mirror will allow you to see how you'll look and sound on camera.

The newer you are to live video, the more you should practice before you go live. After awhile, you'll get the hang of things and won't have to practice as much.

TALK INTO THE LENS OF A CAMERA

Whether you have a webcam, smartphone or a DSLR camera, get used to talking while looking at the lens of the camera. The camera doesn't even need to be on at the time, it's just to get used to it, as it feels a bit strange at first.

By looking into the lens of the camera your viewer will feel like you are talking to them and not looking at yourself or an autocue.

Note: If you're using a smartphone or a laptop try to look at the camera and not look at yourself that you can see on the screen. If you've ever seen someone doing this it feels like someone is talking to you but they can't look at you. I know this is hard – it is very tempting to look at the moving image of you!

RECORD A NORMAL VIDEO OF YOURSELF

Practice by recording what you will talk about as a normal – not live – video so that you can save it and watch it back. This way you'll be able to pick up anything that you might not be aware of at first, such as repeating the same word a lot, poor sound quality or lighting, or your position on the camera.

RECORD A LIVE VIDEO PRIVATELY

Practice recording live videos but set them so that they're only visible to you and no one else. Facebook allows you to set an audience for your posts so just set it so that only you can see it.

INVITE A FRIEND

If you're still feeling a little nervous, then share your live video with a friend so they can give you feedback or invite them onto a live video so you can get used to someone asking questions or making comments as you record your video.

PLAN YOUR LIVE VIDEO

To get the best results from your live videos and get more people jumping on them, plan ahead. You can just do an impromptu live video, but you won't get as many people joining you at that moment, they may watch the replay but ideally you want as many viewers as possible to join you at the time you go live, as this will lead to more interaction which will lead to even more people jumping on too.

Let people know when you plan to go live by getting in touch with them individually via messenger or by sharing a post with the link they'll need to click on and the day and time you'll be going live For example: "Today! Going Live in 30 Minutes." Remember to let them know what your live video will be about, as well.

WOULD YOU LIKE HELP IMPROVING YOUR CONFIDENCE AND PRESENCE ON LIVE VIDEO?

Apply for my Facebook Live 101 Coaching Program. Over the course of five Facebook Lives you send me, I'll provide feedback on how to make you better on live video. You'll be more confident and effective, which could translate into greater engagement and conversion. Send in your application today!

form.jotform.com/80887733481165

ABOUT CARMA SPENCE



"We all have the ingredients necessary to succeed at anything, however it is what we are interested in, passionate about and committed to that is really where we shine in our life."

*– Carma Spence
from Public Speaking Super Powers*

Many people, from students to employees to business owners to entrepreneurs, struggle with the idea of getting up in front of an audience — no matter how small — to speak about a topic they are interested or expert in. And so, they avoid making use of one of the most powerful techniques they can use to earn a promotion, gain new business and increase their visibility in the market.

Carma Spence was once one of these people. In fact, she was so shy and introverted that when her high school speech coach asked her to join the Speech Team her senior year, she was shocked.

CARMA'S PUBLIC SPEAKING JOURNEY

She tentatively agreed. Her father helped her perfect her first speech ... about earthquakes ... and she won 5th place in her first competition! Now she was hooked. That year, she earned a block in speech, having placed in the top five in several competitions. Her speech team activities also earned her a Degree of Honour with the National Forensic League (now the National Speech & Debate Association).

Later, she joined Toastmasters and eventually earned her DTM — Distinguished Toastmaster — award. She even created a video introducing people to Toastmasters as her class project in a television production class.

Now, Carma helps women turn what they are uniquely knowledgeable about — their passions, interests and hobbies (no matter how obscure) into a legacy via the creation of information products. She often speaks about online marketing techniques, vanquishing Mind Goblins and planning your business. Her book, *Home Sweet Home Page*, helps authors, speakers and coaches create a better home page for their website.

"Coaching clients through live and recorded video is an excellent way to help them not only overcome a general speaking anxiety, but also camera shyness," she says. Live video is now a key marketing tool, and is even being used for job interviews. Being able to project confidence through live video is an essential business and life skill.