Checklist 20 - Live Video

Project Name: _____

Date: _____

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 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.

		Yes	No
1	**Talk out loud**	☐	☐

Get used to talking out loud rather than just thinking what you're going 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.

		Yes	No
2	**Talk to yourself in the mirror**	☐	☐

This might sound a bit odd at first but talking outload to yourself in the mirror will allow you to see how you'll look and sound on camera.

Notes

3   Talk into the lens of a camera

☐ ☐

Whether you have a webcam, smartphone or a DSLR camera get used to talking whilst 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 until you get used to it.
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 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.

4   Record a normal video of yourself

☐ ☐

Get used to recording what you will talk about as a normal 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 unaware of at first like repeating the same word a lot, poor sound quality or lighting or your position on the camera.

5   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.

6   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.

7   Plan Your Live Video

Notes

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To get the best results from your live videos and get more people jumping on then 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 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.
So 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 i.e Today! Going Live in 30 Minutes and remember to let them know what your live video will be about.

8   Brand Your Videos

□ □

Creating a video intro or having a watermark on your live videos will help people remember you or your brand. It also helps to make your videos look more professional and add to that all important first impression. You can find video editing tools in the Video Editing Checklist.

9   Live Video Software

□ □

You can use free live streaming software such as OBSProject.com to compile your intros, pre-recorded videos, live sections, live green screen videos and much more

10   Further Live Video Training

□ □

Creating live videos is possibly one of the quickest and easiest ways to drive highly engaged traffic to anywhere you choose.
One brand new affiliate recently grossed over $680 from just one 20 minute live video!

Notes

MATT BACAK'S CHECKLIST

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If you'd like full step-by-step video training showing you how to create, schedule and make money from creating short live videos on Facebook and YouTube then visit FBLMastery.com

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